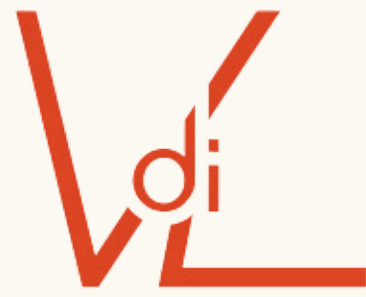


WINERIES



HOTELS

VITA di LUSO
WORLD
JETS



2025 INVESTOR PITCH DECK

Mike Gianni, Founder & CEO

Global Luxury Wineries, Hotels, and Jets

www.vlwinery.com mike@vlwinery.com



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WELCOME

The Vita di Lusso's brands focus on ultra-luxury experiences and appeals to the world's most discerning and affluent wine enthusiasts. These consumers represent the highest global discretionary income and spend big for unique travel experiences, goods, and services. Vita di Lusso will capture every revenue stream from our tourism and hospitality holdings. We will secure all travel and wine revenue—from private aviation to one-of-a-kind stays, wine pairings, and tastings. Our state-of-the-art crush facility will produce the most prolific, cult-style premium Burgundy and Old World French-inspired wines that will deliver our discerning guests rich tasting notes to satisfy their experienced palates.



ABOUT US

Vita di Lusso (VDL) was founded May 15, 2018 and is a visionary ultra-luxury wine and hospitality brand.

Headquartered in Napa, California—VDL merges the art of winemaking with an exclusive lifestyle experience tailored to the top 5% -1% of the world's wealthiest clientele. VDL operates a multi-faceted business model that includes vineyards, wineries, luxury accommodations, fine dining, and private jet aviation—for a cohesive and iconic brand that redefines luxe travel.

Our goal is to establish an unparalleled presence in the wine and hospitality industry through innovative branding, premium offerings, and a commitment to environmental and humanitarian efforts. With a proven track record of marketing and branding experience, our team identified a gap in the industry VDL is uniquely positioned to satisfy. This is a \$15 Million pre-seed funding request that will help us achieve key milestones, including securing our 2025 allocation wines, acquiring tasting rooms, setting up our corporate office, and showcasing a compelling proof of concept to potential investors.

OVERVIEW

VDL was established with a mission to provide clients with not only ultra-premium wine products but also an all-encompassing lifestyle experience. Our operations are divided into distinct but synergistic platforms:

- **Vineyards**
Supplying A+ fruit for VDL wines and leasing vineyard estate properties.
- **Wineries**
Producing 12 varietals of cult-style luxury wines, direct-to-consumer sales, wine education, food and wine pairings, and packaging.
- **Crush Facility**
With over 249,000 sq ft, the Crush Facility will serve as a multipurpose building that will support VDL's Corporate Offices and all revenue streams: winery, restaurant, tasting lounge, printing, wine production, bottling, packaging, fulfillment, and more.
- **Hotels**
Luxury accommodations, villa rentals, fine dining, spas, events, and private chef services.
- **Private Jet Aviation**
Charter services, concierge experiences, and exclusive lounges

With this model, we cater to high-net-worth individuals, wine connoisseurs, and enthusiasts, leveraging a clientele of over \$1.2 million domestically.



AUDIENCE

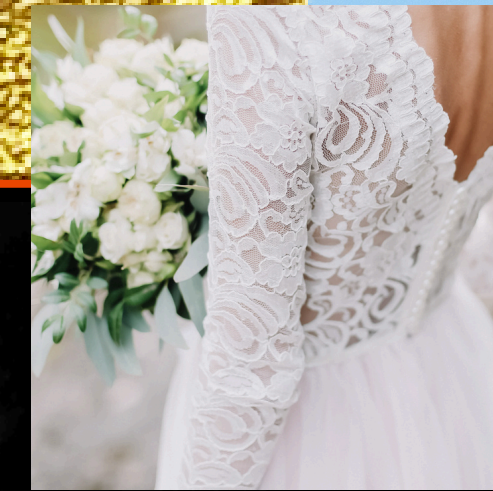
Vita di Lusso will market the world's most affluent individuals with the highest discretionary income. These individuals, their partners, and families prioritize luxury experiences and are wine enthusiasts. They will visit our properties to get away, marry, reconnect, relax, and unwind.

