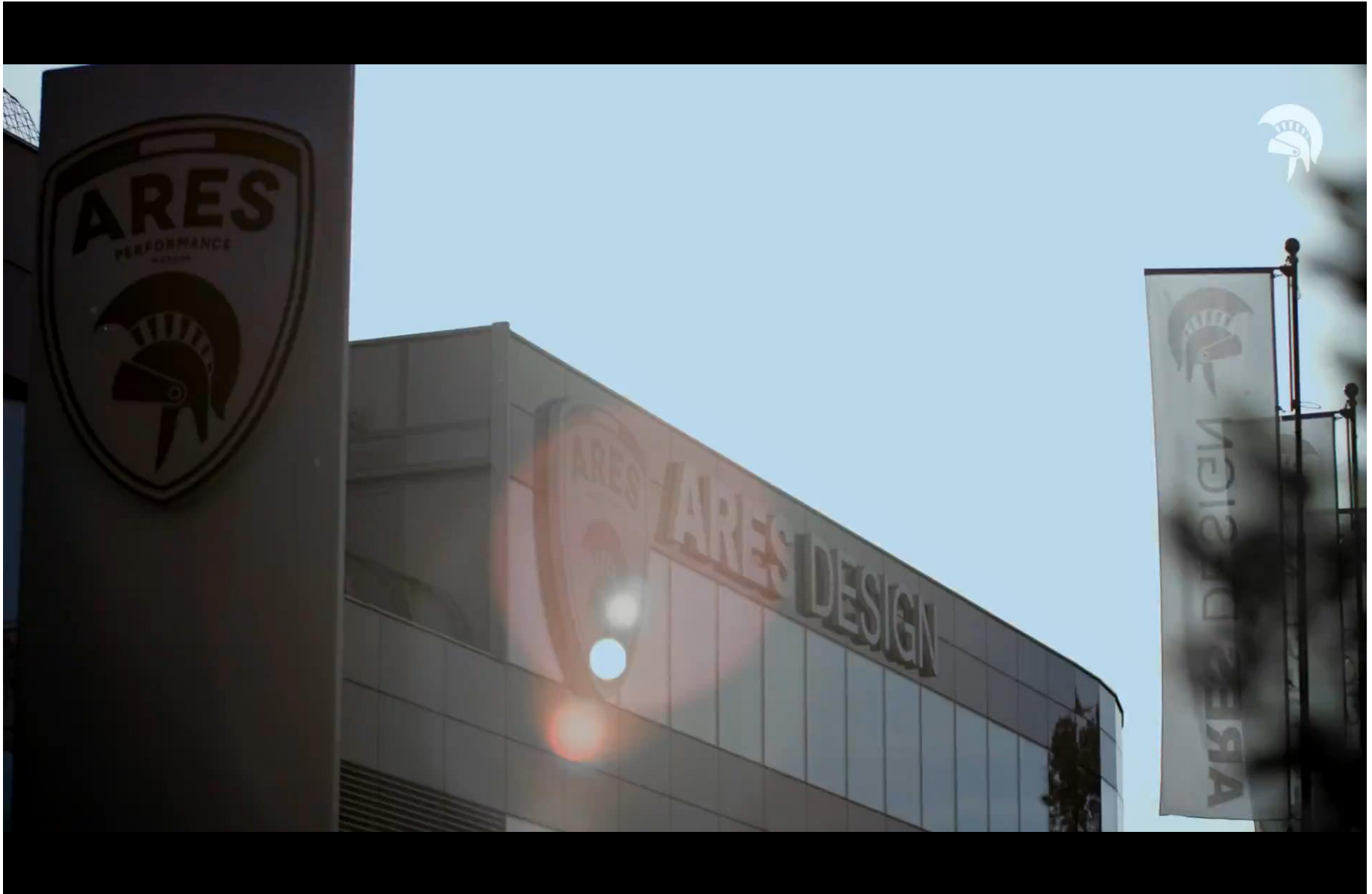




The 9th Annual „Follow The Entrepreneur“ Investor Summit
Taormina, Sicily, Italy – 21-25 July

'Capital Follows Ideas; Always Has; Always Will'







OUR WAR ON MEDIOCRITY



ARES DESIGN IS ON A MISSION TO DEVELOP AND APPLY ADVANCED TECHNOLOGIES ENABLING THE COMPANY TO OFFER THE HIGHEST LEVEL OF CUSTOMISATION AND TRANSFORMATION IN THE LUXURY MOBILITY SEGMENT. FACING FUNDAMENTAL CHANGES IN THE AUTOMOTIVE WORLD WITH A STRONG AND GROWING DESIRE FOR INDIVIDUAL SOLUTIONS, FLEXIBILITY AND TAILOR-MADE PERSONALISATION ARES DESIGN OFFERS A WIDE RANGE OF PRODUCTS AND SERVICES.



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WALEED AL GHAFARI
CO-FOUNDER & EXECUTIVE CHAIRMAN



University educated in the UK, Waleed Al Ghafari is a highly respected business developer and luxury expert. He has a track record spanning over 30 years in diversified markets, including telecommunications and software technology, hospitality and real estate, across North America, Europe and the Middle East.

Between 1983 and 2000, Al Ghafari created highly successful IT businesses in Kuwait and Canada before relocating to Dubai. Since then he has played a crucial role in various merger and acquisition activities as well as initial public offerings. He secured in excess of \$1.4 billion (USD) in capital and business contracts.

In 2001, Al Ghafari founded Dubai Pearl, a world-famous, \$3.3 billion real estate project in Dubai, where his expertise gave him an undisputed edge in developing a self-contained city with strong business and hospitality elements. In partnership with the Kingdom Hotels, he was the Chairman of Dubai Pearl Hotel Company, responsible for creating and developing the high-end hospitality component within Dubai Pearl as well as the Technology Park.

He continued to serve on the board until 2008 when he became the Chairman of the Digital Planet and the GEE Hospitality Group – positions he still holds to this day.

In addition, in 2004 he was a founding member of the Dubai Film Festival, which continues to be held annually under the patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum. From 2005 until 2009 Al Ghafari was also engaged as Regional Consultant with Nokia Networks, securing over \$800 million during this time.

He joined ARES as Executive Chairman in 2014 and is working closely with ARES co-founder Dany Bahar and the senior management to propel the brand forward and secure new business opportunities both in the Middle East and in ARES's key markets across the globe.



