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FALCON HOLDING

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# MONTENEGRO MOUNTAINS A PRIVATE RESIDENTIAL COMMUNITY IN THE MONTENEGRO MOUNTAINS

LUXURIOUS CHALETS AND RESIDENCIES

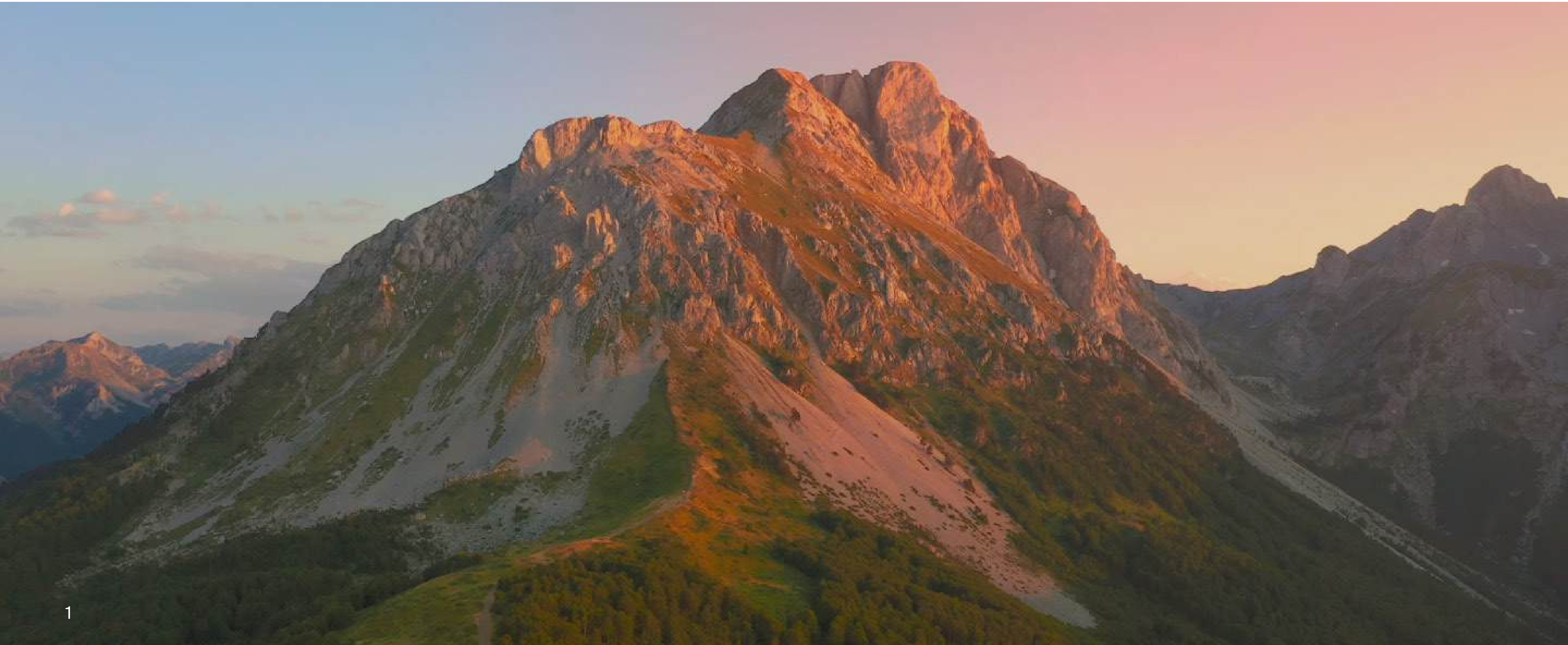
2024

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YOUR LUXURIOUS PRIVATE HAVEN  
AMID THE PRISTINE MOUNTAINS  
OF MONTENEGRO



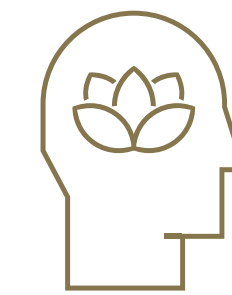
# THE TRUE MEANING OF LUXURY




- ▶ Wild natural beauty
- ▶ Pure mountain air
- ▶ Crystal-clear water



- ▶ Space
- ▶ Peace
- ▶ Privacy
- ▶ Security
- ▶ Deepest comfort



- ▶ Vitality
- ▶ Rejuvenation
- ▶ Longevity
- ▶ Serenity
- ▶ Peace of mind

A person is standing on a grassy mountain ridge, looking out over a vast mountain range. The foreground is a lush green slope with some rocks. In the background, a large, rugged mountain peak with patches of snow or ice rises against a clear blue sky. The overall scene is a beautiful, high-altitude landscape.

A HOME IN THE HEART OF  
EUROPE...  
WHERE YOU WILL  
REDISCOVER AUTHENTIC  
VALUES, GAIN A DEEPER  
SENSE OF MEANING AND  
ENHANCE YOUR WELLBEING

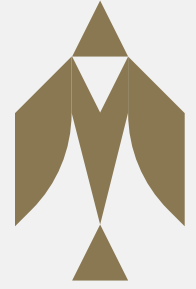


# INTRODUCING MONTENEGRO

Set on the eastern coast of the Adriatic, Montenegro remains one of Europe's best-kept-secret destinations. This is rapidly changing as the world comes to know about the country's extraordinary natural beauty and its growing reputation as a safe haven for residence and investment.

