

**mr.  
oddi**

We are encouraged to be ordinary, normal, to follow a pattern, to look the same way... *and yet being human means we are not the same.* **What makes us human is our instinct to defy the ordinary, our desire to stand apart, unique, and different.**

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# MEDÉLLIN

GASTRONOMIC  
AND NIGHT LIFE  
TOURIST DESTINATION

In addition to becoming an important axis of events, Medellín is becoming **LATIN AMERICA'S MOST MODERN CITY** in terms of technology.

In 2019 approximately **900,000 TOURISTS** visited Medellín.\*

Medellin won the 2016

**LEE KUAN YEW WORLD CITY AWARD**

equivalent to the Nobel Prize in Urbanism.\*\*



\*Observatorio turístico de Medellín. Anuario (2019). <http://www.situr.gov.co/upload/publications/documents/20200330090345000000Anuario%202019%20FINAL.pdf>

\*\*Revista semana (2016). <https://www.semana.com/nacion/articulo/medellin-recibe-premio-lee-kuan-yew-world-city-prize/481544/>

# MEDALLIN

DESTINATION  
OF GREAT  
EVENTS

**500 WORLD CLASS EVENTS**

HOSTED BETWEEN 2016 AND 2019

**EVENTS  
EVENTS  
EVENTS**

- Colombiamoda
- Colombiatex
- Feria de las Flores
- Maridaje
- Expofitness
- Expobusiness
- Freedom
- Innovation Day
- SAP Executive Summit Medellín

# PLACES OF INTEREST

## culture

- Comuna 13 Graffitiour
- Atanasio Girardot Stadium
- Medellín's Museum Of Modern Art
- Antioquia's Museum
- Botero Square
- Metropolitan Theatre Of Medellín
- Pablo Tobón Uribe Theatre

## gastronomy and nightlife

- Lleras Park
- Provenza Neighborhood

## outdoor and nature

- San Felix Paragliding Club
- Medellín's Botanical Garden
- Arví Park

# TOURISM

During the first half of 2019, Medellín received **451,542 international visitors** and **1,900,819 local tourists**.\*\*\*

**16.11%** Increase in national visitors

**13.64%** Increase in international visitors

This increase represented an **ECONOMIC PROFIT OF OVER 39 MILLION DOLLARS**

for the hotel, gastronomic and cultural sectors.

Occupancy rate\*

**65%** approx.

Tourism increased by\*\*

**50%** in the last 5 years

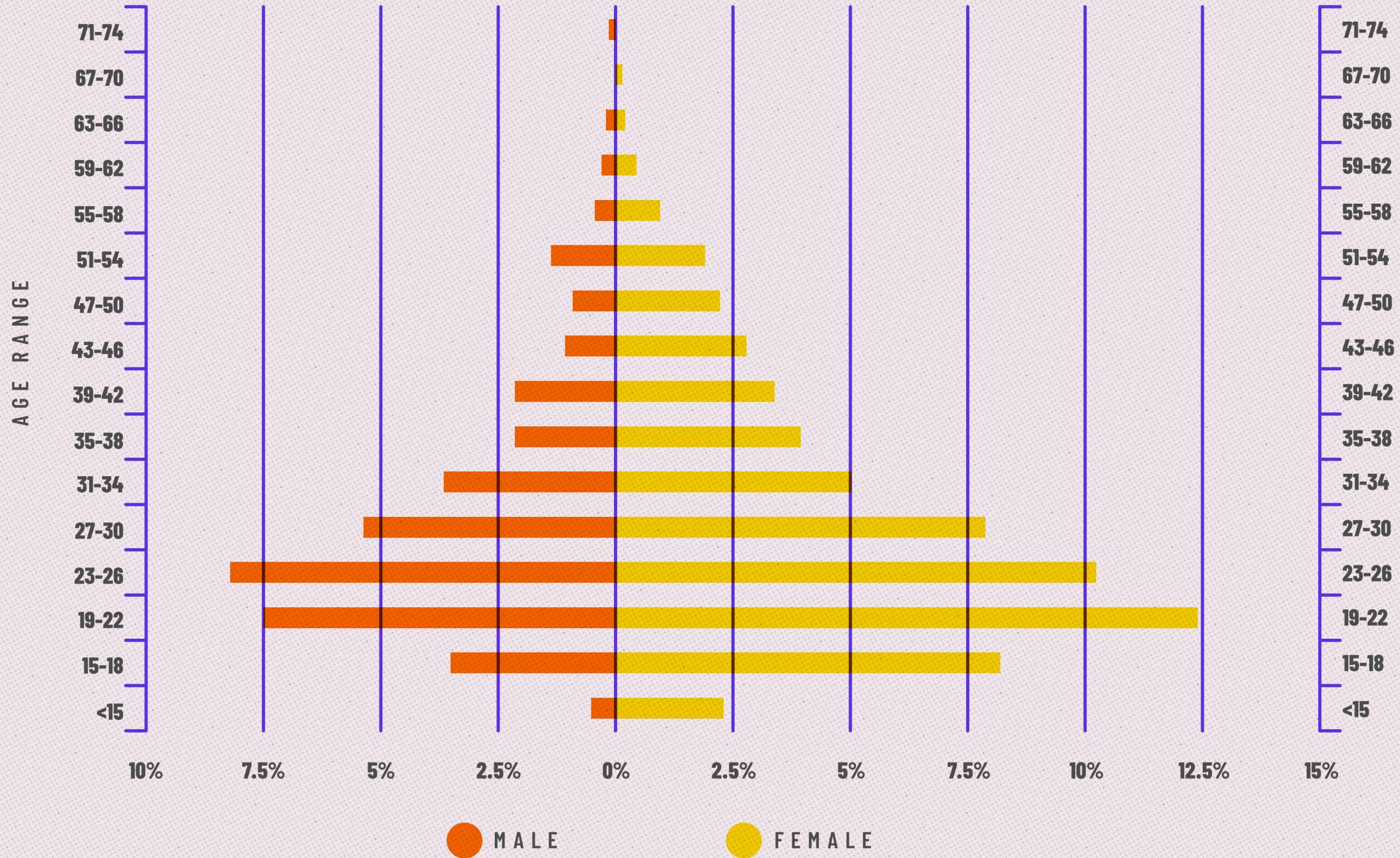


\*Observatorio turístico de Medellín. Anuario (2019). <http://www.situr.gov.co/upload/publications/documents/20200330090345000000Anuario%202019%20FINAL.pdf>