DANY BAHAR CO-FOUNDER & CEO



While studying for his MBA degree in the early '90s, Dany Bahar began his professional sports marketing career before joining the reputable wealth management company Fritz Kaiser Group in Lichtenstein in 2001, where he took responsibility for some of the company's most important client accounts, including that of Red Bull owner Dietrich Mateschitz.

In 2002, Bahar joined Mateschitz at Red Bull GmbH and was the main driving force behind its corporate business development and branding. During his time at Red Bull, Bahar led the successful diversification of the brand into top-level sports, such as Formula 1, NASCAR and football as well as leading the creation of Red Bull Media House.

In 2006 Bahar took on the role of Senior Vice President Commercial and Brand at Ferrari, responsible for worldwide car sales and aftersales. In addition, Bahar oversaw road car and F1 marketing activities, licensing, and merchandising.

In 2009 Bahar joined Group Lotus as Chief Executive Officer and remained in charge until June 2012. During his tenure, Lotus increased its sales volume and turnover by 20 per cent and successfully put the brand back on the map.

After leaving Lotus in 2012, Bahar started to split his time between London and Dubai and developed the ARES business plan before founding the company in 2014.

In January 2017, following two successful trading years for ARES, Bahar officially opened ARES DESIGN's new global headquarters in Modena, Italy, a unique facility catering to all processes in the design, development, production

and client handover of bespoke hand-built cars.



OUR PHILOSOPHY

Today's business world is all about delivering solutions for people's needs. Even though they might not even have realised that they have this need before – see Netflix, Amazon or Tesla, for example.

Of course, what people think they “need” is very individual. People pleasing is huge business and the trick to winning at it, in my view, is to get ahead of the game – don't just deliver what people expect, but find out what they want before they even know they want it.

This is especially relevant when it comes to the luxury car industry.

Years ago I remember going for lunch with a friend of mine, who shall remain nameless, in the south of France and feeling his abject frustration as we rocked up to a car park littered with supposedly rare and exclusive supercars... and four Veyrons! He thought he had something special only to find out he was one of many. His disappointment was a defining moment for me. I'd seen the potential with the Ferrari Corse Clienti and other special projects over the years, people want something different and I felt that, with the right team in place, we could meet that “need”.

Fast-forward to 2018 and we have steadily built an incredible team of industry leading, passionate individuals with the support of a global network of equally passionate investors who put their money where their mouths are, helping us to deliver extraordinary bespoke cars using industry leading-technological solutions. Our clients can actually design their own car, choose materials and colours, define the shape of the silhouette and even decide how

many doors and windows it should have. Just imagine being able to create some of the stunning concepts we see in Geneva that never hit the roads ...

Our 18,000 square metre ARES DESIGN smart factory houses everything from CAD, carbon-fibre ovens, electrical system engineering specialists, drivetrain assembly, paint shop and artisan leather works to metal coachbuilding, and this list goes on. I think we had as much fun designing the factory as we do testdriving the Land Rover Defenders we are transforming!

We're currently focusing on three core creations. Firstly, delivering bespoke automotive interiors and exteriors, like the world's only Bentley Mulsanne Coupe, the indomitable ARES X-Raid based on a Mercedes-Benz G63 AMG or our Porsche GT3 Targa concept. Secondly, transforming classic cars into turnkey, tech-loaded, rock-solid, reliable cars that still look like the original from decades past, but without the potential “drama” of ownership. For example, our '64 Corvette Stingray on the chassis of a C7. It looks like something straight out of a classic McQueen or Newman film, but features a 525hp V8, keyless go, LED halo beams, air conditioning, hi-fi stereo, Bluetooth and USB – all hidden under a big block bonnet and wrapped in red leather. Thirdly, the resurrection of automobile icons – our current “hero” is a modern-day iteration of one of the most popular Italian-American sports cars of all time, the iconic Pantera, with a completely new body sitting on the chassis of a Lamborghini Huracan.

We have truly found the solution to make (car) dreams come true.

Dany Bahar, CEO ARES DESIGN



ARES DESIGN
MODENA - ITALY



WHAT
ARES DESIGN
CAN DO
FOR YOU



OUR CAR CONFIGURATOR – YOU



PLEASE DRAW YOUR DREAM CAR HERE



ARESDESIGN

ARES DESIGN was founded in 2014 and commenced production and operations on a global scale in 2015. Its headquarters is based in Modena, Italy – the heart of iconic sports and luxury car creators for more than a century, also called “Motor Valley”.

ARES DESIGN is on a mission to develop and apply advanced technologies enabling the company to offer the highest level of individualisation and transformation in the luxury mobility segment. Facing fundamental changes in the automotive world with a strong and growing desire for individual solutions, flexibility and tailor-made personalisation for ultra high net worth individual clients, ARES DESIGN offers a wide range of products and services.

Four key disciplines offered by ARES DESIGN:

1. Bespoke exterior and interior modifications including technical performance upgrades and coachbuilding work of customer cars.
2. The transformation of classic cars being equipped with high technology in terms of safety, performance and key turn reliability.
3. The resurrection of iconic supercars with new interpretations of design, material compounds and technology.
4. The creation of own car concepts.

ARES DESIGN focuses on delivering exclusive and limited editions or even oneoffs of these products, although the technology will allow application in other dimensions in the future as well and can also be offered to manufacturers on a b2b strategy.

In January 2018, ARES DESIGN opened the doors to a new facility in Modena, Italy.

The 18,000 square metre premises are home to all departments and essential value chain components from R&D, design, mechanical and electrical manufacturing and administration to training and presentation facilities. A fully equipped photo studio is also available to portray the results ARES style. The smart factory includes state-of-the-art 3D printers, paint shop, engine, drivetrain, chassis and body work stations, fully digital milling machines, leather and interior studio, test stand and parallel assembly lines.

Some 120 specialists from the who’s who in the automotive world have joined the team at ARES DESIGN to form a unique and highly capable think tank and workforce for the future of individual and luxury transport. Engineers from Formula One cooperate with tailors, architects and craftsmen alongside IT experts, aircraft and boat enthusiasts and electric and alternative power technicians.

The ARES DESIGN smart factory can currently produce up to 300 bespoke cars a year with all components created on demand in-house and with the support of highly specialised suppliers from the vicinity. It is a facility and business designed for future growth and one that reflects the changing attitudes of automotive customers in the 21st century.



LEGENDS REBORN



The resurrection of iconic supercars with new interpretations of design, material compounds and technology.

ICONS REIMAGINED



The transformation of classic cars, endowing them with cutting edge technology in terms of safety, performance and turnkey reliability.



CUSTOMISATION

Bespoke exterior and interior modifications including technically advanced performance upgrades and coach-built transformations of customer cars.

