

Company Profile



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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.

The Team



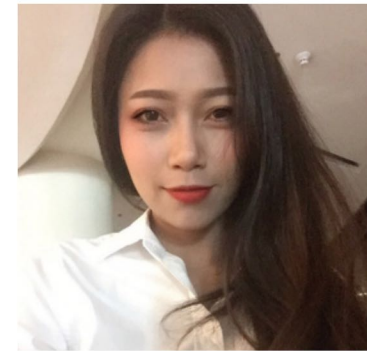
Antonio Molina

Co-Founder, Product Development Manager by trade, understands operations and running teams to make sure that what we say is what we deliver. He also is providing the first location for Sinful House located in Ratchada Soi 7.



Newton Intharaphithak

Founder, Restaurateur turned cyber, has over 10 years in building and launching restaurants in the UK in which his family has over 30 locations. His background is as a full stack front end developer allowing his skills to do graphics, branding, web dev and marketing concepts.



Paweena Intharaphithak

10 years in Sales and HR combined, Paweena is good with people and connecting with customers, her role as Host Manager along with support from Kanya, will insure the members are happy and that concepts and products from Antonio are executed correctly by her and her team.



Marcel Ellis

Has run a swingers network prior to Sinful House, his insight and expertise in running parties and events has allowed the business to start quite swiftly, within 4 weeks of starting we already had our first event which was a huge success due to his previous experience and network, also our initial seed investor.

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 85 members registered directly and 450+ members on SDC's member profile, our first few events have seen great success and turnout, with a 95% attendance rate.