\*\*El Colombiano (2020) <https://www.elcolombiano.com/antioquia/el-turismo-en-medellin-crecio-50-en-5-anos-6B11672589>

\*\*\*Ministerio de Turismo de Colombia (2020) <https://www.mincit.gov.co/prensa/noticias/turismo/medellin-aumento-visitas-internacionales>

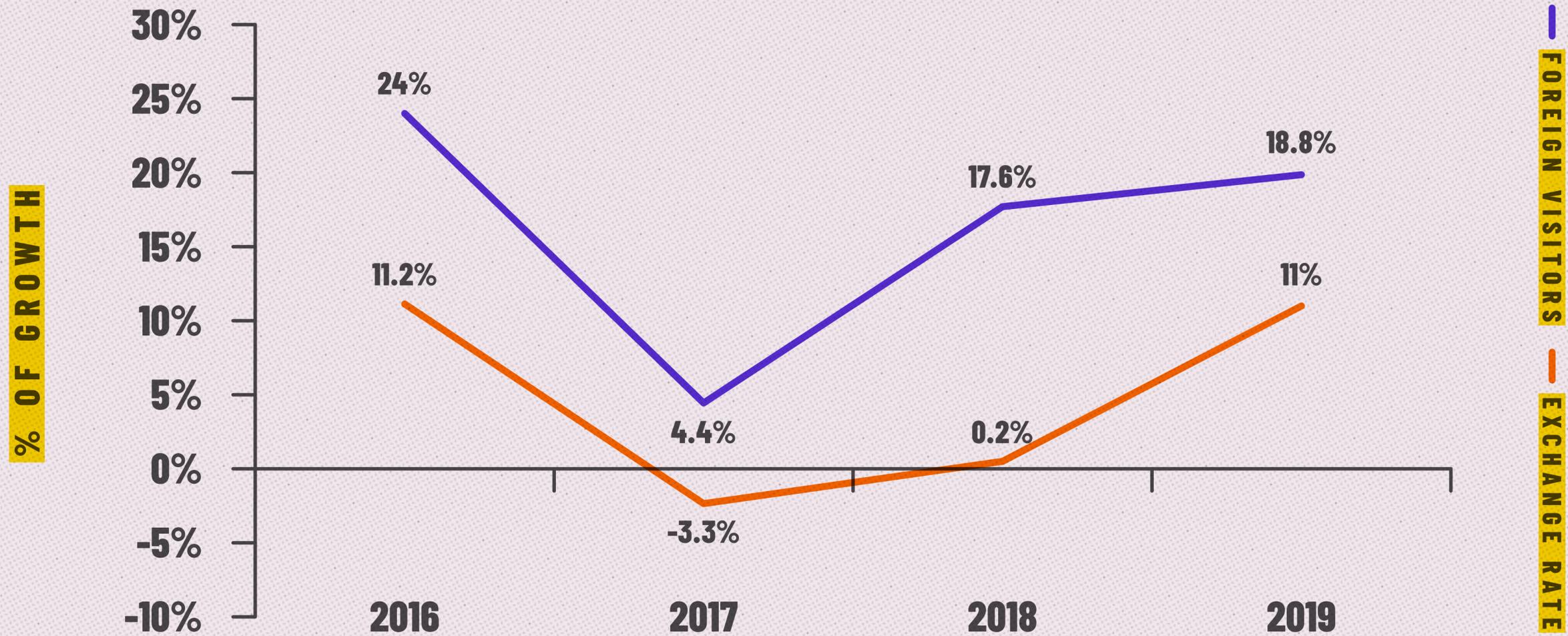
# POPULATION PYRAMID OF TOURISTS VISITING MEDELLIN



\*Observatorio turístico de Medellín. Anuario (2019). <http://www.situr.gov.co/upload/publications/documents/20200330090345000000Anuario%202019%20FINAL.pdf>

**In 2018, Medellin was chosen as Tripadvisor's Traveler's Choice, as the number one destination in South America.**

**During 2019 the city of Medellin became the center for the fourth industrial revolution, according to the World Economic Forum.\***



**The appreciation of the dollar against the Colombian peso, has made it less expensive for foreigners to travel to Colombia with this currency. This has had a direct impact on the increase of foreign arrivals in the country and the city.\***

\*Observatorio turístico de Medellín. Anuario (2019). <http://www.situr.gov.co/upload/publications/documents/20200330090345000000Anuario%202019%20FINAL.pdf>

# CONCEPT

**Mr. Odd is a space to celebrate the strange and unique.**

*An invitation to meet travelers and locals who speak the same language, something different.*

