

DUNESLAND

MOROCCO

DESERT HOTEL & WELLNESS RETREAT

Dunesland represents a unique investment opportunity in a fast-growing destination that remains largely unexplored by mass tourism.



WELCOME TO DUNESLAND

Welcome to Dunesland, a luxury desert hotel and wellness retreat located in **M'Hamid**, southern Morocco, at the gateway to the Sahara Desert. This exclusive project combines boutique hospitality, private villas with pools, wellness experiences, and authentic desert living in one of the most untouched regions of North Africa.

Dunesland is a carefully designed desert complex composed of **14 boutique hotel rooms** and **12 independent villas**, each villa featuring a mini private pool. The project has been conceived to offer privacy, tranquility, and premium experiences while respecting the natural desert environment.



*"Designed by the
desert."*



EXCLUSIVITY SHAPED BY NATURE

THE PROJECT

Dunesland is a one-of-a-kind desert hospitality project, designed to exist in harmony with the dunes rather than dominate them. Set deep within the Sahara landscape of M'Hamid, the complex brings together **boutique hotel rooms and private pool villas** to create an experience defined by exclusivity, silence, and connection with nature. Every element of the project has been carefully planned to preserve the surrounding environment while offering a level of comfort and privacy rarely found in desert destinations.



THE INVESTMENT

A rare opportunity in an untouched destination

Dunesland represents a unique investment opportunity in one of the last untouched desert destinations with growing international demand. The scarcity of high-quality accommodation in the Sahara, combined with controlled development and low operating costs, positions the project for strong long-term **value and attractive returns**.

LOCATION

One of Africa's last untouched deserts

Located in **M'Hamid El Ghizlane**, Dunesland stands at the entrance to the Erg Chigaga dunes, one of the largest and most impressive dune systems in **Morocco**. The region is internationally known for its silence, vast open landscapes, nomadic culture, and some of the clearest night skies on Earth.





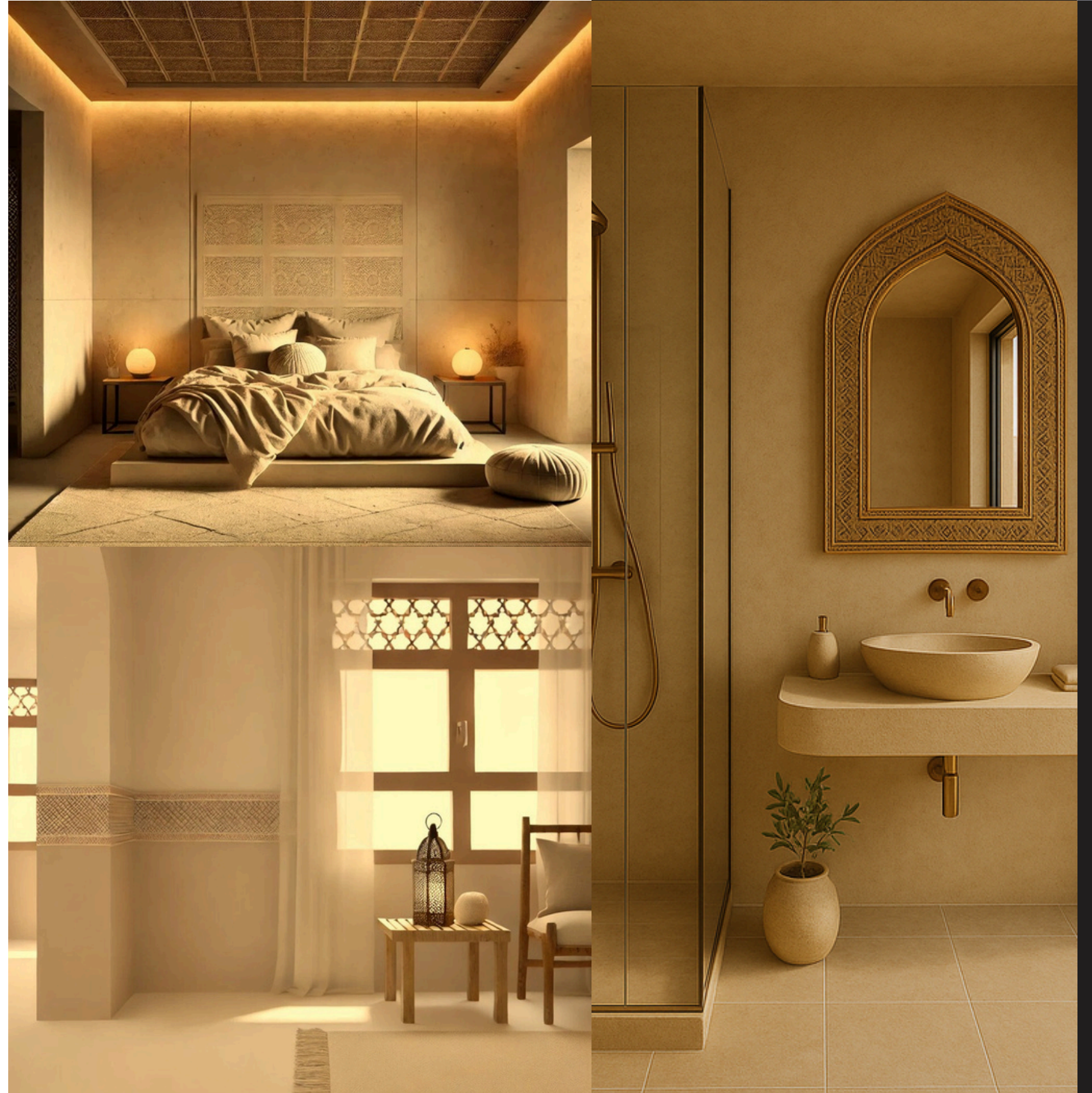
WHAT'S INSIDE DUNESLAND

The project consists of a carefully balanced hospitality concept combining:

- **14 boutique hotel rooms** of approximately 17 m²
- **12 independent villas**, each with a private mini pool
- Wellness and yoga areas integrated into the dunes
- Restaurant, common areas, and stargazing spaces

A GLANCE AT THE INVESTMENT

The mixed accommodation model allows Dunesland to combine stable occupancy from hotel rooms with higher nightly rates from **private pool villas**. This diversification strengthens revenue stability while increasing overall profitability.



