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***"Two roads diverged in a
wood, and I—I took the one
less traveled by"***

Robert Frost - The Road Not Taken



About Our Company

Alternative Hospitality is a private social membership management company behind the concept of Sinful House.

Similar to most hospitality management companies that manage franchises in various regions, we manage our branded concepts.

Each house allows members of our targeted lifestyle to have a safe and private place to hang out, party, socialise, and eat without any prejudice from others. This is Alternative Hospitality for people who embrace an alternative lifestyle.

Problems

In most of Southeast Asia, **sexual liberation**, as seen in the West, is frowned upon, even though it is deeply woven into the history of nearly every Asian culture of the upper classes. From tea houses, entertainment houses to opium bars, such practices were prevalent.

In today's modern Thailand, the swinger lifestyle, also known as just the "Lifestyle," lies in legal grey areas. Most people who partake in the lifestyle do it for the sexual liberation and health benefits it brings to those who practice. However, it is still considered a taboo topic in Thailand.

Legality

Most people are confused about whether swinging is illegal or not.

The only know instance of police targeting swingers are with a mere fine of 500 baht for indecency in a private space.

Safety

Unmonitored, unregulated and unsafe, from event venues to private rooms with unknown people.

Understanding

Cultural differences mean that even though it may be publicly frowned upon, such activities still happen behind closed doors in all aspects of local life.

There is a learning curve to educate people that this lifestyle is a choice, just like going to the gym or going clubbing.



Solutions



So, how do we resolve these legal grey areas and cultural indifference? Easy, work within the existing legal framework.

Thailand still has official Adult Entertainment Complexes by royal decree known as the "Entertainment Places Act 1966," which is purely aimed at facilities that offer concubines to look after customers in an entertainment setting. These complexes are also known as massage parlours, and they have many grades. Some offer the basic services that are allowed within the act, while others offer the full services permitted by the act.

Events

We are looking to partner with existing upscale entertainment complexes within Thailand to offer events aimed at members within the lifestyle. As these places already offer services on a daily basis, including regular entertainment and sexual health services, it is safe to work under the licenses of these venues.

