Beirut, April 15th, 2020

***BECAUSE IT’S TIME***

From Bey-Roth The Incentive Travel Co.

Dear Selected Hotel Partner,

We have launched our Holding Company Five Continents Hospitality & Investment Management GmbH in 4th October 2013. We do business since then under the registered business Names "Five Continents Crises Management ® ||FCCM™" and "Five Continents Hospitality Management & Investment GmbH” Principal business address is Germany, Bismarckstrabe 103, 10625 Berlin. Headquarter in Berlin Europaplatz 2, Excellent Business Center, and Floor 8, 10557 Berlin. Legalized within Charlottenburg Berlin Court under Trade register number HRB 164383 B

Legal representation office in Lebanon is The Incentive Travel Co. Ltd Bey-Roth established in Beirut under decision number 144 subject to Decree number 4336 the tourism minister Dr. Karam Karam issued license on 01-07-2002 and registered under Trade License 76446 Beirut. Registered with Ministry of Finance under number 1129488. Head office located on plot No. 2180 Rmeil – Al Roum Hospital Street No. 336 – Zakhour Bldg. 6thFloor – Opposite BLOM Bank Rmeil. P.O. Box 16-5921 Achrafieh – Beirut – Lebanon.

**What Bey-Roth & Five Continents Crises Management GmbH can DO? WHAT'S IN IT FOR YOU?**

**At a Glimpse a quick tour to opportunities/possibilities Bey-Roth & Five Continents Crises Management GmbH (FCCM) can add value bringing UNEXPECTED positive vibes towards your PROPERTY at the MOST CHALLENGING TIMES EVER facing our industry:**

**Five Continents Crises Management Sales approach once you give us your BEST NET rates NO PAYMENT REQUIRED FROM YOUR PART Bey-Roth will run complete campaign Domestic, Regional & International**

* **Bey-Roth with aim of supporting Lebanese Tourism Industry can link your Hotel/Property to Global Distribution System GDS placing your property Online with 650,000 WORLDWIDE Travel Agencies (Travel Trade) where you can put the rates you want for your property and pay commission to GDS as per bookings generated. Technical link to GDS will be provided by Bey-Roth FREE OF CHARGE for a limited period of 30 days.**
* **In case your Hotel/Property has No Property Management System Bey-Roth / MyCloud will provide you latest Future Proof Most Advanced low cost hence reliable & effective Cloud technology for your hotel property management system: Front Office room inventory, House Keeping as well as back office including accounting, purchasing etc.**
* **To have better control for your rates and room availability at your finger tip where you can just decide to reduce or increase the room rates as well managing your room inventory Bey-Roth Channel Manager can do the job of a Revenue Manager saving you lot of expenses where we will provide a state of art latest technology of Channel Manager system to do complete job where it synchronizes Booking.com / Expedia etc. and can cover all OTA's**
* **You have your Website as well as your Facebook page BUT you don't have BOOKING ENGINE that enable your DIRECT CUSTOMERS to book your property and SAVE COMMISSIONS so Bey-Roth can realize your dream with setting Booking Engine to increase Direct Bookings to your property generated through your website or Facebook page etc. and money received directly to your account without high commissions to be paid.**
* **Hotel/Property has NO responsive website and No Facebook page Bey-Roth / FCCM can provide you with complete TURN KEY SOLUTION FOR Website, Domain Name, Hosting & Emails.**
* **These days we are now confronting are the most challenging and will definitely impact the years to come where the world economic system will be reinvented as well as the world financial system is opt to change inevitably so your investment will definitely require an international reliable insurance for those difficult times to come. Five Continents Crises Management has the solution as per your personal needs in addition to hotel/property specific needs for perfect INSURANCE solution where it may be the only option left after collapsing banking system. This is the right moment to protect your CASH as well as your LIFETIME investment and even at those most difficult moments worldwide still WIN…& keep safe. FCCM has the right financial consultancy and the specific international reliable programs that meet your specific needs and requirements.**
* **Facing financial crises at your property and planning to get out of business? Wait…THREE GOLDEN opportunities at hand where FCCM offers complete Crises Management Triplet solution:**