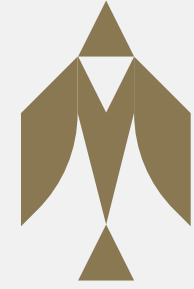
- ▶ Strategically located between Asia and Central Europe
- ▶ Year-round destination, thanks to a favourable climate
- ▶ Dramatically beautiful and diverse landscape – mountains and coast
- ▶ Unspoilt nature
- ▶ Pure air and clean rivers, lakes and sea thanks to the absence of heavy industry
- ▶ Safety and security driven by strong family values
- ▶ Part of the Euro currency zone; tax-friendly regime

# MONTENEGRO MOUNTAINS



## Private Residential Community

Luxurious homes with access to premium hotel services, a wellness clinic and spa



## Focus on Health and Longevity

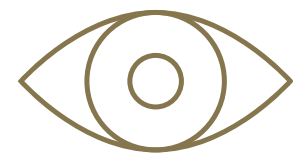
Wellness activities integrated into daily life, complemented by clinically-supported longevity programmes



## Untouched Nature

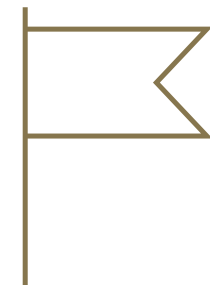
Surrounded by forests; at the edge of Biogradska Gora National Park, a protected natural reserve since 1878

# VISION & MISSION



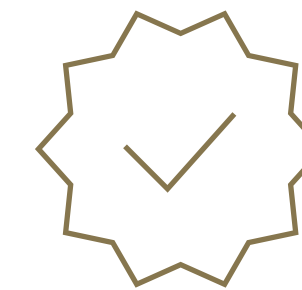
## Vision

A luxurious private mountain residential and resort community immersed in pristine Montenegrin nature. Anchored by a world-class holistic integrated wellness offer and a lifestyle that rejuvenates, inspires, challenges and promotes transformation for a better, happier and healthier world for our guests and residents.



## Mission

Falcon Holding, the developer of Montenegro Mountains, will deliver a resort that generates strong and sustainable demand for luxury residences and 5-star hotel accommodation through curating a unique aspirational wellness community. Integrating the latest trends and brands in clinical treatments, spa and activity experiences, it will become a new destination of choice for the ultra-luxe market. The destination will provide contemporary contemplative architecture and spaces harmonious to its environment and the unique natural heritage of northern Montenegro and provide a sustainable return on investment for investors and partners.



## Outcome

A harmonious blend of upscale residential options, including branded residences, chalets and lodges complemented by world-class hospitality. This visionary development integrates cutting-edge medical and wellness facilities amidst the wild beauty of Montenegro's mountains.

# THE CONCEPT



## Montenegro Mountains Your Luxury Wellness Sanctuary

A private residential community offering an exceptional wellbeing experience in a unique mountain setting

### FIVE CORE ELEMENTS:

- 1  
Unspoiled Nature
- 2  
Premium Hospitality
- 3  
Luxurious Private Residences
- 4  
Top-Tier Holistic Approach to Wellness
- 5  
Gourmet Wellness Cuisine

Your private wellness haven is a year-round resort emphasising eco-luxury and rejuvenation.





# MONTENEGRO MOUNTAINS LUXURIOUS CHALET AND APARTMENTS

Situated at an altitude of 1,400 metres in Montenegro's Mountains, Montenegro Mountains Resort features:

- ▶ Boutique Residential Village designed for all seasons
- ▶ 30 private chalets (each set on its own land plot)
- ▶ A collection of apartments (1-3 bedrooms)
- ▶ 10 penthouses
- ▶ Branded by the global luxury hospitality group, Banyan Tree
- ▶ Architecture designed in harmony with the landscape
- ▶ Supreme quality timber construction crafted by Pagano

# MONTENEGRO MOUNTAINS ADDITIONAL AMENITIES

- ▶ 5-star Hotel – renowned international brand: 75 keys
- ▶ 3,000-square-metre state-of-the-art Spa
- ▶ An integrated with a cutting-edge holistic wellness clinic focused on health transformation and rejuvenation, run by a recognized world leader in integrative medicine
- ▶ Gastronomy: 4 restaurants featuring both haute cuisine and wellness nutrition, based on the farm-to-table concept
- ▶ Private residents' clubhouse for relaxation, meetings, events and social gatherings
- ▶ Outdoor wellness activities all year round, ranging from peaceful outdoor qigong and forest walks to skiing and extreme mountain biking
- ▶ The option of ongoing wellness and longevity support through tailor-made programmes and a private online portal