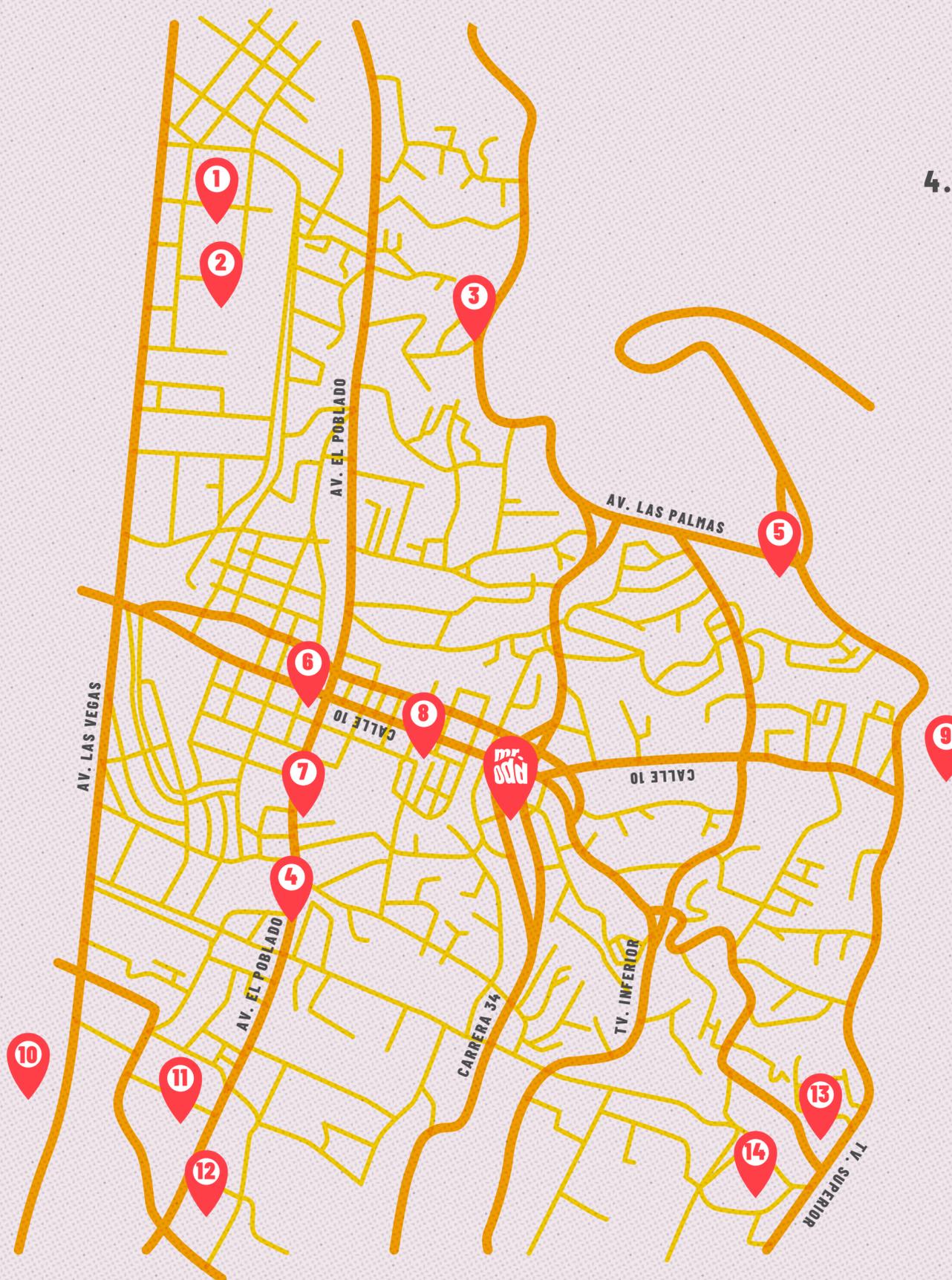




# LOCATION

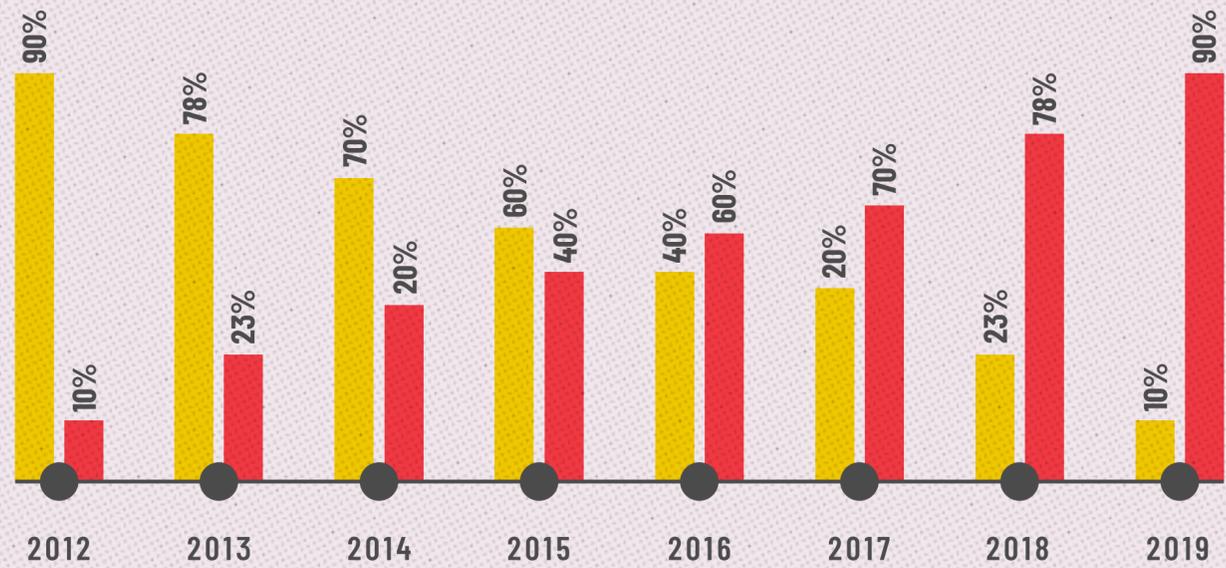
Provenza is a vibrant neighborhood full of experimental gastronomic options and exclusive night clubs

**IT'S THE EPICENTER  
FOR THOSE WHO SEEK  
A DIFFERENT LIFESTYLE.**



1. MUSEUM OF MODERN ART
2. CIUDAD DEL RIO
3. PALMA GRANDE MALL
4. GOLDEN MILE BUSINESS DISTRICT
5. INTERCONTINENTAL HOTEL
6. POBLADO MAIN SQUARE
7. DANN CARLTON HOTEL
8. LLERAS PARK
9. CES UNIVERSITY
10. EAFIT UNIVERSITY
11. OVIEDO SHOPPING MALL
12. SANTAFÉ SHOPPING MALL
13. DEL ESTE MALL
14. EL TESORO SHOPPING MALL

