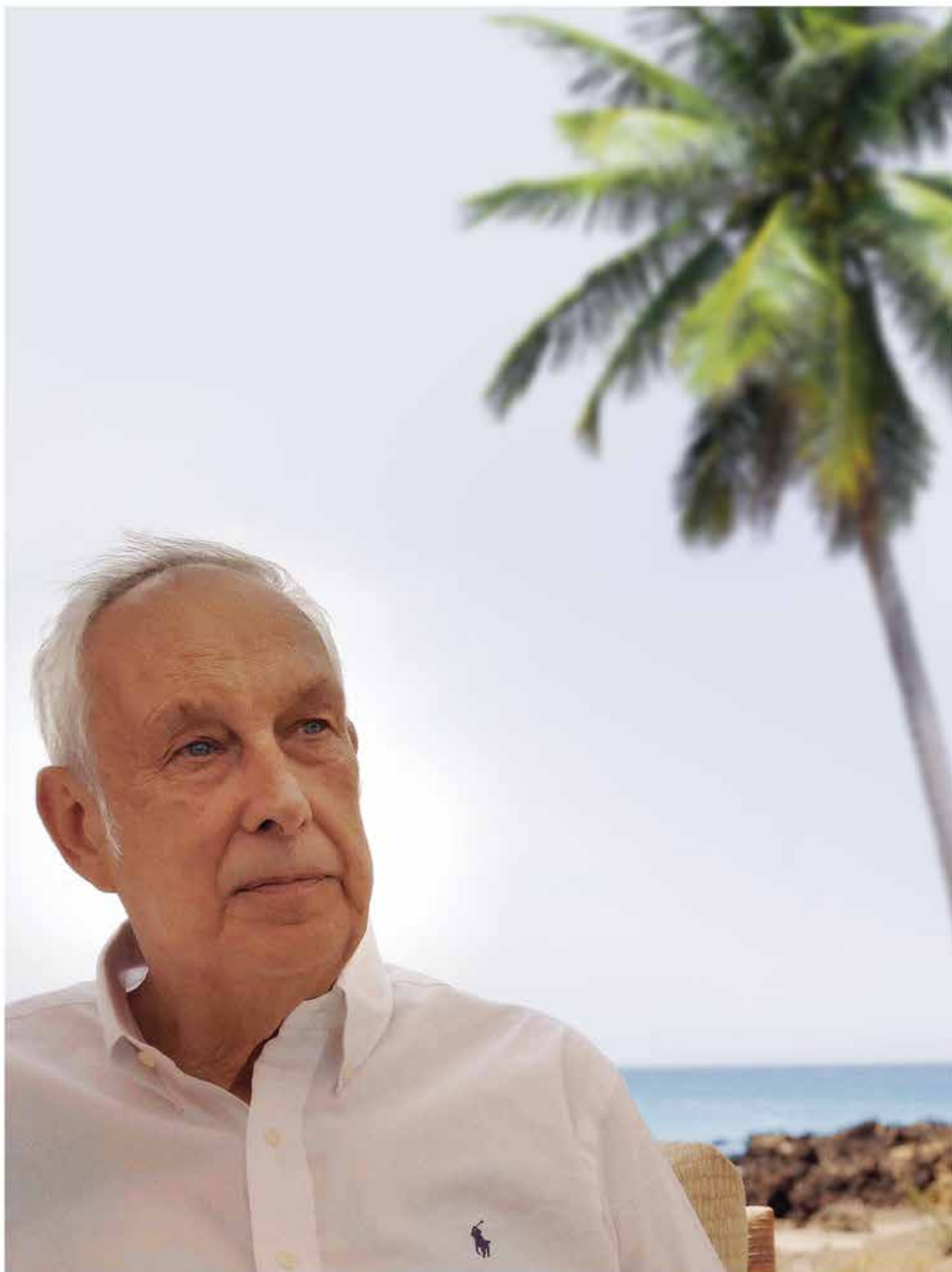


Say  
Aloha  
to  
Your  
Paradise





Robert Wessels

*Hawaii is more than heaven on earth. It is a strategic investment location, an inter-continental meeting point. Here, Asian, American, European and Native Polynesian cultures blend harmoniously. Every visitor feels at home here, and a great many of them actually decide to have a home here.*

*People around the world want to own a piece of this paradise, and the Gold Coast of the Big Island in particular, has become a magnet for the global elite. It is an ideal location for high-end real estate investment plans. That said, currently, a residential community does not exist on these precious lands. When we started to develop the Town of Aina Le'a program, our dream was to create an actual living space, a real town in this wonderful part of the island and therefore, we consider ourselves very lucky to have acquired such a strategically valuable project site to work with.*

*It is truly, our privilege to contribute to the development of such a special corner of planet Earth. Aina Le'a offers a great opportunity for global entrepreneurs to join us in building a community where wealthy people from around the world will own property, live here full-time and enjoy the benefits of the Big Island life all year long. Working in beautiful Hawaii, creating meaning and value for the future, and doing this with partners from both sides of the Pacific is a once-in-a-lifetime opportunity. In addition to the immediate contributors to our project, this shared dream will also be open to the people around the globe when Aina Le'a Inc. takes its place on NASDAQ stock exchange as a publicly traded company (AIZY). On behalf of my crew and our Hawaiian friends who support our efforts,*