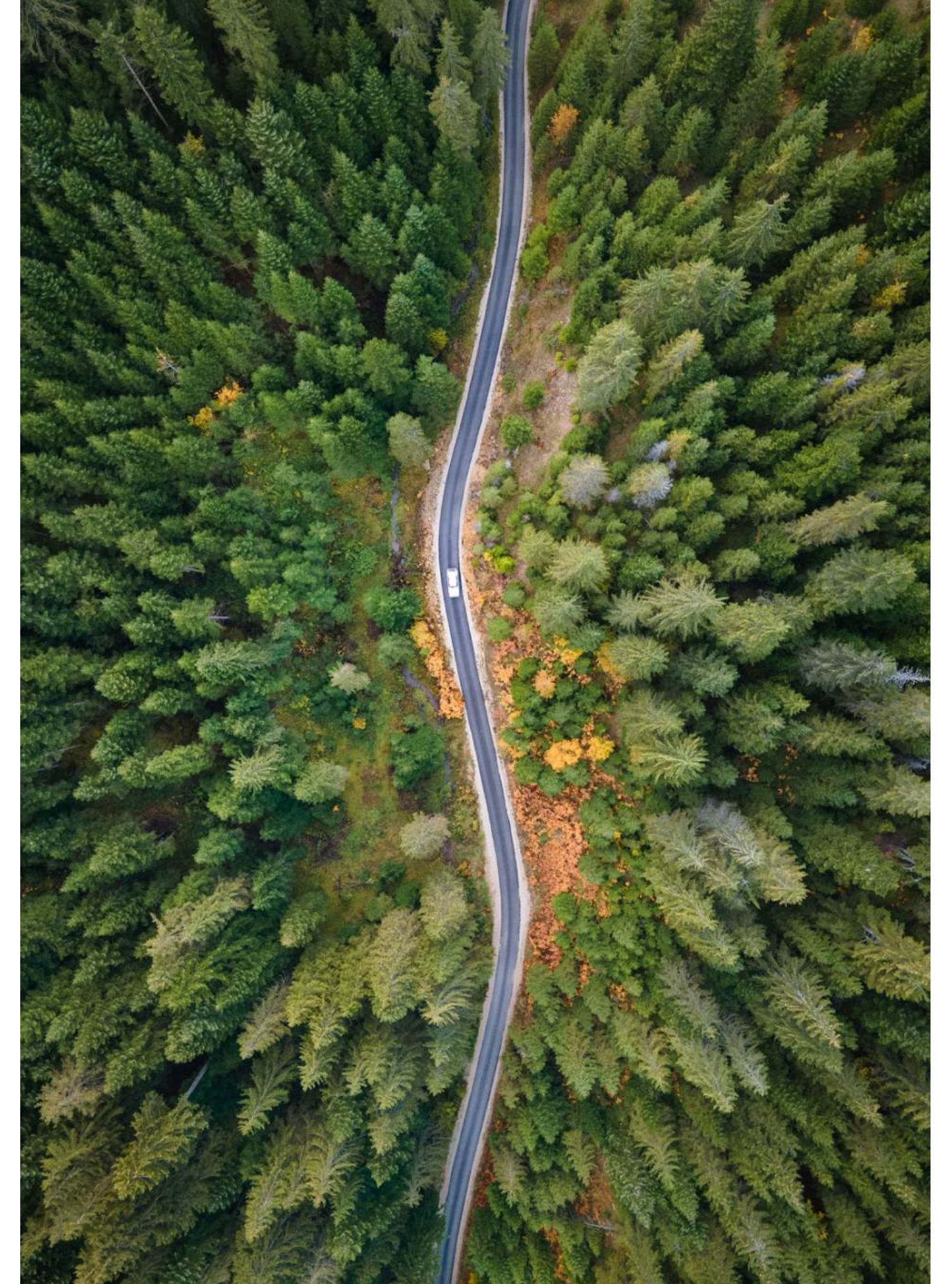




# BUILT BY PAGANO® A WORLD LEADER IN CRAFTING LUXURIOUS TIMBER HOMES

- ▶ Distinctive and stylish architecture united with the beauty of the landscape
- ▶ Ecology and sustainability at its heart
- ▶ State-of-the-art construction technology ensures minimal impact on the environment
- ▶ Integration of natural materials and innovative technology
- ▶ More than 2,000 clients worldwide, including many forest and mountain chalets and villas
- ▶ A family-owned firm, founded in Italy in 1890

# AN EXCEPTIONAL SITE

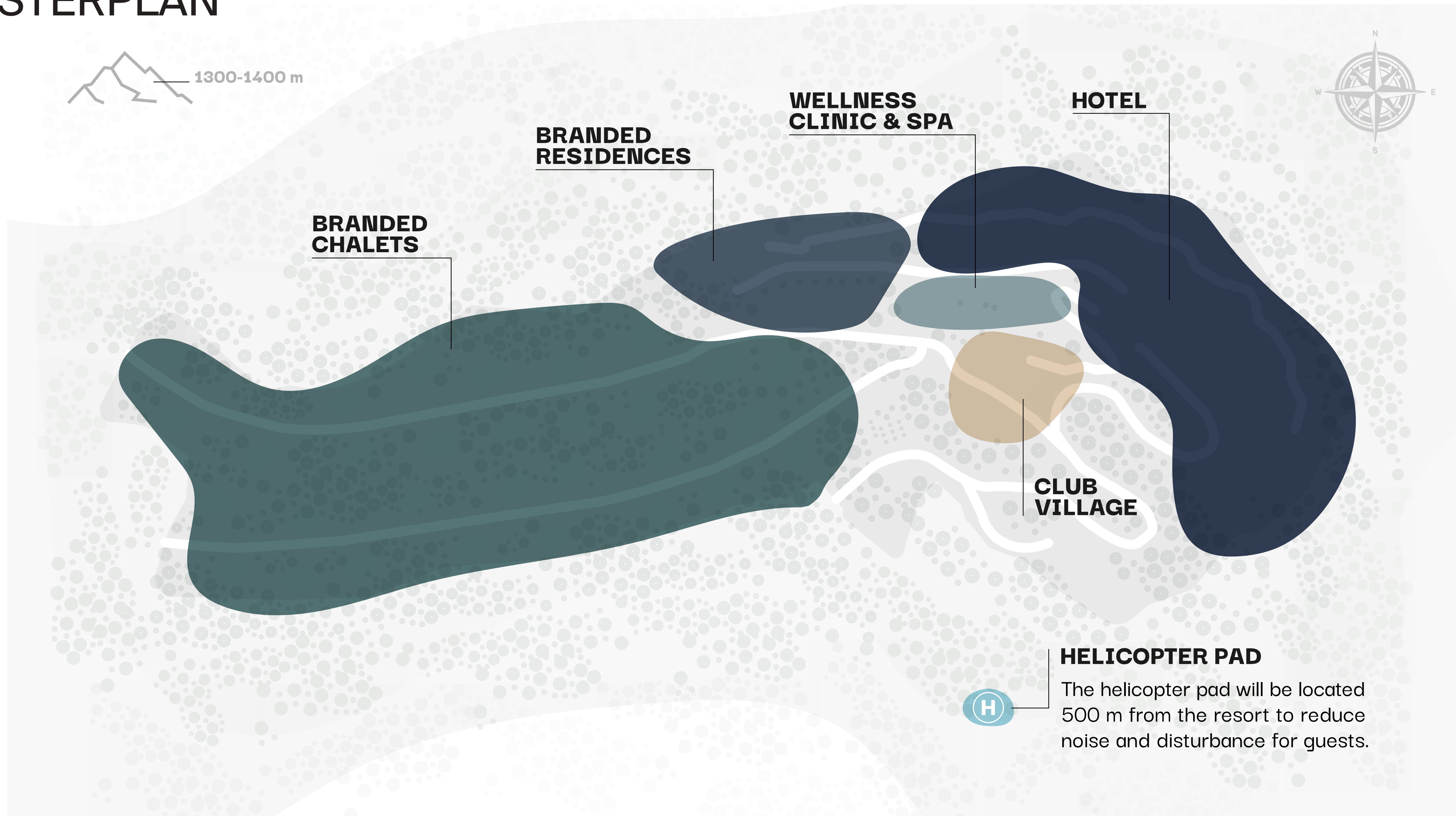


# THE COMMUNITY



# THE MASTERPLAN

Project area of 22.5 ha is fully owned, ensuring the seclusion of the entire development