FUTURE

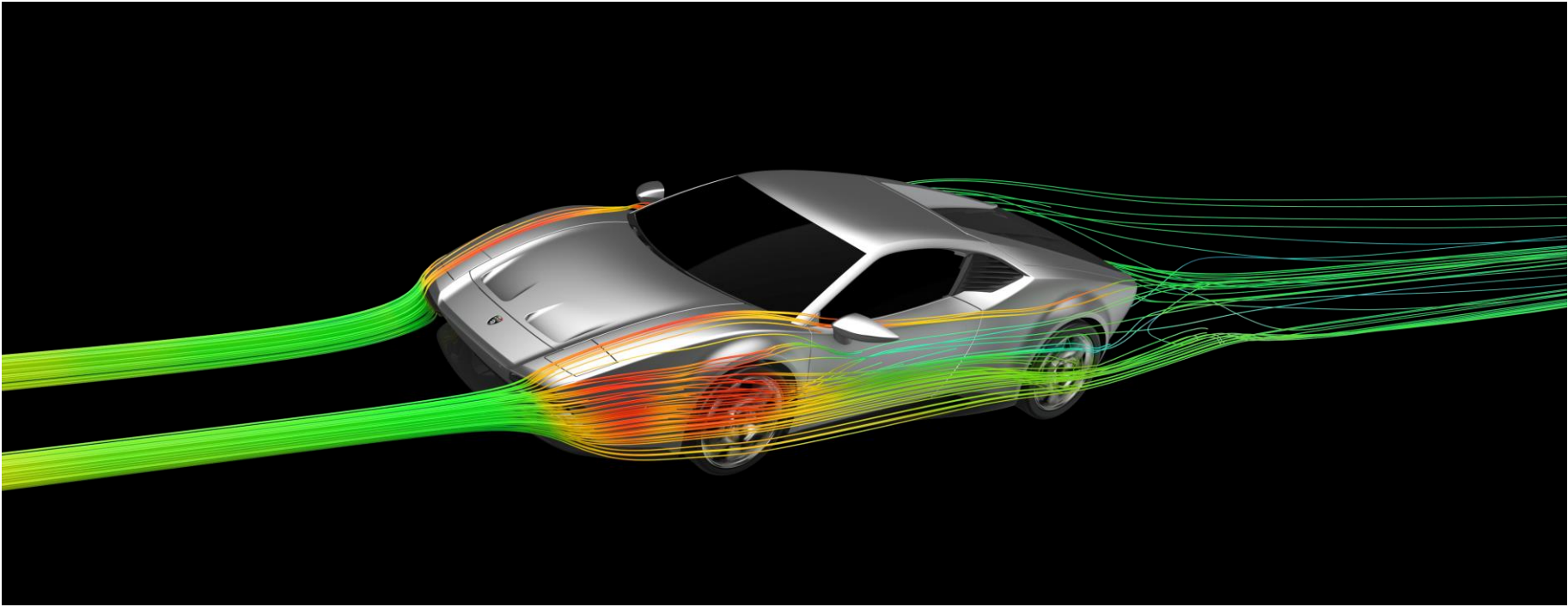
The world of mobility is evolving and, with the demand for personalisation growing, ARES DESIGN has the perfect solutions for an ever changing world.

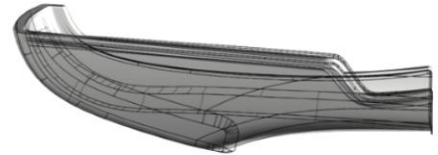
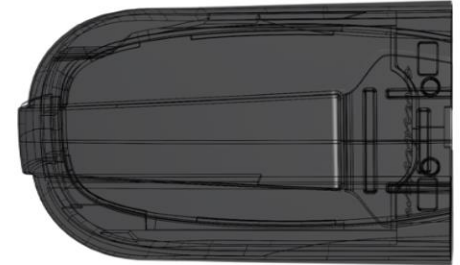
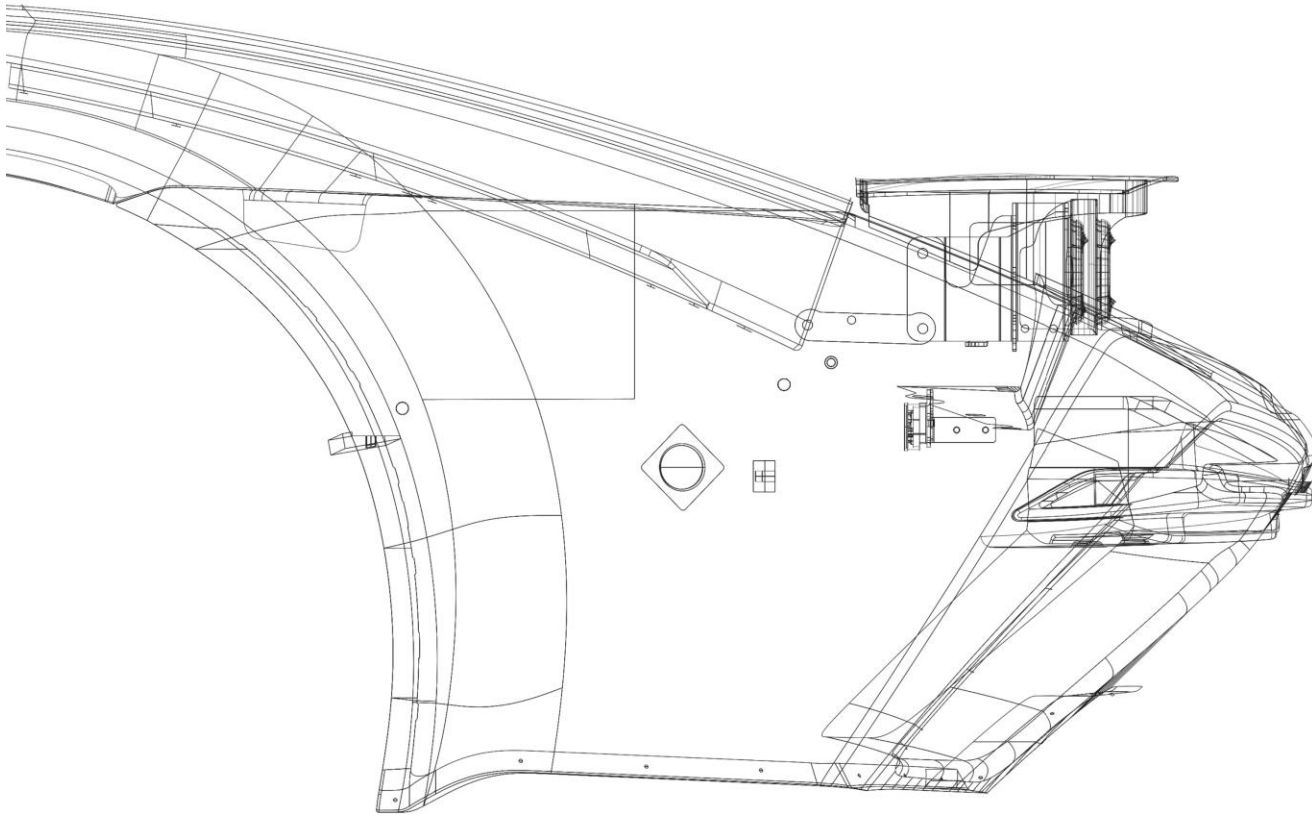