TRANSFORMATION OF THE AREA DURING THE LAST 8 YEARS

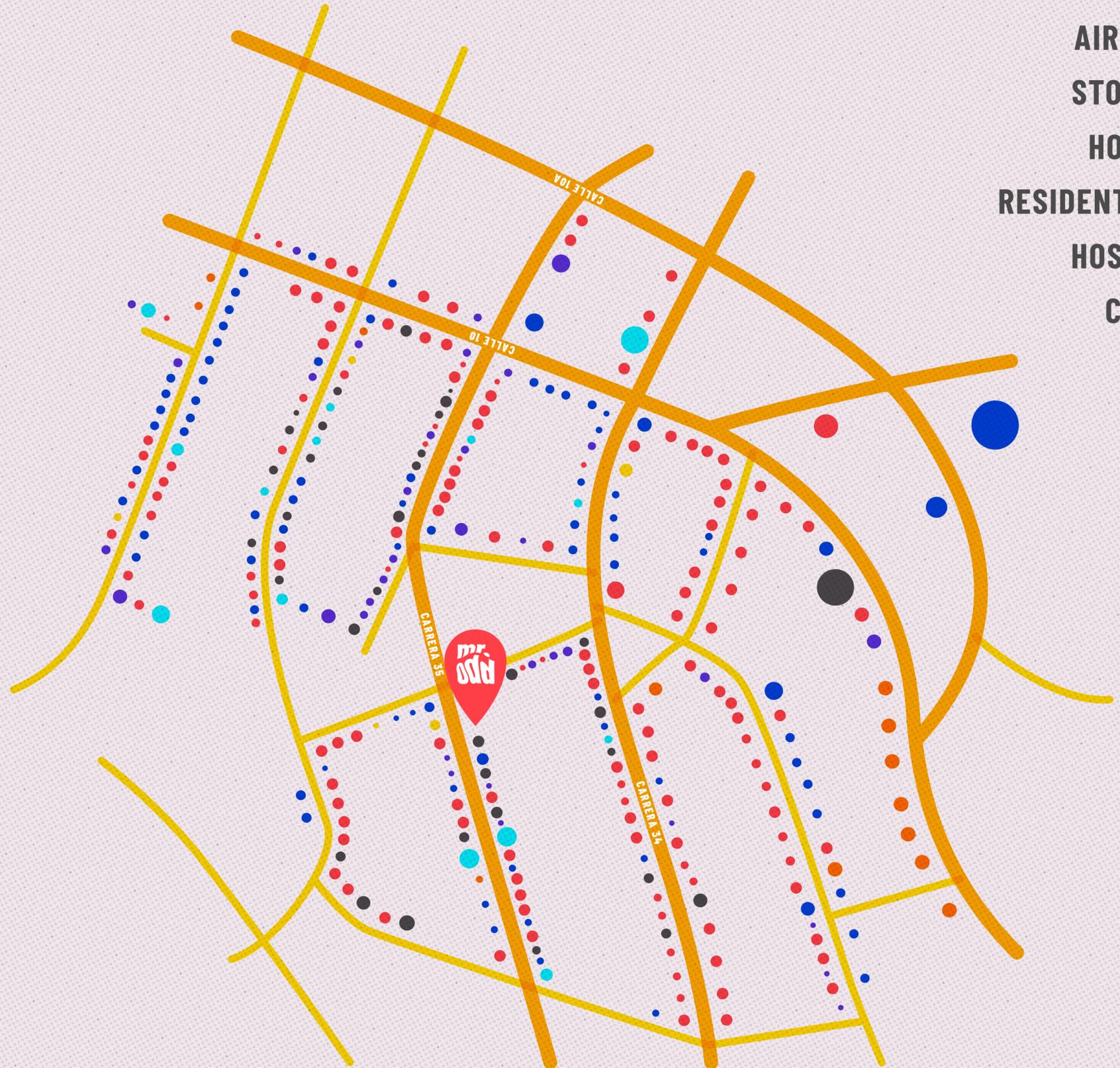


HOUSING

RETAIL

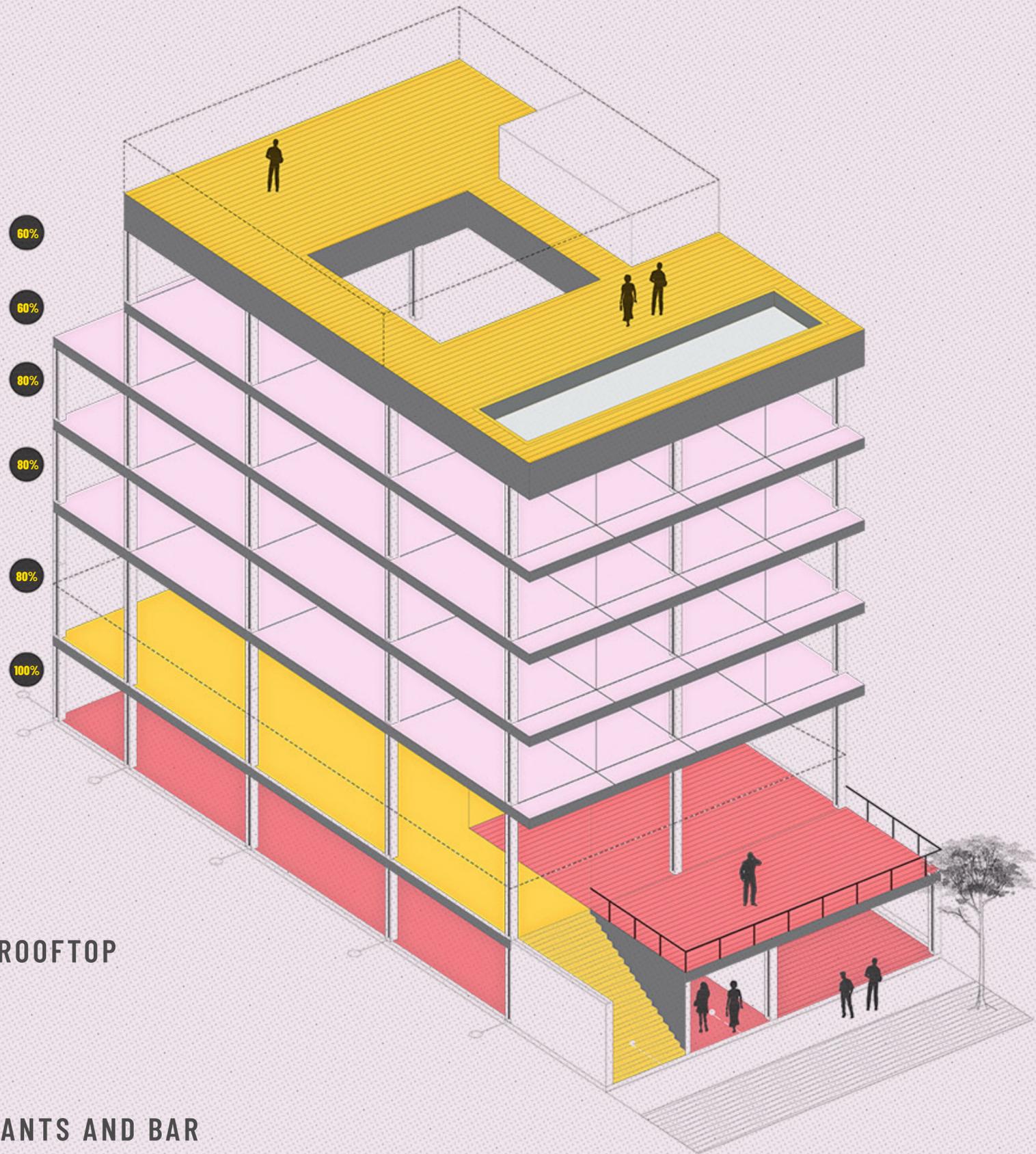
More than  
**230** commercial establishments

- RESTAURANT
- AIRBNB
- STORES
- HOTEL
- RESIDENTIAL
- HOSTAL
- CLUB



The multicultural character of Provenza makes it a place where different languages, flavors and tastes converge, a place where differences are the norm, where the unique and authentic bring people together.