1. **In the event you have a loan and unable to pay back where bank will end up taking all your lifetime investment, FCCM / Bey-Roth can manage either Guaranteed rental Five to Ten years OR Sharing Operational Expenses between FCCM/Bey-Roth & Hotel Owner where we take the risk of paying staff salaries, Internet/ electricity/water, generator & other operational expenses sharing Income/Profit with owner.**
2. **Have neither energy nor patience to continue with Hotel industry and want to change your type business FCCM/Bey-Roth able to get the Right Investor to purchase your property backed with over 19 years of international DIASPORA mega contacts/links**
3. **Ready to continue with your business BUT need a jump ahead to stand out of the competition crowd EVEN having limited resources to invest? FCCM/Bey-Roth have a TURN KEY solution with their sister company Hansa Hotels Worldwide GmbH (HHW) established in Berlin and opened its first hotel since 1905 carrying over 115 years of Worldwide Hotel Experience where we can provide either Franchising (where you continue to manage as per HHW Standard Operational Procedures and HHW will do the sales distribution with STRONG BRANDING) or ManChise (Management & Franchise where HHW will provide management leadership for key positions in addition to Sales & Distribution)**

**Don't you think that above selected targets worth your valuable attention at such challenging times as a Decision Maker?**

**We invite you for a quick tour along clear direct brief details allowing you to take decision safeguarding your property which is a Lifetime investment and even beyond, it may be a dream that you may want to hold to and safeguard...**

 1- Five Continents Crises Management GmbH has its own closed circle database as well as strong relations with Non-Governmental Organizations and Governmental Organizations where FCCM excels within the International Diplomatic missions, International Corporates specially those European Based as well as web of long-term strong contacts with international travel trade. You will benefit from FCCM – LEVANT/MENA region, as since over ONE YEAR exceptional efforts already exerted in the Lebanese market since September 2018 specially developed and clearly identified right clientele as well as the main interest groups for LEVANT/Lebanon region as by now FCCM confidently has the market grip to start immediately converting business to your property. Making you ONE year ahead of competition and gaining the benefit of the leap ahead through FCCM & Bey-Roth distribution channels that are specialized in crises management.

2- Five Continents Hospitality & Investments Management (FCHM) GmbH will provide the most innovative solution for Hotel Software Technology - Prologic MyCloud technology guaranteeing the safety and international standards where you will have all information at your fingertips through smart phone applications. Perfect complete solution for front office and back office including outlets Point Of Sale where No need to do upfront high investment IT infrastructure, server hardware as this latest technology enables shared services needing low cost data network reducing manual inputs through minimal use of paper. MyCloud back office reduces the cost of operations (Purchasing, Inventory, F&B costing, back office accounting and bank reconciliation interfaced with multiple 3rd party systems including the leading PMS, payroll and other sales invoicing and cost recognition systems. MyCloud Prologic Hospitality PMS will give your property Future Proof solution utilizing the Cloud technology with 24/7 service and support where **a signup fee of USD $399 (once for life time)** **in addition to** **USD $8 per room per month for the Front Office System** **and only USD $170 per user per months for the complete back office system where a setup fee of USD $260 PER EACH PRODUCT REQUIRED (once for lifetime) in addition to USD $190 Per month for HUMAN RESOURCES (leading complete hotel staff software worldwide) in addition to ONLINE TRAINING exceptionally detailed hands on effective for only USD $160 per session irrespective of attendees number.**

3- FCCM - Five Continents Crises Management GmbH will guarantee the FREE set up of GDS (Global Distribution System) where your property will be linked to 650.000 travel agencies worldwide, those travel agencies will be selling your property through booking multiple travel services from hotel rooms, airlines tickets, car rental, sightseeing etc. A COMPLETE TURN KEY PACKAGE through our Global Distribution System GDS. BENEFIT FROM OUR FREE OF CHARGE SET UP for limited period of 30 days to join the GDS program worldwide as a positive gesture of support to our beloved Lebanese Tourism Industry from Bey-Roth hand in hand together with our sister company Xenia International based in Milano and Serbia.