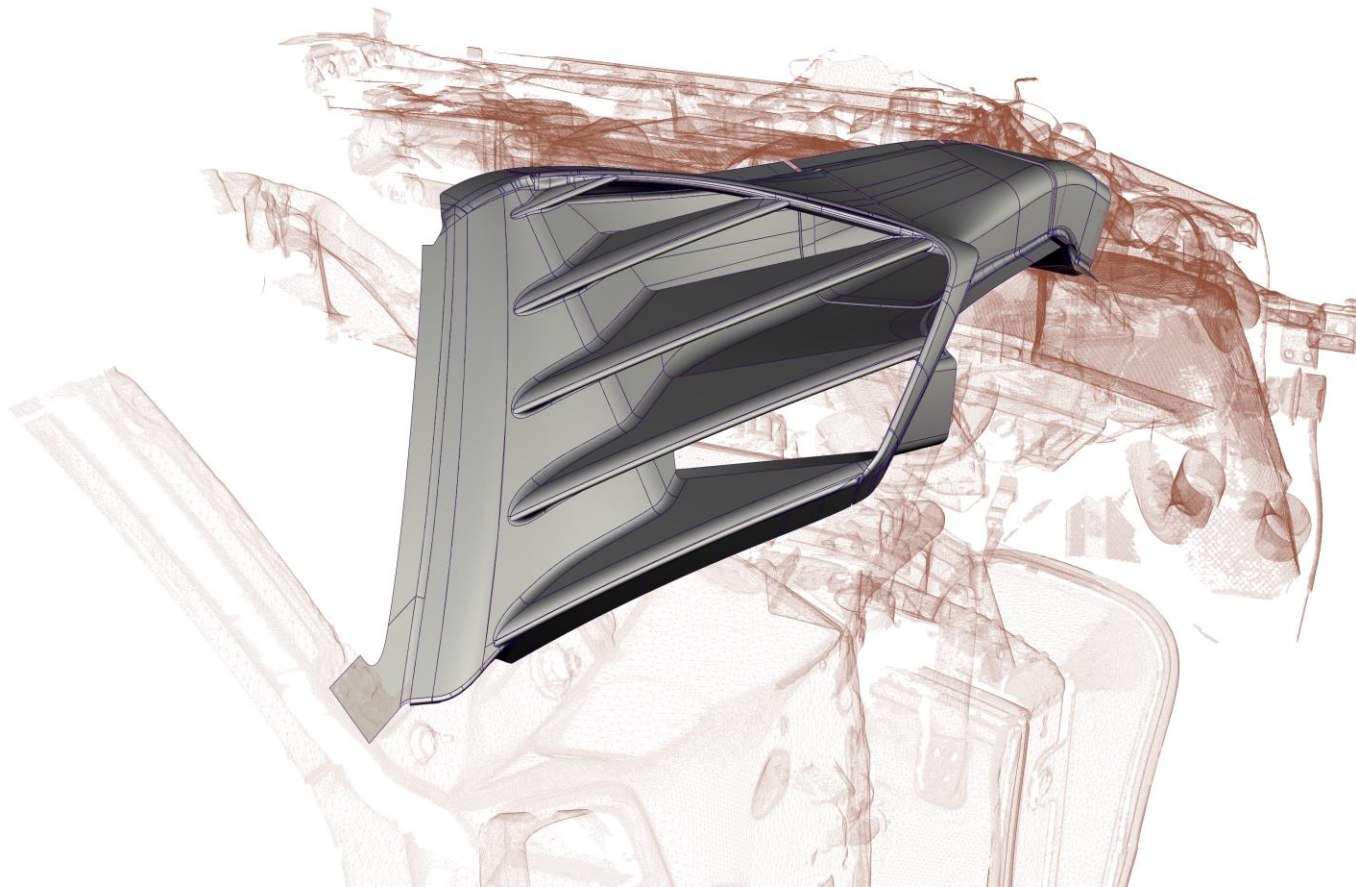


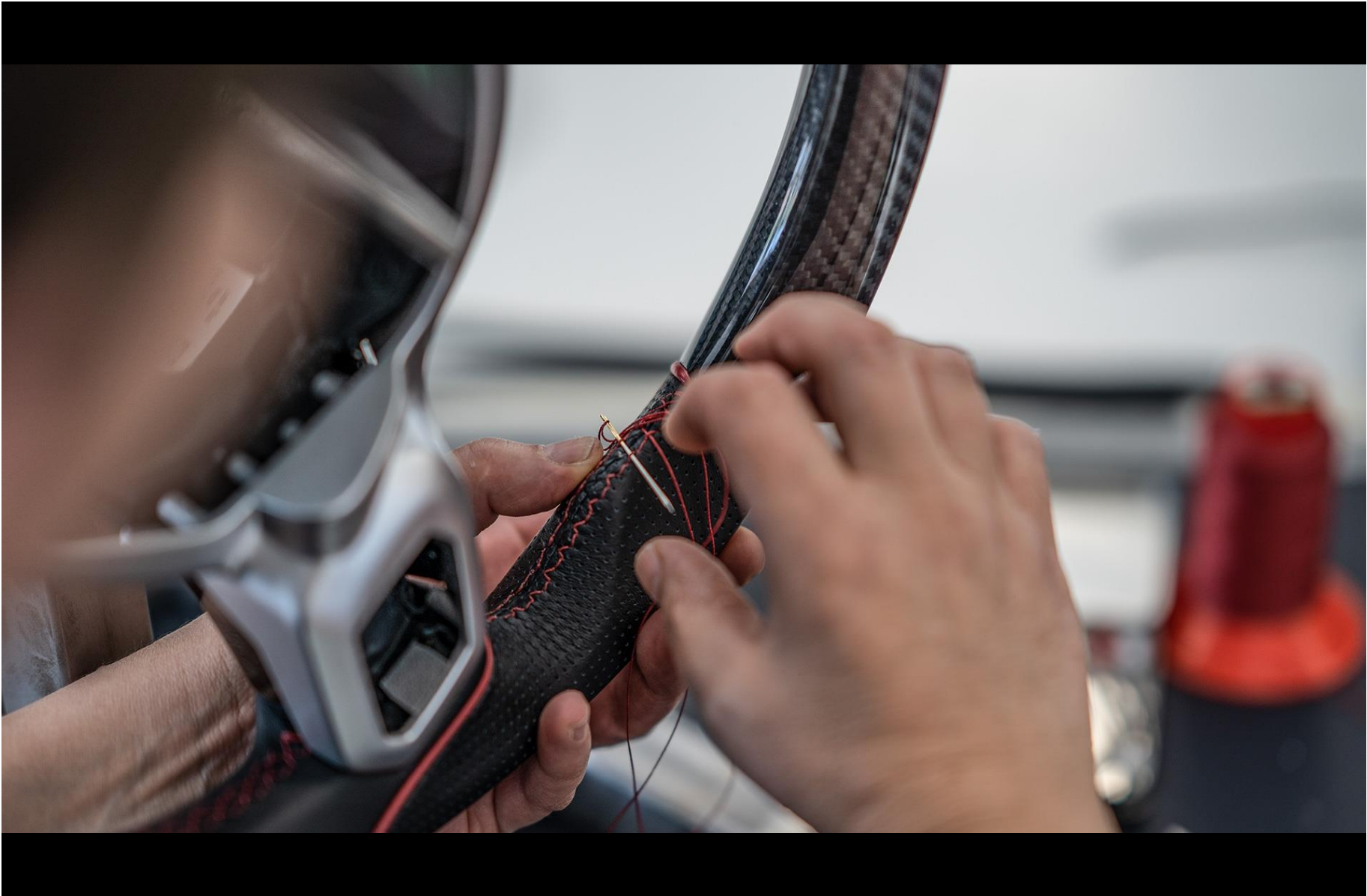
“ENGINEERS OF EMOTIONS”

