

FROM THE FOUNDER

At ONE ROQ, our vision has always been to reimagine the relationship between brands and consumers by demonstrating a more equitable – and thrilling – brand experience is possible when companies intentionally decide to draw back the curtain. It's because of this aim, we are pushing ourselves to elevate the ONE ROQ brand Membership platform even further – while capitalizing on a next-generation marketing strategy within the \$1T global beverage market.


Today, we share with you our vision to give our growing, global community a place to meet, drink, share, and make new connections. Welcome to Club House® by ONE ROQ.

Cheers,

Garrett Green, Founder

ONE ROQ® Spirits





Club House® is a luxury Members club developed by emerging luxury adult drinks company, ONE ROQ. It is also the physical manifestation - and newest paid amenity - of our digital membership rewards platform, ONEROQClub.com.



Size & Location

Club House(s) are envisioned to be 4,000 to 10,000 sqft facilities located in or near the heart of entertainment districts of major metropolitan cities. Miami, LA, NYC, London, Paris

Design

The property will be designed between ONE ROQ's in-house team and prominent night club / restaurant designer, Linda Daniels to ensure visual and lifestyle standards marry with that of the ONE ROQ brand.

Membership Structures & Limits

Membership to the House will be offered through ONEROQClub.com. A cap of 2,000 members will be permitted per location with potential reciprocal benefits at all future potential locations that are established.





Amenities – Feel – Vision

Club House® will feature dramatic designed spaces that encompass main Lounge & Bar (speakeasy), Gift Shop, on-site concierge, Stay Suites, and complimentary Chauffer for travel to and from the House's network of hospitality partners*. Club House will set a new standard for private entertainment, hospitality and brand value.

Signature Services

- App-enabled reservations and check-in with custom hosting upon arrival (think Ritz-level hospitality but with trendy-laid back energy)
- Personalized Liquor & Wine Bottle Lockers
- Complimentary drop and pick up via ONE ROQ Chauffeur
- Special Events
- Weekly Signature Drinks & Small Bites
- Curated Nights Out through our network of premium partner bars, restaurants, night clubs, sports, music and theater venues
- Monthly Celebrity Drop-ins & private performances.

Other Perks

- Up to 50% off on and off-site retail purchases





FPO

Library / Smoking Room

The Library / Smoking Room is another themed, reservable event space featuring bright and dark tones, plush seating areas, and wifi music streaming. Marble cocktail tables allow for one-on-one meetings, private workspace, or a place to unwind with your favorite ONE ROQ Martini.

The Lounge Bar (Speakeasy)

The house's main attraction: a hidden members lounge/nightclub & speakeasy with regular celebrity guests. A unique space for lounging, meeting, working, and special events.





Rooftop Lounge

Rooftops are programmed with a pool and DJ booth to give members sun and fresh air while enjoying local DJs both day and night. City and nature views surround the ORVC styled rooftop furniture and cabanas.



The Lobby Bar

The House lobby features a round bar that doubles as check-in/reception for guests. Check in will flow naturally to the lobby lounge accented by fireplace with ONE ROQ embossed mantel. A balcony will be added for guest DJs, event speaking engagements & member toasts.



Retail

Connected off the Lobby Lounge, a round, Vatican-like gift store with dramatic up-lit glass shelving will entice guests for the quick must-have purchases of ONE ROQ's finest special edition items and memorabilia.



Banquette / Meeting Room

A Flexible Banquette / Meeting Room will allow for members to reserve/rent this space. This space will also be used for weekly/monthly staff meetings to uphold our Ritz Carlton-standard guest service standards and building our trusted reciprocal network of participating bars, restaurants, hotels and entertainments venues.



Lux Stay Suites

Quick stays will be provided for most locations, while the full-service locations will include the full list of amenities and services. Plug-in rooms will be available at select airports and casinos, offering ORVC members exclusive access to ORVC rooms.



The House will be fitted with various room types with every room tailored in the ONE ROQ brand and palette. Clean and modern materials are juxtaposed on vintage furniture and historical architectural elements. House Suites will feel like a luxury home-away-from home.





Curated Nights Out

The House will deliver premium hospitality & entertainment through its network of surrounding partner bars, restaurants, theaters, and sporting venues, allowing us to build reciprocating retail partners in the market.



Media Plan

With private clubs becoming more popular, it will be important for ONE ROQ stand apart and offer compelling long-term value to its Members. We believe ONE ROQ's lifestyle positioning as a luxury spirits maker, combined with our key fractional ownership feature offers a game-changing membership experience that will attract a wide-range of hospitality, lifestyle and entertainment enthusiasts.

ONE ROQ will pursue the branded press you would expect from names like Robb Report, Vanity Fair, GQ, Wall Street Journal, Conde Nast, Vogue, and more.

Sales Plan

ONE ROQ will launch a 4 channel sales plan.