4- SALES NEW BREAKTHROUGH Innovative Technology EXCLUSIVELY for Hotels through Bey-Roth that has officially been launched to cover the following LATEST STATE OF ART MODERN & FUTURE PROOF TECHNOLOGY:

* **iBook**: Web Booking Engine inside your website, Facebook page and a booking link (One Time Setup Fee **$200** From 1-40 rooms/units, **$50** /month 41-80 rooms/units, **$70**/ month 81rooms/units and above **$80** /month)
* **iChannel**: 2 way XML synchronization for Rates, Availability, Restrictions & Reservation (One Time Setup Fee **$300**, Online Travel Agencies OTA's such as Booking, Expedia etc. For properties 1-40 rooms/units FIRST 2 OTA's **$30**/ month then each one to add will cost **$15** /month. For properties 41-80 rooms/units FIRST 2 OTA's **$40** /month then each one to add will cost **$20** /month. For properties 80 rooms/units & more FIRST 2 OTA's **$50 /**month then each one to add will cost **$25** /month
* **META Channel** (Google, Trip advisor etc.) **$35** /month per META Channel irrespective of property number of unit/rooms
* **Airbnb:** One Time Setup Fee **$200** From 1-40 rooms/units **$25** /month 41-80 rooms/units **$40** /month 81 rooms/units and above **$45** /month
* **iSpace:** Responsive Website, Optimized for Search Engine Optimization on Google etc. and fully managed from within your extranet. Starting One Time Setup Fee **$1000** up to **$2000** depending on the work involved to be done. No monthly Fees involved
* **Domain** Name, **Hosting** & **Emails: All for $200** /year

5- Five Continents Crises Management GmbH (FCCM) has vast International expertise as Financial Advisors and Risk Assessment Consultants for CRISES INSURANCE SOLUTIONS having the BEST AVAILABLE SOLUTIONS FROM RELIABLE INTERNATIONAL INSURANCE PROVIDERS HAVING OVER 100 YEARS OF EXPERIENCE OVERCOMING TWO WORLD WARS handpicked and shortlisted by FCCM just ready at your fingertips with valuable information awaiting your decision specially when banking systems are collapsing worldwide including the high risks involved even with the Credit Card Machine as WHO will guarantee that you will still receive the amount purchased???NO OTHER OPTION BUT TO GO FOR THE CORRECT INSURANCE PROGRAM PROTECTING YOUR SPECIFIC NEEDS AND REQUIREMENTS WHETHER PERSONAL, INVESTMENT, RETIREMENT, ALL RISK PROPERTY, CASH, FINANCE, LIFE & PERSONAL ACCIDENT & MEDICAL WORLDWIDE

6- How to cope and be proactive during crises situation where FCCM presents complete Triplet options that will providing you with a solution based on whatever you think will be ideally meeting your expectations to overcome the challenges now & to come across our Hospitality industry:

**Option ONE**:

To rent your Hotel/Property FCCM will identify the CORRECT professional Hospitality candidates to rent your Hotel/Property as it is the most important as well as challenging mission. FCCM/Bey-Roth having the international expertise within the Hospitality sector will identify the PERFECT/DREAM tenants willing to rent for Minimum FIVE years and Maximum TEN years: FCCM/Bey-Roth will benefit getting 3% Fee per Annum/Yearly from TOTAL Rental Amount as long as owner of Hotel/Property still receiving the rental from Tenant.