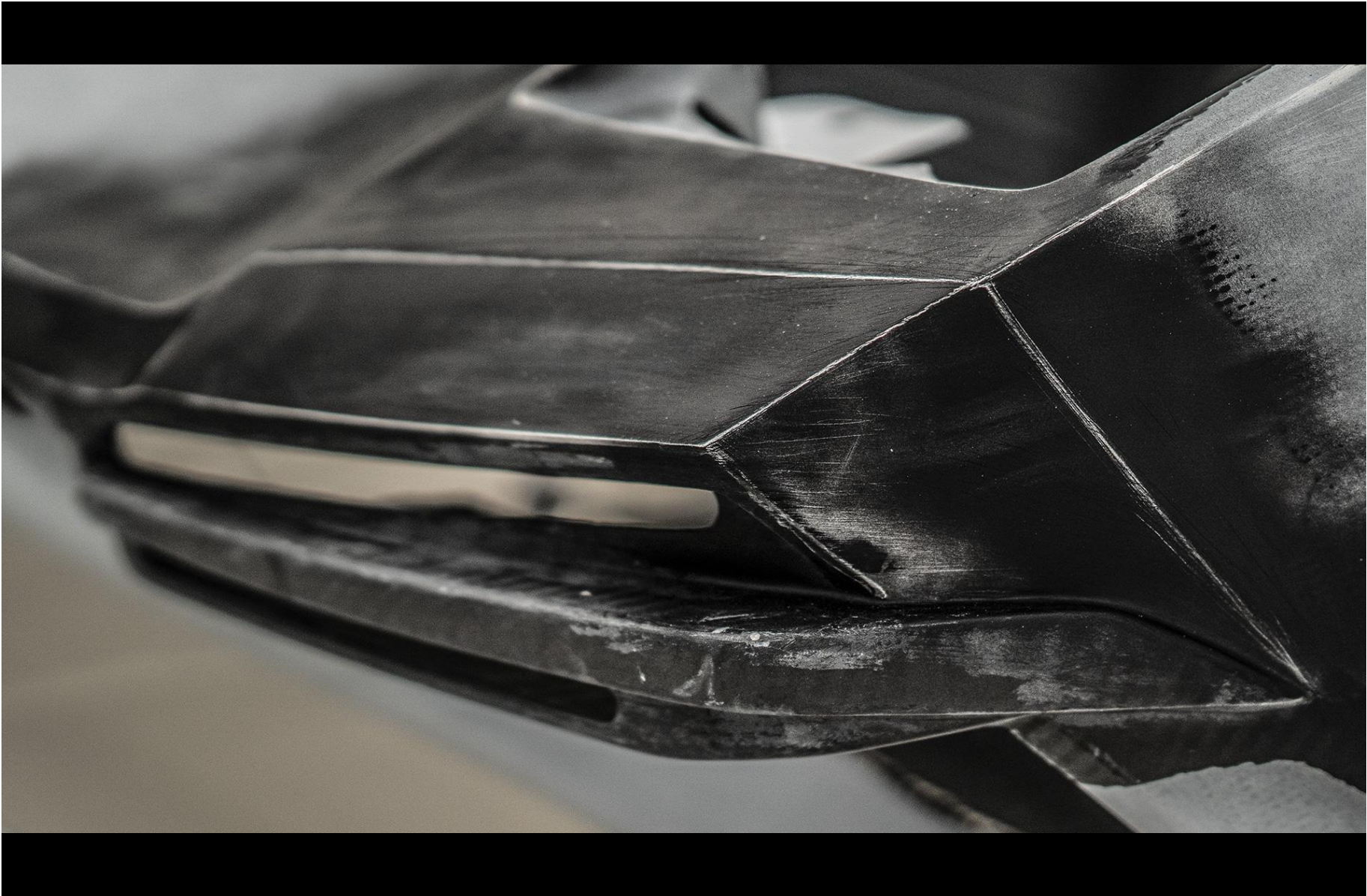








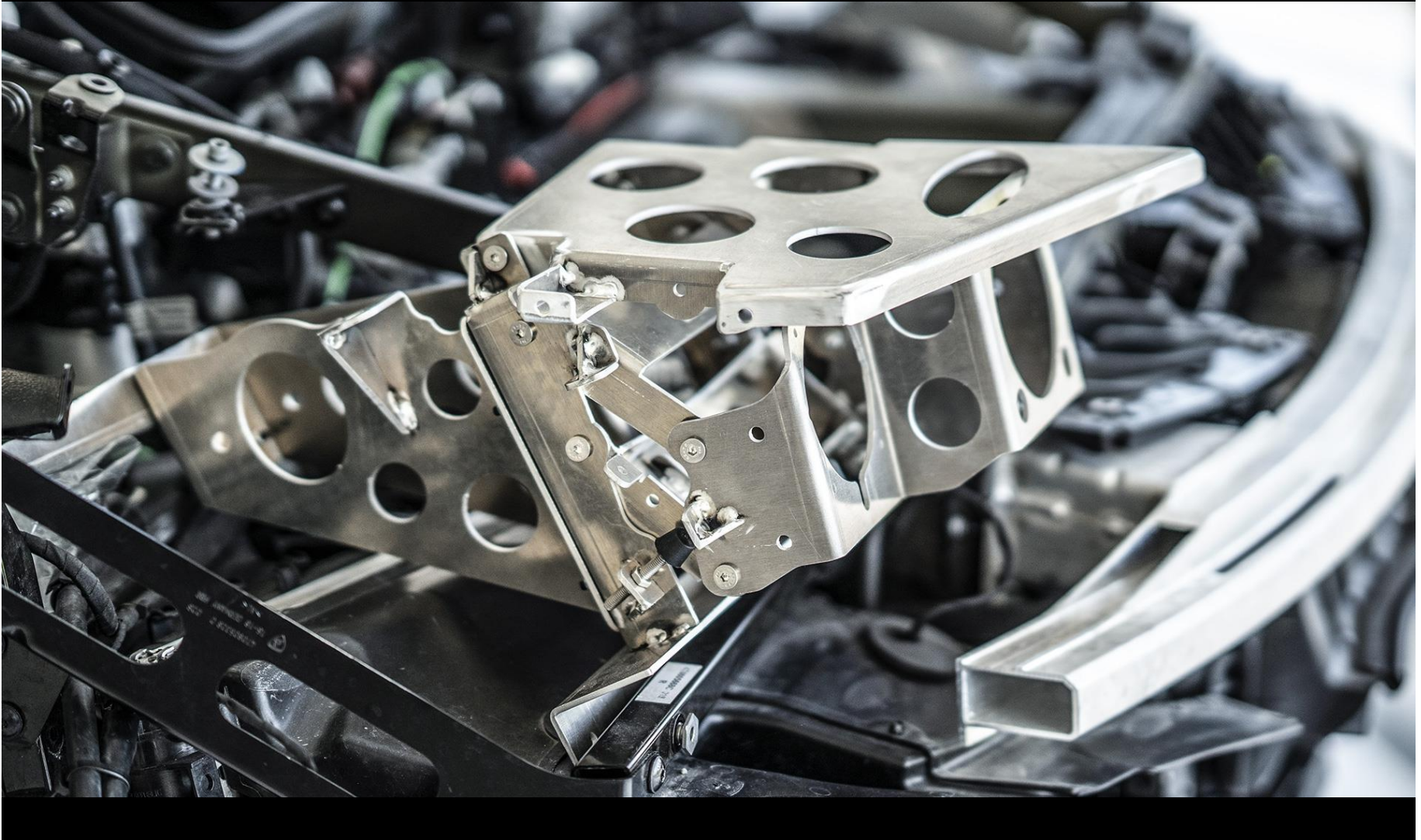




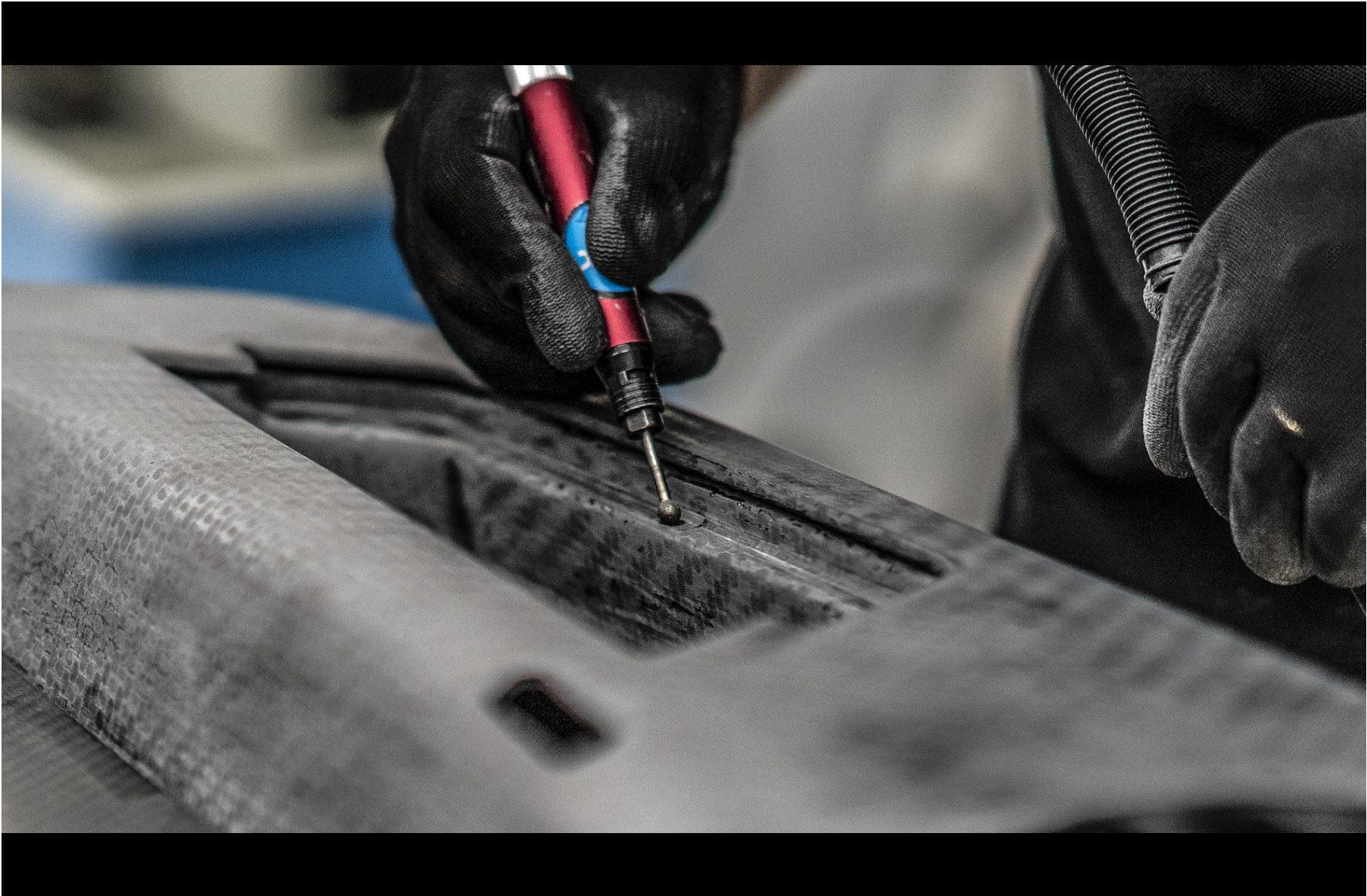