www.bkswg.com

977,504

Total Users

Expat Line/Tele Groups

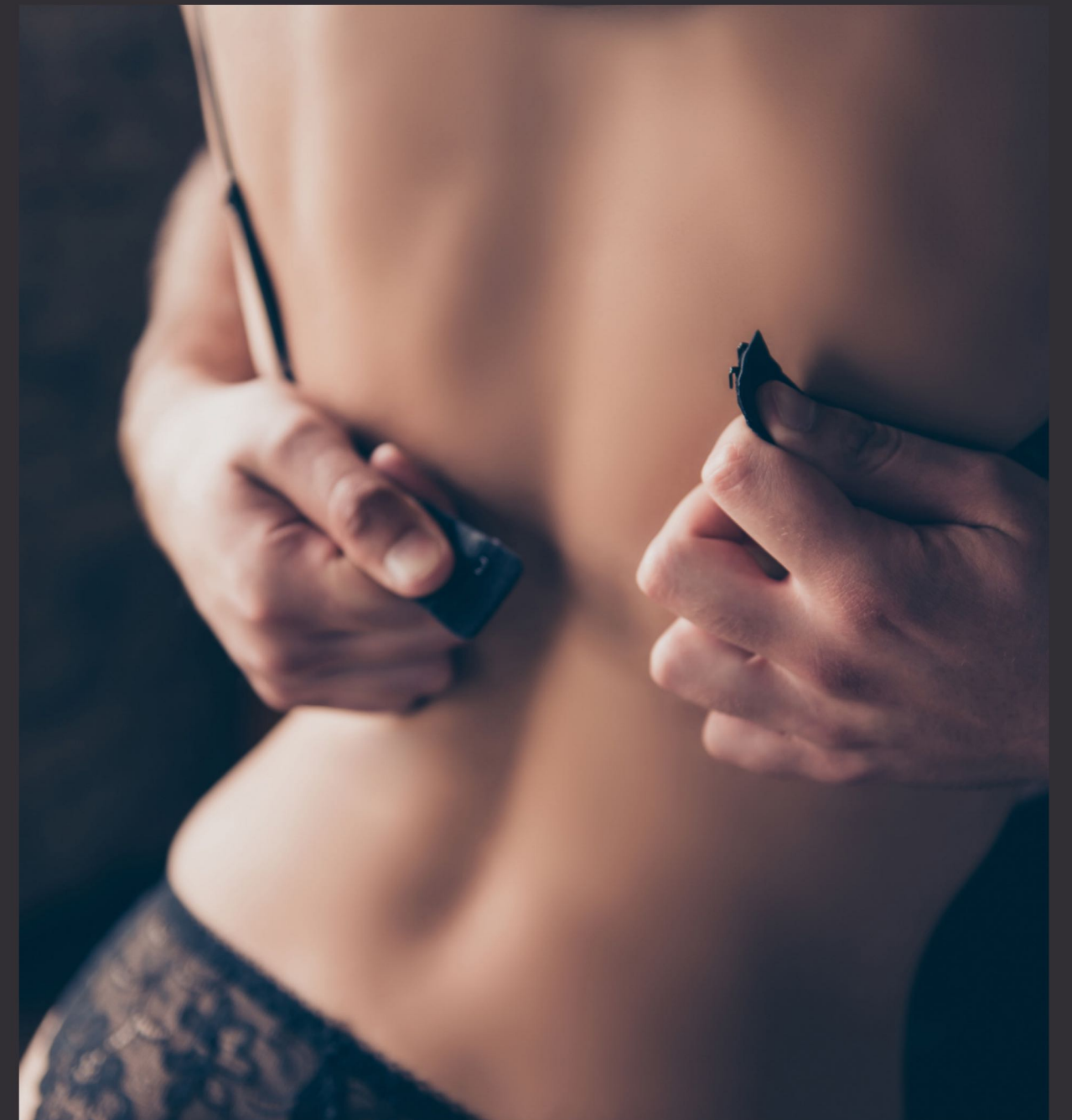
2,000+

Total active people

Sinful House/SDC

85/450+

Total Users





Business Model

Sinful House is Free to signup 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

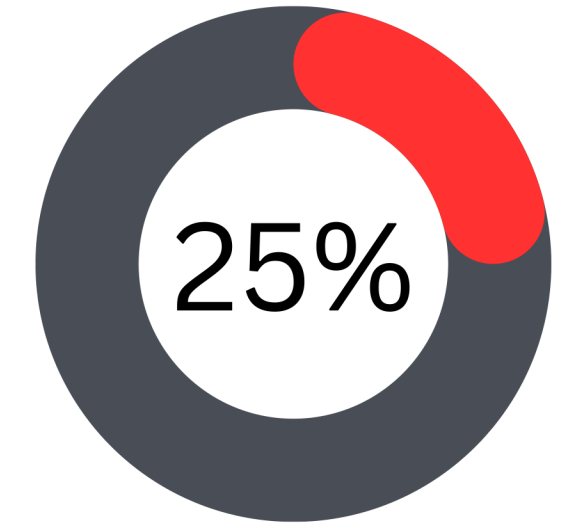
Couples: 2,000 THB

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

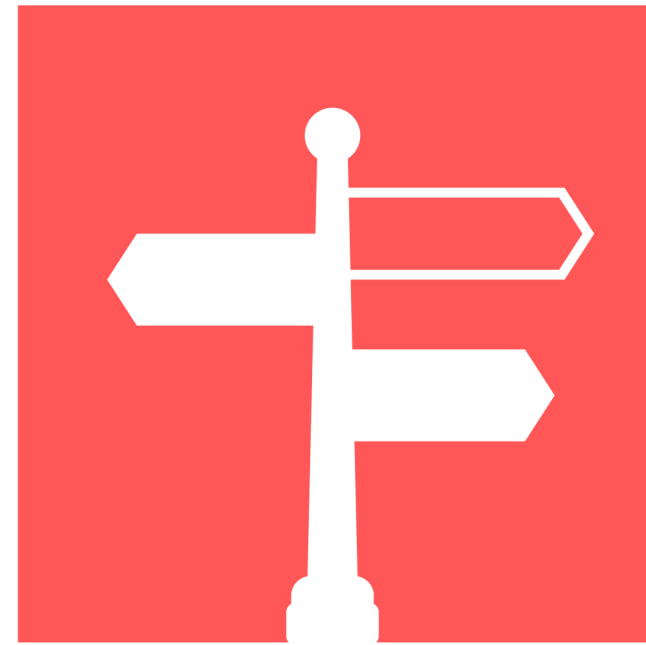
Our target of active users base by the mid of 2024.