*I welcome you to Aina Le'a.  
Mahalo.*

*Robert Wessels  
Aina Le'a Inc. – Chairman*



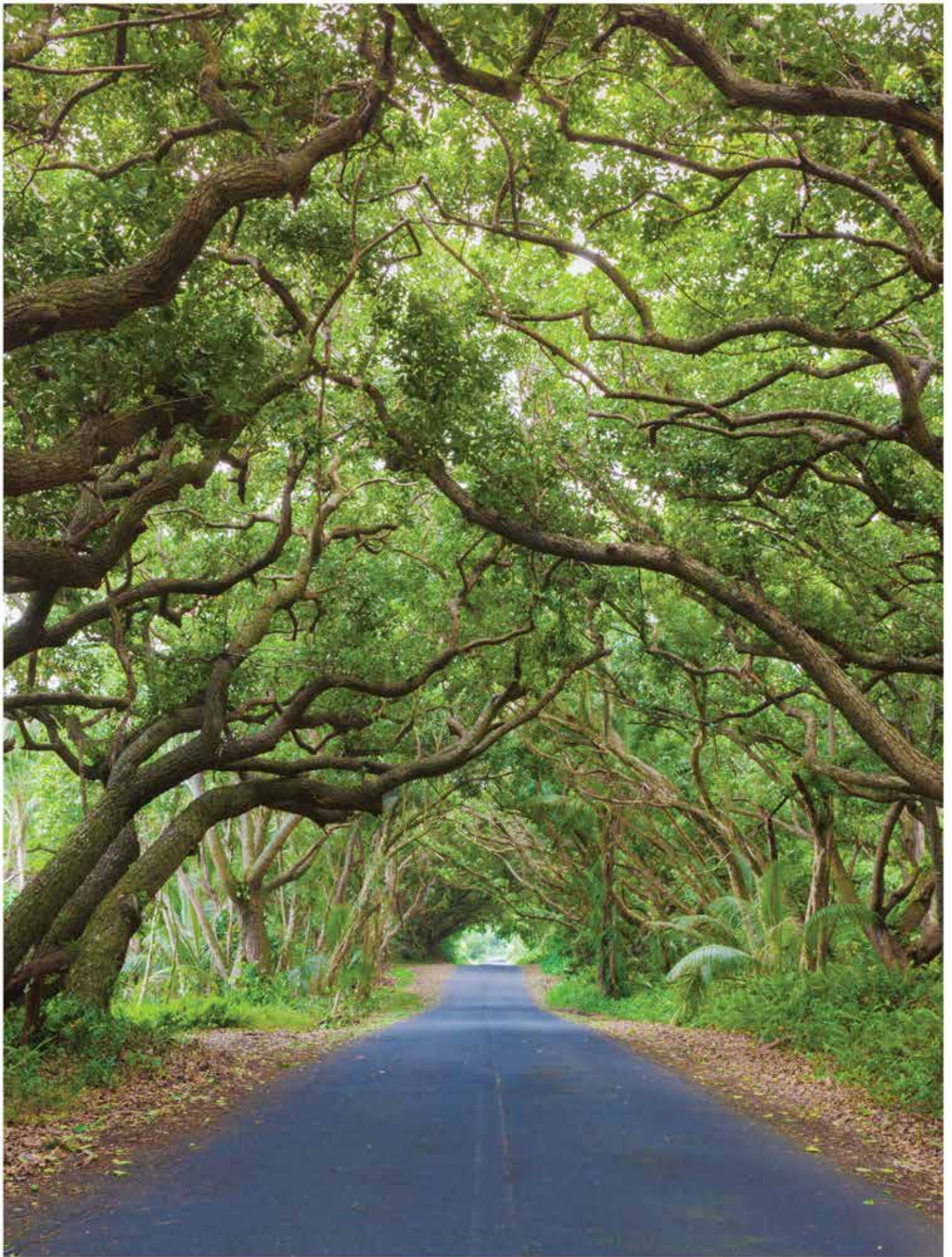
# HAWAII; The Most Desired Place to Live on Earth

*The Aloha State is a wonderland. A tropical dream. An oceanic playground. The ultimate vacation experience.*

*Yet, there is more to Hawaii than just vacation.*

*Because of its geographical and natural uniqueness, Hawaii has become an ideal destination for quality living. Many wealthy people from both sides of the Pacific choose to make the Aloha State their home. Hollywood celebrities such as Nicole Kidman, Julia Roberts, Pierce Brosnan, Ben Stiller, Oprah Winfrey, and Clint Eastwood own estates in this tropic paradise.*