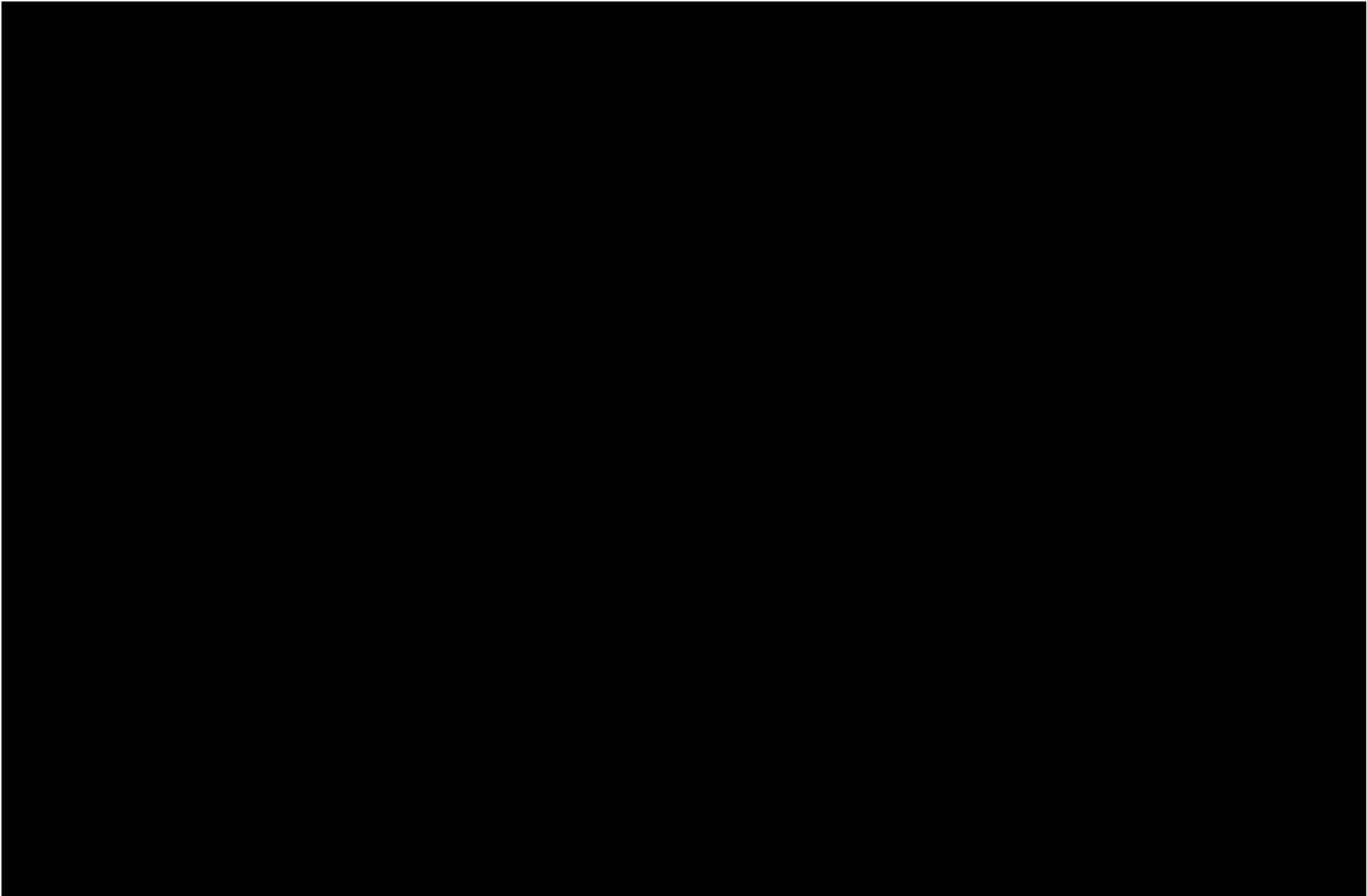














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RACING BULLET 





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