**Option TWO**:

Looking to sell your Hotel/Property then FCCM/Bey-Roth having over 19 years of International experience which will enable us to identify the perfect buyers even at the most challenging crises worldwide as this is our hardcore business in addition to having intensive DIASPORA connections data base for investors where FCCM/Bey-Roth fees will be a minimum of 6% on the Total Amount and this percentage will apply even for down payment or any amount to be received by Hotel/Property Owner

**Option THREE**:

Where Hotel/Property Owner still wants to maintain the business but requires CRISES MANAGEMENT rescue formula/vision:

***Plan A:***

Applicable for ONE year – Revisable - then Plan B will apply for THREE years

Complete TURN-KEY management solution for your property targeting ideal mix to enable handling crises management perfect balance between long stay as well as medium duration stay and short stay for your specific property concentrating on emphasizing your property strength. Salaries as well as all other operational expenses will be covered by owners. All money receivables go to Hotel/Property bank account and payable’s goes out of Hotel/Property where HHW will issue Hotel/Property invoice for license, sales & incentive fee.

In return HHW will do the branding awareness of your Hotel/Property internationally as well as locally, domestic, regional marketing and worldwide distribution with all available as well as innovative new channels to overcome Worldwide Crises Challenge with TURN-KEY option HHW target will be reached within THREE years of complete quality brand awareness and standards of a Premium Hotel/Property with the feel of HOME AWAY FROM HOME setting your property out of the crowd without major investments. Guaranteed highest quality training for handpicked staff that will be ideally LOYAL and COMMITTED to Hotel/Property as well as to its owners since this will be nourished through HHW credo of principals and hospitality service in addition to grooming. Our aim is to reach an auto pilot premium Hotel/Property in the heart of the destination as an icon and reference to others to follow.

All Management Team and staff will be on the NSSF social security number of Hotel/Property S.A.L as this reinsures belongingness which is an important safe zone where loyal staff are well looked after. HHW with its expertise reflects that the MOST IMPORTANT investment in Hotel/Property should be in the software of HUMAN RESOURCES as it is the KEY for success especially in these days where our Hospitality industry will be facing fierce competition amidst gloomy worldwide crises. It is all about guest satisfaction and how to handle them which makes the difference in increasing the repeaters ratio becoming Loyal Guests irrespective of the expensive decoration, designs...which is the hardware

**N.B.** Owners are required to assign one point of contact i.e. channel of communication with HHW as management company and set payment terms and condition guaranteeing smooth operation without direct involvement from owners with Day to Day operation. Budget of THREE months for Soft/Pre/Re-launch Re-opening budget set aside by owners for 1st quarter and the launching campaign for Hotel/Property as a new brand with a German commitment towards quality and latest hospitality standards

***Plan B***:

HHW will take FULL Control of Hotel/Property where will change the brand name of Hotel/Property adding By Hansa to existing name and after ONE YEAR if revision permits then (Complete Hotel Branding)

In return HHW will take full responsibility of staff salaries where all Hotel/Property income will be collected by HHW represented in Lebanon or the existing legal representation office which is The Incentive Travel Co. Ltd Bey-Roth established in Beirut under decision number 144 subject to Decree number 4336 the tourism minister Dr. Karam Karam issued license on 01-07-2002 and registered under Trade License 76446 Beirut. Registered with Ministry of Finance under number 1129488. Head office located on plot No. 2180 Rmeil – Al Roum Hospital Street No. 336 – Zakhour Bldg. 6th Floor – Opposite BLOM Bank. P.O.Box 16-5921 Achrafieh – Beirut – Lebanon.

All receivables will be collected by HHW to guarantee smooth operation of Hotel/Property and prompt payment of all the bills as follows:

1. Staff Salaries
2. Electricity
3. Generator (ONLY DIESEL NOT MAINTENANCE)
4. Amenities
5. Commissions
6. Limited Operational Expenses only covering daily operations insuring no disturbance to any type of services.

Hotel staff will be fully registered with social security and ministry of labor under Hotel/Property S.A.L. HHW will guarantee the staff salaries as detailed in Human Resources schedule to follow highlighting positions and salaries as part of the management fee formula for guaranteed monthly salaries where it will be HHW Sole Decision based on occupancy and sales strategy for market share diversity between long term stays and short term stays to decide on staff allocation numbers as well as salaries and disciplinary actions.

