

YÓNATAN TOWERS MIAMI

A COLÓN HOLDINGS COMPANY



EXECUTIVE SUMMARY

2016

The Hard Rock Towers, LLC (Hard Rock Towers) is a privately-held limited liability Corporation. The company is owned in majority by its Founder, Mr. Yonatan Colon, through **COLON HOLDINGS, LLC**. To incorporate the company, we had to issue 1000 membership certificates or original stocks to comprise the majority, based on state specified regulations of Florida

The Hard Rock Towers Project will appeal to urban professionals residing in the targeted intown neighborhoods, the many downtown hotel visitors/conventioners, and workers who desire a sophisticated yet casual eating, coffeehouse entertainment experience and gambling. The business will also meet an underserved need for a downtown-friendly lodging and gambling establishment for the numerous residents in the area.

The Hard Rock Towers will be an established Hotel, Condo and Long-Term Residence on the skyline of beautiful Downtown Los Angeles, California. This establishment will strive to pamper its guests, with little extras such as chocolates and mints on the pillows, personal iPod players in each room, and wine and cheese for late-night snacking. Along with gambling, the Hard Rock Towers will offer a full-range of services, such as catering for office parties, weddings, conventions and holiday parties. There will also be high-end boutiques and shops for the patrons' convenience.

Gaming has become one of the main attractions for the people that work and want to have quality time relaxing on their own. They want to spend that time in a gaming atmosphere. A **casino** is, in the modern sense of the word, a facility that houses and accommodates certain types of gambling activities. Casinos are most commonly built near or combined with hotels, restaurants, retail shopping, cruise ships and other tourist attractions. Some casinos are known for hosting live entertainment events, such as stand-up comedies, concerts, and sporting events. Today, there are more than 4000 casinos worldwide.

In North America there are 249 casinos, where 18 are located in Canada and 231 casinos are placed all over the United States. The capital of Casinos in the United States, today, is the famous Las Vegas in Nevada that has 51 casinos up to date. Another casino industry is remarkable in New Jersey's Atlantic City with 12 casinos. This is a 30 billion dollar industry. (See Attached Exhibit for California Listing)

None of these casinos are located in the business city areas, where the real working business people come and go, day by day. These are the people we target; the people that are in need of a moving atmosphere right there when they come out of work. A casino is the solution to relax, enjoy and fascinate the busy business people in a grand city. Three towers have being designed focused on these needs. For one of the greatest cities, for the capital of entertainment and movies we have designed "**The Hard Rock Towers**" in Downtown, Los Angeles. **The Hard Rock Towers** in Downtown, Los Angeles will be the perfect scenario of luxury, passion, entertainment, quality of life and business. The Hard Rock Towers will consist of three high-rises designed with elevators outside to get the grand view of the skyline of the city of Los Angeles. These towers, each one representing a luxury aspect of life, stand as brilliant lighthouses ever seen in a major city. They bring emotion at a glance.

This approximately \$800 million complex will be the center of attraction and playground of the wealthy, the middle class and moreover to the business community. Not only does it bring luxury and excitement to them, but it also helps their business applying aspects of gaming to their own business. The Economist ran a feature on how the corporate world is starting to use gaming as a tool to increase productivity.



According to David Edery and Ethan Mollick, authors of “Changing the Game”, the same qualities that make people excel at games can be useful in the business world as well.

Turning work tasks into a game can be a useful tool. It emerges that Microsoft quadrupled internal bug reporting for Windows Vista by awarding points and prizes for participation. Having loads of bugs may have helped, of course.

Technology

Omega Communications; *Global Integrated Media Group*

Dedicated exclusively for The Hard Rock Towers is responsible to provide the latest and most efficient technology there is in the planet for the attractive of this development.

Imagine yourself in the middle of a city walking through a green park, full of vegetation, which interacts with you. With holograms that talk to you in your own language.

Then, as you enter the premises, being astonished when you see an atmosphere of the future in front of your eyes like you are in the movies; year 2050.

The interaction of a 100% smart building will make you breathless. Enter to your room and accommodate yourself with style and comfort just by talking to your room! What about asking for your favorite music and it starts playing without pushing a button or installing an iPod? Turn on the water for your bubble bath and deeming the lights of your room and closing the curtains just making a command to the walls.

They say “*if walls could talk*”; these walls can think.

The Ecology is fundamental to develop this project. This recreational park development is after a cleaner atmosphere and a green downtown Los Angeles. We aim to be the main project to redevelop the city of Los Angeles and it to be the sample to continue developing the city and other major cities in the world.