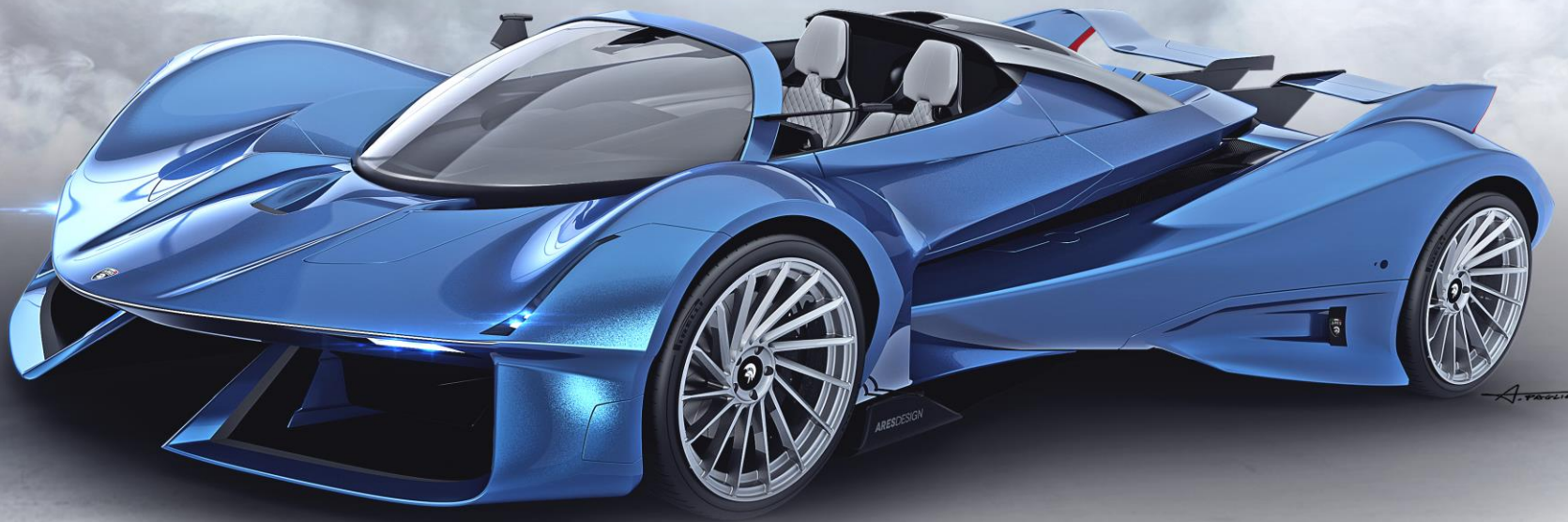
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ARES DESIGN STUDIOS AND FACILITIES