- Channel 1: ONE ROQ will pre-offer memberships to its existing 5,000 member community. It anticipates roughly 1500 to 2000 monthly Club subscribers to come from this direct communication campaign.
- Channel 2: ONE ROQ will run communication campaigns and paid digital advertising campaigns for to drive new membership sign ups
- Channel 3: ONE ROQ will list itself on popular Hotel booking sites such as Hotel Tonight and Hotel Booking.com to drive room sales and new Member discovery
- Channel 4: ONE ROQ will establish corporate relationships that offers premium business lodging and hospitality services to qualifying companies in exchange for annual b2b subscription commitments

Pricing Metrics

- Locals: Initiation of \$1200 / \$200 Monthly (whom will use the facility regularly)
- Out of State: Initiation \$200 / \$50/day passes (whom will use the facility but 1-2x a year, unless conducting regular travel routes)

Includes: up to 50% off Room Reservations, On/Off site Retail Purchases, and 24/7 Facility Access

ONE ROQ will price its room rate at \$350.00 a Night to Non-Members (\$140/nightly before tax to Members.)



COSTS

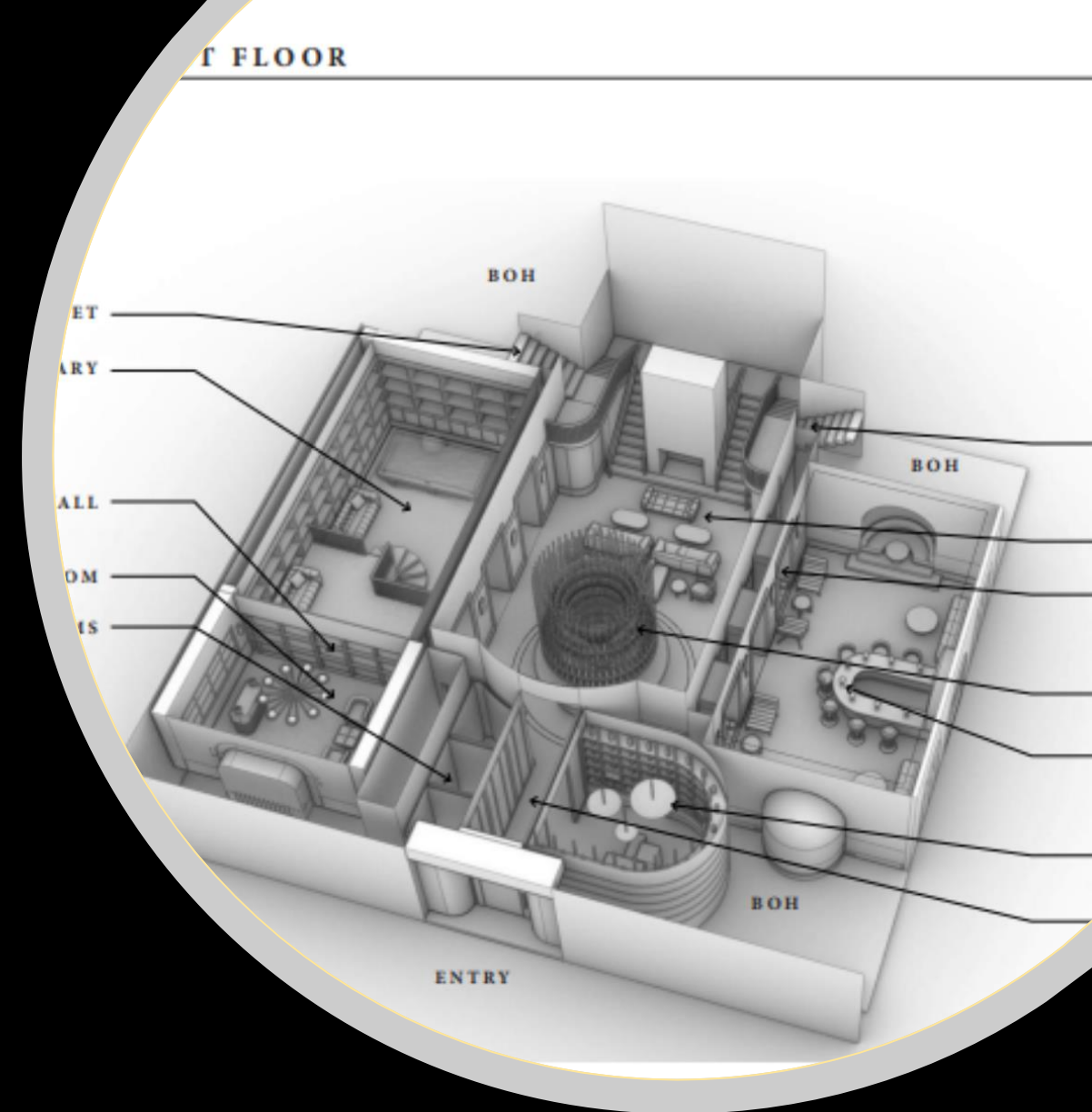
We've established preliminary start up expenditures, along with break-even financials in connection with sourcing, advertising, renovating, staffing and opening our first location. To control cost– and risk – ONE ROQ House will source an existing commercial space to renovate - vs build new.