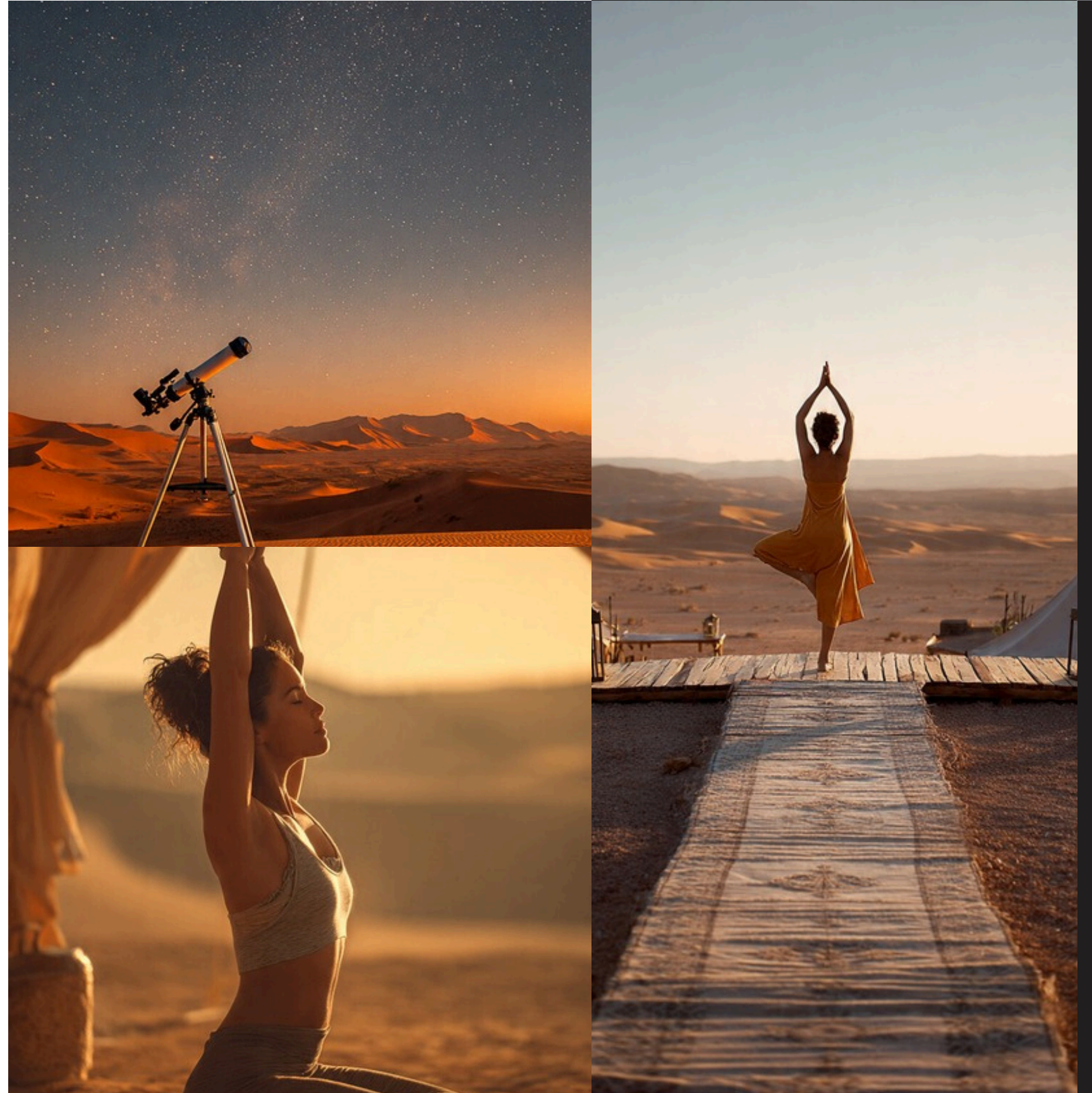


EXCLUSIVITY & ENVIRONMENT

Dunesland is one of the few hotels in the world fully implemented within desert dunes. The project preserves the **natural ecosystem**, coexisting with local desert fauna and offering guests access to unique experiences such as yoga in the dunes and world-class stargazing, all without leaving the resort.

IS THERE A LOW SEASON?

The desert does not have a low season. Each period of the year offers a **different experience**, from peak European travel during autumn and winter to wellness retreats, artistic residencies, and private events during spring and summer.

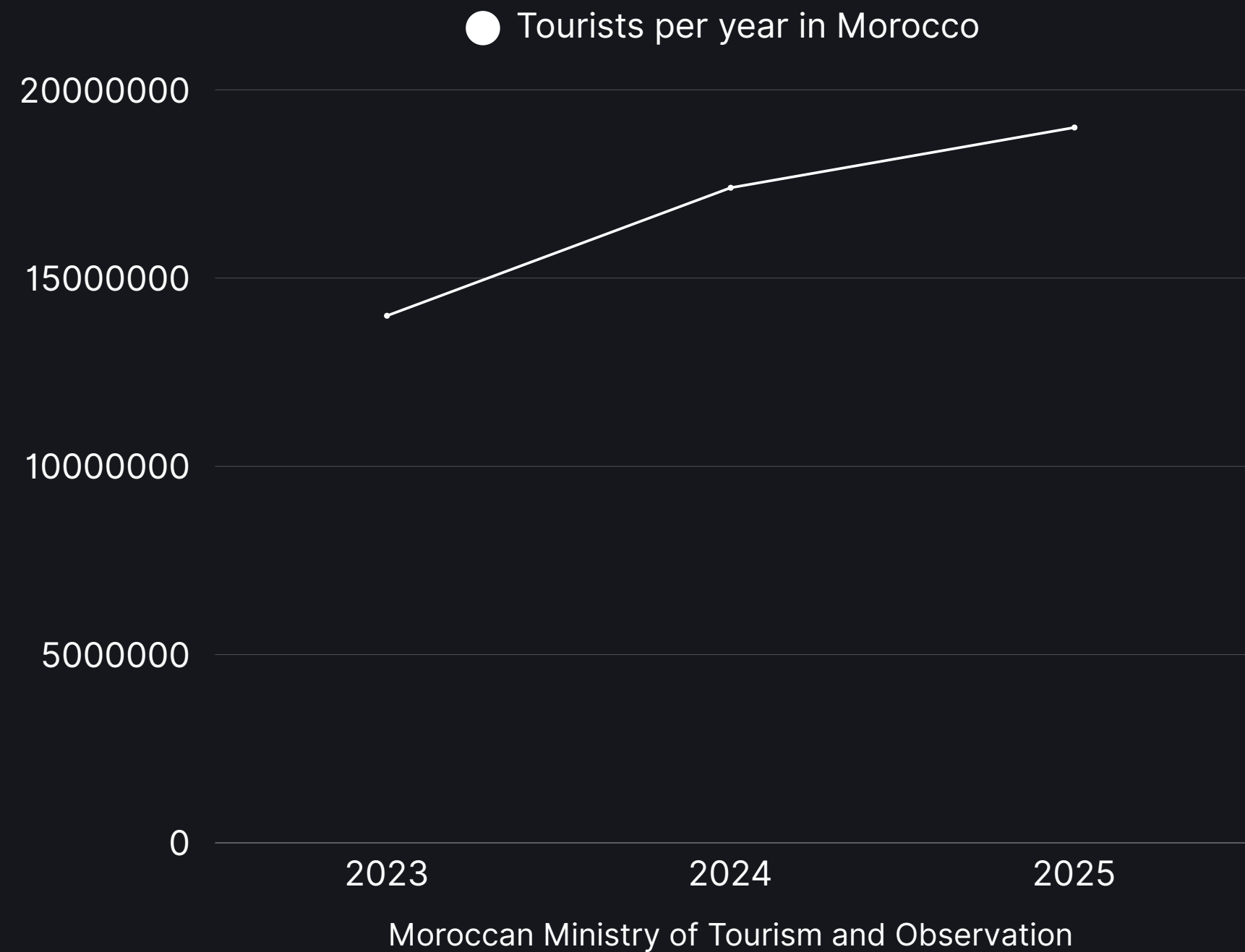


GROWTH IN MOROCCO

Morocco's Tourism Performance and Growth

Morocco's tourism sector has experienced strong growth since 2023. After welcoming approximately 14.4 million international visitors in 2023, the country set a new record in 2024 with **17.4 million tourists**, a 20 % increase year-on-year.

Overnight stays exceeded 28.7 million, and tourist revenue reached 112 billion Moroccan dirhams. In 2025, Morocco continues its momentum, recording around 18 million visitors by November, with projections suggesting the total may exceed **19 million visitors by year's end** — representing substantial growth and long-term confidence in the destination.