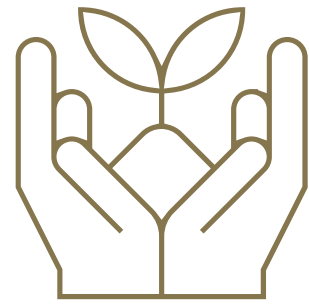


# THE RESIDENCES

- ▶ 25 private chalets (3-5 bedrooms)
- ▶ 5 expansive tailor-made grand-chalets
- ▶ A collection of apartments (1-3 bedrooms)
- ▶ 10 penthouses

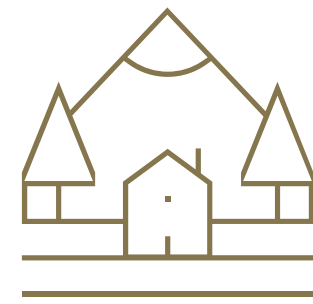


# CHALETS IN HARMONY WITH NATURE



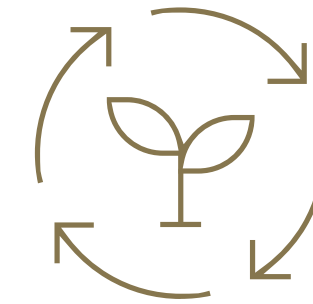
## Aim

To foster a deep connection with nature and provide inspiring views



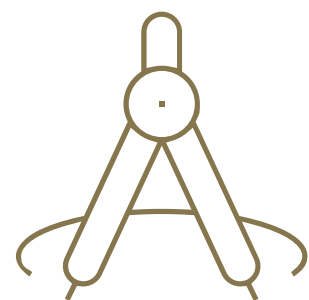
## Architecture

Carefully integrated into the mountainside



## Sustainability

Energy efficient systems & materials from sustainable sources



## Craftsmanship by Pagano®

Chalets strike a perfect balance between form and function, merging local traditions with modern needs



## Location

Each chalet is thoughtfully positioned to align with the landscape's contours and capture the views



## Privacy

Each chalet set on a spacious plot yet footsteps away from a private clubhouse and a five-star hotel & spa



# DESIGN VISION

- ▶ Secluded retreats positioned to capture the sun and views
- ▶ Anchored in nature, with a strong sense of place
- ▶ Huge floor-to-ceiling windows showcase the stunning views and bring the beauty of the surroundings indoors
- ▶ Large, open terraces for seamless indoor-outdoor flow – and stargazing on magically clear nights
- ▶ Inspired by tradition, designed for today



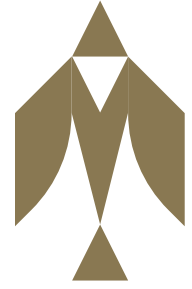


# INTERIORS VISION

- ▶ A serene atmosphere for the ultimate in modern living
- ▶ The luxury of relaxed simplicity
- ▶ Spacious, light-filled interiors with very high ceilings
- ▶ Refined details
- ▶ Seamless integration of state-of-the-art technologies
- ▶ A perfect balance between form and function



# THE OPPORTUNITY

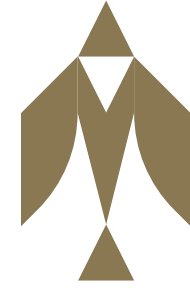


## Private Chalets

Choice of plans from 3 – 5 bedrooms

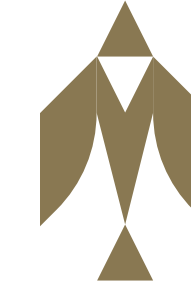
Customisable features include:

- ▶ Wine cellars
- ▶ Saunas
- ▶ Indoor pools
- ▶ Rearrangement of various internal spaces
- ▶ Option of own interior decoration or branded décor packages



## Grand Chalets

Entirely bespoke designs developed in consultation between the Architects and the Owners



## Elegant Apartments

- ▶ An exquisite collection of apartments, available in 1, 2, and 3-bedroom configurations
- ▶ Designed to provide a unique living experience and harness the full benefit of the surrounding environment
- ▶ Flexible layouts that maximise space and allow natural light to pour in, creating a bright and airy atmosphere.



BEYOND THE  
RESIDENCES

# 5-STAR HOTEL

- ▶ Operated by a Globally Renowned Luxury Brand
- ▶ 75 keys
- ▶ Set in a commanding position within the development and spanning more than 18,000 m<sup>2</sup>
- ▶ Unique, high-quality accommodations, thoughtfully designed to create memorable experiences



# WELLNESS & LONGEVITY PHILOSOPHY

- ▶ A truly holistic approach to wellness and longevity
- ▶ Beyond traditional protocols, with preventative care as the cornerstone
- ▶ Educating and empowering residents to maintain optimal health, physically and mentally, increasing their health-span, not just their lifespan
- ▶ A state-of-the-art clinic and spa, coupled with 5-star Hotel services
- ▶ Emphasising delicious farm-to-table food and an active life outdoors as central tenets of wellness.
- ▶ Creating sustainable habits for life, guided by medical professionals
- ▶ Stay on a healthy path 365 days a year, through a personalised health app and online portal





## WELLNESS & LONGEVITY PHILOSOPHY

With a programme run by a world-renowned leader in integrative health, Montenegro Mountains offers an unparalleled range of ground-breaking and life-enhancing wellness practice.

