

A home in the heart of exciting Sihanoukville

NEW NORDIC SUNSHINE HOTEL & RESORT

YOUR NEXT INVESTMENT OPPORTUNITY IN UNIQUE CAMBODIA



New Nordic Group

BUILDING A LIFESTYLE

www.newnordicgroup.com

Up and coming Sihanoukville

Welcome to New Nordic Cambodia!

We are happy and proud to present: New Nordic Sunshine Hotel & Resort, our first project in Cambodia, but definitely not our last.

Cambodia - and Sihanoukville in particular - is a great place either to live or visit on holiday! The Khmer people are among the friendliest you will ever meet: genuine, helpful and almost always happy.

Their beaches are amazing and whether you choose to set off on a bike with a towel and a picnic basket to find your own special spot, or prefer the convenience of a sun lounger, an umbrella and a nearby restaurant and bar, there are so many enjoyable ways to spend the daylight hours. After dark, the city is just as good!

The quality of dining available is excellent, with many different places from street stalls and 'mom and pop' cafes to gourmet restaurants providing Italian, Japanese, Swedish and vegan menus just to name a couple, as well as local cuisine.

Few places in the world can compete with Sihanoukville's combination of a relaxed, laid back atmosphere, choice of restaurants, vibrant nightlife, shopping, gambling and other activities.

Added to that, the fact that Sihanoukville has an expat community that is a mixed and fun crowd of all ages, from all corners of the world and walks of life, plus a very reasonable cost of living, and you will see why so many people love it here.

Cambodia Sales Office

The New Nordic Group's office in Cambodia is situated in the capital city of Phnom Penh. The sales team led by Cambodia's sales manager, Mr. Paul Jaensen, our team are here to answer your questions about New Nordic and our projects.



JOHAN RUCKER
Country Manager, Cambodia





YOUR NEXT INVESTMENT OPPORTUNITY
IN UNIQUE CAMBODIA



Sihanoukville

The future of Cambodian tourism

- ✔ Sihanoukville has a population of 200 000 and is considered a full-flexed city with highly developed infrastructure.
- ✔ The Sihanoukville Special Economic Zone functions as a magnet for foreign investment and a boost for the local economy.
- ✔ The port of Sihanoukville is a hub for both trade and cruise ships in the region. Being the only city with an international port in Cambodia; Sihanoukville serves as a strategic centre for foreign investment. The harbour is currently under expansion to prepare for even more commercial traffic in the years to come.
- ✔ The International airport of Sihanoukville is presently undergoing an extensive upgrade and will increase its capacity to 500 000 yearly passengers within 2020. The airport has already transformed and handled 338000 passengers in 2017 compared to only 13000 in 2012.
- ✔ Sihanoukville has an active tourism department with their ear to the ground. They work to regulate prices and ensure prices are not hiked due to tourism.
- ✔ Favourable incentives to draw tourists and development. Airlines receive USD 10 per passenger when scheduling routes to Sihanoukville.

Ochheuteal Beach



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A home in the heart of exciting Sihanoukville

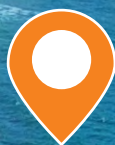
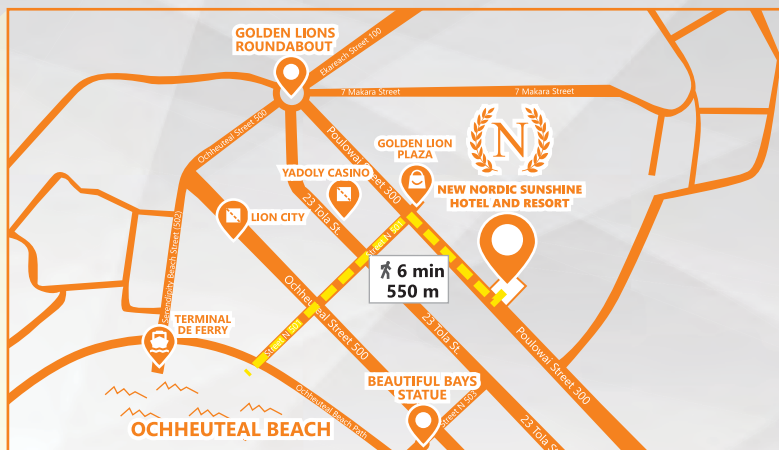
Nestled between the Gulf of Thailand and the stunning Ream National Park; Sihanoukville has everything needed to claim the throne as Southeast Asia next major tourist destination. Its impressive infrastructure both at land and sea combined with a constant flow of tourists provide dream opportunities for foreigners willing to invest.

New Nordic Group's first Cambodian project is located near Ochheuteal Beach: An impressive stretch of white sand known to be calmer than neighbouring Serendipity, yet perfectly situated in the midst of the area's main activities.



**NEW NORDIC SUNSHINE
HOTEL AND RESORT**





YOUR NEXT INVESTMENT OPPORTUNITY
IN UNIQUE CAMBODIA

New Nordic Sunshine Hotel and Resort

Construction Starting Second Quarter of 2018

New Nordic Sunshine Hotel & Resort will take Sihanoukville living to a new level with its central location and high western standard throughout. On 1523 square meters of land we will build this 15 story building with 136 apartments divided between 92 studios, 32 1-bedroom apartments, 6 smaller 2-bedroom apartments and 6 big 2-bedroom apartments.

New Nordic Sunshine Hotel & Resort will be a full-service resort with 24-hour security, a very nice roof top swimming pool, welcoming reception, restaurant, bar, café, spa, gym, conference rooms and we will even have our own generator in case of power cuts. The roof top bar will for sure be the top place in Sihanoukville to enjoy a Mojito and watch the sunset.

New Nordic Sunshine Hotel & Resort's prime location means easy access to the beach as well as to restaurants, bars, casinos, entertainment and a stunning view over Ochheuteal Beach towards the South and a very nice city view towards the Northwest.



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3D illustrations



The interior and tone of the project

Key aspects in our upcoming Cambodia project is keeping our units modern, fresh and with a practical layout for our guests. The overall color will have a modern twist to the classic New Nordic orange, with darker colors like grey and black in focus. Here is our first draft 3Ds.

The reception area

The New Nordic Sunshine Hotel will have a reception in front of the building facing the street. Here all guests will be welcomed with a smile and good service, while being surrounded with relaxing lounge areas. The reception will also be connected to our restaurant located on the ground floor.