World Travelers and Wine Enthusiasts

Royalty, Celebrities, Government Leaders, Independently Wealthy Individuals, Celebrity Couples, Foreign Celebrities and Dignitaries, \$MM Business Owners, Financiers, Real Estate Moguls, Young Influencers who earn at least \$1.5M+ annually ages 30-65.

Our Guests:

- *prioritize high-end luxury spa, hotel, and wine experiences*
- *are willing to spend on premium products, brands, labels, and services*
- *want unique wine experiences: tastings, spirits, and vineyard tours*
- *want to get away from the urban bustle of the city to escape and disconnect*
- *are seeking high-end accommodations and personalized service*
- *need a quiet getaway to rest and recharge*
- *prefer an exclusive and private venue for a corporate accommodations*
- *value a private and exclusive wedding venue and experience*
- *are seeking a special and memorable venue for family gatherings and celebrations*
- *are loyal to private and convenient hotels with attentive/discreet staff*
- *are experienced and seasoned destination travelers*
- *are worldwide personal and business travelers*



WHAT SETS OUR BRAND APART

Vita di Lusso stands apart from its deep understanding of its clientele, derived from over three decades of experience as consultants for leading luxe brands and wineries. This insight enables us to craft tailored experiences and products that surpass expectations. Our unique strengths include:

- A global reputation for branding and marketing excellence.
- Access to premier and prolific global winemakers.
- Innovation in product development and client experiences.
- A commitment to humanitarian efforts (giving 10% to retraining veterans, the unemployed, and homeless).
- Regular giving into nonprofits: 1) Pay it Forward, LLC to assist veterans and area homeless in need, and 2) The ROXY Fund to assist with animal exams, emergency services, surgeries and veterinary care.
- Leadership with an unmatched passion for transforming the industry and addressing global humanitarian challenges.

These differentiators set the VDL brand apart and position as a trailblazer in redefining luxury wine and hospitality experiences while fostering a positive global impact.



HUMANITARIAN COMMITMENT

Our commitment to social responsibility is as robust as our business goals. By allocating 10% of gross profits to humanitarian efforts, we aim to make a tangible difference in the lives of veterans and the unemployed. Our programs focus on retaining individuals to work within our brand, offering them the tools to reintegrate into society and build meaningful careers.

Pay it Forward, LLC extends to our daily operations—from the wineries and hotels to every wine region we touch. This philosophy not only enriches the communities we serve, but also reinforces our brand's reputation as a force for good.

The Roxy Fund will receive ongoing capital to be used exclusively to assist families and members of the community in caring for beloved pets and wild animals in need of emergency and scheduled veterinary care.

MARKET



The market for wineries, hospitality, and private jets is interconnected and caters to a niche segment of the market that is extremely affluent customers seeking luxury experiences. These markets overlap, as luxury travelers seek winery experiences during their stays at high-end hotels and many opt for jet travel to reach their destinations.

- **The Global Wine Market**

The global wine market is experiencing steady growth, driven by increasing consumer interest in premium and organic wines. the rise of wine tourism has also contributed to this growth with more people visiting wineries for tastings and tours. Wine enthusiasts, fine wine connoisseurs', tourists and corporate clients are key demographics. This includes affluent individuals ages 30-65 years of age, often with disposable income to spend on premium wine experiences. These is a growing trend towards sustainable and organic wines, as well as, experiential offerings like vineyard tours, wine, spirits and food pairings with exclusive events.

- **The Luxury Hospitality Market**

The luxury hospitality market is expanding with focus on personalized experiences and high-quality service. This includes boutique hotels, luxury resorts and unique accommodations. High-income travelers, business professionals and event planners are primary targets. This market often includes couples, families, and corporate unique local experiences that enhance the stay. There's also a growing demand for personalized services and exclusive access to events.

- **Private Jet Market**

The private jet market has seen significant growth post-pandemic as more individuals and businesses seek safe and efficient travel options. The market in includes both ownership and charter services. High-net-worth individuals, corporate executives, and celebrities are the main clientele. This group values privacy, convenience, and time savings. There is an increasing interest in fractional ownership and jet card programs, which offer more flexible and cost-effective options for private travel. Sustainability is also becoming a focus with more companies exploring eco-friendly aviation options.