- ▶ Advanced laboratory diagnostics
- ▶ Genetic and epigenetic advancements
- ▶ Holistic treatments
- ▶ Preventative care
- ▶ Regenerative and anti-ageing therapies
- ▶ Cognitive function enhancement
- ▶ Sleep optimisation
- ▶ Physical strength building
- ▶ Emotional resilience
- ▶ Nutritional optimisation
- ▶ Restorative spa rituals

# WORLD-CLASS SPA

- ▶ A sanctuary for residents and guests
- ▶ 3,000 square metres of beautifully designed space
- ▶ An unparalleled range of treatment rituals blending Eastern and Western philosophies
- ▶ Indoor and outdoor pools
- ▶ Integrated holistic wellness clinic focused on health transformation and rejuvenation, run by a world-leader in integrative medicine







# THE GASTRONOMY

- ▶ Four Restaurants Merging Gourmet Cuisine with Optimal Nutrition
- ▶ Diverse culinary styles
- ▶ Farm-to-table philosophy ensures freshness and seasonality
- ▶ Organic grocery store
- ▶ Bakery and café
- ▶ Speciality wellness bar

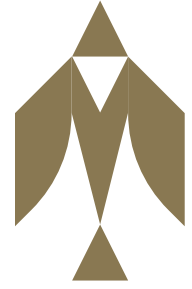
# RESIDENTS' CLUBHOUSE

Fostering a sense of belonging and community among like-minded individuals

- ▶ Exclusive membership, with access limited to residents and their guests
- ▶ Social events and gatherings for members to connect
- ▶ A range of exclusive indoor & outdoor activities
- ▶ Access to exclusive community amenities



# EXCLUSIVE HOMEOWNERS' BENEFITS



A range of services are available for owners of homes at Montenegro Mountains, including:

- ▶ Concierge assistance tailored to meet each owner's daily needs
- ▶ Housekeeping
- ▶ Engineering support
- ▶ Event planning and services
- ▶ Private Chef services
- ▶ Private Helicopter Transfers and Tours



Residents-only clubhouse providing a variety of activities and events

# EXCLUSIVE TRAVEL OPTIONS

- ▶ Private Helicopter Transfers and Tours
- ▶ Helipad thoughtfully located to minimise noise and other disturbances



Destination	Car	Helicopter
Resort Region - Adriatic Sea Coast	2h	20min
Podgorica	60min	15min
Berane	30min	7min
Biogradska Gora National Park	20min	2min



# WHY MONTENEGRO

# AN UNDISCOVERED GEM ON THE WORLD MAP OF TRUE WELLBEING

- ▶ Great climate with three distinct zones: Mountain, Mediterranean and Continental
- ▶ Breathtaking pristine landscapes: 5 national parks cover ca 10% of the country's territory
- ▶ Beautiful coastline and secluded bays enhanced by luxury resorts
- ▶ Clean air, spring water of the finest quality and abundant water reserves
- ▶ Growth of eco-friendly farming

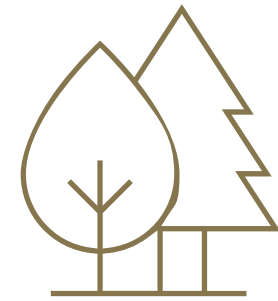




# AN UP-AND-COMING DESTINATION FOR THE ULTRA-WEALTHY

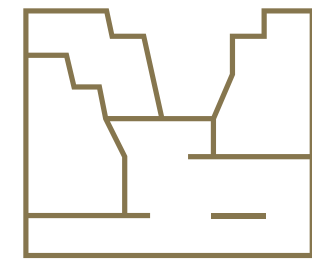
- ▶ Convenient location between Asia and Central Europe
- ▶ Growing population of foreigners including HNWI: expats make up 15% of the population
- ▶ Vibrant expat communities
- ▶ A real estate hotspot: a sought-after hub with successful luxury real estate projects including Portonovi, Porto Montenegro, Luštica Bay
- ▶ Candidate for EU Membership

# A TREASURY OF NATURAL BEAUTY & CULTURAL LEGACY



## Five National Parks

Durmitor National Park; Biogradska Gora National Park - one of the world's first natural reserves; Skadar Lake - the largest freshwater lake in Southern Europe and home to a vast bird reserve



## Tara River Canyon

The deepest gorge in Europe and second deepest in the world



## Extraordinary biodiversity

Ca 300 species of birds;  
Ca 200 species of butterfly;  
More than 2,000 species of flower;  
More than 2,000 species of fungi



## UNESCO Heritage sites

Ranked 7th in the world in relation to total size of the country.  
  
Including Kotor Old Town; Perast Old Town; Durmitor National Park; Tara Canyon; Boka Navy (Intangible Cultural Heritage of Humanity)



# SOVEREIGNTY & INVESTMENT LANDSCAPE

## SOVEREIGNTY

- ▶ The youngest country in Europe, having become independent in May 2006
- ▶ Official EU candidate since 2010 and NATO member since 2017

## BUSINESS ENVIRONMENT

- ▶ Favourable tax regime
- ▶ Smooth Company Registration

## FOREIGN DIRECT INVESTMENT

- ▶ 50+ nationalities investing in Montenegro's property market since independence, led by Serbia, Russia, Germany, UAE, Turkey, Switzerland, USA  
(Source: Adriatic Appraisal – The Real Estate Consultancy)
- ▶ 1.48 bn Euros of FDI invested in property, 2019–2023  
(Source: Montenegrin Investment Agency)

## RIGHT TO RESIDE

Residence permits (renewable) granted on the basis of:

- ▶ Ownership of a Montenegrin business
- ▶ Property purchase



# PROOF OF CONCEPT

## FOUR MAJOR SUCCESS STORIES



### Luštica Bay

**Surface Area**  
7 million m<sup>2</sup>

**Investment Value in €**  
1,5 billion of which 400 million invested to date

**Completion Status**  
CCa 15%

**Ownership**  
90% Orascom Development Holding  
10% Government of Montenegro



### Porto Montenegro

**Surface Area**  
24 hectares of land  
65 hectares of sea (designated marina)

**Investment Value in €**  
650 million invested to date

**Completion Status**  
CCa 50%

**Ownership**  
Investment Corporation of Dubai



### Portonovi

**Surface Area**  
26 hectares of land  
3.5 km of waterfront

**Investment Value in €**  
800 million invested to date

**Completion Status**  
CCa 85%

**Ownership**  
A subsidiary of Azerbaijan Global Investment



### Dukley Gardens

**Surface Area**  
3.6 hectares

**Investment Value in €**  
150+ million

**Completion Status**  
100%

**Ownership**  
Stratex Group

# SECLUDED YET WELL-CONNECTED

- ▶ Surrounded by mountains and forests
- ▶ Easy access to international airports: TGD (Podgorica) and future Berane private-jet airport
- ▶ Close proximity to the newly constructed motorway leading to the capital, Podgorica
- ▶ Convenient access to the luxury resorts and yacht marinas of the Adriatic coast