PLEASE NOTE THAT THE 3DS MIGHT CHANGE SLIGHTLY.



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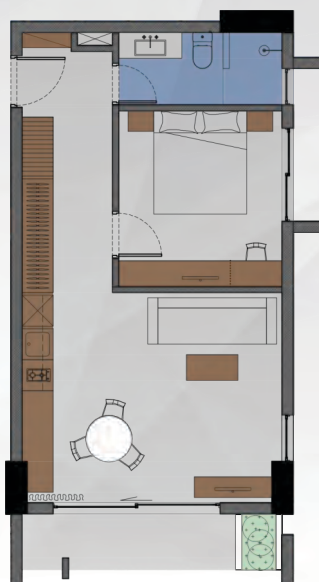
Studio Room

FLOOR AREA (36M²)



One Bedroom

FLOOR AREA (58M²)



Two Bedrooms



TWO BEDROOMS (95M²)



TWO BEDROOMS (134M²)



NEW NORDIC
CAMBODIA

13

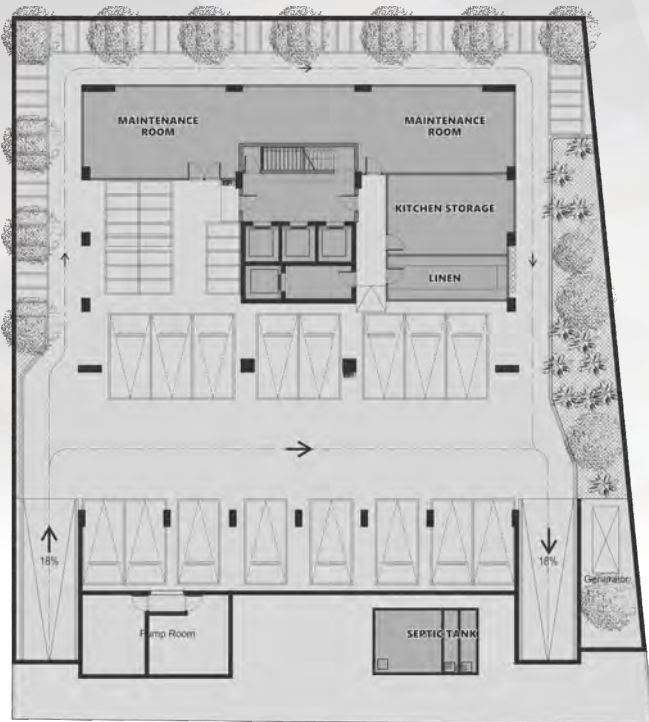
3D FOR ILLUSTRATION PURPOSES ONLY



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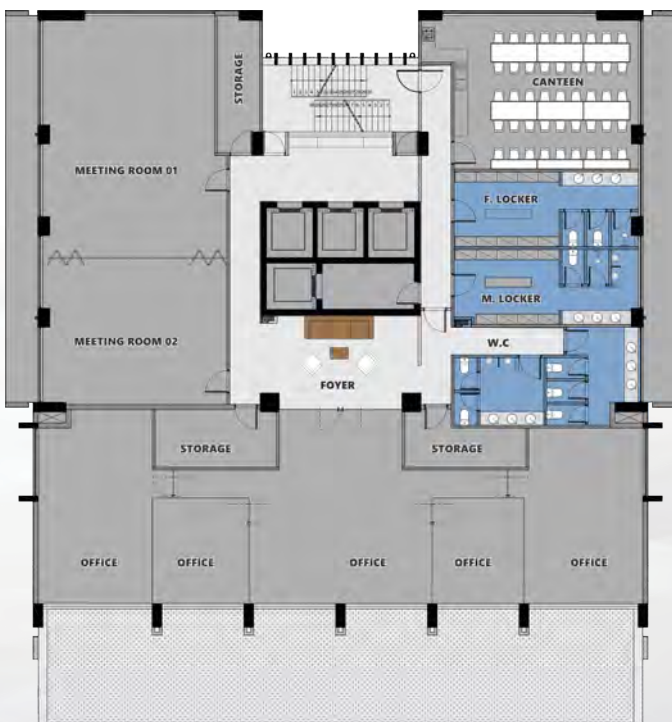
Floor plans