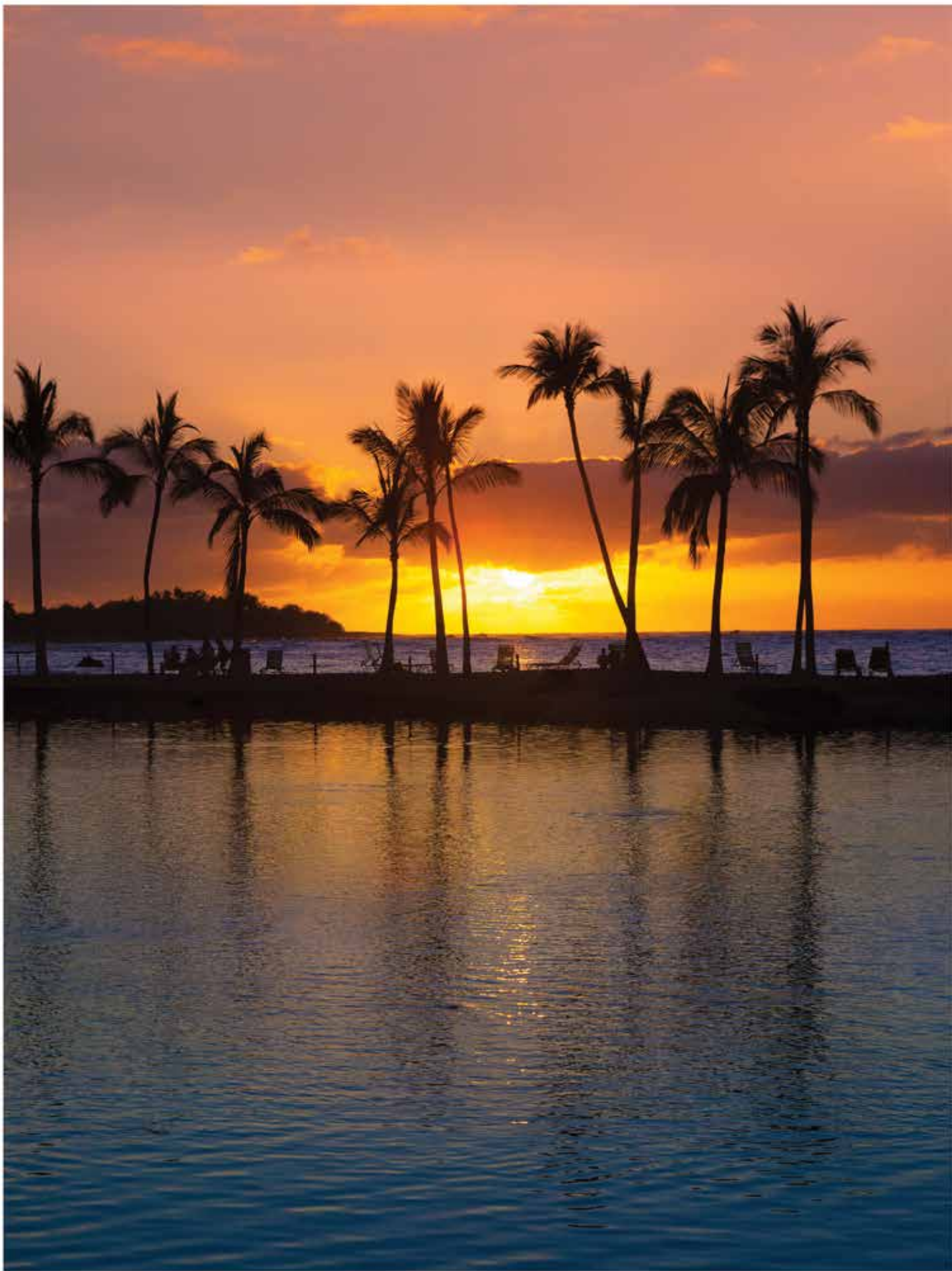
*Road covered by tree canopies on Big Island, Hawaii*

# BIG ISLAND; The Preferred Destination of the Affluent

*It is true that every island has its distinct personality and soul – but among the six major islands, one truly stands apart. With its cultural diversity, natural beauties and dramatic terrain, the Big Island is the epitome of a healthy and quality lifestyle. Its natural wonders, stunning views, and serene atmosphere make the Big Island the preferred real estate investment location of many billionaires like Michael Dell, Paul Allen, and Charles Schwab.*

*The Big Island also serves as a connection point for all Pacific Rim countries with its two international airports; Kona International Airport in the west, and Hilo International Airport in the east. The project site of the Town of Aina Le'a master-planned community is situated on the highway that connects the Gold Coast to the Kona International Airport.*