# BREATHTAKING LANDSCAPE & ENVIRONMENT

- ▶ 3 rivers
- ▶ 5 mountains
- ▶ 6 lakes
- ▶ 7 canyons
- ▶ 45 km of skiing slopes
- ▶ Biogradska Gora (Europe's last virgin rainforest)
- ▶ Tara Canyon (2<sup>nd</sup> deepest in the world) at the doorstep

# KOLAŠIN LIFESTYLE & ACTIVITIES



# MONTENEGRO MOUNTAINS IS DEVELOPED BY FALCON HOLDING LEADERSHIP TEAM



**Martin Hudec**  
Co-Founder

Having founded Enimedical – a construction company specialising in large-scale infrastructure – and Opera Reform International – a \$550m real estate fund – Martin has led multiple projects in CIS and Europe, including the development and sale of Rozadol, the largest residential project in Bratislava (Slovakia)

Business partners since 2015



**Konstantin Vagin**  
Co-Founder

“  
Falcon is all about wellness – about being truly healthy and living a better life.”

A Director and Development Lead with 20+ years in residential and commercial property, Konstantin has overseen the development and construction of projects in the CIS and Europe, including at the distinguished ski resort of Crans Montana, Switzerland



**Darren Turner**  
Director of Development

Darren is an experienced Development Director with demonstrated success in leading and delivering complex portfolios of property and infrastructure. He has over twenty-six years of diverse development experience working in the UK, Australia, Singapore and Montenegro

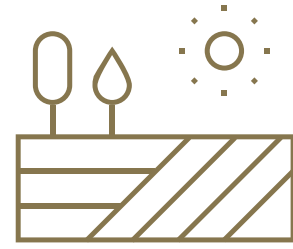
# FALCON HOLDING OBJECTIVE

“We aim to establish luxury resort communities that seamlessly integrate into pristine natural surroundings, promoting a wellness-centric lifestyle.”

A Falcon Holding development seamlessly blends into its surroundings – preserving the intrinsic beauty and integrity of the landscape – and adheres to new levels of ESG standards to create highly innovative and socially conscious destinations. Each destination is the setting for a host of exclusive experiences and tailored services that set a new benchmark for soulful enrichment.