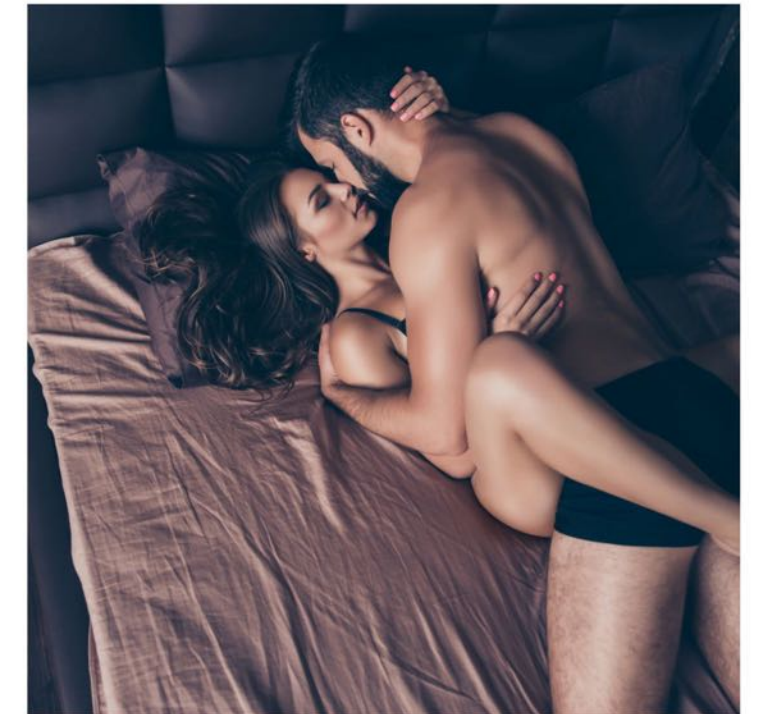
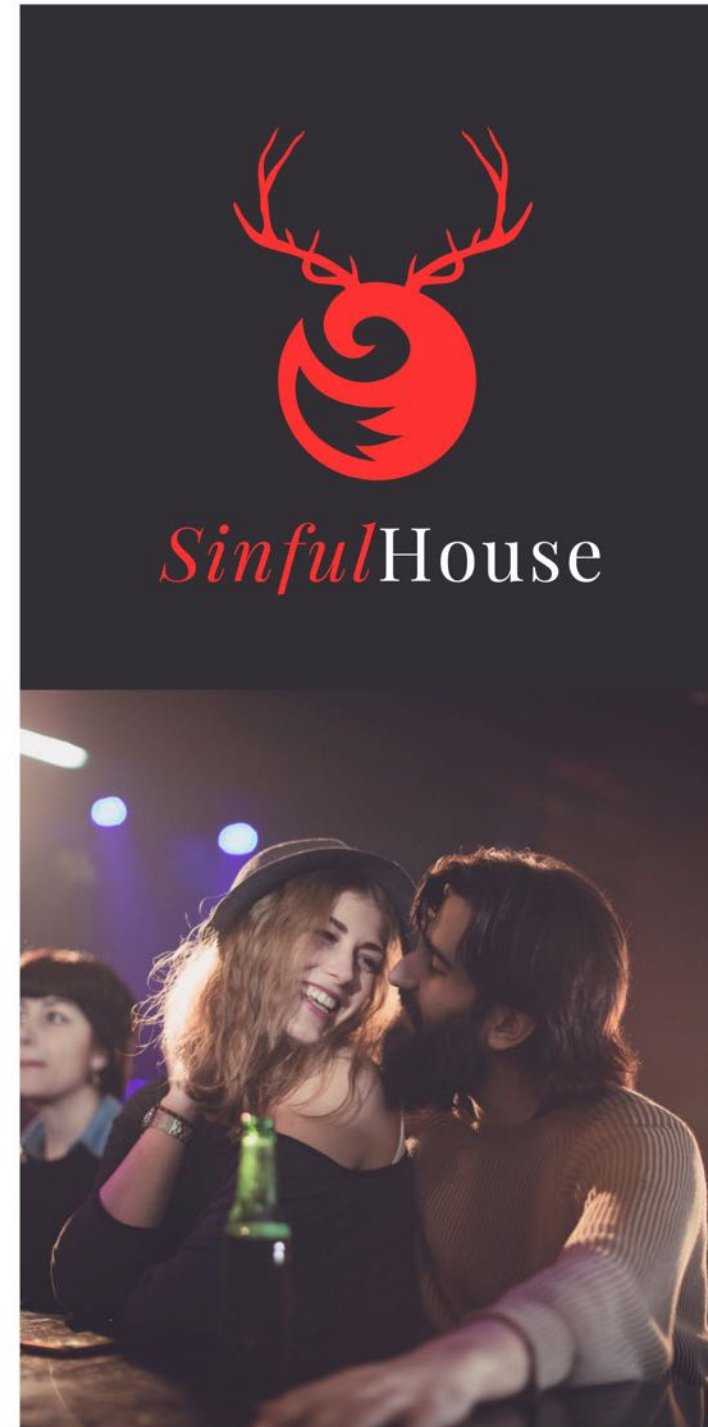
Dedicated Locations

Like all private members' clubs, such as the British Club, Soho House, Royal Bangkok Sports Club, and Pacific Club, we aim to offer members of the lifestyle a place to call home. It is a place where the community can take advantage of all that a members' club has to offer, with like-minded people.

Brand Overview

Alternative Hospitality's brand, Sinful House, is aimed at the sexually liberated who are looking to explore the lifestyle or be part of a strong community of like-minded people, regardless of their experience.

The brand is built on the concept of a secret society of like-minded people who practice the sin of lust. If lust is your poison, then join us at the only swingers' club in Bangkok.



Lust is a sinful act.

Although it's a sin, it's a small pleasure that some, if not all humans indulge in and can relate to.

Sinful House is a place for the sexually liberated who understand the difference between love and lust.

Our Logo



Sinful House looks at the empowerment side of the lifestyle, with the **stag** representing the guys (horns also for the bulls out there) and fox tail for all the **vixens** representing the ladies. (swingers terminology that identifies one's status in the lifestyle).

Based on the understanding of sexual enlightenment, Sinful House is a place where like-minded people who can separate love and lust have the ability to live life to the fullest.

Market Size



The alternative lifestyle market ranges from clubs, hotels/resorts, tours, cruises, nudist-friendly regions, and even in areas where it's outright illegal, there will still be local swingers.

In Thailand alone, there are over 900,000 active members online who partake in the lifestyle, both locals and expats. This does not include tourists who pass through on holiday, as Thailand is a popular tourist destination.

Total Available Market (TAM)

\$ 4.4 Billion

Currently the market for targeted services for people in the lifestyle is over 4BN USD according to statistics calculated from Reuters.

<https://www.reuters.com/article/us-usa-swingers-idUSN1335846020070820>

Serviceable Available Market (SAM)

\$ 10-20 Million

Currently in Bangkok alone a potential market size sits between \$10-20 Million USD and growing fast, the lower figure is based on the current grey legality of the lifestyle and no official services have been offered to cater for this group of community as well as sexpats on sex tourism.