BASEMENT



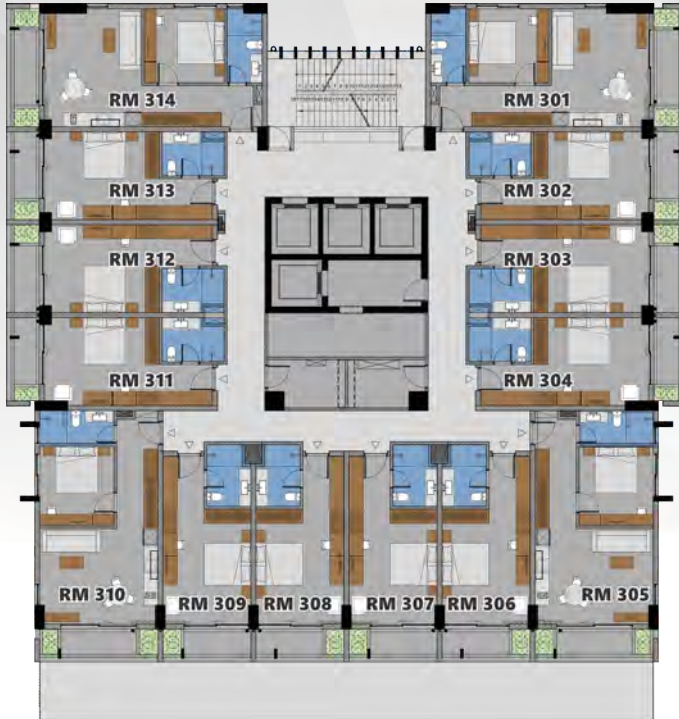
GROUND FLOOR



FIRST FLOOR



SECOND FLOOR



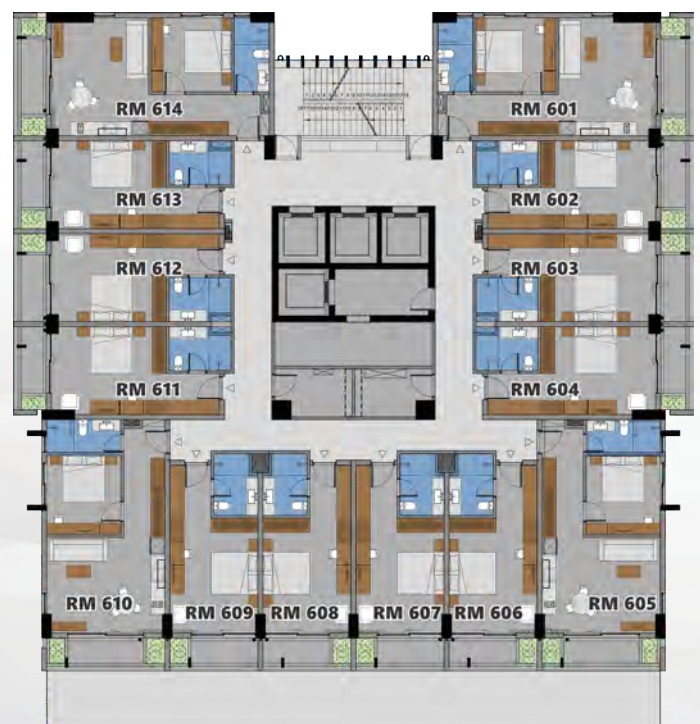
THIRD FLOOR



FOURTH FLOOR



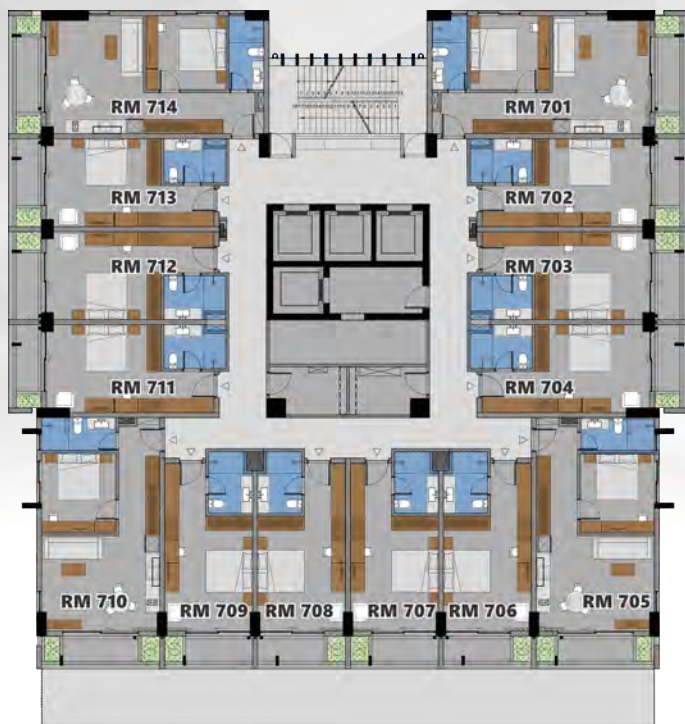
FIFTH FLOOR



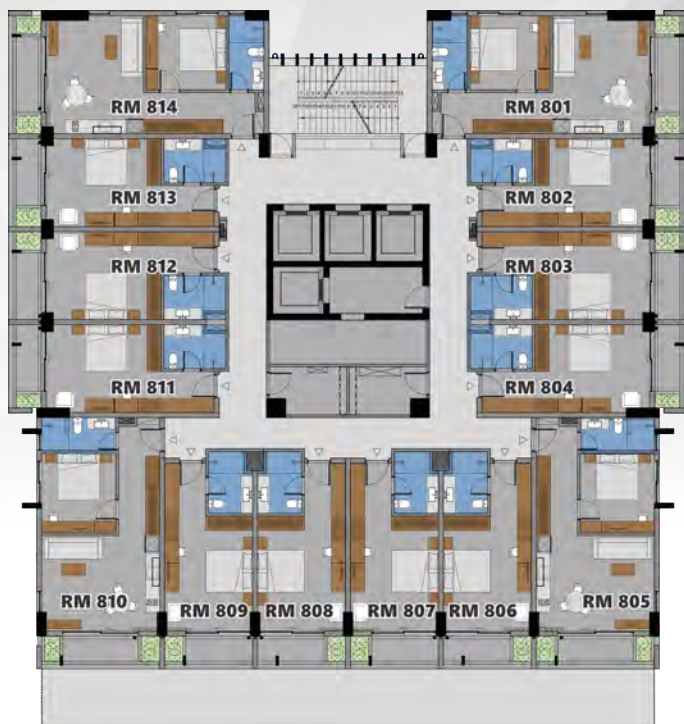
SIXTH FLOOR

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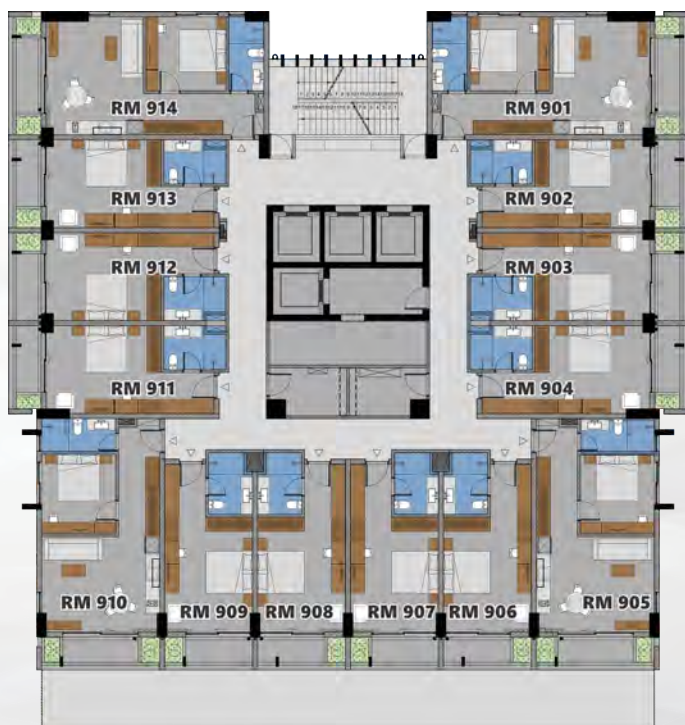
Floor plans