# FALCON HOLDING GROWTH PLANS



100ha +

Total size of land plots



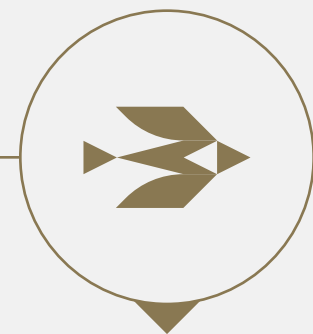
3 Destinations

Kolašin, Montenegro  
Campaegli, Italy  
Larnaca, Cyprus



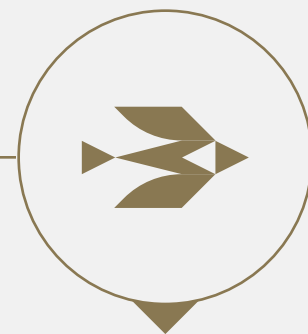
500+

Million EUR of investment planned



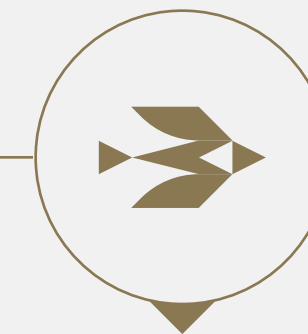
2024

Commencement  
Montenegro & Italy projects



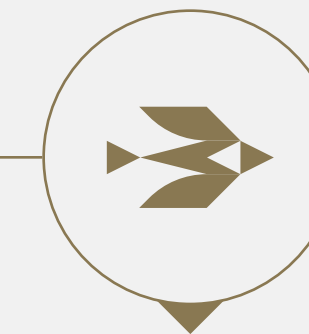
2026

Kolašin - phase 1 completion  
Spa, Medical Centre, Chalets



2028

Commencement  
Cyprus

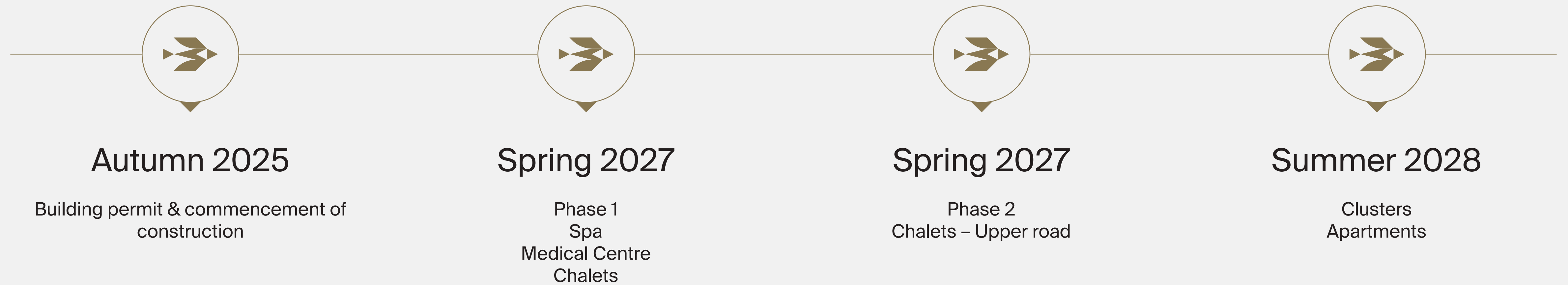


2028

Campaegli  
Phase I completion



# MONTENEGRO MOUNTAINS: SCHEDULE OF DEVELOPMENT



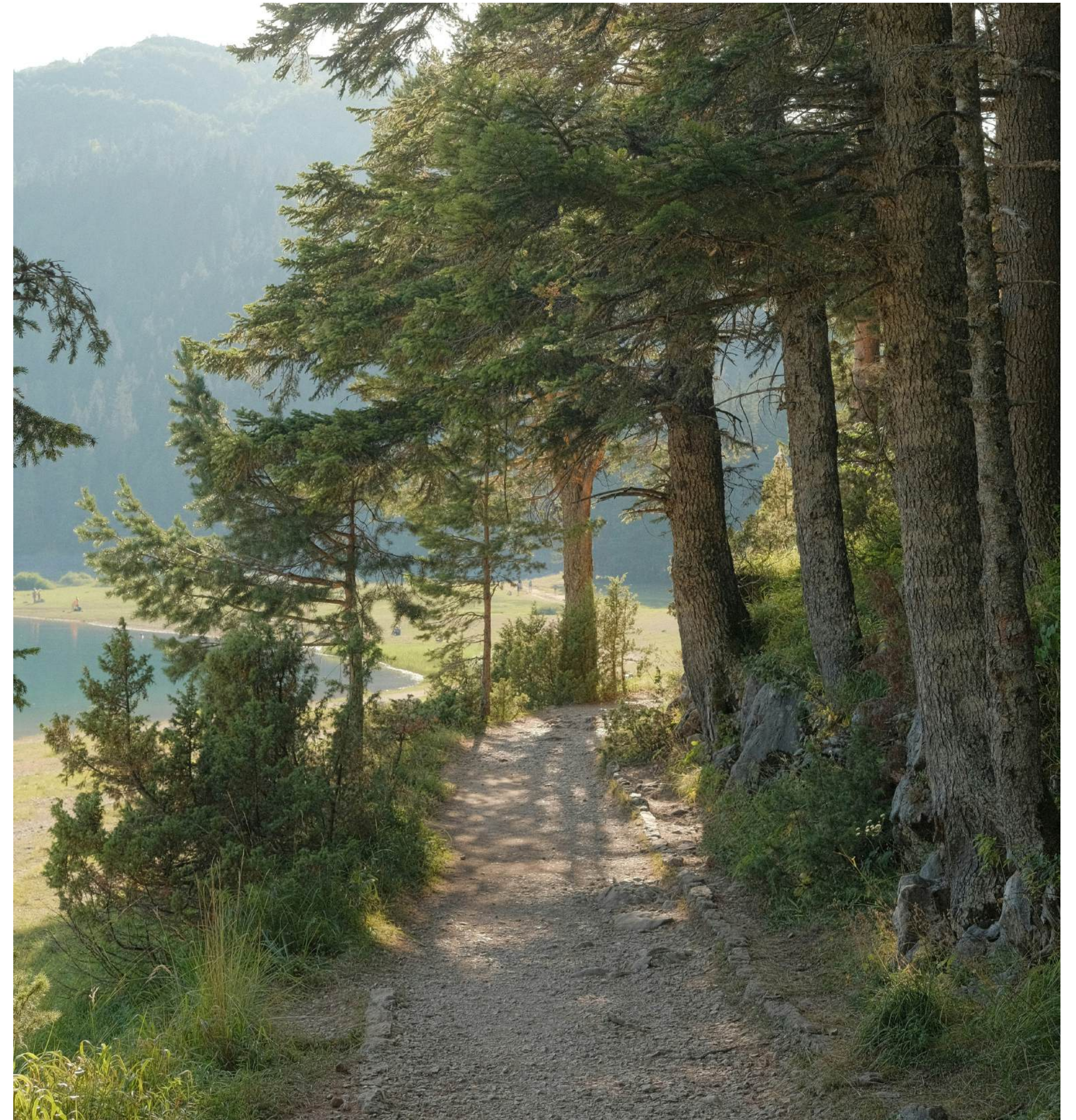
# REASONS TO INVEST

## RELIABILITY

- ▶ **Proven Expertise:** Backed by an international developer with a strong track record of success.
- ▶ **Renowned Branding:** Residences are exclusively branded by a major luxury brand, ensuring a legacy of excellence.
- ▶ **World-Class Hospitality:** a 5-star hotel offering unparalleled luxury and service.

## SAFETY & SECURITY

- ▶ **Strategic Location:** Situated in a NATO member state and official EU candidate country. Montenegro offers the stability of the Euro as its currency.
- ▶ **Residential growth:** The country's two-decades-long proven track record of consistent growth in residential property values. In recent years, Kolašin has become the investment hotspot of the North.
- ▶ **Uncompromised Privacy:** A private sanctuary nestled in the magical mountains of northern Montenegro, developed with a steadfast commitment to the highest security standards.





# REASONS TO INVEST

## MARKET OPPORTUNITIES

- ▶ **Booming Tourism & Luxury Property Demand:** Montenegro's thriving tourism sector has fuelled a significant increase in demand for high-end properties across the country. While options are generally limited, the northern region is particularly underserved, with supply remaining very scarce.
- ▶ **Strategic Orientation Toward Luxury Tourism:** Montenegro is positioning itself as a luxury destination. It is actively creating a welcoming environment for foreign investment in luxury tourism facilities, enhancing its appeal to affluent travellers and developers alike.

## TRAVEL TRENDS

- ▶ **Rising Appeal of Mountain Destinations:** There is a growing trend among affluent travelers towards higher-altitude destinations and cooler temperatures, making Montenegro's mountainous regions highly desirable. Moreover, thanks to its natural attractions and favourable climate, tourism in Kolašin thrives equally during the summer and winter seasons.
- ▶ **Rising Demand for Wellness Properties:** The increasing popularity of wellness tourism is driving consistent demand for properties that offer comprehensive wellness facilities and services.
- ▶ **Untapped Potential in Upscale Wellness Offering:** Despite the success of traditional wellness destinations year-round, the Western Balkan region lacks comprehensive upscale wellness offerings that cater to this growing market.