STUDIO CONCEPT

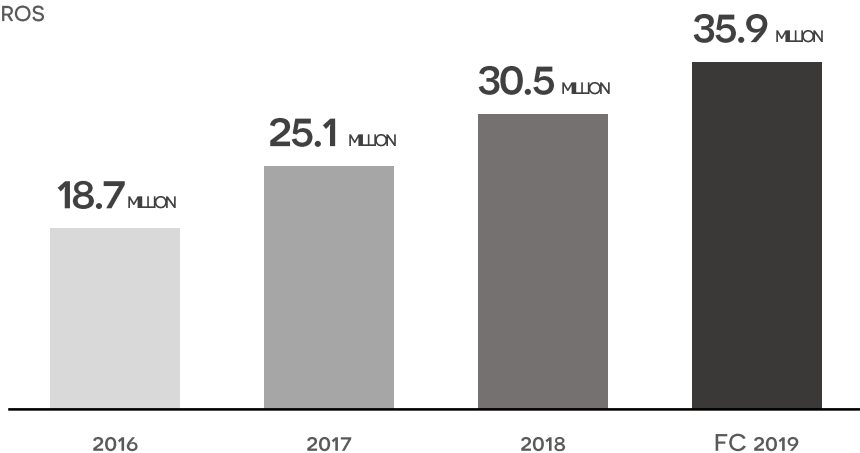
ARES DESIGN Studios located in hot spots of the international lifestyle HNWI community following a concept of temporary art galleries, events and design exhibitions pairing up with matching ARES products.





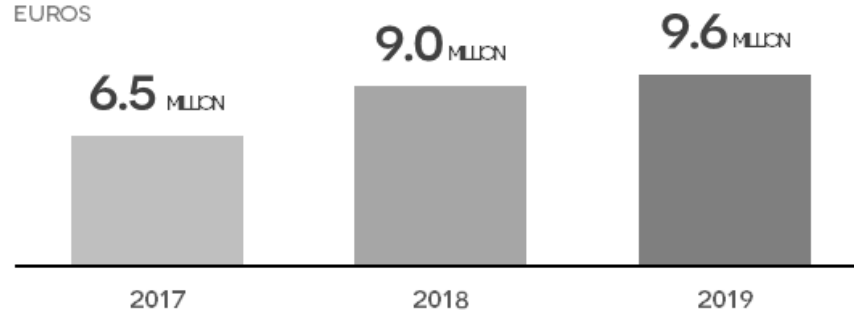
REVENUES AUDITED

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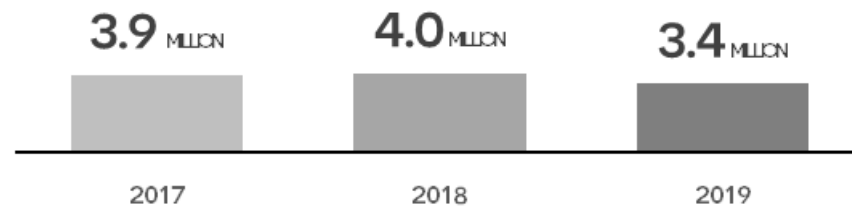
EBITDA

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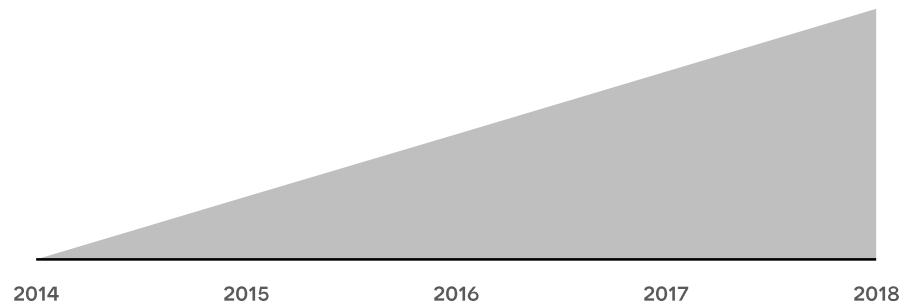




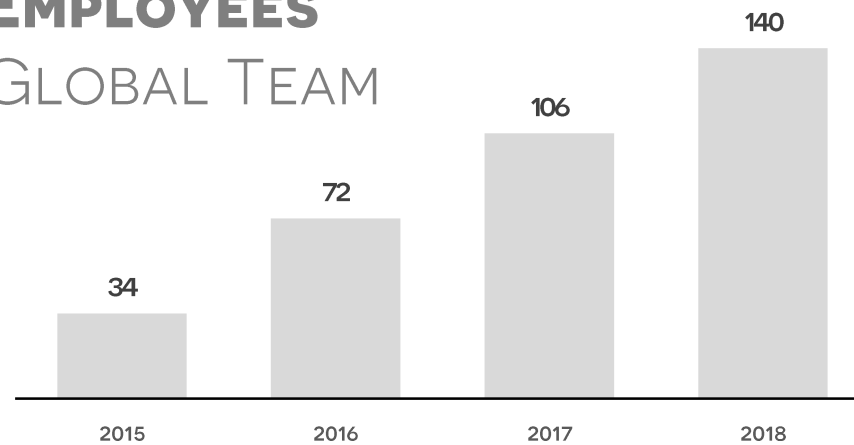
VOLUMES AUDITED

UNITS

250 PROJECTS
REALISED



EMPLOYEES GLOBAL TEAM





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ARESDESIGN.COM