COMPETITORS

The global wine industry is valued at over \$1.6 Trillion and has faced some decline at 6% annually since the pandemic in 2020. While the industry is recovering, the data highlights the need for innovative solutions to resonate with evolving customer trends and demands. Vita di Lusso has identified a critical gap: the lack of ultra-luxury experiences that seamlessly integrate wine, travel, and hospitality.

Our Competitors Include:

- JCB Wine Collection
- Treasury Wine Estates
- Foley Family Wines
- Constellation Brands

These brands have an established presence in the marketplace, but lack the comprehensive understanding of client desires Vita di Lusso addresses. Combining our expertise in branding, unmatched client insight, and superior product offerings—we are poised to capture market share and set new standards for excellence.

VDL ROADMAP

2025 PHASE 1

● Phase 1 Operations (\$667M in Funding)

Close/Release: \$15M Pre-Seed Investment

- Secure First Round Funding
- Phase 1 Operations & Business Services
- Build Core Team & Staff
- Primary Asset Acquisitions
- Construction/Remodeling
- Launch Primary Technology Stack
- Initial Crush Operations
- Hospitality, Spa, Restaurant Operations
- Marketing, Branding, Interactive Assets
- Finalize Initial Services Contracts
- Leases/Wine Revenue Streams
- Soft Opening by [TBD]
- Take First Guests by [TBD]
- Launch Jets by [TBD]
- Q1-Q4 P&L Review/Reporting to Investors

2026 PHASE 2

● Phase 2 Operations (Total \$7B Capital Raise)

Post POC Domestic: VDL Expands/Goes Global

- Secure Second Round Funding
- Phase 2 Operations & Business Services
- Add Expanded Leadership Roles & Staff
- Continued Asset Acquisitions
- Construction/Remodeling
- Ongoing Tech Stack/Network
- Wine Making Production & Bottling
- Hospitality, Spa, Restaurant Ongoing
- Marketing, Branding, Interactive Assets Ongoing
- Launch VDL Stay App
- Launch Guest Loyalty Program
- Launch Guest VIP Program
- Launch Guest Referral Program
- Launch NEW Wine Experiences
- Launch VDL Jets Black Card Program
- Q1-Q4 P&L Review/Reporting to Investors

2027 PHASE 3

● Phase 3 Operations (Total \$14.8B Capital Raise)

European Expansion: Spain, Greece, Portugal
US/Domestic Expansion: FL, CO, UT, Southern CA

- Secure Third Round Funding
- Phase 3 Operations & Business Services
- Add Expanded Leadership Roles & Staff
- Continued Asset Acquisitions
- Construction/Remodeling
- Ongoing Tech Stack/Network
- Full Wine Production Operations & Sales
- Full Occupancy Hospitality, Spa, Restaurant (Ongoing)
- Marketing, Branding, Interactive Assets (Ongoing)
- Launch NEW Wine Experiences
- Q1-Q4 P&L Review/Reporting to Investors

VDL ROADMAP

2025: PHASE 1

● Secure \$15M Seed Investment + Phase 1 Operations (Total \$667M)

Operations:

- Setup VDL Offices with Necessary Leadership & Hire Primary Staff
- Secure Legal, Insurance, Business Services, Operational Budget

Asset Acquisition:

- Acquire Phase 1 Properties, Rebrand Spas, Hotels & Restaurants
- Construction/Remodel Projects

Technology:

- Launch Primary Tech Stack to Launch Operations
 - Primary Corporate Software OS (Mac, .net, or both?)
 - Primary Hardware for Corporate & Remote Team(s)
 - Server/Storage Needs
 - Networking Needs
 - Setup Phone System & Wifi in Corporate Office & Acquired Properties
 - Setup Cells/Walkies for Leadership Team
- Vet and Source BI, POS, CRM, and Hospitality Software (Open Source, Cloud, and Reporting)

Winemaking:

- Purchase Crush Facility, Purchase Equipment, and Setup Production Facility
- Prepare and Set Up Bottling Facility for Production
- Establish Wine Making & R&D Team
- Secure Fruit Producers and Grape Suppliers
- Address Brands of Acquired Wines (rebrand, etc.)