Serviceable Obtainable Market (SOM)

\$ 2 Million

As we need to establish and set a foothold we expect an easy initial market share of \$2M USD before expanding our base.

Market Validation

Sites like bkswg, is aimed at the local swinger community in Thailand with over 900k users, the expat community sits little over 2000 active people (known groups).

With just opening pre-registrations on the 25th of Feb Sinful House has seen 53 members registered.

www.bkswg.com

977,504

Total Users

Expat Line/Tele Groups

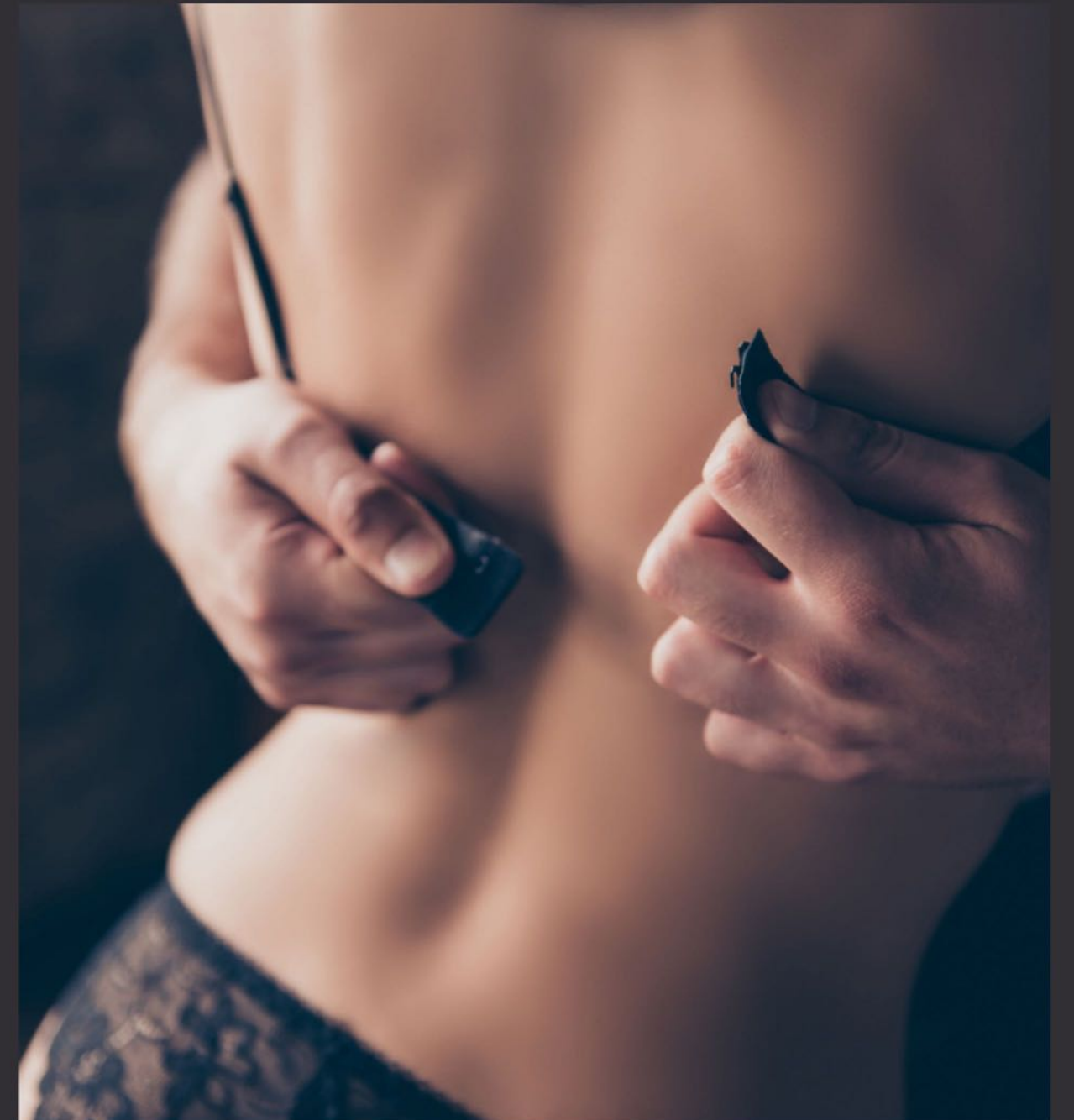
2,000+

Total active people

Sinful House

53

Total Users



Business Model

Sinful House is Free to sign up for all members, it's a gated community so all members go through some vetting process before being allowed as a member.