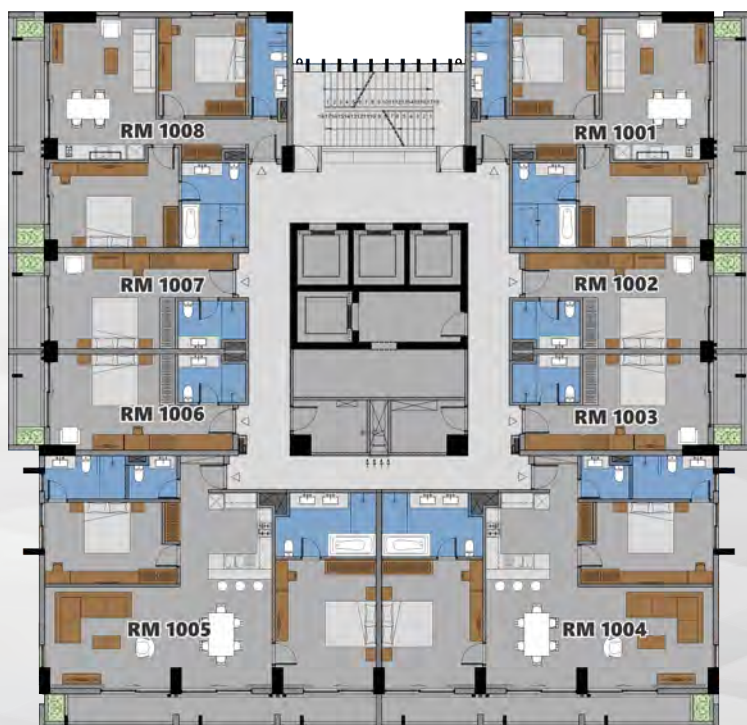
SEVENTH FLOOR



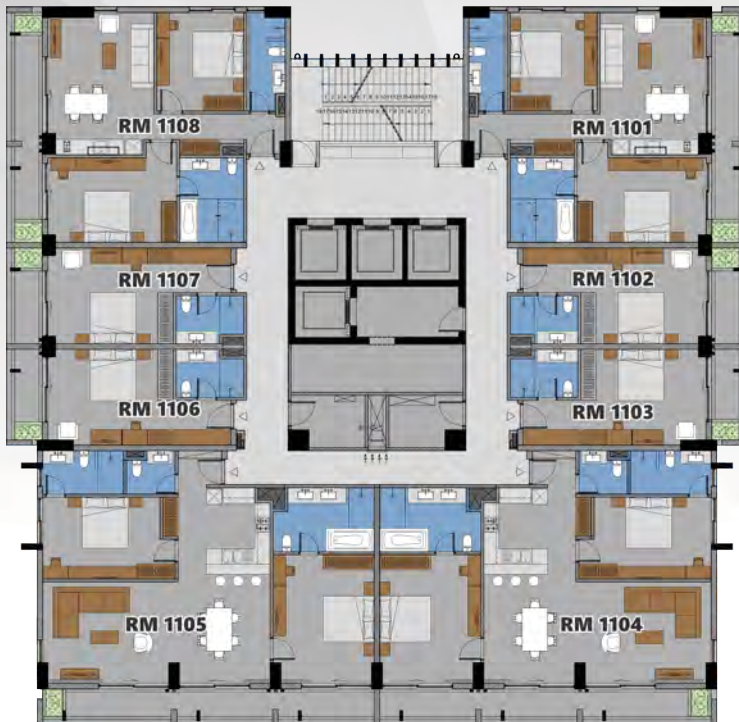
EIGHTH FLOOR



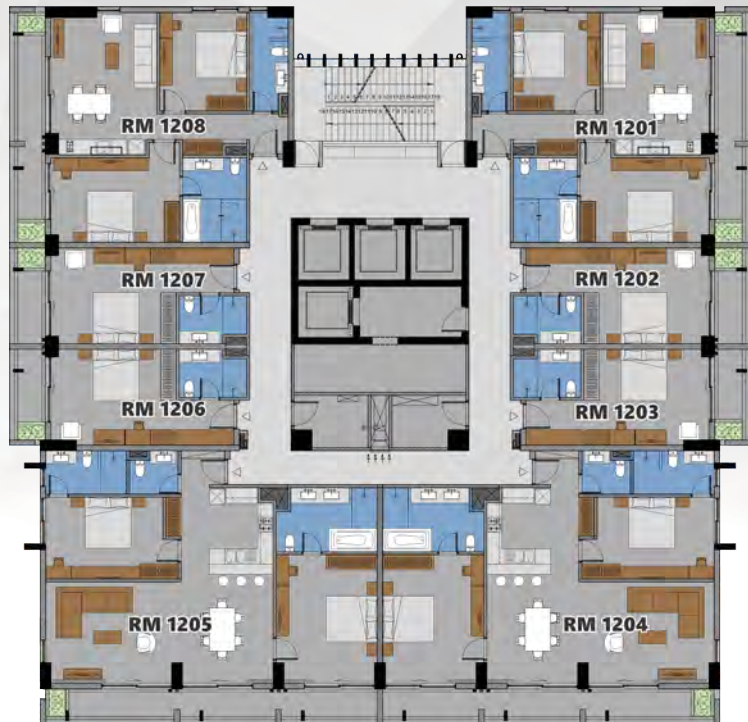
NINTH FLOOR



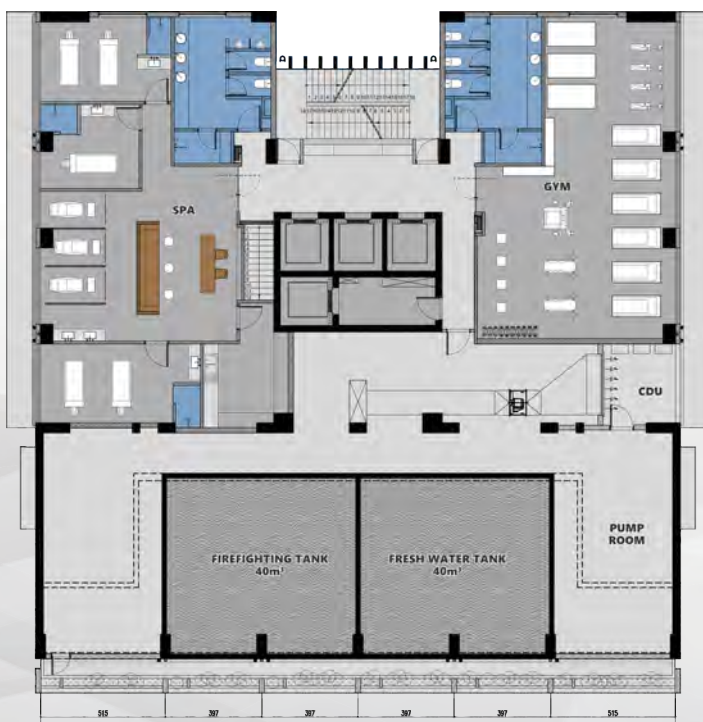
TENTH FLOOR



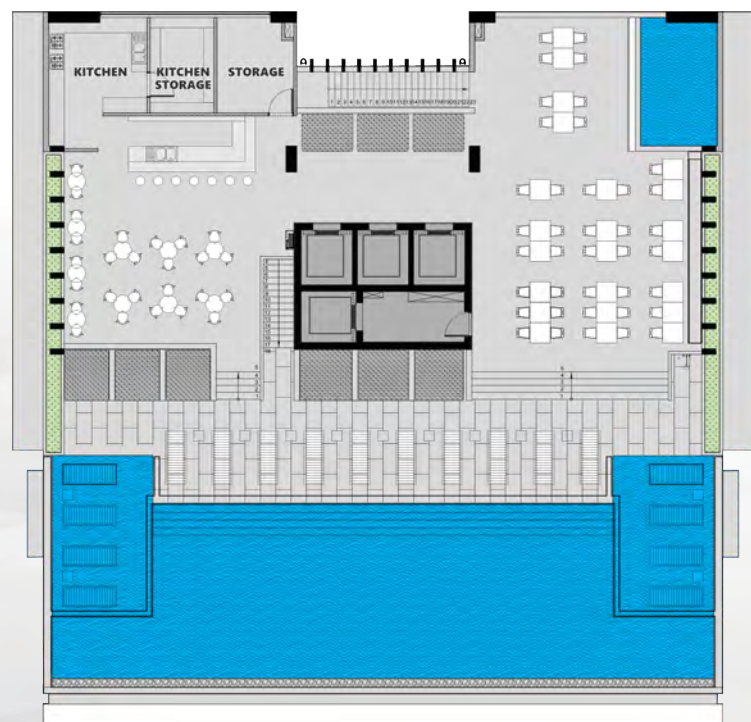
ELEVENTH FLOOR



TWELFTH FLOOR



GYM FLOOR



ROOFTOP

Exclusive investment offers for investors

Are you investing for the future, and have no plans to stay in your apartment for the next few years? New Nordic has several investment options whereby we take care of and rent out the apartment for you, while you can sit back, relax and enjoy the returns!

EASY FOR US, EASY FOR YOU

- ✔ **Cash back.** The perfect option for those buying off plan! Early bird buyers have the option to have a yearly return paid monthly during the time of construction.
- ✔ **Rental guarantee.** Many of our owners do not necessarily have plans to stay in their apartments, and we therefore recommend leaving the hassle of renting out the apartment to professionals! Our experienced hospitality team will rent out your apartment to much higher returns than you can achieve on your own.
- ✔ **Buy back and buy back flex.** We invest in areas and projects we believe in. We therefore offer to buy the apartment back from you after a said period of time in selected projects.
- ✔ **Finance.** Would you like to enter the real estate market, but do not have the cash to put in today? We offer a financing option for you in selected projects.
- ✔ **Pure investments.** We want to enable our clients to enjoy the all the opportunities of the booming tourism business in Southeast Asia! Through our investment structure you will get ownership in branded hotels in key destinations, with flexible terms and returns. Ask us for more details.

TURN KEY SOLUTION

Make your investment and let New Nordic Group take care of the rest!

- ✔ During construction you will receive our weekly construction updates from your project. This way you will always stay on top of the latest developments. You can even connect to our 24-hour construction cameras!
- ✔ After making your investment, you will receive weekly updates from New Nordic. Here you will be the first to know the latest news, promotions, happenings and new ventures that we are pursuing.