CAPITAL ENTRY & INVESTMENT EFFICIENCY

Dunesland offers an exceptionally low capital entry point for a fully managed luxury hospitality asset:

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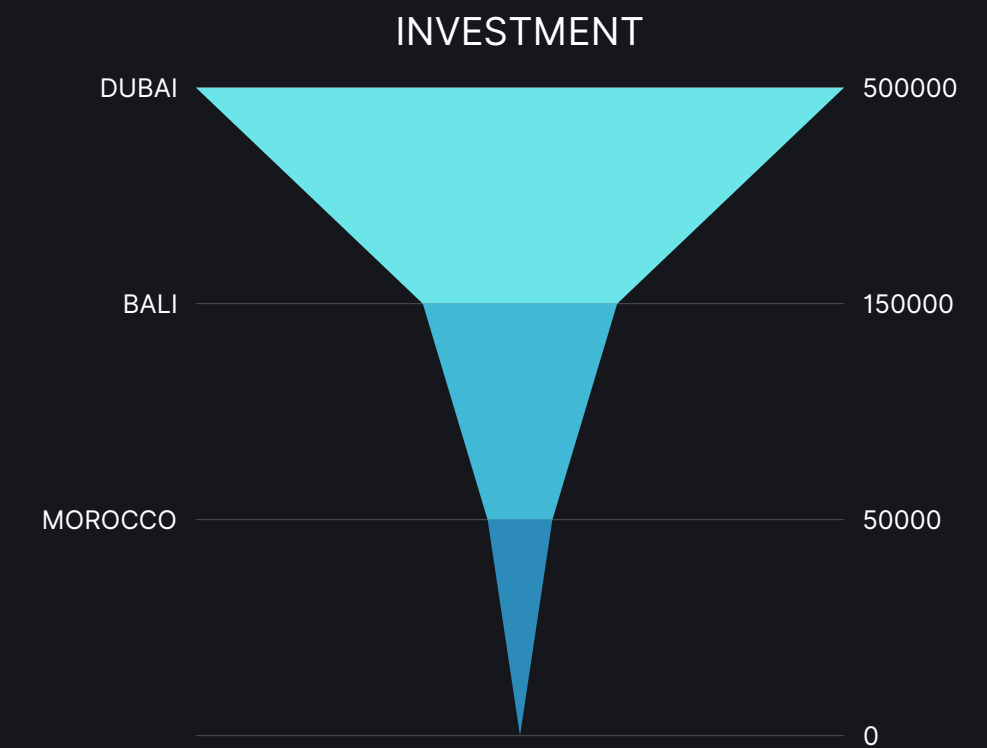
- Hotel rooms: €38,000 per unit
- Private villas with mini pool: €50,000 per unit

This capital structure enables investors to access a premium experiential hospitality project with limited capital exposure, facilitating diversification while significantly reducing downside risk.

By comparison:

- **Bali (Indonesia):** Comparable boutique hospitality assets typically require €150,000–€300,000 per unit, often under leasehold structures with regulatory uncertainty and limited exit flexibility.
- **Dubai (UAE):** Hospitality or branded residential assets frequently exceed €400,000–€600,000 per unit, compressing yields from the outset due to high acquisition costs.

Dunesland positions itself as a high capital-efficiency investment, where returns are driven by low acquisition cost and operational performance, rather than aggressive leverage or speculative pricing.



OWNERSHIP STRUCTURE & LEGAL

Dunesland benefits from a **robust legal** and ownership framework, including:

- Freehold ownership
- Clear title registration
- Full repatriation of profits and capital under Moroccan law

This structure contrasts sharply with:

- Bali, where foreign investors rely primarily on time-limited leasehold arrangements
- Dubai, where ownership is restricted to designated zones and subject to additional service charges and regulatory costs

True ownership strengthens long-term asset **security**, inheritance planning and exit optionality, making Dunesland particularly attractive for institutional and long-term investors.

OPERATING STRUCTURE & COST CONTROL

Dunesland operates under a lean, integrated management model, with a **15% management** fee covering:

- Rental management and marketing
- Guest services and on-site operations
- Utilities, maintenance and day-to-day operational costs

Thanks to competitive labor costs and moderate energy pricing in **Morocco**, fixed operating costs remain structurally low. This allows the project to reach break-even at significantly lower occupancy levels than comparable assets in Bali or Dubai.

DEMAND QUALITY, SCARCITY & RETURN STABILITY

Located at the gateway to the Erg Chigaga dunes, Dunesland benefits from:

- Extremely limited supply of premium accommodation
- Controlled development due to environmental and geographic constraints
- Demand driven by wellness retreats, experiential travel, private events and cultural tourism

Rather than relying on high-volume tourism, Dunesland's return profile is supported by scarcity-led pricing power, enhancing ADR stability and long-term yield visibility.

LONG-TERM VALUE CREATION & EXIT

Dunesland is structured as a cash-flow-oriented asset with progressive capital appreciation driven by:

- Destination maturation
- Infrastructure and tourism growth in Morocco
- Increasing demand for low-density, experience-driven hospitality

Exit potential is supported by interest from European, Middle Eastern and lifestyle investors, with valuation driven by rarity and positioning, not speculative cycles.



MARKET DEMAND

DUNESLAND

In 2024, the Draa-Tafilalet region recorded approximately **1 million tourist visits**, while having only **311 officially registered accommodation establishments**. This highlights a significant imbalance between demand and supply in one of Morocco's most unique and fastest-growing tourism regions.

On average, this represents over **3,200 visits per accommodation per year**, a figure that clearly illustrates the pressure on existing lodging capacity and the strong opportunity for high-quality, well-positioned projects such as Dunesland. The scarcity of premium accommodation in the region further reinforces pricing power, occupancy stability, and long-term investment value.

311

Registered accommodations

998k

Tourists per year

3200

Average per accommodation

Source: Moroccan Ministry of Tourism 2024



12 PRIVATE VILLAS WITH MINI POOL

The private villas represent the most exclusive accommodation option at Dunesland. Each villa is conceived as an independent retreat within the dunes, offering privacy, outdoor living, and a strong connection with the surrounding landscape. Every villa features its own mini private pool, allowing guests to enjoy the desert in complete intimacy.

TECHNICAL SHEET · PRIVATE VILLAS

- Type: Independent private villa
- Total units: 12
- Surface area: ~33 m²
- Outdoor area: Private exterior space
- Pool: Mini private pool
- Layout: Bedroom, bathroom, living area
- Design: Eco-luxury architecture integrated into the dunes
- Materials: Natural, durable materials adapted to desert
- Air conditioning, TV and Wi-Fi

PRIVATE LUXURY, DESERT SILENCE



14 HOTEL ROOMS

The hotel rooms at Dunesland are designed as intimate, calm spaces that reflect the essence of the desert. Each room offers **approximately 17 m²** of thoughtfully arranged space, combining comfort, functionality, and natural aesthetics. The design prioritizes simplicity and harmony, using warm tones, natural materials, and soft lighting to create a sense of peace and disconnection.