Membership gives access to events which are paid based on registration type:

Normal Members:

Single Guys: 5,000 THB
Single Ladies: 2,000 THB
Couples: 4,000 THB
Two singles: 7,000 THB

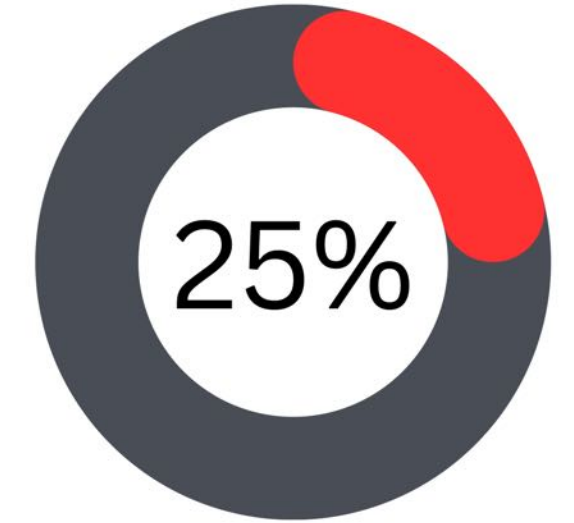
VIP Prices:

Single Guys: 2,000 THB
Single Ladies: 1,000 THB
Couples: 2,000 THB
Two singles: 3,000 THB

Membership has two options: **Standard**, which gives the user access to the community features of the web app and access to the events, and **Exclusive**. This membership level is priced at 130,000 THB (same price as set by other social member clubs) which gives this level of membership clubhouse benefits and various perks.

Snapshots

We estimate that 25% of members will convert to an exclusive member by 2024



Members 2023

Our target of active users base by the end of 2023.

2k+

Average Member Attendance

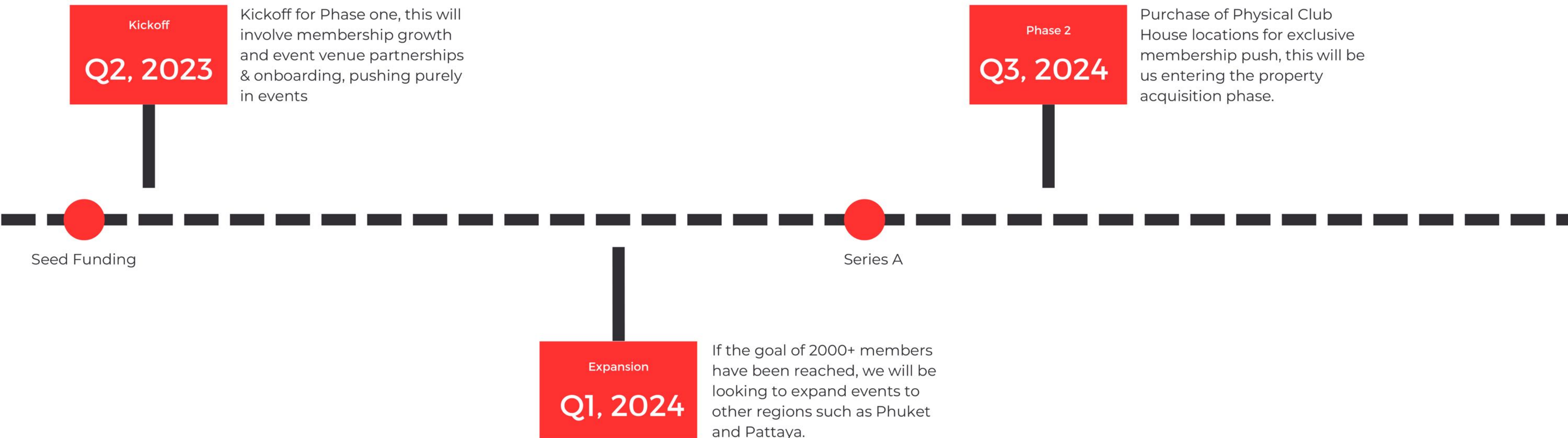
We expect a mix of singles and couples totally per event

120_{pp}



Timeline & Phases

Alternative Hospitality is looking to execute a 5-year timeline in two phases: Phase one will act as a pure events management company, and Phase two will be a property acquisition with physical locations.





ALTERNATIVE
HOSPITALITY

Thank You

An alternative lifestyle company, catering to
the sexually liberated.



*Sinful*House
WHERE LUSTS COMES TO PLAY

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