- LOBBY - ROOFTOP
- SUITES
- RESTAURANTS AND BAR

# PROJECT

In the middle of the neighborhood that never sleeps, Mr. Odd will be the favorite meeting space to explore the uniqueness that unites us at different times of the day and in different formats:

-  RESTAURANT
-  BAR
-  SUITS
-  NIGHT CLUB
-  ROOFTOP
-  INFINITY JACUZZI



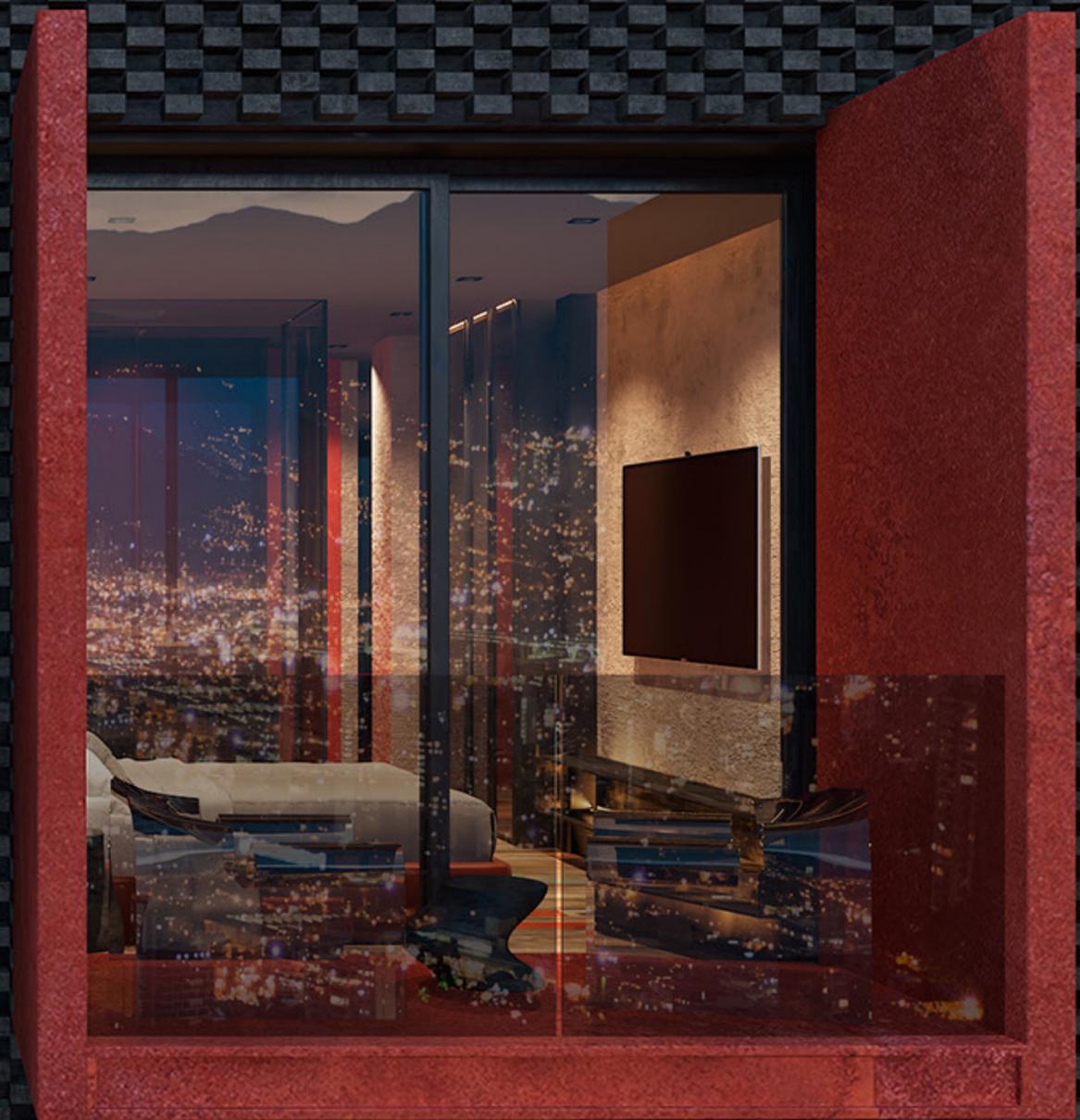
**THE FACADE ITSELF  
WILL BE  
AN EXALTATION  
OF THE SMALL  
DIFFERENCES  
THAT UNITE US.**