TECHNICAL SHEET · HOTEL ROOMS

- Type: Boutique hotel room
- Total units: 14
- Surface area: ~17 m²
- Bathroom: Private, en-suite
- Layout: Bedroom + bathroom
- Air conditioning, TV and Wi-Fi
- Design: Minimalist desert-inspired design
- Materials: Natural finishes adapted to desert
- Privacy: High, rooms oriented to preserve silence



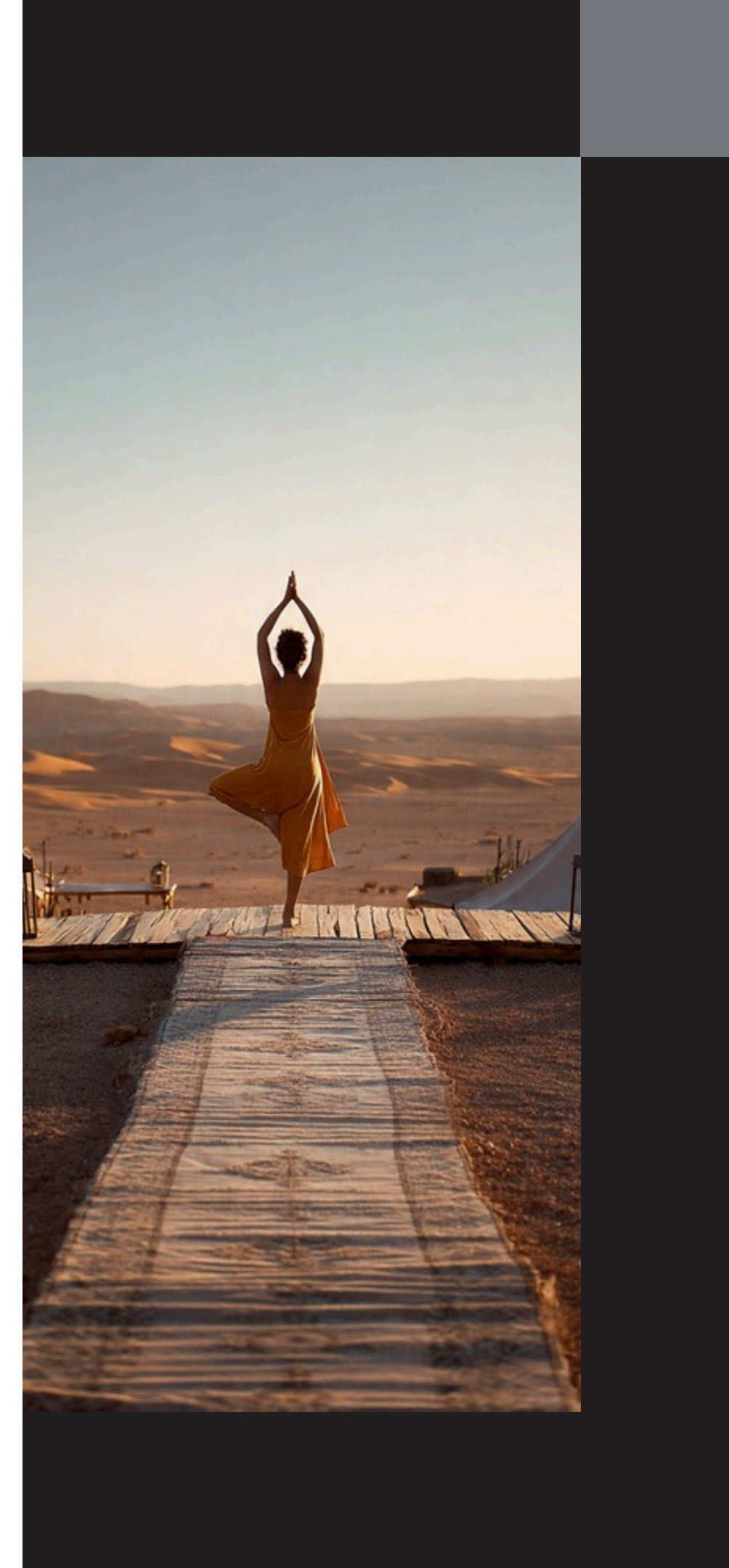
DUNESLAND EXPERIENCE

FACILITIES & SERVICES ON THE 30,000 m² ESTATE

Dunesland is conceived as a complete desert destination, offering a wide range of facilities and experiences integrated within its **30,000 square meters of dunes**, palm trees, and open landscapes.

On-site facilities and services include:

- Dunes Baobab Restaurant, serving international and Moroccan cuisine
- A large swimming pool designed to simulate a natural beach
- Two outdoor jacuzzis located among palm trees and dunes
- Three yoga areas, including night yoga with dedicated equipment
- Sandboarding within the dunes
- Quad bike rental
- Exclusive 4x4 desert safaris for wildlife observation
- Shop offering essentials and souvenirs
- Dedicated dune area for stargazing
- Stargazing terrace on the hotel rooftop
- Panoramic terrace for meals and events
- Event and multi-purpose room
- Airport pick-up and transfer services
- Massage and beauty services
- Optional private butler service
- Camel rental and desert experiences
- Pottery and Moroccan cooking workshops
- Outdoor barbecue area for themed desert nights
- Rest areas distributed among the dunes
- Pool bar and chill-out zones