*Beautiful sunset on Hawaiian beach, Big Island*

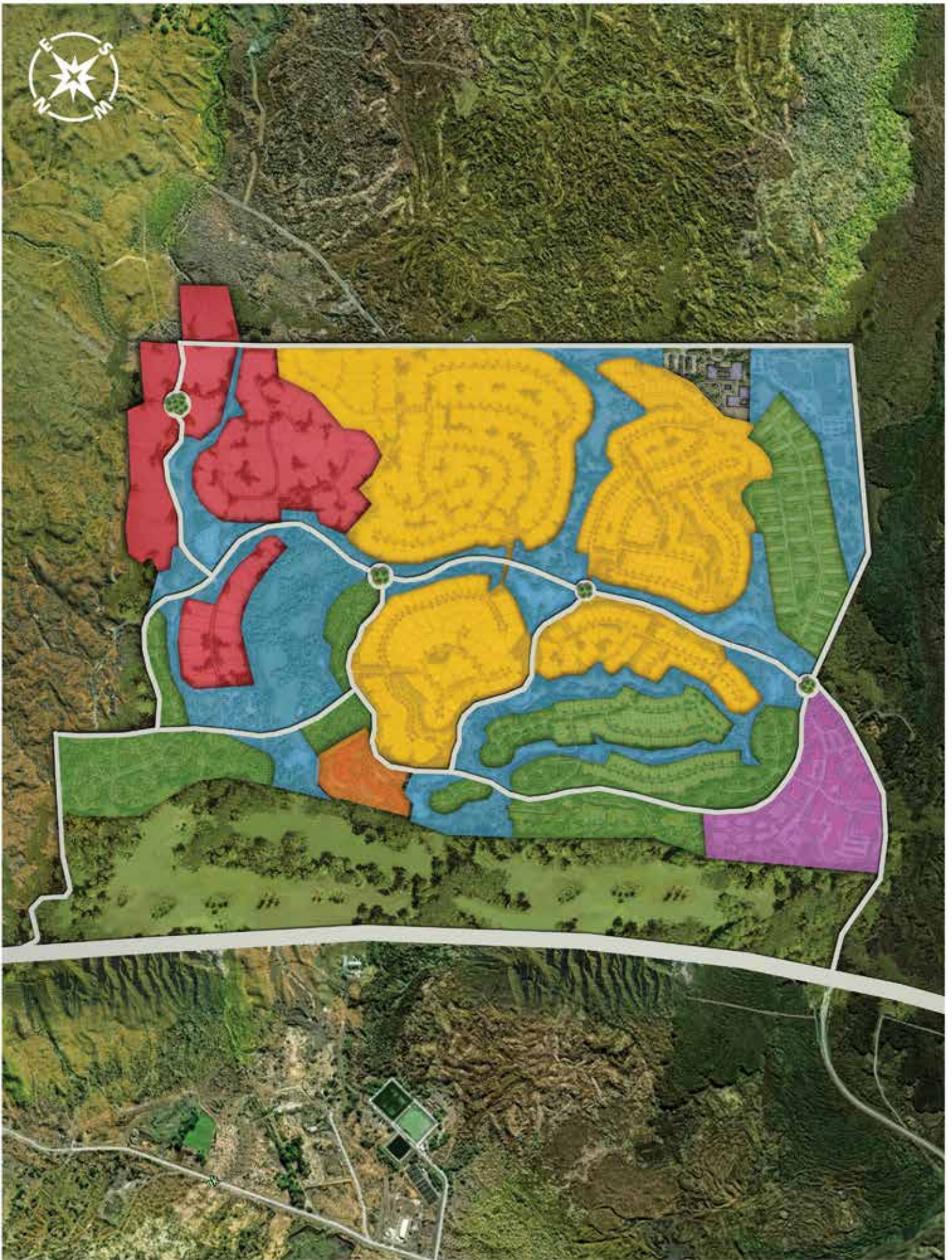
# KOHALA COAST; The Crown Jewel of the Big Island

*On the all-year sunny side of the Big island, nestled amongst the marvelous lava rock fields, lies a green oasis full of world-class luxury resorts, fine dining and 23 of the world's best golf courses.*

*The white powder sand beaches and fabulously clear waters gave Kohala its nickname, the Gold Coast. There is, however, another reason why this place is known to be golden: Kohala is one of the top luxury destinations for the wealthy from all over the world.*

*Although the Gold Coast is full of five-star resorts, mansions and country clubs – it doesn't have a permanent residential community. Aina Le'a is going to be the town of Kohala. The place of gathering for the affluent. The perfect example of tasteful living on the Coast while experiencing Hawaii's ancient values.*