- ✔ New Nordic operates more than 1000 rooms, 10 restaurants and a range of retail outlets in Southeast Asia, managed by a highly professional hospitality workforce. By standardizing routines, constantly monitoring prices to fit the market and achieving competitive prices from suppliers due to our volume, we can generate much higher returns than you will be able to do on your own. In January 2018, we had 50,000 covers in our breakfast restaurants alone!
- ✔ New Nordic holds maintenance workers, engineers, a security force and gardeners at all times across our resorts, covered from your maintenance fees deducted automatically from your returns. This way you never have to worry about the maintenance, safety and upkeep of your apartment.
- ✔ Monthly or quarterly you will receive in your inbox a statement of accounts from our accounting team giving you the latest update on your investment.

The investment offers may vary according to the project end season. Ask your agent or the sales office for more information.

Ownership

- ✓ Units are purchased freehold with strata title (foreign or Cambodian name)
- ✓ The titles will be transferred after the building has been completed and the clients must be present at the location at the time of the said transfer.

ADDITIONAL FEES

- ✓ New Nordic will absorb half the legal cost relating to the title transfer and the lease back.
- ✓ Service fees are determined annually at the AGM and are currently set at USD 2.00/SQM per month. New Nordic will absorb half of these fees when the client chooses to participate in New Nordics rental guarantee program and this amount will be deducted from the rental guarantee payment.
- ✓ These is a one time sinking fund payment of USD 15.00/SQM upon completion of the building.

INVESTMENT SPECIFICATIONS

- ✓ The rental guarantee is offered for 10 years with a return of 9% (net of withholding taxes) of the purchase price per annum. In view of high bank charges, rental guarantee will be paid quarterly and to any country
- ✓ Early Bird buyers who have paid in full will be offered cash back of 10% up to opening date. New Nordic will absorb the full withholding taxes on the cash back and can be paid in any country.