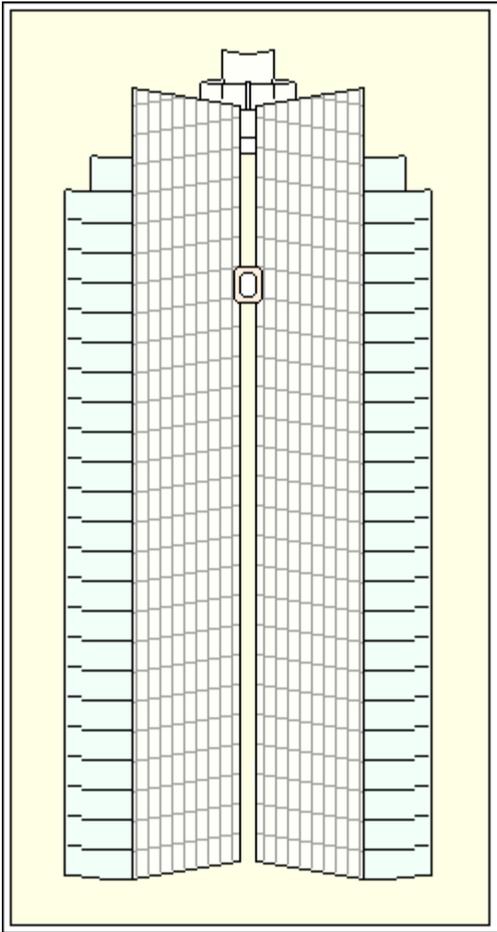
We will supply our own electricity by developing our own Eco-Tech system. These buildings will absorb energy from the sun and wind. Other sources of ecological energy are being studied for this development.

California Casino Listing

- [Agua Caliente Casino](#) - Features games offered, players club, dining, entertainment and direction guides.
- [Augustine Casino](#) - Features slots, card games, and dining. Located in Coachella Valley.
- [Barona Casino](#) - Information about the casino, dining, promotions, and the Barona Creek Golf Club.
- [The Bicycle Casino](#) - Offers card games and dining, located in Bell Gardens, near Los Angeles.
- [CaseNet.com: Casinos of Southern California](#) - Information site including locations, links, and brief facts about each facility's gaming and lodging.
- [Casino Morongo](#) - Provides promotions, games, winner's club, entertainment, dining and information guides. Located in Cabazon.
- [Casino Pauma](#) - Provides information about games, promotions, entertainment, dining and directions. Located in Pauma Valley.
- [Chukchansi Gold Resort](#) - Las Vegas style slots and table games, located in Coarsegold, between Fresno and Yosemite.
- [Chumash Casino](#) - Includes casino games provided, promotions, entertainment, winners and players club information. Located in Santa Ynez.
- [Commerce Casino](#) - Blackjack and poker room located in Commerce, near downtown Los Angeles.
- [Eagle Mountain Casino](#) - 24-hour facility located in Porterville offers bingo, card games, slots, and entertainment.
- [Feather Falls Casino](#) - Offers a variety of entertainment choices, including gaming, headliner shows and special events.
- [Golden Acorn Casino](#) - Includes restaurant, truckstop, games, history and directions information.
- [Hawaiian Gardens](#) - Los Angeles County poker room.
- [Hollywood Park Casino](#) - Los Angeles County poker room adjoining Hollywood Park racetrack.
- [Jackson Rancheria Casino](#) - Lodging, conferences, map, event center and news. Wager on bingo and various Vegas games.
- [Normandie Casino](#) - Los Angeles County poker room.
- [Oceans 11 Casino](#) - Features the casino daily tournaments, restaurant menu, games and directions.
- [Pala Casino](#) - Features reservation, accommodation, entertainment and casino information.
- [Pechanga Resort](#) - Native casino offering dining, live concerts and shopping. Located in Temecula, in the heart of Southern California.
- [Pit River Casino](#) - Located in Northern CA. features bingo, video and reel slots, blackJack, and concessions.

- PokerCalifornia.com - Provides a map of card rooms and Indian gaming facilities, with several brief reviews.
- [River Rock Casino](#) - Tribally-owned gaming facility in Sonoma County includes driving directions and map.
- [San Manuel Indian Bingo and Casino](#) - Information, bingo, lodging and promotions.
- [SoCalCasinos.com](#) - Includes maps with links to facilities, as well as a directory with addresses and telephone numbers.
- [Southern California Casino Guide](#) - Provides map, driving directions, and descriptions of regional Native American gambling facilities.
- [Thunder Valley](#) - Sacramento area gaming resort.

