

Golden Age Ltd. Residential Estate for Swiss retirees in Thailand

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8. February 2008

Golden Age Ltd.

The Business Idea

- To offer Swiss (European) retirees an “all inclusive” service package to move to a dedicated residential area in a warm and friendly low-cost country with vacation feeling and around-the-clock medical/personal assistance for the rest of their life



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Background (1): Economic situation of retirees in Switzerland

- Monthly old-age pension (AHV/IV) in Switzerland is about CHF 2'210
- For this money you can not afford much in Switzerland
- But in in a low-cost country like Thailand you can get a friendly personal assistant for 24/h a day as the local monthly salary is CHF 212 (on average)

Background (2): Cultural situation in Switzerland

- Unlike as in many other countries, Swiss elderly people live in old people's homes and not with their families
- The necessary (health) care is done by nursing staff, which causes huge costs for the government (social welfare department) and the health care system, e.g. CHF 10'000 for a Alzheimer patient
- Health care is often insufficient (not enough nursing staff available)
- In Europe, serving people and respect for age has not such a high standing than in the Asian culture
- Elderly people feel lonely and don't have many family visits

Some impressions

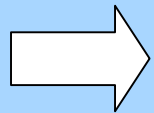


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Background (3): Demographic situation in Switzerland

- 16% of Swiss population is older than 65 years and their share is rising fast
- According to the Swiss Federal Statistical Office (SFSO) the number of over 64-year-olds has more than doubled since 1950, while the number of 80+ year-olds has even quadrupled, this trend will continue over the next few decades



Potential customer group: **1.2 Mio.** retirees

Solution: Golden Age Ltd. (1)

- Services provided
 - Organisation of visa and transport
 - Top medical service (Swiss doctors)
 - Locals with either Swissgerman/French/Italian knowledge
 - Dedicated residential estate with Swiss standard infrastructure in magnificent surrounding
 - Cooperation with Swiss social welfare department

Solution: Golden Age Ltd. (2)

- Advantages:
 - Beautiful warm weather
 - Smiling and gentle personal assistant 24h a day
 - Feel like on vacation with friends (retired colleagues)
 - Everything is organized and maintained by Swiss-German speaking persons
 - Support for visit trip back in Switzerland
 - Everything for the “little” amount of the pension

Solution: Golden Age Ltd. (3)

- Positive side-effects
 - More apartments available for working people in economic centres, e.g. Zurich
 - Cost saving for Swiss health care system
 - Happier retirees

Why to invest in Golden Age Ltd.?

- Huge and rapidly growing market segment
- Potential for expansion into whole Europe
- No comparable offerings so far
- Financially attractive
- Potential for government support
- High benefits for the society
- Preparing for our future?

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What is Risk?

Definition:

Risk is an assessment of the chance of harm for a given time frame and domain of discourse.

I. Financial Risks

- Capital risk
- Liquidity risk
- Currency risk

II. Natural Risks

- Hurricanes
- Earth quakes
- Tsunami
- Floods

Which may happen even more often in Asia as we assume (→ climate change)

III. Others 1/2

- **Political risks:** change of political forces, political instability (e.g. Thailand coup)
- **Operational risks:** failures of internal processes, systems and people
- **Legal risks:** it is about who goes to prison at the end

III. Others 2/2

- **Social acceptance risks:** local population doesn't like the idea. Why do old and sick people are coming to us?!
- **Tropical deceases and illnesses:** e.g. malaria, hepatitis...

Our biggest concern

- *Unwilling to move away from home.*
- *This obstacle can reduce market segment significantly.*



Solutions

→ *Everything should be made like at home, only cheaper!*

And of course:

→ *effective marketing*

→ *cooperation with local authorities and insurance companies*

→ *evacuation trainings*