Payment Terms

STAGE 1	STAGE 2	STAGE 3	STAGE 4
Non-refundable deposit of USD 1,500 (paid to Cambodia or Pattaya sales office)	35% of the purchase price (less the deposit) upon signing the preliminary purchase agreement	20% upon commencement of piling works	15% upon the start of rising the building
STAGE 5	STAGE 6	STAGE 7	
20% upon completion of roof of the building	10% upon completion	Payment term can be adjusted	

YOUR NEXT INVESTMENT OPPORTUNITY
IN UNIQUE CAMBODIA

Welcome to Cambodia





About Cambodia

A country of opportunities

Cambodia, a small country located right between the considerably larger economies of Thailand and Vietnam, is elevating as an increasingly attractive destination for foreign investors. With more than 5 million tourists visiting in 2016 and a strong and consistent economic growth, there is no wonder this humble Kingdom is being eyed by property investors worldwide.



The Essentials

- ✓ Capital: Phnom Penh.
- ✓ Population: 16 million.
- ✓ Member of: WTO, IMF, the World Bank, ASEAN & the UN.
- ✓ Religion: 90% Buddhist.
- ✓ Currency: Although Cambodian Riel is the official currency, the US dollar is widely used in business and commercial transactions.
- ✓ Demographics: Half of Cambodia's current population is younger than 22 years old.
- ✓ Governance: Constitutional Monarchy.
- ✓ Literacy Rate: 75% and constantly increasing.

Visa Details

Visitors from most countries can either get an e-visa in advance for \$40 or a tourist visa on arrival for \$30. The e-visa is a little bit more expensive but saves you a bit of queuing at the airport and a page in your passport.

The process is very easy and the visas are valid for 30 days from entry. If you want to stay longer or will be visiting frequently you can get the ordinary visa (also referred to as business visa) for \$35 when you enter the country. That visa is also valid for 30 days but can then be extended for up to a year.

Most travel agents and many other shops can help with the extension and the prices are normally around \$155 for 6 months and \$290 for a year. That extension, if it's for 6 months or longer, is a multiple entry which means you can come and go as you wish. Visitors from the ASEAN countries don't need visas.



Indulge in the Cambodian Cuisine

Tasting traditional Khmer food for the first time will leave your taste buds exploding in a rich variety of flavors, textures and spices. Meals are commonly shared between people, and a Cambodian dinner table usually consists of large selections of dishes with complementing herbs, pickles and garnishes. Here you find 5 true Cambodian delicacies definitely worth trying!

5 KHMER DELICACIES YOU SHOULD NOT MISS



The Incredibly Fresh Fruits and Vegetables:

Cambodia provides you with a wide variety of fruits and vegetables you can just dream about finding at home! Rambutan, Durian, Guavas, lotus seeds, goose berries are favorites of locals and tourists alike.



Kuy Teav Ko Kho

Caramelized Rice Noodles: South East Asia is famous for its delicious noodle soups and Cambodia is no exception! Flat caramelized rice noodles infused with flavors of beef make this dish an absolute favorite!



Kanom Krok

This delicious traditional Khmer rice cake tastes sweetly of coconut and is considered by many as Cambodia's most mouth watering dessert!



Don't be scared of the street food!

Cambodian street food provides a unique insight into the authentic Khmer cuisine and should not be missed! An all-time favorite is the crispy Khmer Chive Cake. Although originally from China, this street food classic is absolutely delicious both plain or dipped in Cambodia's traditional sweet and spicy fish sauce. For dessert, try some grilled bananas with fresh honey on top!



Amok

The word amok originally refers to the process of steaming any type of curry in banana leaves. Nowadays it is however also used to describe one of Cambodia's most well-known and delicious dishes! Try it with fish, vegetables or anything of your liking! Even sea algae is a popular filling!

The Importance of Rice

Rice is considered the most crucial staple food item in Cambodia, and the words for rice and food are even the same in the Khmer language. The grain is also said to be the first crop planted on Cambodian soil! Don't worry if you forgot to order rice at a restaurant! It is often given to you for free and without request as it is considered a "mandatory" supplement to any meal!



TIPS & TRICKS FOR A SMOOTH STAY

WHAT TO KNOW BEFORE GOING!

NEW NORDIC
CAMBODIA

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Getting To Sihanoukville

Due to its strategic role in trade and business, Sihanoukville is well connected with the world outside. National Highway No. 4 is a highly developed, perfectly paved road and efficiently connects Sihanoukville with Phnom Penh: Cambodia's capital. Cars, buses and shared taxis readily take you on the 4 hour drive between the two cities. Frequent flights also take you from Phnom Penh to Sihanoukville within an hour. Flights connecting Sihanoukville to Bangkok are scheduled before 2020.

Tipping

Few people will frown at you for not tipping, as leaving a few dollars or rounding up the amount on the bill is considered common courtesy. As a thumb rule, you can tip 10% at restaurants, spas and the like. Taxi drivers do not necessarily expect a tip, but would clearly appreciate one.

Communication is key

Knowing a few words in Khmer does not only help you being polite, but also make scammers less likely to trick you as you appear to know local customs. Download an app to learn the most common phrases! To politely greet people; Perform the local greeting "sompiah" by placing your open palms together while bowing your head slightly.

The essentials of cultural etiquette

- ✓ The head is considered sacred in Cambodian culture and should not be touched by others under any circumstances. For the same reason, you should never raise your feet higher than someone's head.
 - ✓ Never point with your index finger. Rather use your outstretched palm. Also avoid pointing at someone with your feet.
 - ✓ Always receive items with both or your right hand. The left hand is considered impure.
- Remember to remove your shoes when entering a home. Even in shops and stores you
- ✓ may be expected to remove your shoes.
- Both women and men should cover their shoulders and knees when visiting religious
- ✓ sites and temples.

DID YOU KNOW?

Recently, multiple cities have been found under Cambodia's tropical forests with the help of hyper-modern laser technology. These ancient cities are said to be between 900 and 1 400 years old and some even rival the size of Phnom Penh; Cambodia's current capital!

Cambodia's Angkor is one of the largest and most important cradles of human civilization. In 2007, researchers from across the world concluded that this is the largest pre-industrial city ever found. The urban area of Angkor stretches 1,150 square miles and probably supported as many as one million people.





AMAZING ACTIVITIES IN AND AROUND

Sihanoukville

Sihanoukville has long been a favourite among travellers due to its white-sand beaches, nearby deserted islands, sparkling nightlife and everything you need for the perfect combo of activities and relaxation!