- [Twin Pine Casino](#) - Gaming facility located just south of Middletown, owned and operated by The Middletown Rancheria band of Pomo Indians.
- [Valley View Casino](#) - Information about games, dining, promotions, directions, and bus transportation.
- [Win-River](#) - Northern California Indian gaming facility featuring bingo, video slots, card room, concerts, special events and tournaments.



The main theme of this tower is Champagne.

This high rise consists of two individual towers that are connected with elevators that provide a spectacular view of the skyline of Downtown Los Angeles.

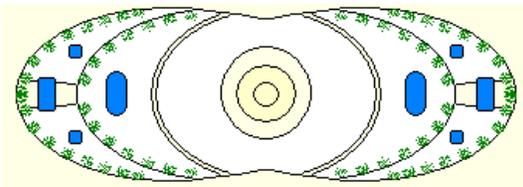
A two story Lobby connects to a five star Restaurant and to the Grand Hard Rock Casino.

Two stories with two open terraces with four pools and spas at the top of the tower are the perfect scenario to relax with style.

A fountain flow champagne bubble water at the center top of this tower.

Through the fountain you will find an impressive night club with spectacular views of the city.

The Club is a lavish three story club with standards for the elite. The first two stories will be for the nightlife ambience with several high class full bars and VIP amenities. The third floor will be a VIP Jazz club & pool bar.

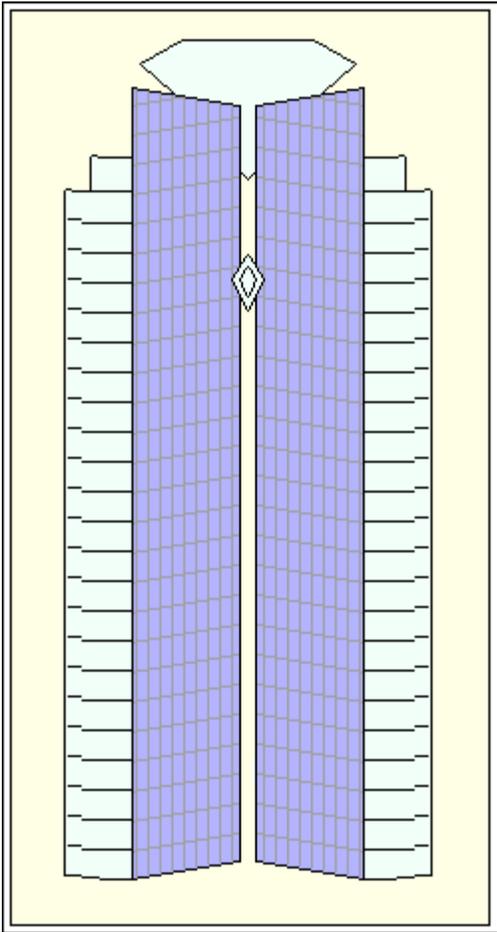


"Champagne Wishes"

"Champagne represents the ultimate lifestyle - a wine people aspire to drink - and fashion has a very strong link with lifestyle."

"It makes sense to have an alliance between a quality product such as champagne - the most luxurious wine in the world - and with fashion,"

Francoise Peretti, director of the Champagne Information Bureau in London.



This building is the highlight of a diamond representation.

These two crystal-like clear blue towers with elevators connecting them will be very impressive buildings a world class city can have.

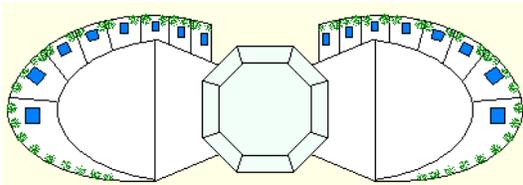
A three story Lobby will connect to a five star Cristal Restaurant, luxury boutiques and to the Grand Hard Rock Casino.

An outstanding diamond shape crystal convention room will stand like a lighthouse in the top of this building.

Prepared with the latest communication technology, this room can provide a live worldwide event for conventions.

A 360° round view of Downtown Los Angeles has never being so enticing.