In the event of any delay payment for any amount due on behalf of owner that will hamper the operation an immediate penalty of USD $ 10,000 will be applicable. When HHW will pay any vital bill to avoid the interruption of operation at Hotel/Property in addition to the USD $ 10,000 there will be a 30% delay fees charges on the amount paid by HHW to protect the brand as well as the inhouse clients.

**HHW will accept to take 90% of the total monthly income of Hotel/Property less VAT as management Fee and will be covering the complete staff salaries and operational expenses. 10% of income will go to owner**

**Described below vision of HHW to be achieved. In return owners have to cover all other expenses such as:**

**All type of Maintenance expenses, Insurance, All Government Taxes etc. where below will apply:**

1. **HHW targets a minimum of total income generated at the end of 3rd year to be IDENTIFIED where owner may revise and comment with written recommendation then by fifth year if no remedy owners have the option to send a warning letter leading to terminate the Guaranteed Management Agreement if HHW fails to rectify. Full Management as well as rates structure is under control of HHW with the budget target and strategy shared and discussed with owners.**
2. **Owners are required to prepare re-launch opening budget for ONE-month salary as well as Hotel Launching FEES since target is to develop their own Hotel/Property brand By Hansa**
3. **First year will commence upon handing over all the rooms and facilities completely operational and fully equipped. Agreement for THREE years renewable for another similar period to be agreed upon its terms and condition between HHW & the owner/s.**
4. **HHW will decide on sales & marketing strategy to achieve set targets**
5. **HHW will be solely in charge of human resources and staffing allocation and accept to have an auditor where his salary will be shared 50-50 with owner.**
6. **Disciplinary action, termination and recruitment total discretion for HHW**
7. **Complete inventory list has to be provided and signed by the owner as well as HHW and prepared by appointed auditor**
8. **Agreement includes all outlets of Hotel/Property as well as related surrounding where it may be utilized for several requirements including parking as well as valet parking and a gym in addition to a wellness beauty center & SPA etc.**
9. **HHW will request Six-month grace period where will not pay the 10% of generated income to the owner in order to make sure to get the operation rolling at Hotel/Property in addition to the first month where owner covers 100% of the operation cost as transition handover required period**
10. **Owner has to pay all governmental, municipality, income, property tax and social security for those staff selected by owner will be at owner’s full risk as well as related all other tax fees**
11. **Owner has to provide HHW with notarized authorization letter to approach all related governmental offices and agencies in order to facilitate all operational requirements staffing as well as related governmental approvals.**

**OPERATIONAL GUIDELINES FOR HHW**:

1.1.1. Provide all the required staff to ensure the proper functioning of the Hotel/Property project.

1.2. Advertise and market the Hotel/Property within international, regional & local markets (Hotel launching event is the responsibility of owners as contract is ONLY for THREE years renewable)

1.3. Provide all cleaning staff preferably through a reliable source

1.4. Pay commissions to different agents as well as OTA where the invoices will be required to be settled on monthly base such as Booking.com, Agoda.com, expedia.com, ebookers.com, hotelbeds.com etc.

1.5. Handle all insurances of the hotel and making sure that coverage is as per requirements and coordinate with owners that payments should be done on time so property and customers always covered

1.6. Handle all legal fees concerning HHW related with owners

1.7. Handling payments for all utilities bills such as electricity and generator without maintenance so we don’t have blackout

1.8. Screening, setting and collecting Payments Receivables

1.9. Managing budgets and ONLY operational maintenance costs

1.10. Handling Clients payments, long stay rentals, security deposits and employees leaves/holidays

1.11. Handling ALL complaints and emergencies

1.12. Handling over bookings, turn away business and termination of long stay agreements

1.13. Handling maintenance request and all client’s complaints

1.14. Handling EXPULSION of clients having issues at the premises that require them to be forced to leave

**2. Hotel/Property Owner’s obligations:**

2.1. Payment of the or any type of construction, major maintenance, refurbishment and modification works in order to allow the full functioning of Hotel/Property

2.2. Allow HHW for full control of Hotel/Property building: renting spaces, outlets, collecting payments and receivables from clients as well as corporates and travel trade in addition to all other points mentioned in section 1.