EXPLORE CAMBODIA'S WILDLIFE IN THE MAGNIFICENT REAM NATIONAL PARK

This splendid National Park is a must see attraction when traveling Cambodia and is located only a short 40 minutes from Sihanoukville. The park does not only include the mainland of the shore, but also the waters surrounding the area and as many as 21 islands! Waterfalls, beaches, coral reefs, rainforests, mangrove trees, and the majestic Prek Teuk Sap river defines the nature of this wondrous destination. Dugongs, monkeys, dolphins, turtles, pelicans, cranes and even the ever-charming mouse deer are among the animals found here.



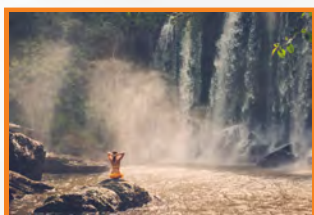
CHILL-OUT AT ONE OF THE CITY'S MAGNIFICENT SPAS

South East Asia is world-famous as a spa destination and Sihanoukville is no exception. The city has an abundance of high quality spas and wellness centers, and you are guaranteed to enjoy some rejuvenating hours if you choose to lay your spa vacation here!



VISIT THE WATS

Sihanoukville is filled with temples (wats) and opportunities to learn about the local customs, culture and religion. Visit Wat Leu, Wat Krom, Wat Samathi or Wat Ream for some insight into Cambodian Buddhism or simply to enjoy a quiet spot for meditation. Wat Samathi is located on a picturesque hill and provides some really great photo opportunities for sunset!



JOIN IN ON AN ACTIVE ADVENTURE

Whether you prefer trekking in the mountains, exploring untouched jungle or doing water sports, Sihanoukville can definitely provide the activity right for you! Maybe you fancy taking a swim in the area's splendid waterfalls or learning to scuba dive in the crystal blue ocean?



OCHHEUTEAL BEACH SUNSET

Watch the stunning Sihanoukville sunset while enjoying a cold drink on the beautiful Ochheuteal beach!

QUICK TIP!

Remember to bring cash when going to the islands, none of them have ATMs.

THE INSIDER'S GUIDE TO

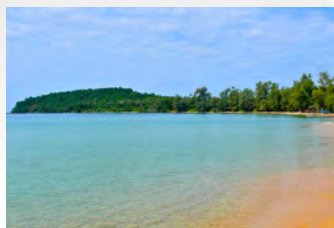
Island Hopping the Cambodian Shore

Sihanoukville's favourable location at the Southern shore of Cambodia provides immediate access to some of South East Asia's most picture-perfect islands! Here is your insider's guide to find the island paradise perfect for you!



Koh Rong Samloen

This untouched pearl outside the Cambodian shore is not to be mistaken with the busier and more developed Koh Rong. A way more quiet and serene destination, Koh Rong Samloen is home to a handful of resorts and perfect for those wanting to spend a day or two in total relaxation!



Koh Thmei

This serene island is part of the Ream National Park and is still untouched by the hustle and bustle of mass tourism. Because the island has been open to tourists for less than a decade, the waters are still pristine clear and the beaches snowy white. The island has some of the clearest water in the region and is perfect for water activities like snorkelling, swimming and scuba diving!



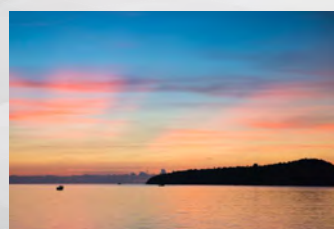
Koh Rong

Popular amongst the party crowd as well as the nature lovers and fitness enthusiasts, this island will give you the perfect combination of tropical beaches, exciting nightlife and stunning natural environments. In addition to the sparkling party scene, white sand beaches and plenty of accommodation, there are amazing opportunities for trekking, hiking and exploring the wonderful jungle of this idyllic island.



Bamboo Island

Koh Russei, or more famously known as Bamboo island, is one of the most untouched and culturally exciting islands to explore near the Cambodian shore. Only about 40 people inhabit the island and neither roads nor touristy shops and restaurants exist here. Unspoiled beaches and dense jungle define the landscape. Footpaths are however found throughout the island, enabling you to explore the untouched areas of the jungle and discover deserted beaches.



Koh Ta Kiev Island

Only 10 kilometres from the shore of Sihanoukville, this idyllic island is easily reached with 15 minutes in a speedboat. The tiny pearl is a true paradise for wildlife lovers and more than 150 species of birds are said to inhabit this island! The dense jungle also provides amazing trekking opportunities. Only two villages exist on this island and they all get their livelihood through running the island's very own mango plantation.

Why invest in New Nordic Cambodia

Stability

- ✓ Long serving and experienced government.
- ✓ The Cambodian People's Party has been in power since 1979, with the Prime Minister sitting since 1985.

Pro-business and investor-friendly Government

- ✓ Strong initiatives are taken to increase Foreign Direct Investment and Economic Growth. Incentives are given to foreigners willing to invest.
- ✓ The Council for the Development of Cambodia as well as the Cambodian investment boards are financial institutions especially designed to increase economic growth and facilitate investment.

A diverse economy with stable growth

- ✓ Development is stable with an average GDP growth of more than 7% for the last 6 years.
- ✓ Inflation is low and not fluctuating beyond 3 - 4%.
- ✓ Cambodia's economy is open and diverse with major industries being tourism, agriculture, construction, natural resources and garments.
- ✓ The use of US Dollars as the main currency eliminates exchange risks and the fear of high transaction costs.



New Nordic Brands



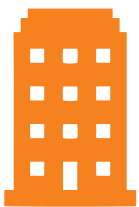
NEW NORDIC INVESTMENT

We are delighted to introduce our new investment product range, offering you more flexibility and choice than ever before! We have incorporated a dedicated investment company in the USA, which allows you to purchase real-estate related securities with us in a safe and secure manner. Whether you are looking for a regular return option, a long-term investment, or would like to join in together with the Group as your partner in a new hotel development, we have something to offer. Our current range of options offer lots of variety, with many more exciting opportunities still to come!



NEW NORDIC PROJECT DEVELOPMENT

As a general contractor, New Nordic will be available as a single point of contact to the client from planning to completion. From financial and valuable engineering, to risk management throughout the whole process. Also including design & drawing, project execution and financial management. This close cooperation enables our experts to respond to the requirements quickly and flexibly, because for New Nordic, our top priority is our clients' requirements!



NEW NORDIC HOSPITALITY

Our goal is being the leading holiday villages operator across Thailand and Southeast Asia by developing a well-diversified hotel portfolio. Providing appropriate returns by constructing 3 types of asset management structures in our hotel operations; our own hospitality brand, properties under management agreements and properties under franchise agreements. We are also offering superior accommodation and great dining experiences.