The use of clean materials such as glass, in conjunction with rustic elements such as brick, **introduces a concept that is difficult to classify**, a unique encounter between diametrically opposed textures.



**A HOTEL THAT DEFIES  
THE ARCHITECTURAL  
STANDARD AND DARES  
TO BE UNIQUE.**





Its informal character, with cozy textures and materials, as well as a component of warm indirect lighting, create an atmosphere that makes the hotel's main bar the favorite place to enjoy any time of day.

Crossing the entire internal structure of the building from its base to its roof, a large empty space illuminated with LED lights that changes according to the time of day, will be a show worthy of admiration.



At the point between formal and cool... That's where you'll find the hotel restaurant.

A place that is completely open for diners to discover the differences that unite us through improbable combinations of flavors and unexpected textures.



Light and plants descend through the space to illuminate the restaurant and fill it with nature.



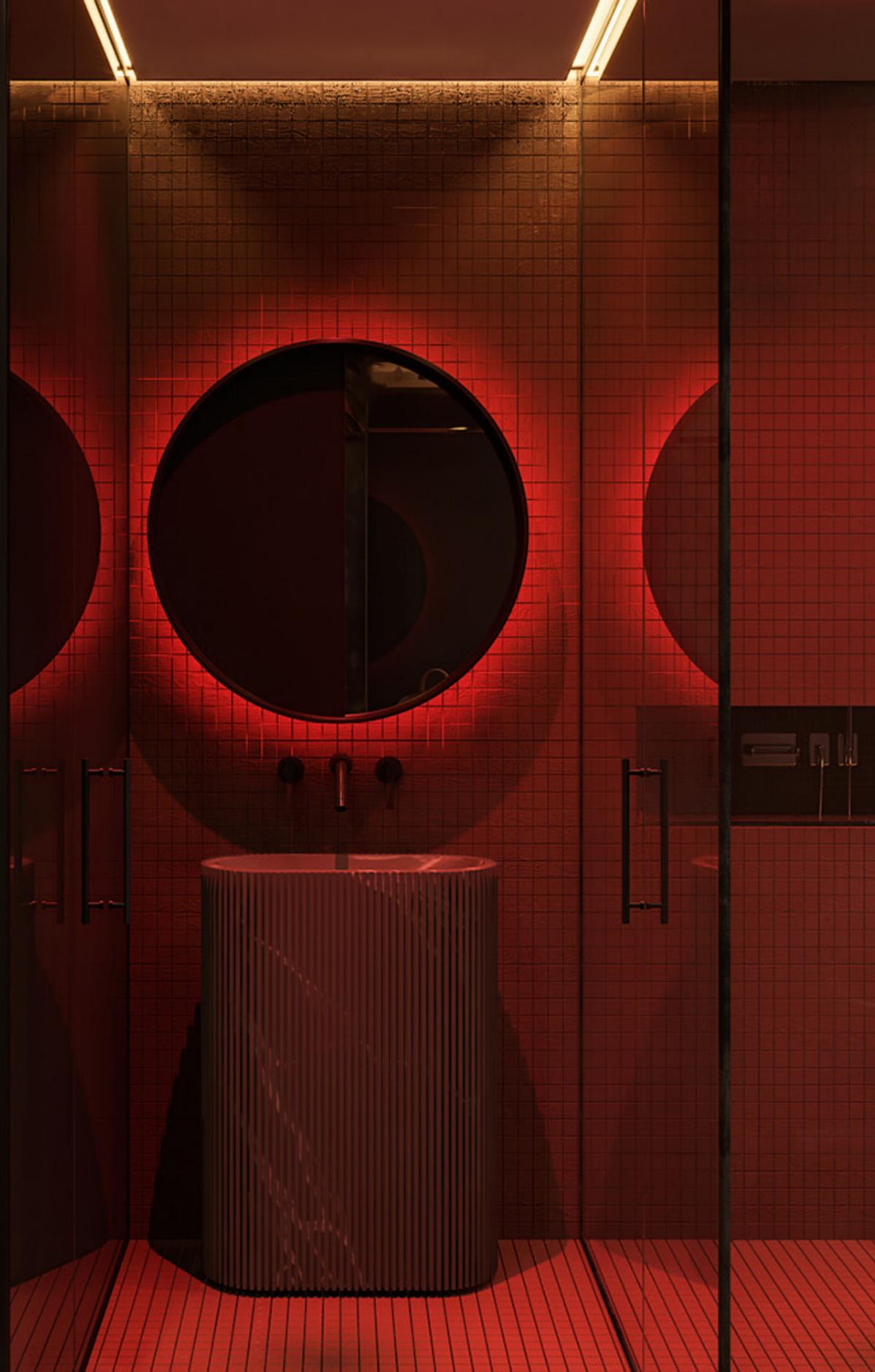
Wooden floors, specially illuminated showers, works of art, and color details that provide the perfect balance to the dark tones of the walls, are **the features that will give character to the interior design of the rooms.**





Completely soundproofed and equipped with high-end furniture, **the rooms will be cozy spaces to disconnect from the fast-paced nightlife.**