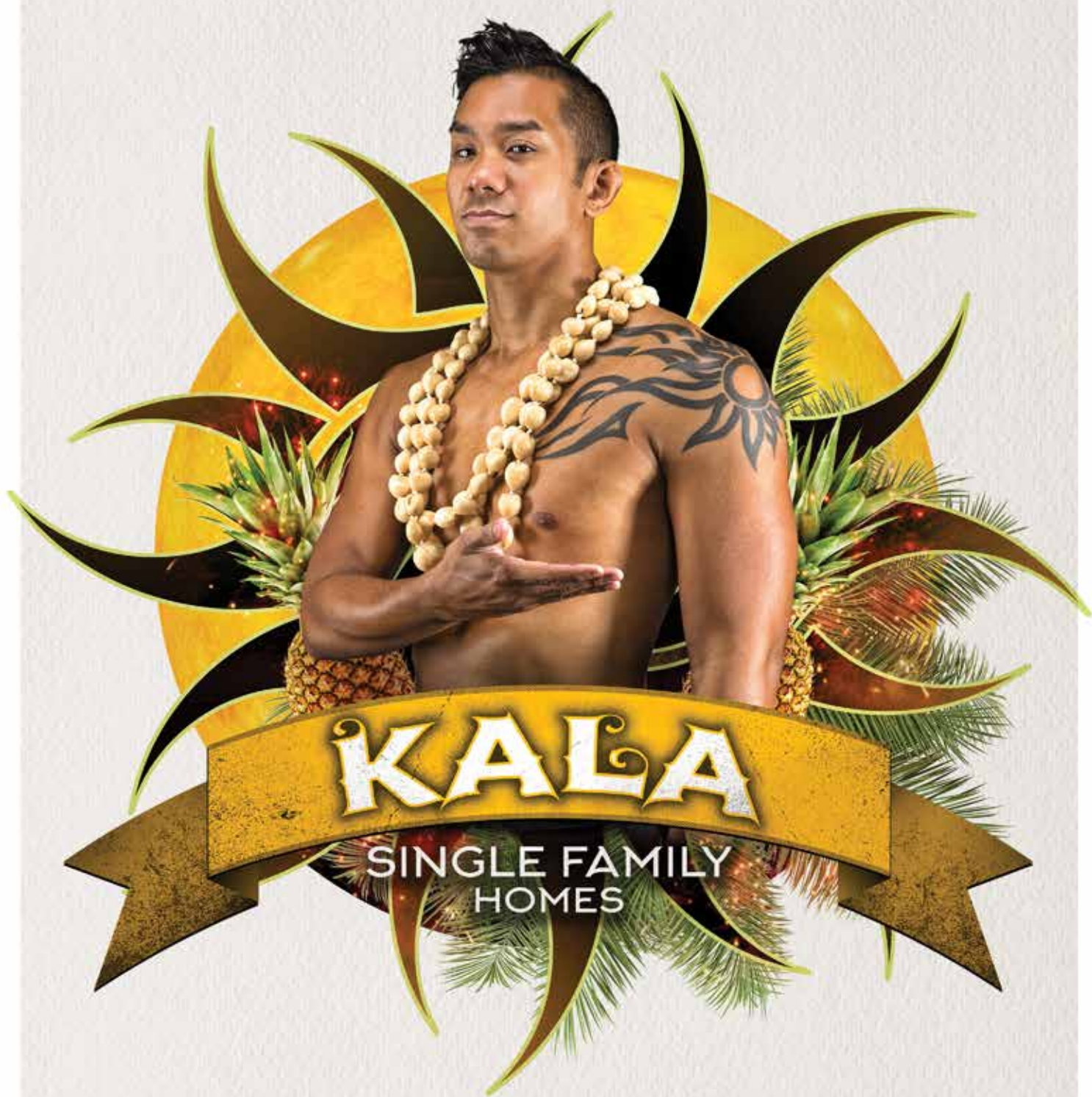
# Sections

*The Town of Aina Le'a Master-planned Community is a land development program, that will turn 1100 acres of raw land into a fully developed upscale town.*

*The individual villages and centers within the Town, will make up the 6 main groups of facilities. While establishing a brand architecture for Aina Le'a, experts turned to the ancient Hawaiian culture to find an authentic nomenclature for these six sections.*

		Total Acreage	Square km	Individual Villages	Number of Units
	<b>KALA</b> <i>Single Family Homes</i>	275	1.11	6	558
	<b>KUPU</b> <i>Condominium, Townhomes</i>	191	0.77	10	1450
	<b>MALIA</b> <i>Active and Passive Parks</i>	453	1.83		
	<b>LEHUA</b> <i>Custom Villas</i>	139	0.56	3	62
	<b>NAKOA</b> <i>Community Center</i>	12	0.04	1	
	<b>KAIPU</b> <i>Mixed Use, Commercial</i>	29	0.11	1	180

SCHOOL 13.2 acres + Archeological Preserve: 7.0 acres



**KALA**

SINGLE FAMILY  
HOMES

# KALA; Quality Living at the Gold Coast

*With its peaceful gardens and breathtaking ocean views, a Kala home is the ideal place for your family to call home. Centrally located within the Town of Aiea Le'a, Kala offers you a perfect blend of privacy and convenience.*

*Enjoy your customizable backyard with room for a garden, hot tub or even a pool, while accessing parks, lakes, community center, and commercial areas by a short walk or bike ride. Let your family enjoy the Gold Coast living with Kala.*

*There is a saying in Hawaiian; "Kala i-ka Ma-uli Oli" – The Sun is the Source of Life. KALA Single Family Homes will bring the kindness and grace of the family to our town. KALA homes will collect the source of life from the Sun and present warmth and stillness to its residents.*





# KUPU; Say Aloha to the Paradise

*Make the dream of living in Hawaii a reality at Kupu. Let the management of Aina Le'a take care of your house and enjoy the Hawaiian lifestyle worry-free. Surf at the fabulously clear waters of the Big Island, cherish the year round warm climate of the Kohala Coast, and experience the peaceful Aloha Spirit.*

*Ideally located within walking distance from the commercial centers and parks of the Town of Aina Le'a, the fully-equipped Kupu multifamily units offer you a once-in-a-lifetime chance to live in Hawaii.*

*The lively streets of Aina Le'a will form as the resort-style neighborhoods rise from the ground like kupu kupu ferns grow from lava flow. KUPU Townhomes and Condominiums will set the scene for the joy of sharing and active living.*





# MALIA; Calm and Clarity Inspired by Nature

*No matter where you look, natural wonders abound on the Big Island. Fittingly, the Town of Aiea Le'a is nestled among an oasis of green and aquatic hues.*

*Offering hundreds of acres of interconnected parks, lakes, and exercise trails, Malia is the perfect place to relax, reflect, and recharge. Enjoy a picnic beside the lake, take a paddle boat, and watch the gorgeous Hawaiian sunset at the Town of Aiea Le'a's peaceful lakes and parks.*

*MALIA Lakes and Parks will bring calmness, freshness and serenity to our communities. In addition to the scenic corridors and open grounds for recreational purposes, Malia will facilitate active parks featuring tennis, basketball courts, soccer fields and playgrounds.*





**LEHUA**

CUSTOM LUXURY  
VILLAS

# LEHUA; Bespoke Luxury Hawaii Style

*What is the true luxury but creating a home shaped by your individual tastes, choices, and yearnings rather than contemporary trends or accepted standards? Offering the highest level of craftsmanship and creativity, LEHUA Luxury Villas are not custom-fit... They are truly custom-built.*

*The first pleasant memory of your Lehua Luxury villa will be the design process itself. Be a part of the most affluent community of Aina Le'a. Create a house inspired by Hawaiian design and shaped by your dreams. And leave your legacy with a bespoke Lehua villa of Aina Le'a.*

*The villas will become the gentle flowers of the town and carry the name of the beautiful LEHUA blossom. Residents of LEHUA Luxury Villas will cherish the sweetest and most peaceful memories of their lives. These custom-built, ultra-luxury estates will stand on the largest lots and bring their owners the utmost comfort.*