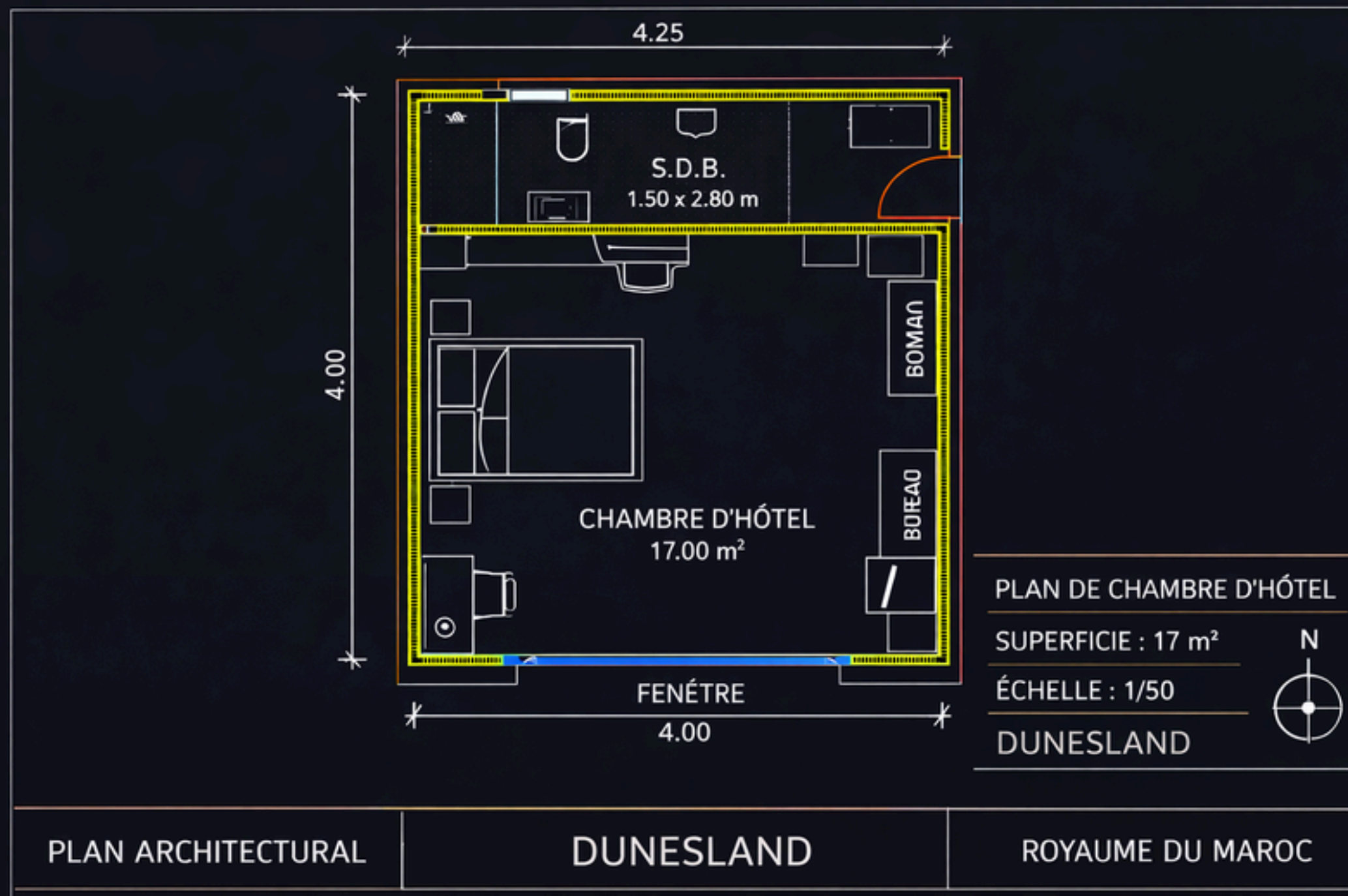


FLOOR PLAN • HOTEL ROOMS

Efficient design, maximum comfort

The floor plan of the hotel rooms has been carefully designed to maximize comfort and functionality within an efficient 17 m² layout.

Each room includes a private en-suite bathroom and a well-balanced sleeping area, allowing for natural ventilation and smooth circulation. The design prioritizes simplicity, silence, and harmony with the desert environment.

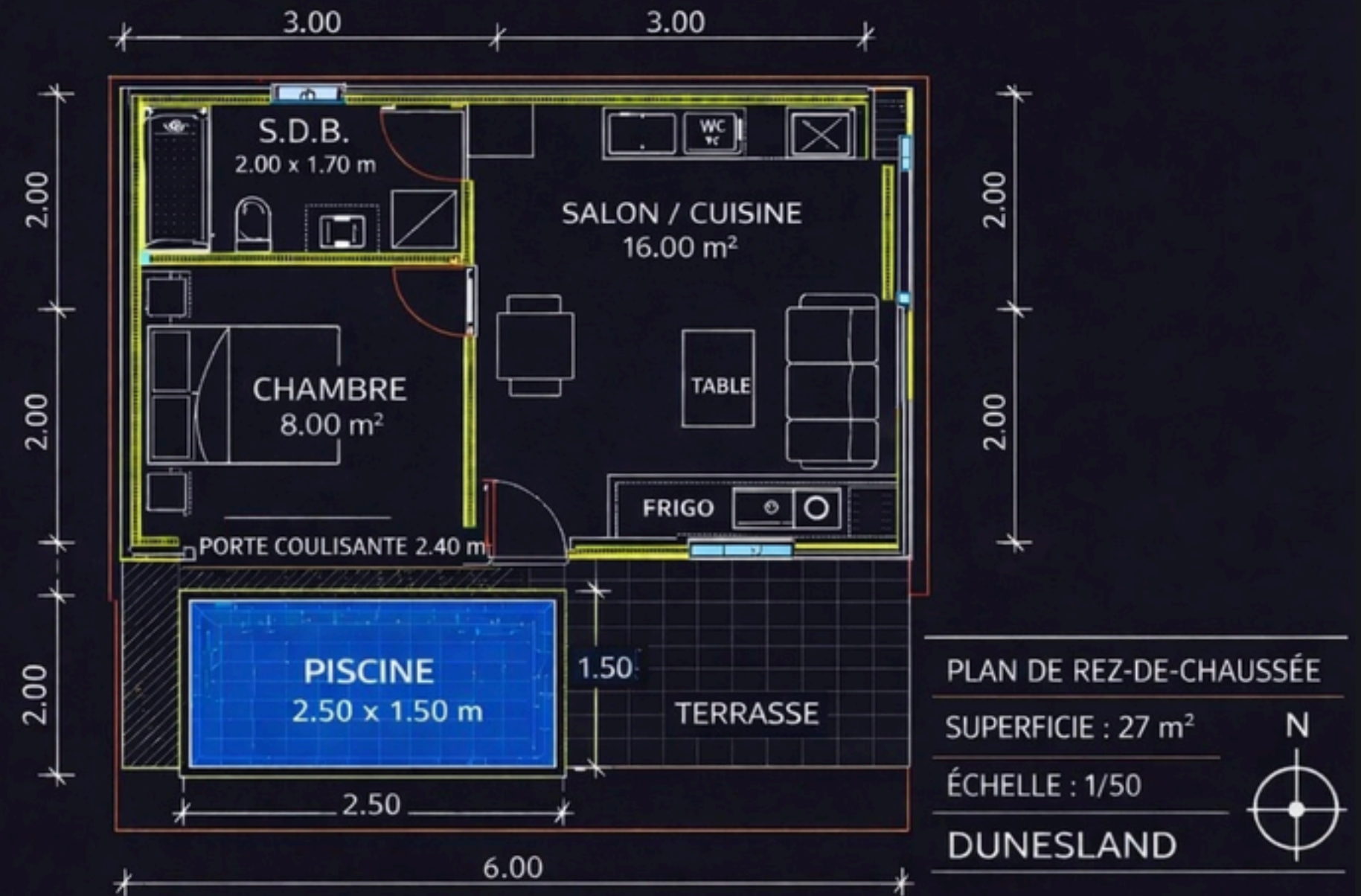


FLOOR PLAN • PRIVATE VILLAS

Designed for desert living

The villa floor plan reflects Dunesland's premium concept, combining interior comfort with private outdoor living. With approximately 33 m² of interior space, each villa integrates the bedroom, bathroom, and living area in a fluid layout that opens toward the private terrace and mini pool.

The design ensures privacy, natural light, and a strong connection with the surrounding dunes.