2k+

Average Member Attendance

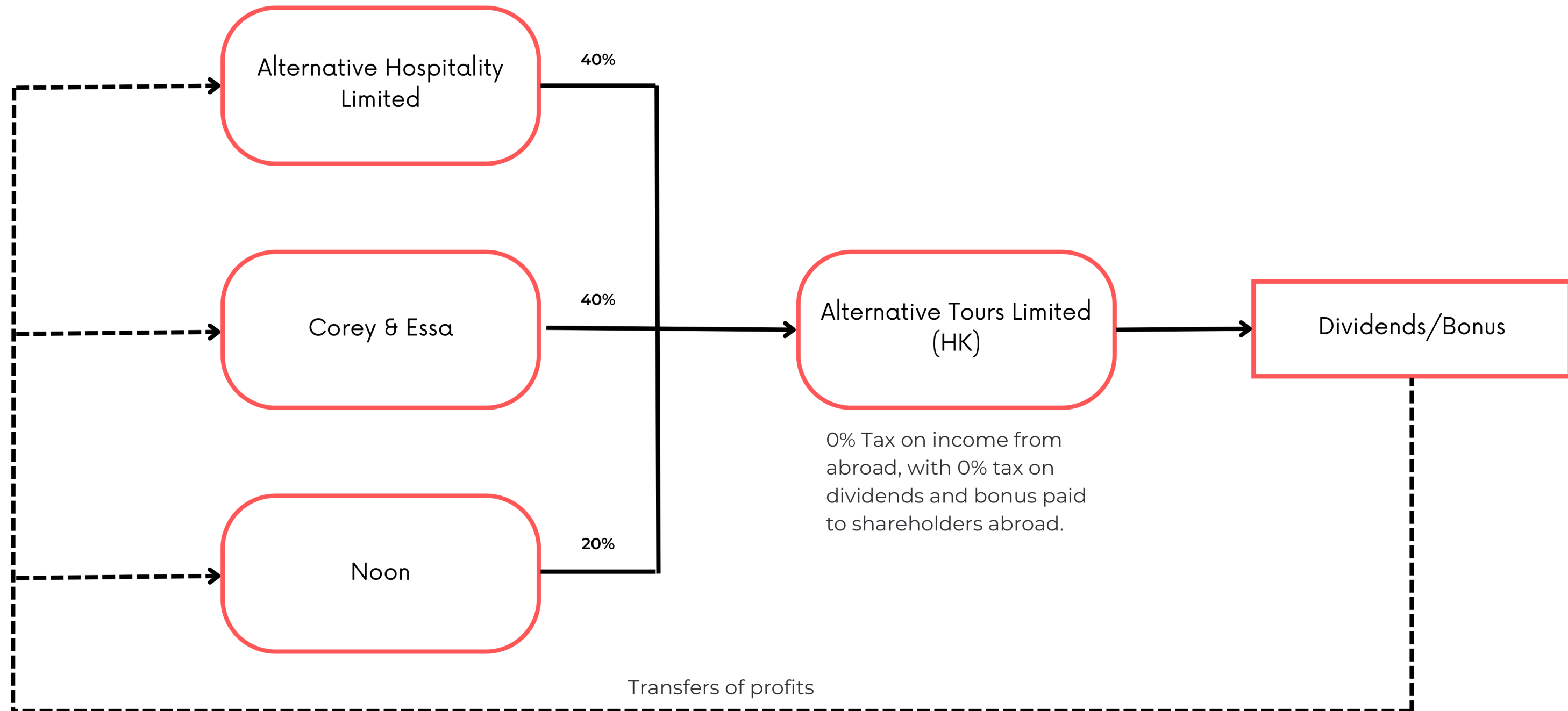
We expect a mix of singles and couples totally per event

120_{pp}



ALTERNATIVE
TOURS

Share Structure



Tour Framework

What is included and what is extra.

Included:

- Villa
- Entertainers
- Transport
- Cleaning Services
- Guide
- Payment Services

Extras:

- Golfing
- Clubs/Bars
- Walking Street Tour
- Yacht/Boat Party
- Water Sports
- Elephant Village
- Beaches
- Temples
- Body Sushi
- Private Villa Shows
- Private DJ
- BBQ Villa

The following day timetable is just an example outline based on a standard 3 nights 4 day event.

The Group Leader will be able to change events or extras only the day before, Guides will use the buffer budget to pay for all extra services in which the group leader has to sign off and reimburse at the end of the trip, all invoices/receipts will be shown to the group leader with a sign off before the guide makes any payments for additional services.