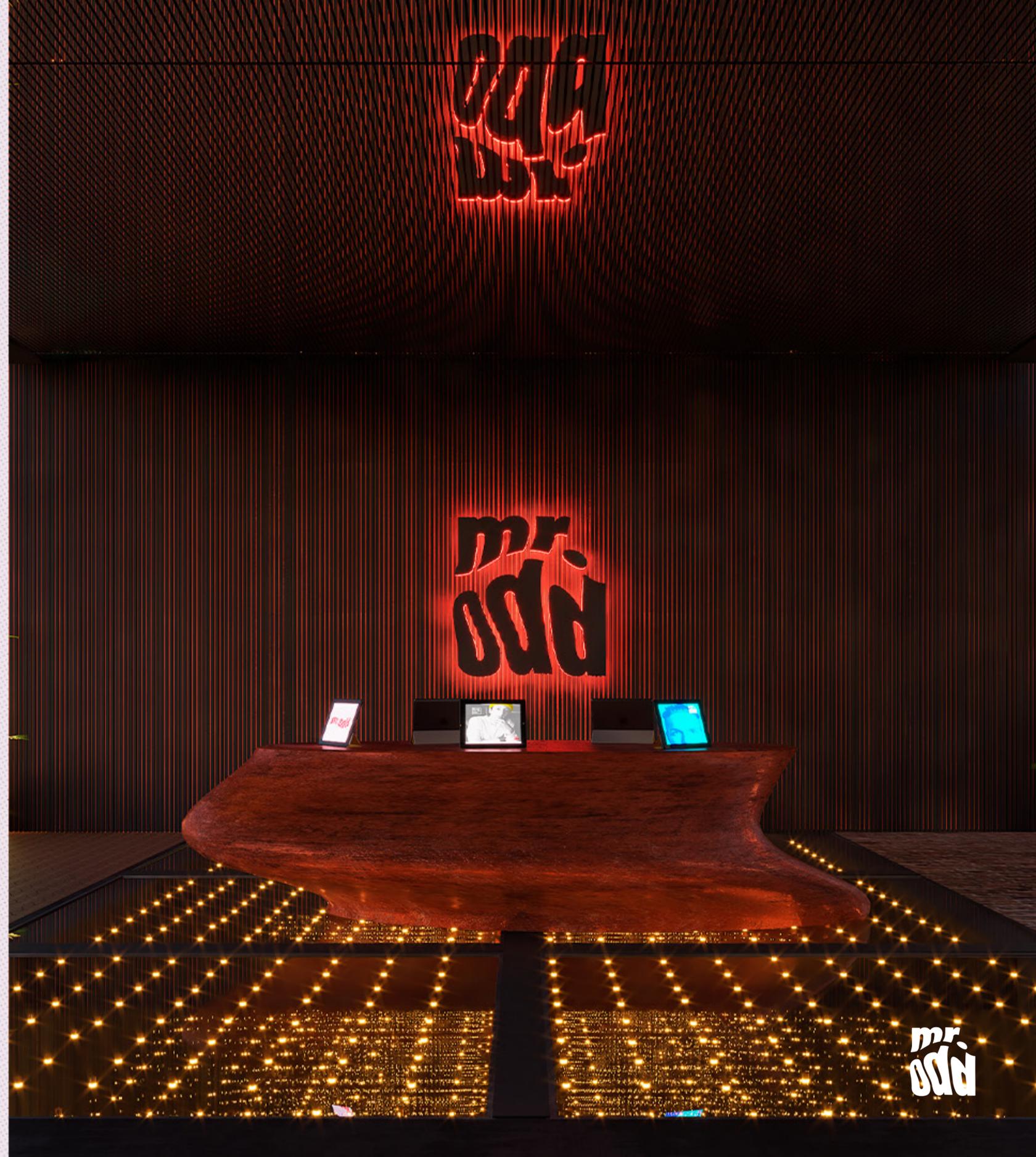




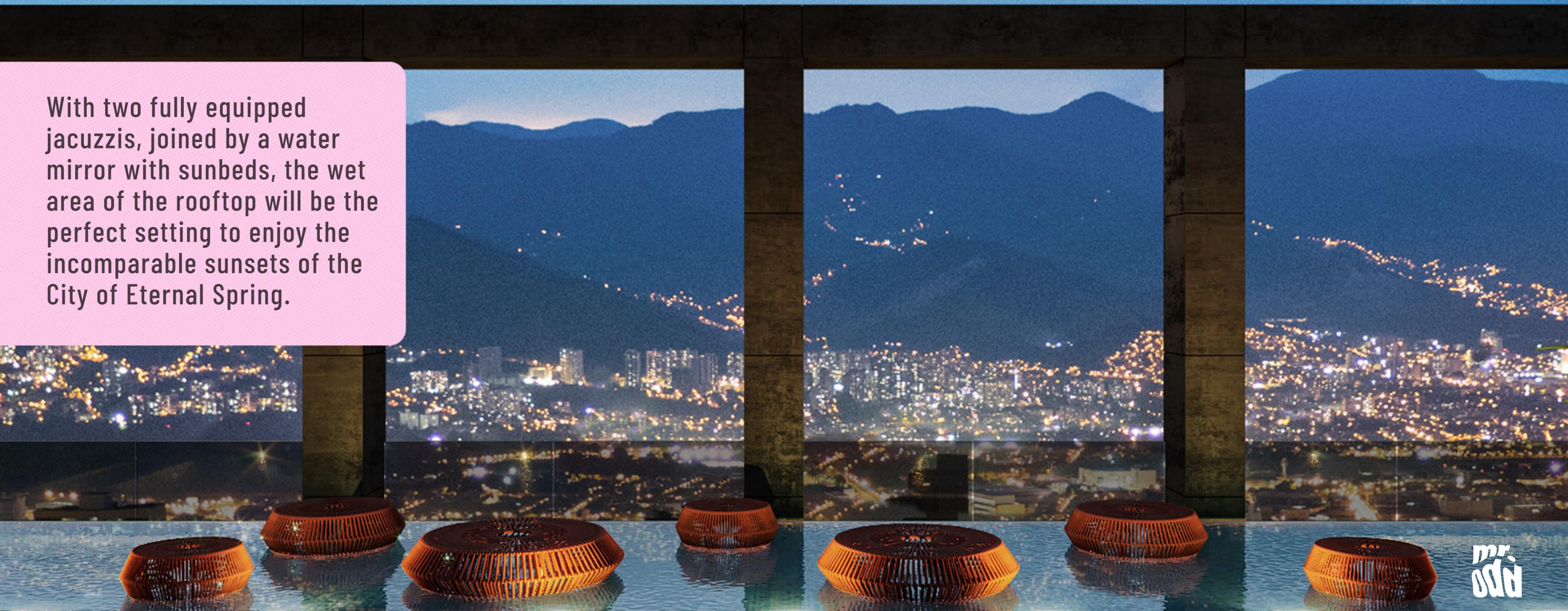
Because this is Mr. Odd, the hotel check-in is not on the first floor, as expected.