2.3. Receive monthly checks from HHW for collected rents, receivables, which are net of all costs as per agreed distributions of 10% related to owner.

2.4. Discuss with owner Settlement of Municipality & Income tax as well as all other governmental taxes that are to be paid by the owner/s

2.5. Owners of Hotel/Property will Pay water bills, all taxes & maintenance development expenses etc.

***Plan C***:

You still want to Manage & Run the Hotel/Property by yourself with your existing team and only Require the hardcore Franchise for Lifetime as well as the rebranding and upgrading services/Training, setting international Standards of Operations in addition to developing the available facilities with ONE aim INCREASING SALES/INCOME TO YOUR HOTEL/PROPERTY. Terms/Conditions & Fees as per below:

|  |  |
| --- | --- |
| Initial Entry fee  (Includes development services and property improvement plan fee) | **NOT APPLICABLE AS TOKEN OF SUPPORT (WAIVED USD $70000)** |
| Base Management Fee | **NOT APPLICABLE** |
| License Fee (Includes HANSA  Branding and general standard operational procedure manuals) | **0.5% of Total Gross Revenue of the**  **Hotel NETT of taxes** |
| Group Sales & Marketing Fees | **2%** of Total Gross Rooms revenue NETT of Taxes |
| **Incentive Management Fee – HHW complete commitment to achieve set targets for your Hotel/Property**    **Any time during the contract validation period of THREE years as first YEAR lot of efforts will go for the new branding awareness.**    **Any amount from $ 165.000 and above Incentive Management fee will be 3% from Total Gross Revenue of the Hotel NETT of taxes** | **INCENTIVE FEE from Total Gross Revenue of the Hotel NETT of taxes:**  **$ 30,000 @ 0.25% from Total G.R. less taxes NETT**  **$ 45,000 @ 0.50% from Total G.R. less taxes NETT**  **$ 60,000 @ 0.75% from Total G.R. less taxes NETT**  **$ 75,000 @ 1.00% from Total G.R. less taxes NETT**  **$ 90,000 @ 1.25% from Total G.R. less taxes NETT**  **$ 105,000 @ 1.50% from Total G.R. less taxes NETT**  **$ 120,000 @ 1.75% from Total G.R. less taxes NETT**  **$ 135,000 @ 2.00% from Total G.R. less taxes NETT**  **$ 150,000 @ 2.50% from Total G.R. less taxes NETT**  **$ 165,000 @ 3.00% from Total G.R. less taxes NETT** |

What more to wait for as time working against us all just let the specialized crises management professionals handle the most drastic and challenging situation where we need IMMEDIATELY the below information to start INVENTING  ways to OVERCOME the Crises that will definitely affect your HIGH SEASON as well as you 2021 BUSINESS ON BOOKS (BOB) as till moment situation of BOB in Lebanon still gloomy so we require from your end the following information in order to give it the best possible dynamic creative ways and methods to generate NEW BUSINESS/BOOKINGS for your property:

 1-    Select THREE room types that cater best to different markets with absolute leading RATES as we GUARANTEE NO ONLINE DISTRIBUTION but all closed circle through our selected DATA BASE WORLDWIDE (Five Continents) FCCM

2-    Photos for the property In/Out as well complete descriptions for the facilities offered and better to be in Word format for FAST ACTION from our part

3-    Link to your website in addition to copy of Trade License, Financial Number/VAT, and Commercial Register & Signing Authority in ADDITION TO PAYMENT TERMS

**Time to start thinking outside the box and taking the decision to partner with Five Continents Crises Management GmbH & Bey-Roth Incentive Travel NOW...**

**N.B. Please find attached the form that you can easily fill and quickly return back to let your property benefit from our campaign as we are fighting against time...so need your understanding and assistance for quick response...**

Elia Timani

Chief Business Development Officer

**CBDO –LEVANT/MENA region**