Day 1

Half Day - Arrival of guest from Airport, Pickup and check in - Intro Girls Evening, Dinner and drinking games.

Day 2

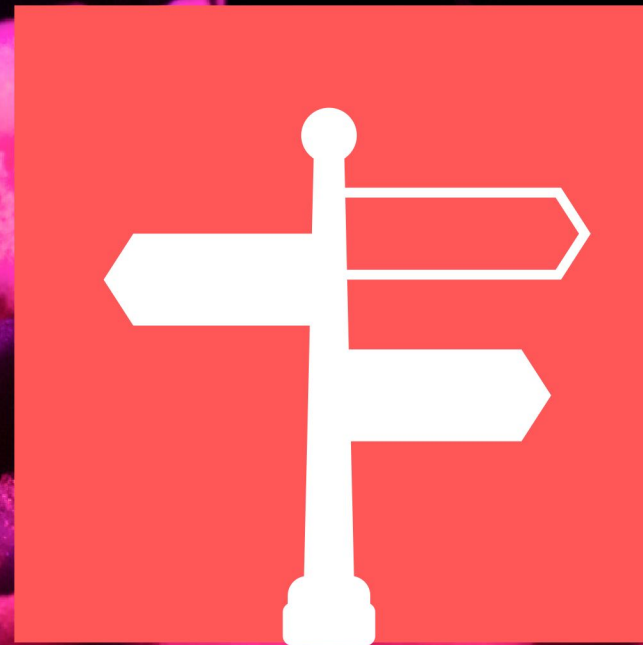
Cultural Tour / Night Tour

Day 3

Beach/ Yacht - Boat Party

Day 4

Checkout - 2pm send guest back to Bangkok (Hotel or Airport)



ALTERNATIVE
TOURS

TO

PATTAYA - SIN CITY



BECAUSE MONEY RETURNS, TIME DOESN'T.

4D3N - PATTAYA

TIMETABLE OUTLINE

Day 1

Half Day - Arrival of guest from Airport, Pickup and check in - Intro Girls Evening, Dinner and drinking games.

Day 2

Cultural Tour / Night Tour

Day 3

Choose Activity

Day 4

Checkout - 2pm send guest back to Bangkok (Hotel or Airport)