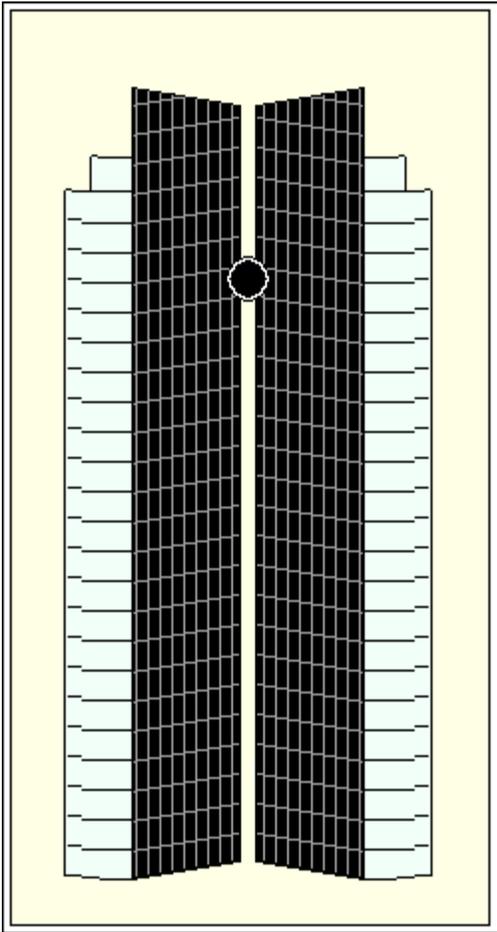
This building will have sixteen two story luxury suites with private swimming pool-size spas that will make an indelible mark in the skyline of Los Angeles.



“Diamonds are forever”

Diamonds represent some of the deepest human emotions.

As rare as a diamond is, the value and the emotion increase.



This building has an Oriental resemblance.

This caviar black glass tower consists of two individual towers that are connected with elevators just like the other two buildings with the Los Angeles views all around.

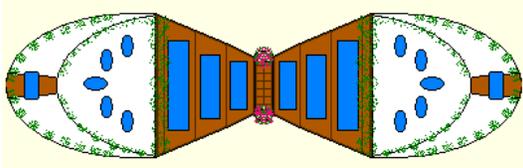
A two story Lobby connects to a five star Oriental Restaurant and to the Grand Hard Rock Casino as well.

A five star Spa in the sky is the ultimate worldwide experience.

The Spa will consist of three stories with three open terraces with eighteen pools and spas at the top of the tower to relax with the luxurious amenities that mineral water can provide.

Different climate temperature waters will complete the expectations that our high rollers will demand.

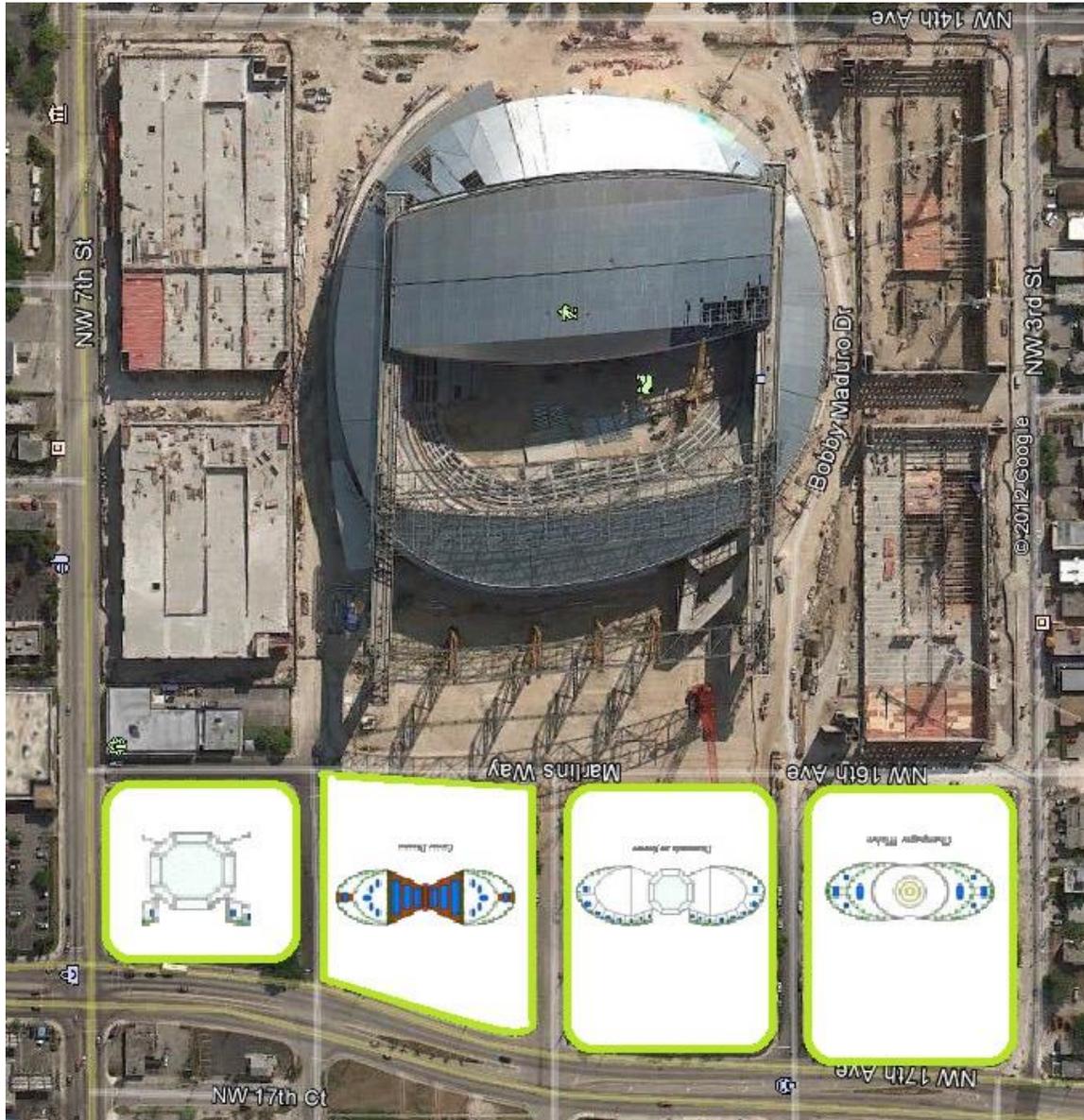
The relaxing music and decor suit the meditating areas; thus, thus taking us to the clouds or paradise.



