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In this issue

- 1 Analysis
- 2 Various parts of the globe
- 2 Finance strategy
- 3 Sale of commercial rights
- 3 Investment market

Analysis

The RealitiesPark™ theme park is conducting a location survey, having identified national and international locations which are currently under analysis, notably: from the Iberian Peninsula: Barcelona, Madrid, Lisbon, Vale do Tejo and Grande Porto. Outside the European continent: California and São Paulo. At the same time and parallel to this process, a comparative study is being made for inclusion of the project in the mega ventures GranScala in Spain and DubaiLand in Dubai.

Along the choice of location, studies are underway on the international market as well as research and development of technologies and themes which shall be part of the project.

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In a pre-location strategy, during the second half of this year, SGProject Lda. | SGPTur® shall proceed with the presentation of the mass media project in the Iberian context, to take place in the two countries, with separate presentations in Portuguese territory in the Portuguese language and simultaneously in Spanish territory, in Castilian.

Furthermore, international presentations of the project are anticipated for the first half of 2009, notably: São Paulo – Brazil and New York – USA.

At both these presentations, an information kit shall be available in various languages.

Why present RealitiesPark™ in various parts of the globe?

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Due to the interest the project has aroused from the point of view of its innovation and enormous viability potential, the strategy decision in relation to its location, as well as the various methods to launch a product of unquestionable originality in the theme park sector, it has become imperative to present the funding strategy as well as officially inform of the actual project.

In these presentations, why disclose the financing strategy of the project?

Due to its completely innovative nature required in order to respond to the various interests of the project and its investors, it was concluded that it is extremely relevant to include this theme in the presentations, notably;

Sale of commercial rights

The model for implementation and operational establishment of RealitiesPark™ consists of the concession and granting of commercial rights in the form of a tender issued in several batches and representing various exclusive geographical and time zones. This tender shall be announced to all parties interested in the purchase of the referred batches and shall have a closed concept, with pre-registration of bidders. The reserve price shall be established and announced beforehand in the designated “investor portfolio”, and registered bidders will have access to a tool known as “market index listing” provided by the company managing the bidding, Through this, bidders may access the results of the tender, with an index originating from the value of this same bidding market, granted in accordance with sale expectations achieved during the tender procedure.

Bidding market – market index listing

During final studies for the execution of the RealitiesPark™ project, an open-concept investor market shall be created, which will be accessible to all interested parties. They will be able to place their bids in terms of the value which each bidder hopes to obtain from the sale of the commercial rights. This market index serves mainly to create a barometer which efficiently expresses the market value of the referred rights and in turn the perspective of viability of the project in operation.

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