# NAKOA; Picturesque Location. Hawaiian Hospitality.

*Want to connect with the affluent community of Kohala Coast? Tap into the social vibe at the Nakoia Clubhouse.*

*With its fitness center, swimming pools, and more, the Town of Aina Le'a's community center is ideal for meetings, wedding receptions, banquets, birthday parties, and other celebrations.*

*NAKOA Clubhouse will not only serve as a community center, where the members of the Aina Le'a family will socialize, but it will also be a place of relaxation and delight, where locals of the Gold Coast would meet and enjoy the finer things in life.*





**KAIPU**

SHOPPING  
CENTRE

# KAIPU; Turning Shopping into Experience

*The glamorous and artfully-decorated Kaipu will become the gathering place of the entire Kohala Coast.*

*Whether you are looking for the latest fashion items or a beautiful place to have a delicious meal with your friends or have fun with your kids, Kaipu will be your destination of choice.*

*Ancient Hawaiians used to carry their most precious cargo inside the calabash "ipu". The Main Shopping Center and all the retail spaces will be brought together as KAIPU – the center of diversity where all knowledge and values are collected. KAIPU will offer locals access to the world's top brands, gourmet restaurants, a movie theater, a native arts and archeology museum, a grocery store, a medical center as well as airport transportation stations.*





*Akaka Falls in Hawaii Big Island*

# "The Best Investment on Earth, is earth"

*Louis Glickman's words poetically encapsulate the significance of land ownership as the ultimate means to make a deep-rooted and fruitful investment. At the Town of Aiea, we offer our prospective business partners and the future members of our community, a well-calculated land-based investment opportunity that will bring high-profit returns out of the fertile Hawaiian soil, 'aina...*

*In addition to the world-wide demand and an increasing popularity, making landed property investment in Hawaii also holds an immense potential due to the regulations of the Hawaiian Government. The regulations for land use division within the State of Hawaii allow only 5% of the islands' lands to be open for urban development. The limited space makes the land very difficult to acquire, and entitle, while increasing the value of approved residential and commercial construction plans.*



Monday, September 22, 2014

## *Thai-Chinese Billionaire* purchased 1,103 acres of land for \$343 million on Hawaii

*"Reignwood International of Thailand  
is going to build golf course and residences in Kauai Island"*



**52.2 acres in total  
at Mauna Kea, Kohala sold  
for nearly \$15M.**

**An average of \$283K per acre.**

*Please see page 2*

regulations too onerous, and det-  
erence to Native Hawaiian gathering and  
rights misguided and even uncon-  
sequence is a long list of

projects that  
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of the  
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Hawaii

Commission

Tuesday, December 15, 2015

*China Oceanwide Holding purchased  
23 acres in west coast Oahu to build two urban luxury resorts!*

# *23 acres for \$200M*

*Please see page 1*

author of "Regulating Paradise: Land Use  
Controls in Hawaii," our land-use laws are  
"the most restrictive and complex in the coun-  
try." One of the main reasons, he says, is be-  
cause Hawaii is the only state that has a state-  
wide body responsible for regulating land use,  
the Land Use Commission, development com-

By email from his sabbatical in Australia, Cal-  
lies writes: "The Hawaii system is more com-  
plicated because of its many layers, particu-  
larly at the state level, with the Land Use  
Commission boundary-amendment process to  
change the state land classification from agri-  
culture to urban." This reclassification pro-  
cess is critical, he points out, because nearly  
95 percent of the land in Hawaii is currently

Regulating Paradise: Land Use  
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culture to urban.

# Investments in Hawaii

Because of their rarity, properties in upscale neighborhoods have a very high per-acre value. In 2015 **52.2 acres at Mauna Kea on the Gold Coast were sold for nearly \$15 million** that makes an average of \$283,000 per acre.

A year before, Reignwood International of Thailand, purchased **1,103 acres of resort area for \$343 million.**

The China Oceanwide Holdings acquired nearly **23 acres for \$200 million planning to spend a total of \$580 million** to build three luxury branded hotels and one residential condominium. The Holdings also signed an agreement to turn **642 acres of land into a brand new resort, with an investment of over 2 billion dollars.**

Hong Kong's Qinghua International Holdings bought **\$21 million worth** of properties near a shopping mall, in addition to a business tower purchased for **\$12 million.**

Similarly, the Hawaii-based real estate development firm ProsPac Holdings Group LLC (which is primarily supported by Chinese investors) recently made new purchases in downtown for almost **\$10M per-acre**, and expected to develop a major mixed-use project that includes a variety of residential and retail spaces.