4D3N - PATTAYA

VILLA'S AVAILABLE

Depending on group sizes we can provide
4-8 bedroom pool villas

Included

Cleaning Service
Free Drinking Water
Free Soft Drinks
Free Snacks
Pool
Condoms

Meals

Breakfast Included

Extras

Private DJ
BBQ Dinner
Private Villa Shows
Body Sushi



4D3N - PATTAYA

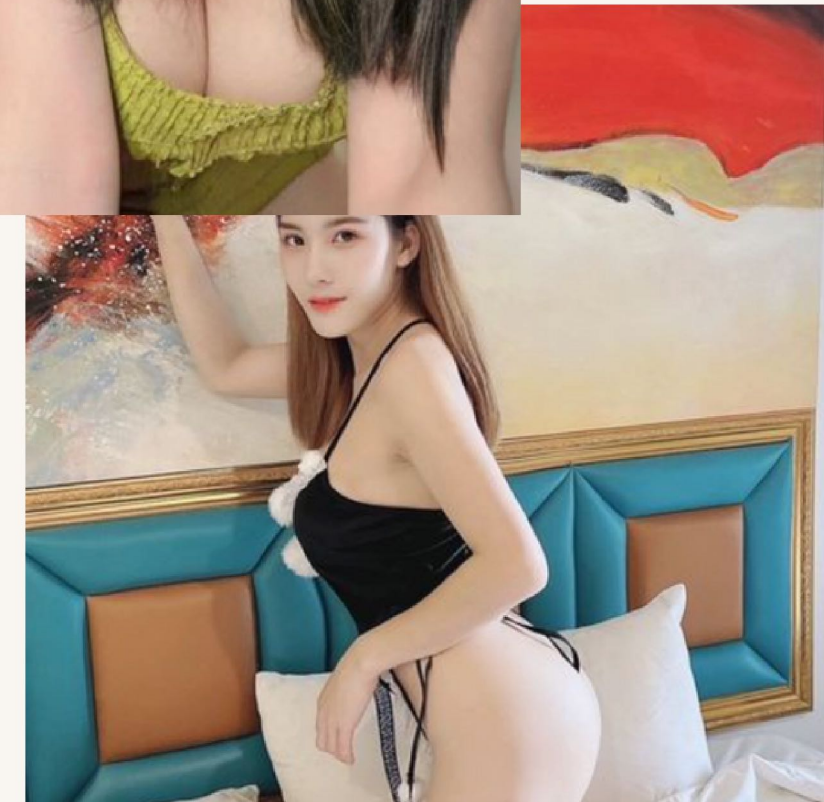
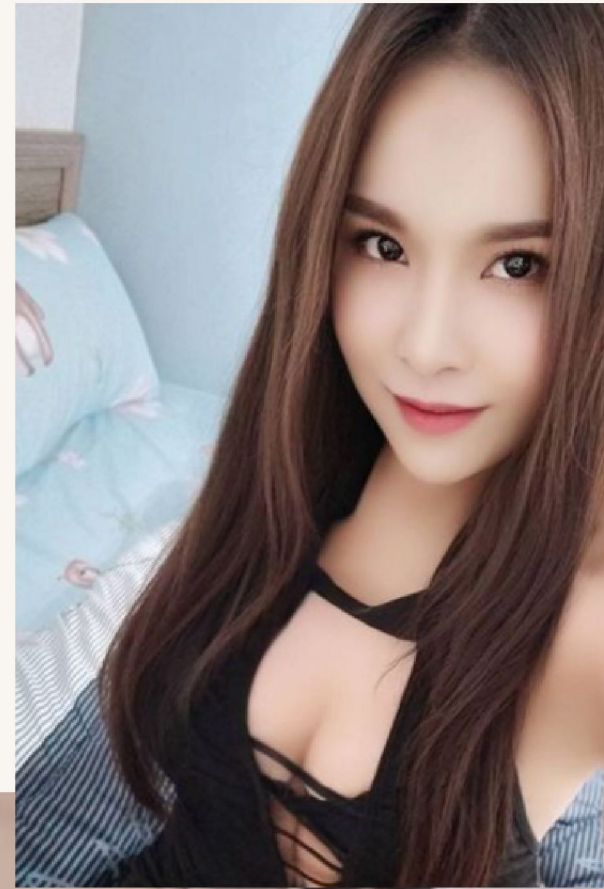
COMPANIONSHIP

We have a wide range of companionship to choose from for your trip, a list of available concubines will be made to you subject to availability based on your tour date.

Each Girl will state what they can and cannot do during the trip, to make sure everyone has an enjoyable time.

All our concubines are included in your tour ticket.

We guarantee that all our girls are 100% women.



4D3N - PATTAYA

FOOD

We are able to help with making bookings for restaurants.

From beach clubs to local food, let us know during your tour what you would like to eat and our tour guide will arrange bookings for you and your group.

Some of our favourite:

- Glass House
- Cave Beach Club
- Limpa la pin
- Chocolate Factory



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PRICING



70,000 BAHT

Per Person

What it includes?

Villa	Free
Companionship	Free
Transport	Free
Cleaning	Free
Guide	Free
Water/Soft Drinks	Free
Condoms (2 Pack)	Free
Breakfast	Free



4D3N - PATTAYA

EXTRA ACTIVITIES



Activity	Price Range	Description
Golfing	TBD	Depending on your group size we will recommend a list of golf clubs based on availability.
Clubs/Bars	5,000-10,000 THB	Depending on your group size and type of club or bar you would like to visit, this price for 2-3 standard bottles with mixers.
Walking Street	Free	A walk down walking street at night, is free of charge, but visiting bars you will need to cover the costs of any drinks for you and your concubine.
Boat Party	50,000 Baht/ Full Day Starting	Rent a boat for a full day (6Hrs) includes Lunch, Free Soft drinks and 1 case of beer. Bikini Party with Live music.
Elephant Village	2500 Person / Half Day	Take a ride though the jungle on elephants, includes lunch
Island Beach	3000 Baht / Half Day	Rent a speed boat to the island and relax on the beach, Drinks and Food not included.
Temples	Free	Your private driver can take you to all the famous temples in the area



ALTERNATIVE
TOURS

Thank you