Hospitality/Restaurants/Spas/Wineries:

- Hire Necessary Staff
- Rebrand all Signage & Facilities
- Setup Front/Back of House Restaurant Operations
- Finalize Menus, Wine Pairings, etc.
- Get Everyone On Same Tech Operations Systems

Marketing:

- Finalize Branding and Marketing Across ALL Assets in VDL Portfolio
 - Corporate Collateral, Business Cards, etc.
 - Hospitality Packaging, etc. (name tags, uniforms, gift shop/retail, linens, signage, spas, hotels, restaurants, etc.)
 - Jets Painting/Decals & Branded Items
 - Wine Labels & Packaging, Stemware, Dinnerware, Linens, Tasting Room Signage, etc.
- Launch Brand Website & Social Assets

KEY FINANCIALS

The financial projections of Vita di Lusso are forecast on the assumptions below. These forecasted numbers are conservative and are expected to show deviation but to a limited level such that VDL's major financial strategy will not be affected.

	2025 Forecast	2026 Forecast	2027 Forecast
Total Gross Revenue Year-Over-Year Growth %	\$500,301	\$1,044,020 209 %	\$1,389,201 133 %
Product COGS COGS %	\$20,917 4.2 %	\$46,435 4.4 %	\$90,977 6.5 %
Gross Margin PM %	\$479,384 95.8 %	\$997,584 95.6 %	\$1,298,224 93.5 %
Logistics % of Sales	\$1,225 0.2 %	\$2,396 0.2 %	\$5,341 0.4 %
Total Operating Expenses % of Sales	\$142,409 28.5 %	\$297,527 28.5 %	\$451,518 32.5 %
EBITDA EBITDA %	\$335,749 67.1 %	\$697,661 66.8 %	\$841,365 60.6 %

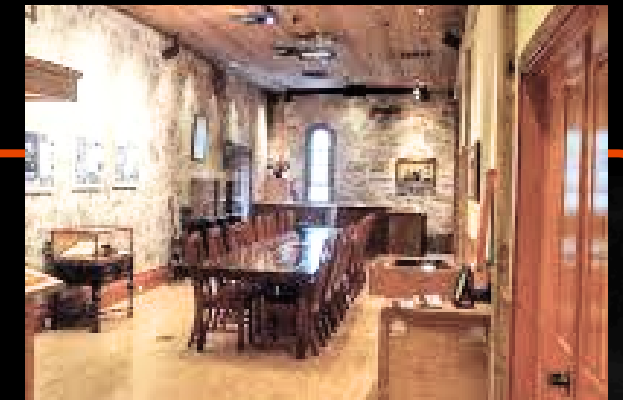
\$ in '000s



VINEYARDS

4223 Silverado Trail | Napa, CA

Three fully remodeled cottages to be leased by VDL with a refurbished historical barn for tasting room experiences situated on nearly 18 private acres—set far back off of Silverado Trail. The property offers cash flow from the 8 acres of premium Cabernet Sauvignon vineyards. Sizable well, new generators, two outbuildings used as garages, Bocce ball court, two outdoor firepits, six ancient olive trees, 100 olive trees to make your own olive oil along with multiple fruit trees. Minutes to both downtown Yountville & Napa.



WINERIES

Chateau-Montelena | Calistoga, CA

Is best known for winning the Judgment of Paris in 1976, and put California at the forefront of the wine world. Founded in 1882, the winery flourished until Prohibition. The modern revival of Chateau Montelena began in 1972 when Jim Barrett purchased the Estate. Recognizing the property's unique potential, the Barrett Family invested in replanting the vineyard, modern equipment, and improving all farming and winemaking processes. Today Chateau Montelena is honored on the National Register of Historic Places and continues to be family-owned.



HOTELS

Alila Napa Valley | St. Helena, CA

Alila Napa Valley is a destination unto itself. Located just steps from downtown St. Helena, guests have unparalleled access to all the delights of the local culture with more than 400 wineries and tasting rooms that call this picture-perfect town home. Between tastings, experience downtown's many charms from chic boutiques and contemporary art galleries to artisanal bakeries, cafes, and Michelin-starred restaurants for a journey of discovery through the scenic landscape.