NEW NORDIC TRAVEL

We are launching a brand-new travel network, focusing on sustainable and highly adventurous travels across the world! Our new concept is crafted on deep rooted values of local commitment, sustainability and respectful encounters with both people and animals. Discovering the unexplored, learning from locals and leaving more than we take from local communities are key ideas behind the brand. As an explorer traveling through us, you can be sure that every single journey provided through our future endeavors are built on a great blend of curiosity, respect and ethical principles.

The Numbers

THE BUYERS



60% OF ALL CUSTOMERS ARE REPEAT CUSTOMERS

OUR PROJECTS

SOON
100
PROJECTS IN TOTAL



OVER
50
PROJECTS
COMPLETED



IN AVERAGE
8
ONGOING PROJECTS
AT ALL TIMES



OUR TEAM

1050+
NEW NORDIC STAFF



300+
CONSTRUCTION WORKERS
WITH ARCHITECTS

700+
OTHER STAFF

Our New Nordic Team is highly diverse with several nationalities, such as; THAI, NORWEGIAN, FILIPINO, DUTCH, SWEDISH, FRENCH, BRITISH AND AUSTRALIAN

YOUR NEXT INVESTMENT OPPORTUNITY
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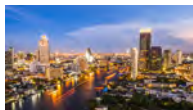
NORWAY

✓ TØNSBERG



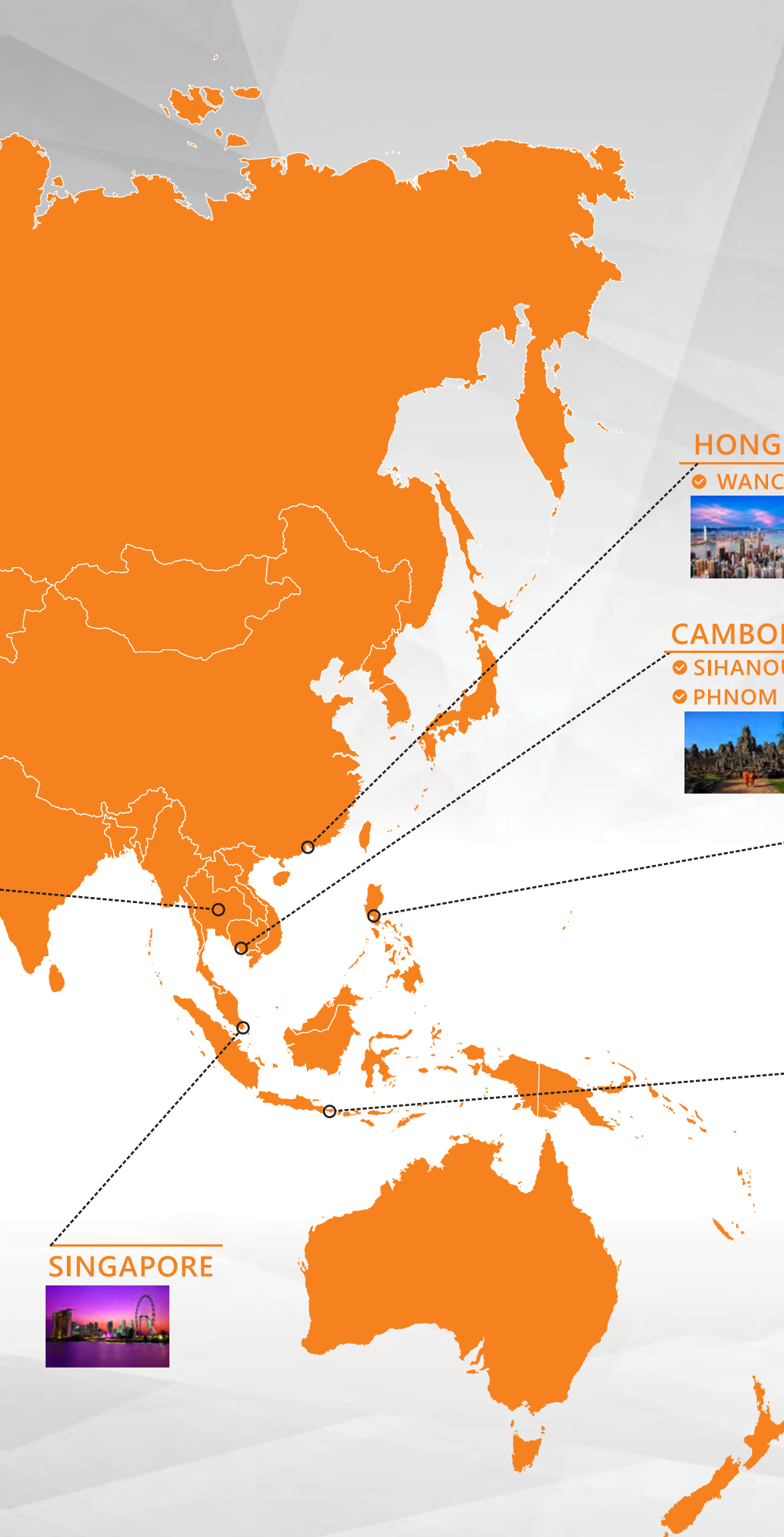
THAILAND

- ✓ PATTAYA
- ✓ KOH SAMUI
- ✓ CHUMPHON
- ✓ PHUKET
- ✓ BANGKOK
- ✓ PETCHABURI



Building a Lifestyle

The New Nordic Group is led by a highly qualified team of young and dedicated people with expertise in the field of finance, real estate, hospitality and development. Their headquarters is in Hong Kong, with branches in Tønsberg (Norway), Bangkok (Thailand), Koh Samui (Thailand), Phuket (Thailand), Chumphon (Thailand), Pratamnak (Thailand), Angeles (Philippines), Sihanoukville (Cambodia) and Bali (Indonesia). Our holiday villages vary according to concept and location, but we always stay true to our core values. Thus, you should always be able to recognize a New Nordic project when you see one!



HONG KONG

✓ WANCHAI



CAMBODIA

✓ SIHANOUKVILLE

✓ PHNOM PENH



PHILIPPINES

✓ MANILA

✓ ANGELES CITY



BALI, INDONESIA

✓ SANUR



SINGAPORE