“Caviar Dreams”

Caviar represents the ultimate luxury.

Construction Site (*Marlins Park*)



Tempting Partners:

The Des Ruisseaux Group

A Holding and Management Company

The Hard Rock Hotels & Partners

Casino Gaming & Liquor License

Brown & Brown

Commercial Insurance Company

Bermello Ajamil & Partners

Architects & Interior Designs Directors

Omega Communications

Global Integrated Media Group

Skylight Technologies

Residential and Commercial Tech-system Construction

Keyes Real Estate

Real Estate Brokers

Caviar Records

Music Record Label & Artist Management

EXIT STRATEGY

The Hard Rock Towers Project is a 5 to 7 year total build out. It will cost approximately \$ 2B to \$ 2.5B to construct. Interests on the initial outside investment of \$ 500,000.00 should be paid within the 5 year period, through dividend payouts by 2015 at exit. Then, the dividends payments will stabilize until the IPO or sale to a larger Company.

The Hard Rock Towers Management Team understands that the investor's goal is to liquefy the investment at a substantial profit when the company's value has been maximized through astute management and careful supervision. We are currently considering two exit strategies which could take place within five to seven years.

A- The first is an Initial Public Offering (IPO) of stock once our products and services are widely known and sales are high. Founders and outside investors would see a high stock split, together retaining a controlling interest of the company's ownership. This strategy has the advantage of retaining existing management and product development teams, to continue producing new related products and generating dividends for the original investor(s) and founders. It has the disadvantage of making our company's financial reports available to competitors, and of putting equity valuation at the whim of the stock market, rather than based on solid assets or sales-based calculations.

B- The second strategy we are considering and based on the state of the stock market and our sales performance over the next five years is a buyout by another company. The Hard Rock Towers Project's exit strategy sale of the Company within five to seven years, where the investor's preferred participating stock would be entitled to a double dip provision, is based on the sole premise that this purchasing company is involved in building Hotel/Casino networks. Since our products are easily integrated into their existing lines, and the market would support this integration, this is a solid option. We believe that the Hard Rock Towers Project could be sold for 7 to 10 times EBIT in year 5, based on comparable deals in the Hotel/Casino industry. Disadvantages to this approach are the necessity to focus largely on making our company attractive to a single market segment, with the final sale in mind.

No one creates a business anticipating failure, however sometimes ventures do not fulfill their promise. We at the Hard Rock Towers Project are committed to our concept and its viability. In the event that our venture cannot achieve profitability and retire the encumbrances; we will first attempt to sell the operation and use the proceeds to clear all outstanding balances. If we are unable to sell the operation for sufficient proceeds we will be forced to default whereby the loan or initial investment will be in senior standing. Any further outstanding balances will be borne by the investors on a weighted percentage basis of the total amounts due in bankruptcy proceedings.