PLAN ARCHITECTURAL

DUNESLAND

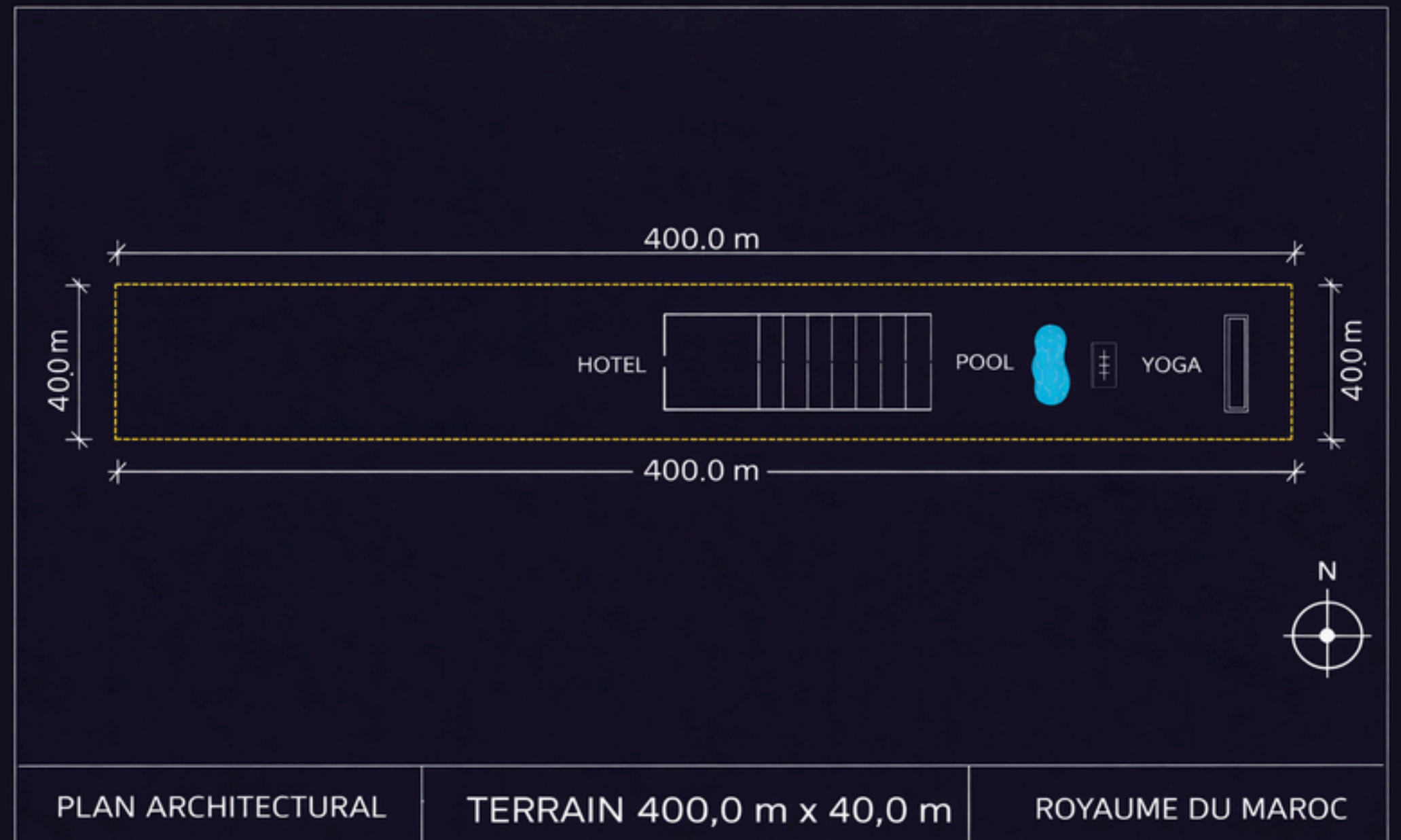
ROYAUME DU MAROC

THE LAND

A linear oasis within the dunes

Dunesland is set on an exceptional plot measuring approximately **400 meters in length and 40 meters** in width, offering a rare linear layout fully integrated into the desert landscape. The land has been carefully designed to create a natural flow between accommodation, open spaces, and shared areas.

The complex includes a central **swimming pool, a pool bar, and a dedicated yoga area** located directly among the dunes. Both the pool and yoga areas are surrounded by impressive sand dunes, creating a deep sense of immersion in the desert. Guests can enjoy breathtaking sunrises and sunsets, with palm trees naturally framing the property and reinforcing the feeling of a true desert oasis.



THE LAND • PHASE TWO

30,000 m² of silence and stars

The second section of Dunesland is directly connected to the main plot and extends approximately **40 meters wide and 350 meters long**, formed by natural dunes and desert landscape framed by palm trees. This area is designed as an immersive outdoor environment focused on relaxation, contemplation, and connection with the Sahara.

It features curated walking paths through the dunes, discreet relaxation points, outdoor **jacuzzis integrated among palm trees**, and designated stargazing areas with exceptional night-sky conditions. Two yoga zones are distributed across the land, allowing practice at different moments of the day. Together with the main plot, both areas form a total surface of approximately **30,000 square meters**, defining the complete Dunesland experience.



INVESTMENT PRICES – DUNESLAND

HOTEL ROOMS

An intimate boutique room designed for calm and comfort, offering privacy, silence, and a pure connection with the desert environment.

38.000 €

PRIVATE VILLAS

A premium desert retreat combining indoor comfort and outdoor living, featuring a private pool and uninterrupted views of the dunes.

50.000 €

RETURN ON INVESTMENT (ROI)

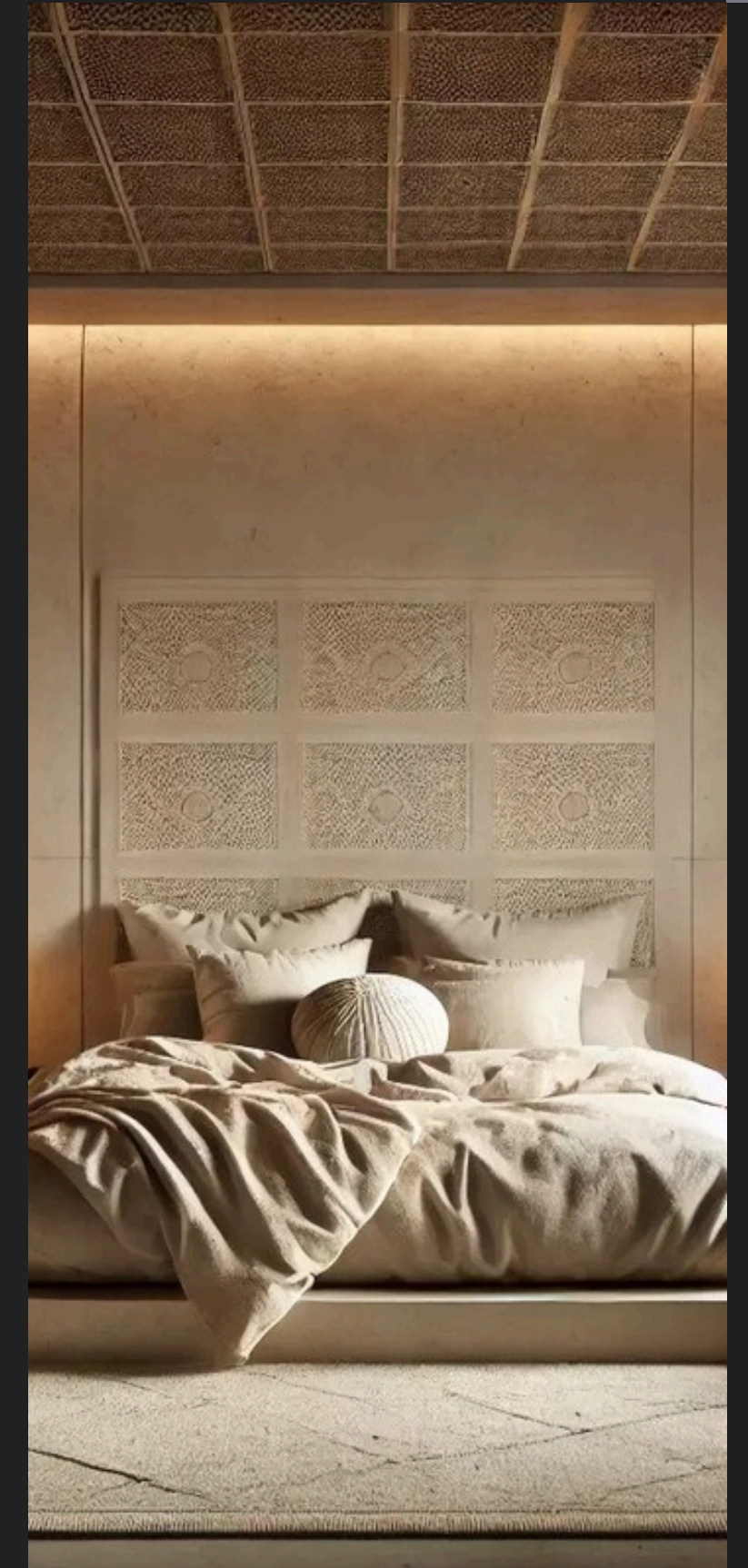
SCENARIO-BASED ANALYSIS

HOTEL ROOMS

Investment price per unit: 38,000 €

| Scenario | Occupancy | ADR (€) | Net Annual Income (€) | Net ROI |
|--------------|-----------|---------|-----------------------|---------|
| Optimistic | 70 % | 95 € | ~7,400 € | 19.5 % |
| Moderate | 60 % | 85 € | ~5,700 € | 15 % |
| Conservative | 50 % | 75 € | ~4,350 € | 11.5 % |

ADJUSTED ROI FIGURES REFLECTING A CONSERVATIVE, INSTITUTIONAL-GRADE INVESTMENT APPROACH.



