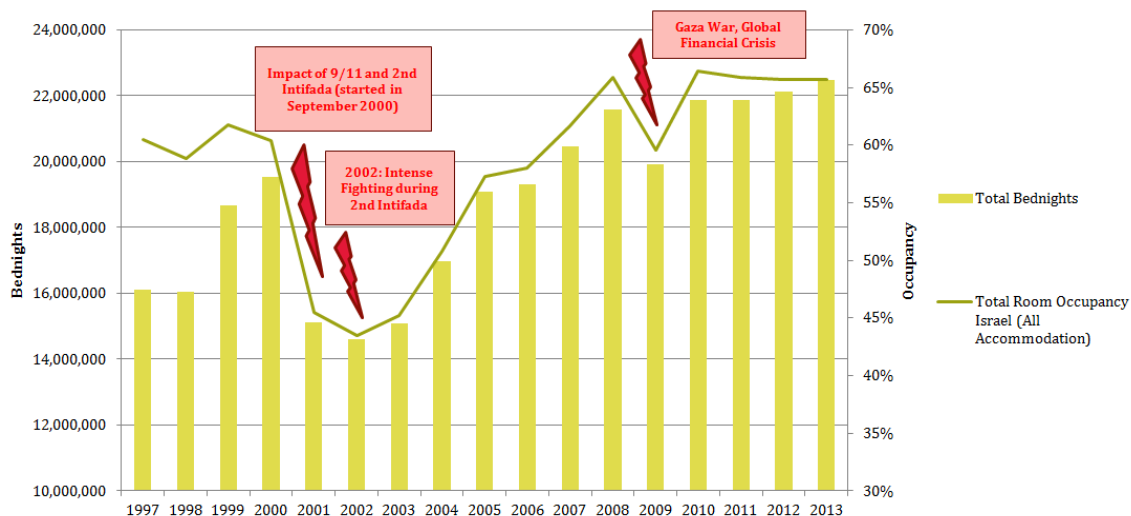




Jerusalem 5800 - Executive Summary

Tremendous economic opportunity is being suppressed because the present and future shortage of hotel rooms in Jerusalem and Israel will continue to limit tourism for a decade or more. Jerusalem 5800 is a transformational master plan for Jerusalem, Israel's tourism anchor to the year 2050 that will lift the limit and become the catalyst for much needed real-economic growth and security. Kevin Bermeister, founder and principal sponsor of this vision for Jerusalem's future started to purchase hotel development sites and to build much needed, additional rooms, whilst funding archaeology and other projects related to tourism goals. His background is technology including as founding investor of Skype. He obtained exposure to tourism in Sydney Australia in the lead up to and following the Olympic Games in 2000.

Jerusalem 5800 established as its main goal to reduce poverty across Jerusalem and Israel by providing real employment growth for unskilled workers and many new economic opportunities. The simple and best way to achieve that goal is to supply latent demand by building more hotels with consequent increases in flow-on employment opportunities. Investors associated with 5800, including through sovereign fund relationships, recognize this [supply side problem](#) and are willing to build upward of 10,000 hotel rooms and fund a new airport. Ben Gurion has a 10 year limited capacity to cope with growth of Israeli tourism and cannot be expected to service Israel's relative share of the world tourism market.

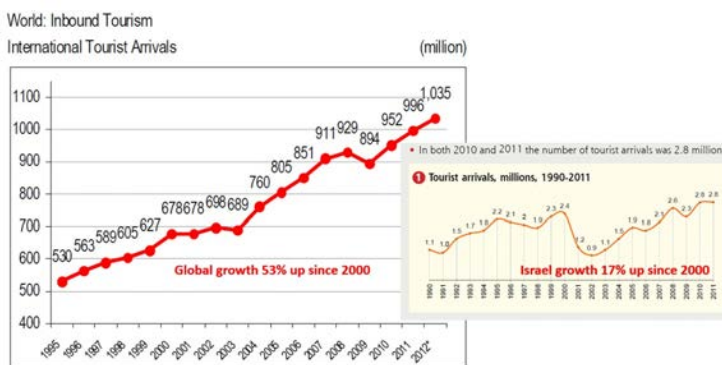


Source: Central Bureau of Statistics

5800 research showed town and tourism planning is fragmented and framed by short term horizons. This has led to government planning, which in many cases is not mindful of lessons learned and mistakes made internationally. As a result, we assembled an independent team of the best Israeli tourism, transport, environment, heritage and security planners and supplemented them with access to domestic and international expertise. We consolidated existing plans and forecast the future.

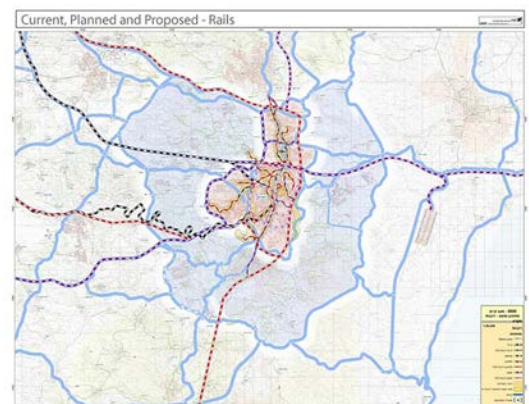
On a recent trip Zulkifli Baharudin of Singapore participated as a 5800 guest advisor to assess the work. Zul is a:

- past secretary to Lee Kuan Yew
 - board member of Changi Airport Corporation
 - board member of Civil Aviation Authority of Singapore
 - ambassador for Singapore
 - Chairman of Singapore Post
- and recognised transport, logistics and tourism expert.



We mandated our planning team to collect data from all departments of Israeli Government and to develop an unconstrained, long term development plan for Jerusalem then work back to the projects required, in priority. This work has taken place over 4 years, the findings are compelling; where in a decade the world grew 53%, Israel fell short at 18% highlighting the systemic problem.

With support 5800 and associates would like to help solve this problem and help reduce poverty. We believe our plan will deliver significantly beneficial results including constituent support. However, it needs committed, top down leadership to ensure some of the current sub optimal / short sighted development plans are re-considered: For example; Israel's regional airport plans, we suggest are a mistake derived from a fragmented departmental approach. Second or third airports will be costly, they are not currently funded and create cost centres for the country. The proposed



locations do not benefit from the economic lessons already learned in other countries.

We propose a different approach which has proven successful in Hong Kong, Shanghai, Malaysia and is currently regarded as best practice internationally. We can deliver a new airport in the Horkania Valley, near Jerusalem and the Dead Sea with approximately 20 years capacity for Israel and the immediate region. Factoring in tourism growth in line with world standards, this plan would deliver significant economic benefits, including new development and trade, the strong probability of constituent support while delivering net cash back to the economy after fully funding the public sector share of the airport development.



Invitation

Given your time constraints and the complexity of 5800's research, we would like the opportunity to meet one of your trusted advisors for a dedicated few days and fully brief them on:

- our proposals,
- the Jerusalem 5800 plan that our team has developed and
- introduce them to our team of experts and some of our the capital partners

Should you look favourably upon our plans, after briefing our Israeli based private/public steering committee, funded by benefactors to a US based 501c will meet, discuss with your team and suggest ways for you to join the growing support base in achieving 5800's necessary objectives.

We invite your interest and welcome your contribution.