HOTELS

Stanly Ranch | Auberge, CA

On the southern edge of Napa Valley, the banks of the Napa River contour around the historic Stanly Ranch, where pristine vineyards blanket gently rolling hills that rise up to meet the wide-open California sky. Stanly Ranch, a new destination in the heart of wine country, celebrates the romance of connecting with family and friends in a setting that's steeped in winery estate tradition, inspired by the beauty of the land, and infused with a fresh, convivial spirit allowing you to explore the adventures of Napa Valley and is only minutes from our Crush Facility and Napa Airport.



HOTELS

Four Seasons Resort | Calistoga, CA

In the food and wine capital of North America, Four Seasons is a bespoke luxury resort in Napa Valley, the heart of California wine country. This Forbes Five-Star Hotel in Calistoga is set within its own world-class vineyard. Discover innovative and seasonal cuisine at Michelin-starred Auro, holistic spa rituals at Spa Talisa and thoughtfully personalized Four Seasons service. Raise a glass to all the best in life as you soak in magnificent views of Napa Valley.



PRIVATE JETS

TRIAX Air | Napa, CA

Vita di Lusso (VDL) World Private Jets are a one-of-a-kind offering. Our Gulfstream 800's are branded with the purpose of creating introductions and invitations to VDL World. Our corporate jets will be managed by TRIAX Air as an independent business and equity partner. Under terms that prove environmental impact, TRIAX Air will exclusively manage the needs of VDL World and as a Fixed Base Operation, a complimentary avenue for branding VDL World, expanding its network, gaining in real estate acquisitions, while impacting the Napa Valley airport and beyond.



CRUSH FACILITY

Vita di Lusso Headquarters | Napa/Sonoma, CA

The Vita di Lusso Crush Facility is a 249,904 sq ft multipurpose facility that will house VDL's Corporate Offices and support all revenue streams—from the winery to restaurant, tasting lounge, printing, crushing, fermenting, aging, bottling, fulfillment and wine experiences. Our brand will produce cult-style premium Burgundy and Old World French-inspired wines that will deliver guests rich tasting notes to satisfy their experienced palates.



FOUNDER | PRESIDENT CO-CEO

MIKE GIANNI

Specifically, responsible for the day-to-day vision, acquisitions, creating company culture, brand development and marketing with a emphasis on performance monitoring of Vita di Lusso. Focused primarily on Wine, Wineries, and Hospitality revenue streams.

CORE TEAM LEADERS

CO-CEO INGA MORK

Daily operations of VDL structure and business practices with the emphasis of risk management, stakeholder communications. Responsible for the acquisitions and management of the Private Jets and the Aviation Division as well as the Global Humanitarian Efforts of Pay it Forward.

CFO PAUL ELDER

Daily financial planning, risk management, financial reporting, budgeting, cash flow management and investment management and fiscal compliance.

COO LYNNDA MORI

Oversees daily operations of Vita di Lusso. Emphasis in the supporting role in acquisitions, operational strategy, budget management, risk analysis, customer and team leadership, development of talent and expansion.

CIO TITI IKHIE

Responsible for the maximizing the positive impact of the organization, focusing specifically on the global humanitarian efforts of Vita di Lusso and Pay it Forward, measuring the impact metrics and framework, compliance, advocacy and communications.



CORE TEAM LEADERS

CMO TRACY WHIPPLE

Reports to founder Mike Gianni, and oversees marketing strategy and execution for the company while ensuring and executing guidelines of the brand development. Strategically developing the marketing campaigns, market research, team leadership, customer engagement and collaborations.



EXECUTIVE VP BUS DEV | BRANDING BEN KASMAN

Daily financial planning, risk management, financial reporting, budgeting, cash flow management and investment management and fiscal compliance.



VP | SPECIAL PROJECTS DARYL SIBBITT

Daily focus on operational projects ranging from IT to manufacturing; marketing and branding; hospitality and travel to ensure compliance, safety standards and profitability are aligned with VDL CAPEX goals.



EXECUTIVE VP | WINEMAKING & VITICULTURE OPERATIONS DOUGLAS DANIELAK

Responsible for vineyard and winery acquisitions, viticulture operations, all global winemaking production, and all global crush facilities. Managing all viticulture and winemaking teams.