RETURN ON INVESTMENT (ROI)

SCENARIO-BASED ANALYSIS

PRIVATE VILLAS WITH MINI POOL

Investment price per unit: 50,000 €

| Scenario | Occupancy | ADR (€) | Net Annual Income (€) | Net ROI |
|--------------|-----------|---------|-----------------------|---------|
| Optimistic | 65 % | 160 € | ~11,250 € | 22.5 % |
| Moderate | 55 % | 140 € | ~8,750 € | 17.5 % |
| Conservative | 45 % | 120 € | ~6,750 € | 13.5 % |

ADJUSTED ROI FIGURES REFLECTING A CONSERVATIVE, INSTITUTIONAL-GRADE INVESTMENT APPROACH.



RETURN ON INVESTMENT

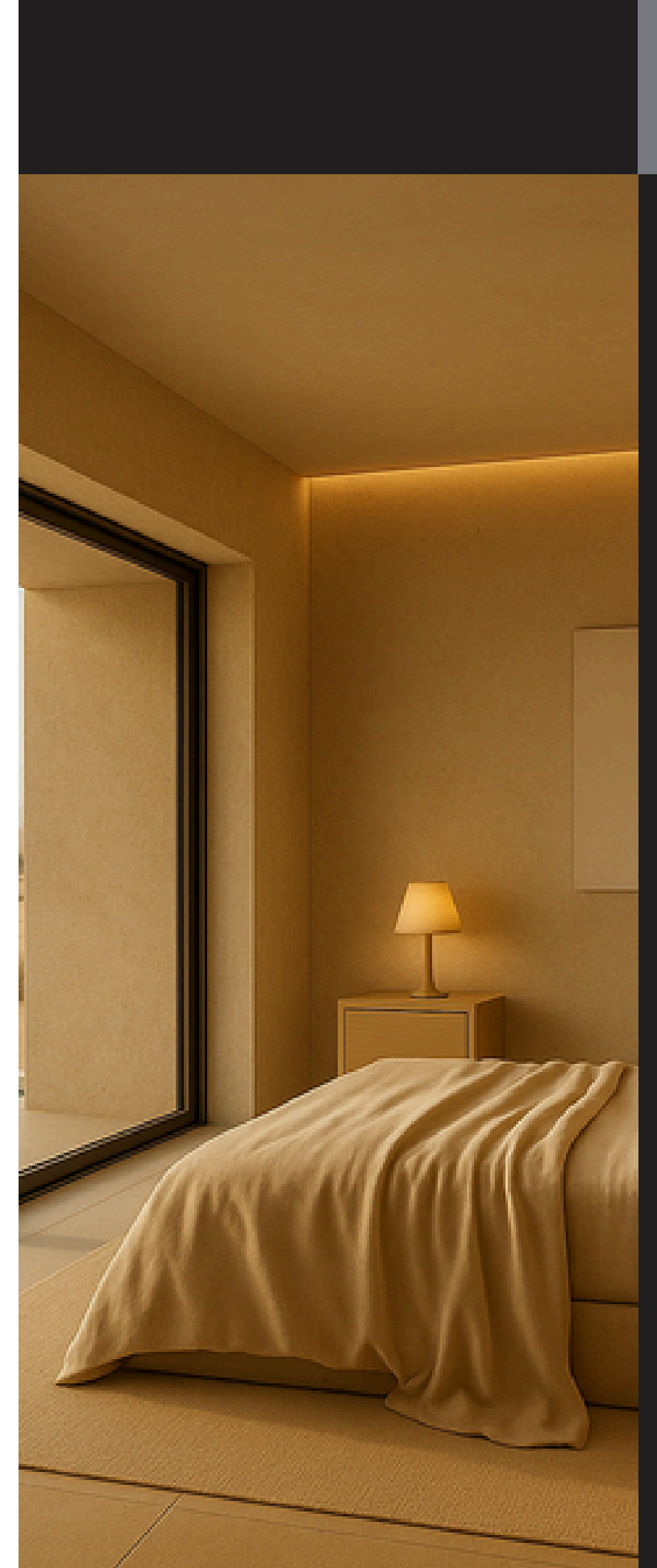
INVESTMENT RETURNS OVER TIME

Dunesland is designed as a long-term value asset with strong annual cash flow and progressive capital appreciation. Thanks to competitive entry prices, low operating costs, and a unique positioning within the Sahara, the project offers a clear and transparent return profile over time.

Indicative return timeline:

- Year 1: Operational stabilization and first income generation
- Years 2-3: Optimized occupancy and stabilized cash flow
- Years 4-5: Full operational maturity with strong annual returns
- Long term: Capital appreciation driven by scarcity, destination growth, and limited supply

The combination of **hotel rooms and private villas** allows investors to benefit from both stable income and premium upside over time.





MANAGEMENT FEE & INCLUDED SERVICES

15% OPERATION & MANAGEMENT FEE

Dunesland operates under a professional management model. A 15% management fee is applied to cover the full vacation rental operation and day-to-day services, ensuring a turnkey, worry-free investment for owners.