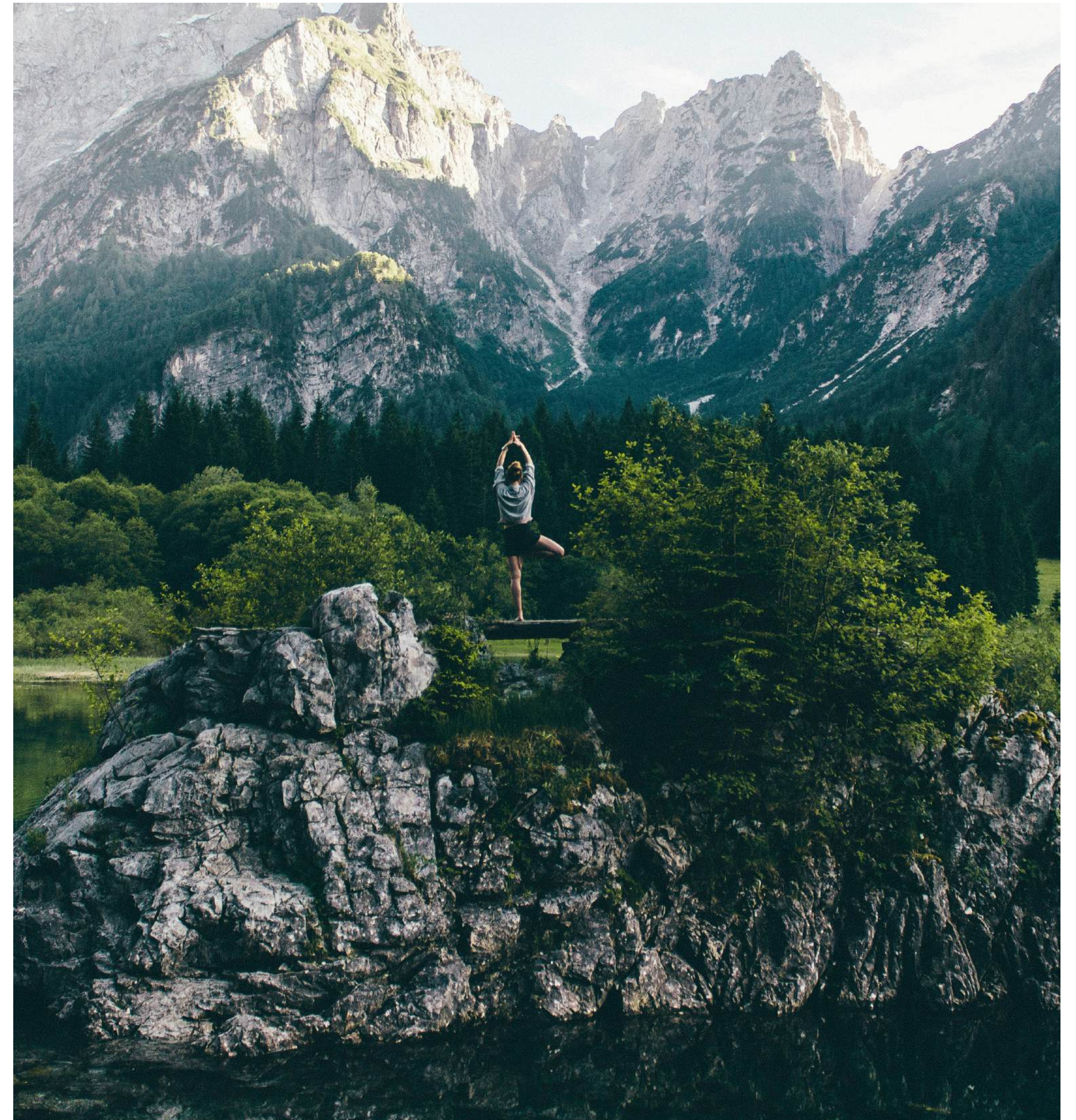
# REASONS TO INVEST

## VISION

- ▶ **Holistic Vision:** A 360-degree approach, transforming the site into a year-round destination with a wellness community centered on holistic health and a deep connection to nature.
- ▶ **Upper Luxury Wellness:** An advanced wellness and medical centre, offering state-of-the-art procedures designed to enhance health and elevate the overall living experience.
- ▶ **Wellness Integration:** Wellness features are seamlessly woven into the living experience, promoting an active and healthy lifestyle in harmony with nature.
- ▶ **Active Lifestyle Focus:** Spaces are designed to prioritise and encourage an active, outdoor-oriented lifestyle, with nature as a constant companion.

## A NEW BENCHMARK IN LUXURY LIVING

- ▶ **Exquisite Design:** Thoughtfully crafted architecture that harmonises with the tranquil surroundings, led by internationally renowned architectural firms.
- ▶ **Serene Aesthetics:** Every detail is meticulously designed to enhance the natural beauty of the location, creating a seamless blend of luxury and nature.
- ▶ **Unrivalled Craftsmanship:** The project features the exceptional craftsmanship of Pagano, a leader in luxury timber manufacturing.
- ▶ **Premium Quality:** Residences are outfitted with the finest luxury brands in furnishings, fixtures, and equipment (FFE), including state-of-the-art kitchens.
- ▶ **Architectural Excellence:** The architectural concept and design are led by internationally acclaimed architects, ensuring a visionary and sophisticated living experience.



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MONTENEGRO MOUNTAINS  
A PRIVATE RESIDENTIAL COMMUNITY IN THE  
MONTENEGRO MOUNTAINS

H

A SAFE HAVEN WHERE THE BEAUTY OF UNTOUCHED  
NATURE AND THE TRANQUILITY OF A LUXURIOUS  
YEAR-ROUND ALPINE LIFESTYLE CAN FOSTER GREATER  
VITALITY AND A DEEPER SENSE OF MEANING

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**CONTACT US:**  
E. [sales@falcon.estate](mailto:sales@falcon.estate) T. +44 (0) 7753 767727 W. [falcon.estate](http://falcon.estate)