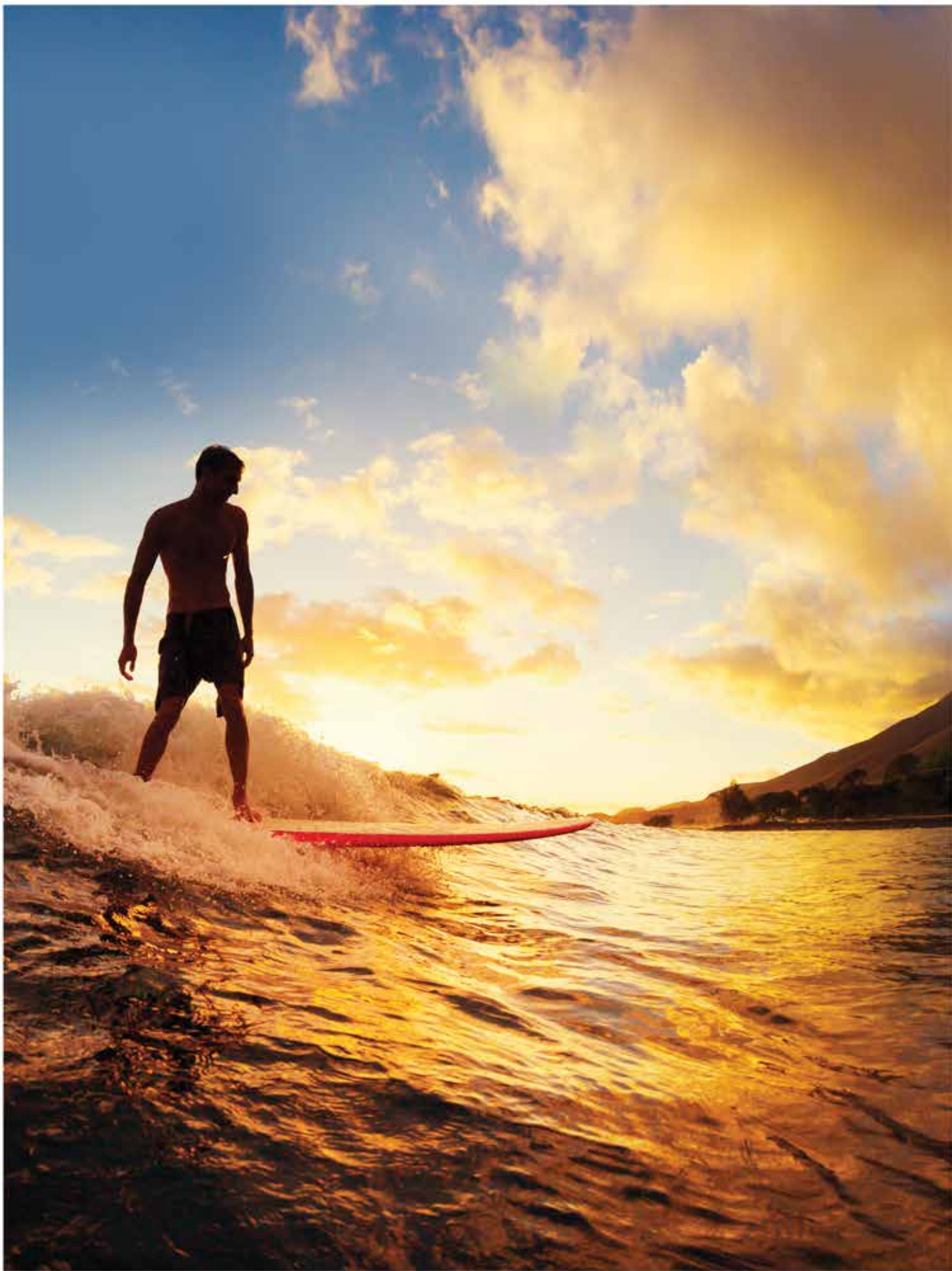
Investments of great size are not limited to land-based purchases in Hawaii. Dalian Wanda Group became the new owner of the **Ironman race for \$650 million.** The biggest race event in the world.

November 2015

*The biggest race event in the World  
that attracts 2000+ athletes worldwide.  
Now takes place in the Big Island.*



## Dalian Wanda Group acquired the IRONMAN race for \$650 million.



*Aerial coastline view of Kohala Coast of Hawaii*

# Creating Value Through Knowledge and Practice

*'ike 'ia no ka loea i ke kuahu*

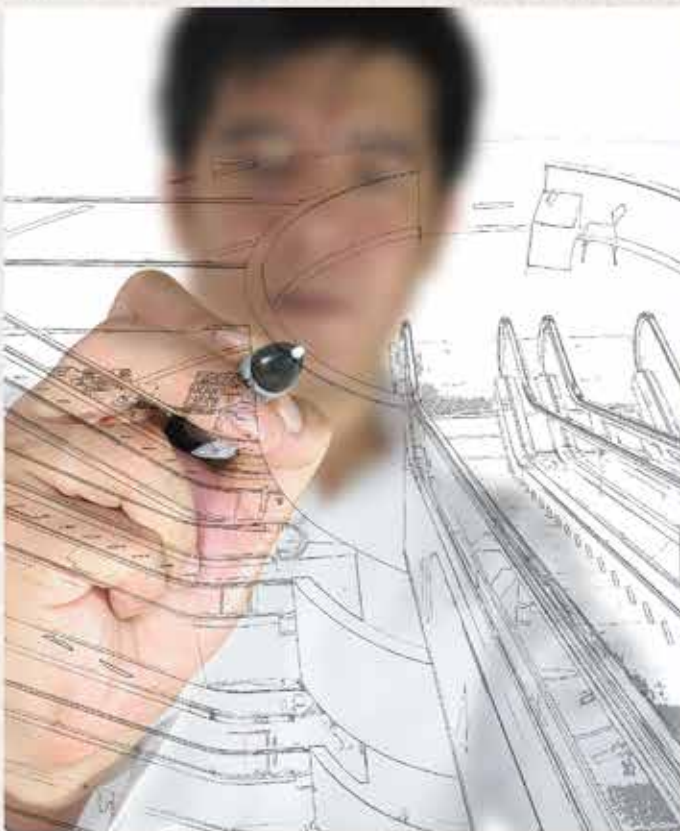
*Ancient Hawaiian culture tells us that mastery is acknowledged through what is built, and what shows your expertise is how well you make – not how well you destroy.*