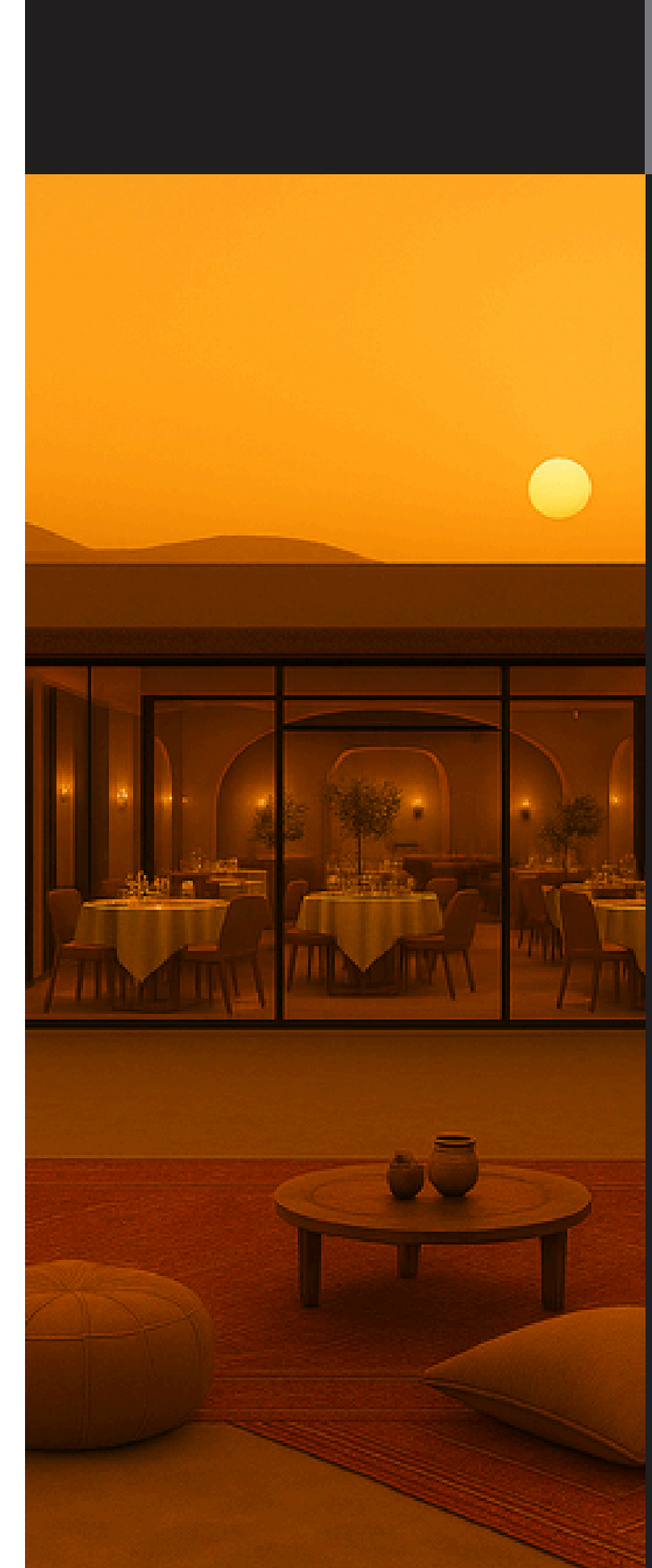
The 15% management fee includes:

- Online and local vacation rental management
- Marketing and distribution on booking platforms
- Guest check-in and on-site assistance
- Daily breakfast service for guests
- Property maintenance and upkeep
- Electricity and water consumption
- General operational and extra expenses related to the stay

Both owners and tenants have full access to Dunesland's shared facilities, including swimming pools, yoga areas, jacuzzis, and sandboarding across the entire 30,000 m² estate.

Paid services (not included):

- Restaurant and pool bar
- Shop and boutique
- Quad rentals
- 4x4 excursions and guided activities
- Additional services not listed above



PAYMENT TERMS & INVESTMENT CONDITIONS

INVESTMENT RETURNS OVER TIME

In line with best investment practices and legal advisors' recommendations, Dunesland operates under a structured and transparent payment model.

- Reservation deposit:
 - A **10-15%** reservation deposit is required to secure the unit.
 - The reservation period has a maximum duration of **30 days**.
- First payment:
 - **50%** of the total investment price, minus the reservation amount, payable upon signing.
- Remaining balance (two options):
 - Option A: 50% payable upon project completion
 - Option B:
 - **25%** payable when approximately 50% of construction is completed
 - **25%** payable upon project completion

This structure provides security for both parties and aligns payments with construction progress.





FREQUENTLY ASKED QUESTIONS (FAQ)

INVESTOR FAQ

Can foreign investors invest in Dunesland?

Yes. Foreign investors can acquire and operate assets in Morocco under current investment laws.

Is the project fully managed?

Yes. Dunesland is operated under a professional management model, providing a turnkey solution for investors.

Can the asset be resold?

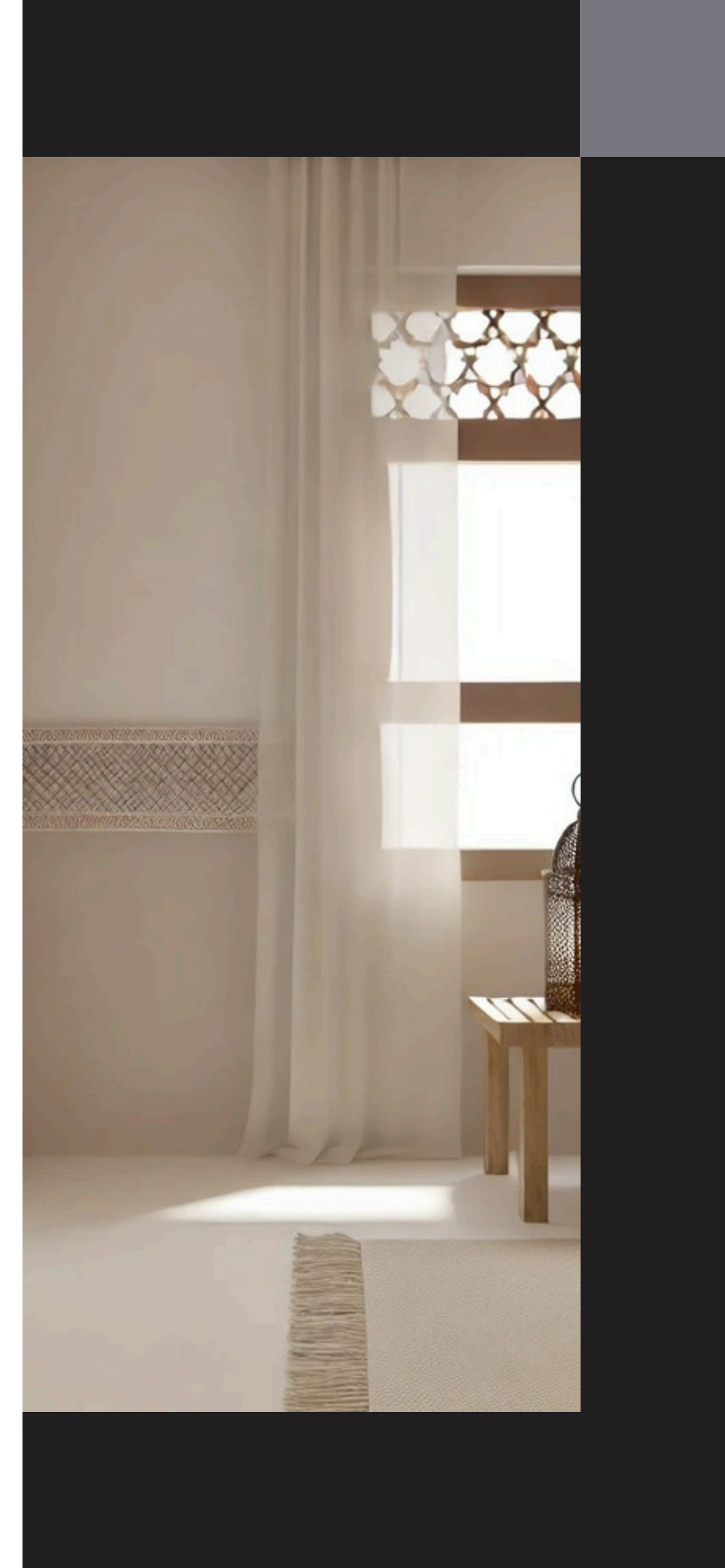
Yes. The Moroccan market allows asset resale to local and international investors, offering a liquid exit strategy.

Are returns guaranteed?

No financial returns are guaranteed. All projections are estimates based on market data and conservative assumptions.

Can profits be repatriated abroad?

Yes. Moroccan law allows full repatriation of profits and capital.



THANK YOU

Designed in harmony with the desert, Dunesland offers investors stability, transparency and sustainable value in an emerging and exclusive destination.