Located on the rooftop, **guests will be surprised upon their arrival** with a clear glass floor leading to the reception counter.

Next to it, a bar completes the experience and invites you to **celebrate a stay that is clearly out of the ordinary.**



With two fully equipped jacuzzis, joined by a water mirror with sunbeds, the wet area of the rooftop will be the perfect setting to enjoy the incomparable sunsets of the City of Eternal Spring.



# EXPERIENCE MR. ODD

With the ability to customize the lighting scheme, choose favorite pillow types, or pre-order the contents of the minibar according to specific tastes, **guests can personalize their hotel experiences according to their particular desire.**



# TARGET

Mr. Odd is a particular traveler who has dedicated his life to know how different each culture is. He is the central character and brand that we will associate with the project inviting guests, diners and visitors to **enjoy the difference that unites us as human beings.**

Mr. Odd is between the ages of 18 and 50, sociable, outgoing, cheerful. With a particular interest in the uniqueness of each destination and the particularity of each traveler.

Our audience enjoys exploring the idea of eating, talking, drinking, dancing and resting, in as many ways as possible.

**MR. ODD IS CHANGEABLE,  
DYNAMIC AND USUALLY  
ADOPTS ODDITIES FROM  
SOME PEOPLE HE HAS  
DISCOVERED DURING  
HIS JOURNEY.**

**32**  
**SUITES**  
**ROOF**  
**TOP**  
**COMMERCIAL**  
**ESTABLISHMENTS**

**MIN. INVESTMENT (PRICE OF UNIT)**

54,000 USD / 200,000,000 COP

**EXCHANGE RATE**

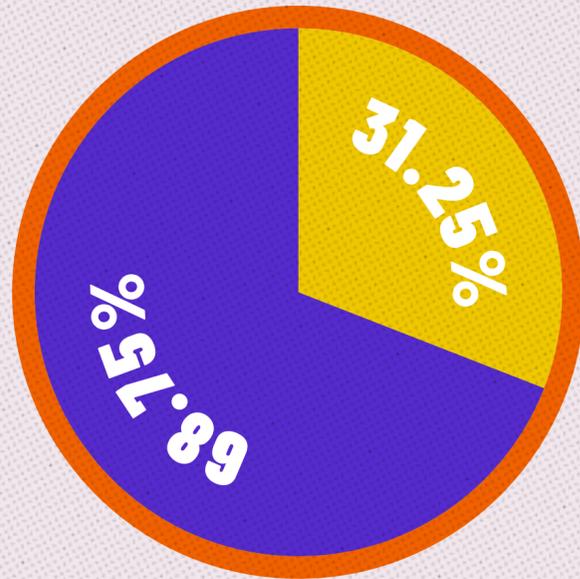
3,700 USD/COP

**SALES MODEL**

FIDUCIARY RIGHTS

**TOTAL SALES**

4,324,000 USD / 16,000,000,000 COP



**80 UNITS**

**25 UNITS SOLD**

**55 AVAILABLE**

\*Figures as of October 2020

# SALES MODEL

**FIDUCIARY RIGHTS = A PERCENTAGE OF THE BUILDING**

**Every owner participates in the overall generation of income** and expenses according to his % participation.

**Transaction costs when buying and reselling the asset are less expensive,** and the process is much faster.

The decision making process is **faster and more transparent for all investors.**

The fiduciary entity plays an **extra protective role for investors.**

# BUSINESS MODEL

## PROJECTION OF INCOME AND EXPENSES

YEAR	1	2	3	4	5
Proj. Occupancy Rate	60%	65%	70%	75%	75%
Rate Per Night (USD)	\$70	\$70	\$75	\$80	\$90
Rate Per Night (COP)	\$259,000	\$259,000	\$277,500	\$296,000	\$333,000
Monthly Income (Rooms)	\$149,184,000	\$161,616,000	\$186,480,000	\$213,120,000	\$239,760,000
Monthly Income (Retail)	\$16,000,000	\$17,000,000	\$20,000,000	\$22,000,000	\$25,000,000
Total Monthly Income	\$165,184,000	\$178,616,000	\$206,480,000	\$235,120,000	\$264,760,000
Total Monthly Expenses	\$70,310,610	\$73,826,140	\$77,517,447	\$81,393,319	\$85,462,985
<b>PROFIT BEFORE TAX</b>	<b>\$94,873,390</b>	<b>\$104,789,860</b>	<b>\$128,962,553</b>	<b>\$153,726,681</b>	<b>\$179,297,015</b>
ROI	7.12%	7.86%	9.67%	11.53%	13.45%

# PAYMENT PLAN

DOWN PAYMENT	FEBRUARY 21	JUNE 21	SEPTEMBER 21	DECEMBER 21	MARCH 22	MAY 22	TOTAL
10%	20%	20%	20%	10%	10%	10%	100%
\$20,000,000	\$40,000,000	\$40,000,000	\$40,000,000	\$20,000,000	\$20,000,000	\$20,000,000	\$200,000,000
\$5,405	\$10,811	\$10,811	\$10,811	\$5,405	\$5,405	\$5,405	\$54,054

# Gutierrez

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**ODDITIES UNITE US**