*We believe that the production of living spaces is an inter-disciplinary endeavor, at the end of which the product comes to being, and displays mastery in multiple fields of arts and science.*

*That is why, the master plan developer of our town, Aina Le'a Inc. pursues a mission to serve the nature and the community of Hawaii by conducting a development program that will constitute a tangible representation of environment-conscious luxury living.*

*Our approach to land development is very different from land banking – which is the practice of purchasing raw land with the intent to hold on to it until it is profitable to sell for more than the amount that was initially paid. We combine knowledge, experience and hard-work to form a master-planned community design that is beneficial and meaningful.*

*We oversee all the principal proceedings from fundraising and funds management to the supervision of construction in order to operate the transformation of the property into a highly-desired community within – not only the local – but the global real estate market.*





*Sunset in Aina Le'a*

# Multiplied Value Through Strategic Acquisition and Transforma- tion

*As a landed property development and construction program management company, Aina Le'a Inc. is primarily focused on locating growing potential in land to create multiplied value. With this perspective, Aina Le'a's primary business model involves the acquisition of undeveloped landed property at a strategic location and the conversion of the estate into a planned community site including subdivisions of build-ready parcels.*

*The Town of Aina Le'a, in that sense is a value-added enterprise, primarily serving the real estate market. We convert raw land into an active source of income by investing capital, providing community design and infrastructure, as well as selecting joint venture partners to construct residential and commercial buildings.*



# Contributions of the Master Plan Developer

*In addition to the acquisition of 1100 acres in one of the most high-end districts in the State, Aina Le'a Inc. also provides landscape architecture, community design and infrastructure planning for the entire preliminary development stage of the Town of Aina Le'a. For these accomplishments, Aina Le'a Inc. has invested over \$110 Million Dollars of capital since 2012. By the end of the horizontal development, the value of the buildable portion of the property will be \$1.2 Billion Dollars.*

*As a global player in property development, community design and multi-national fund management fields, Aina Le'a Inc. will be listed on the NASDAQ stock exchange platform, under the ticker "AIZY."*

*The land ownership and further investments in the initial development comprises the equity of Aina Le'a Inc. as Master Plan Developer. While the remaining major share will be held by prospective partners as Strategic Investor Equity.*



Property  
**Aquisition**



Landscape  
**Architecture**



Community  
**Design**



Infrastructure  
**Planning**

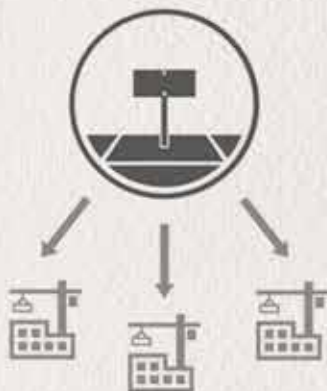
# Join Us in Creating Value for the Future

*The Town of 'Aina Le'a provides an outstanding opportunity to its partners to acquire a major holding of residential-zoned estate in the heart of one of the fastest growing luxury regions with a proven track record of significant land value appreciation.*

*The project will generate revenue to its partners in three different forms:*

1

**Sales of the Horizontally Developed Lots**  
*Each individual village and center will be developed by independent construction firms. The initial financial return will be through the sales of build-ready parcels for vertical development.*



2

**Sales of the Completed Buildings**  
*By forming Joint Venture partnerships with construction firms, shareholders will profit from the sales of the completed residential and commercial units as well.*



3

**Community and Property Management**  
*Finally, the provision of community services, and the management of rental properties and shared spaces will also bring revenue to all partners that contribute to the completion of the project.*





# Management


*The corporate team of Aina Le'a Inc. has scouted and aligned itself with builders, project managers, architects, landscape designers as well as financial and legal advisors from across the globe.*

## Robert Wessels

*The chairman of Aina Le'a Inc. and the founder of the Town of Aina Le'a land development program, Robert J. Wessels is a business development and financing consultant with over 40 years of experience in managing start-up operations, entitlement planning, as well as landed property development. Mr. Wessels is a graduate of the University of Minnesota and New York University Graduate School of Business.*

*He has held operating officer and board of director positions at two New York Stock Exchange listed companies (AMAX, INC & Southwest Forest Industries, Inc.) and three NASDAQ listed companies (Tellus Industries, Inc.; Enviropur Waste Refining and Technologies, Inc. and Dunn's Supply Company, Inc.). Aina Le'a Inc. will be the sixth publicly traded company which Mr. Wessels has been a part of. Aina Le'a shares will be listed on NASDAQ under the ticker "AIZY".*



A stylized map of the Hawaiian Islands is shown in white against a light beige background. The islands are arranged in a diagonal line from the top left towards the bottom right. The largest island, Hawaii, is on the right side of the map.

Aina Le'a Inc. Hawaii

69-201 Waikoloa Beach Dr. Suite 2617  
Waikoloa, Hawaii 96738-5815 USA

☎ 808-896-2808

Aina Le'a Inc. Nevada

3097 E Warm Springs Rd, Suite 300  
Las Vegas, Nevada 89120 USA

☎ 702-410-9432

✉ [info@ainaleahi.com](mailto:info@ainaleahi.com)

🌐 [www.ainaleahi.com](http://www.ainaleahi.com)

stock symbol: AIZY