Investment Tranche 1: \$100,000

Site Discovery/Selection, Space Plan Proposal, Investor walk-through (2-3 months)

Tranche 2: \$1.5M - \$2.5M

Lease Execution, Renovation, Opening Event (3-6 months start to finish).





ONE ROQ CLUB HOUSE

DESIGN APPROACH



In partnership with Linda Daniels

DESIGN APPROACH - CONCEPT

INCLUSIVELY EXCLUSIVE : SPACES CREATED FOR EVERYONE BUT INTIMATE

SIMPLY LUXURIOUS : NOT OVER DONE BUT SATURATED WITH QUALITY

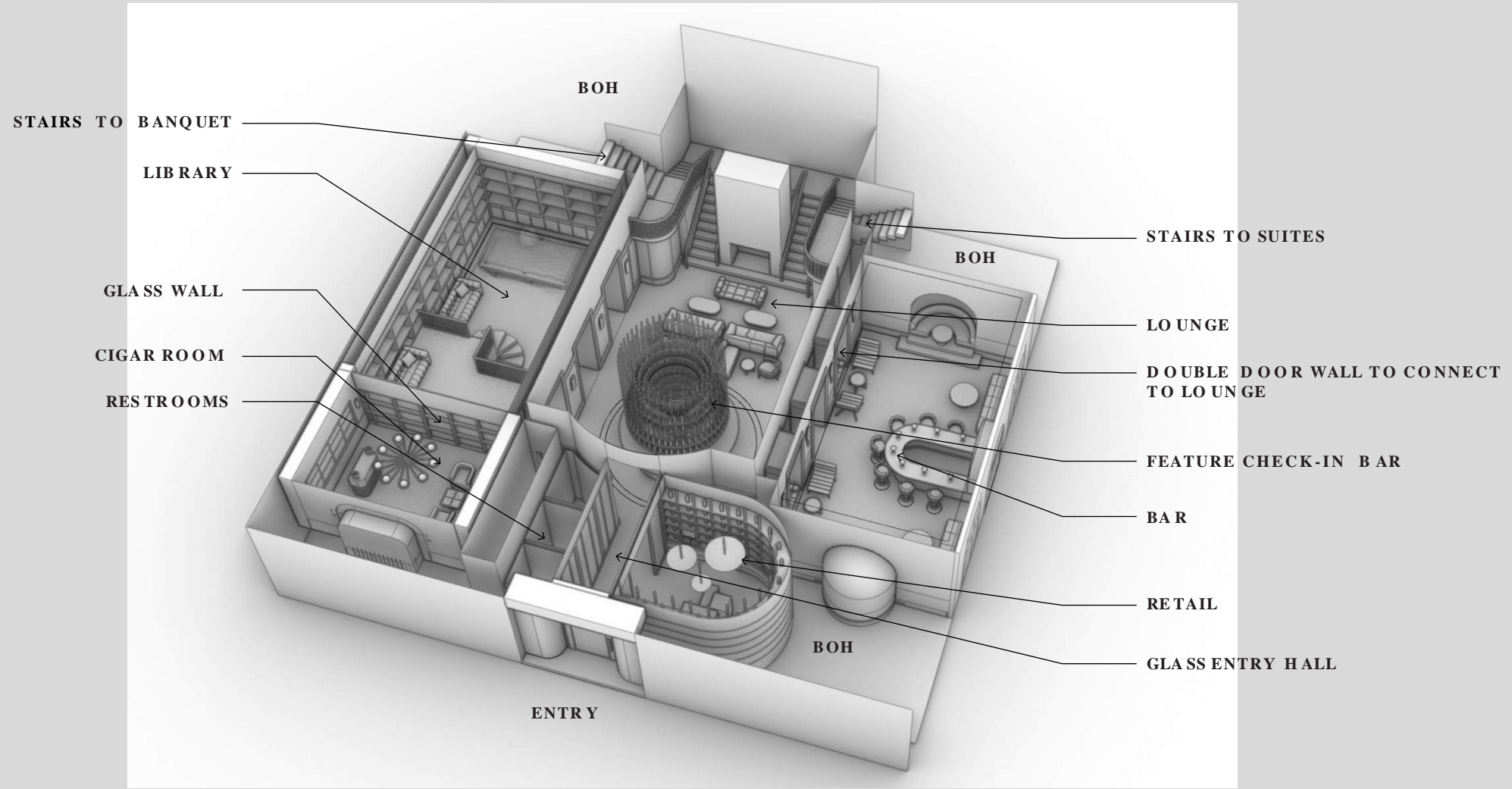
ENGAGING ALL SENSES : DEEP GLOWING TONES WITH DARK MYSTERIOUS BACKGROUNDS... UNIQUE YET FAMILIAR



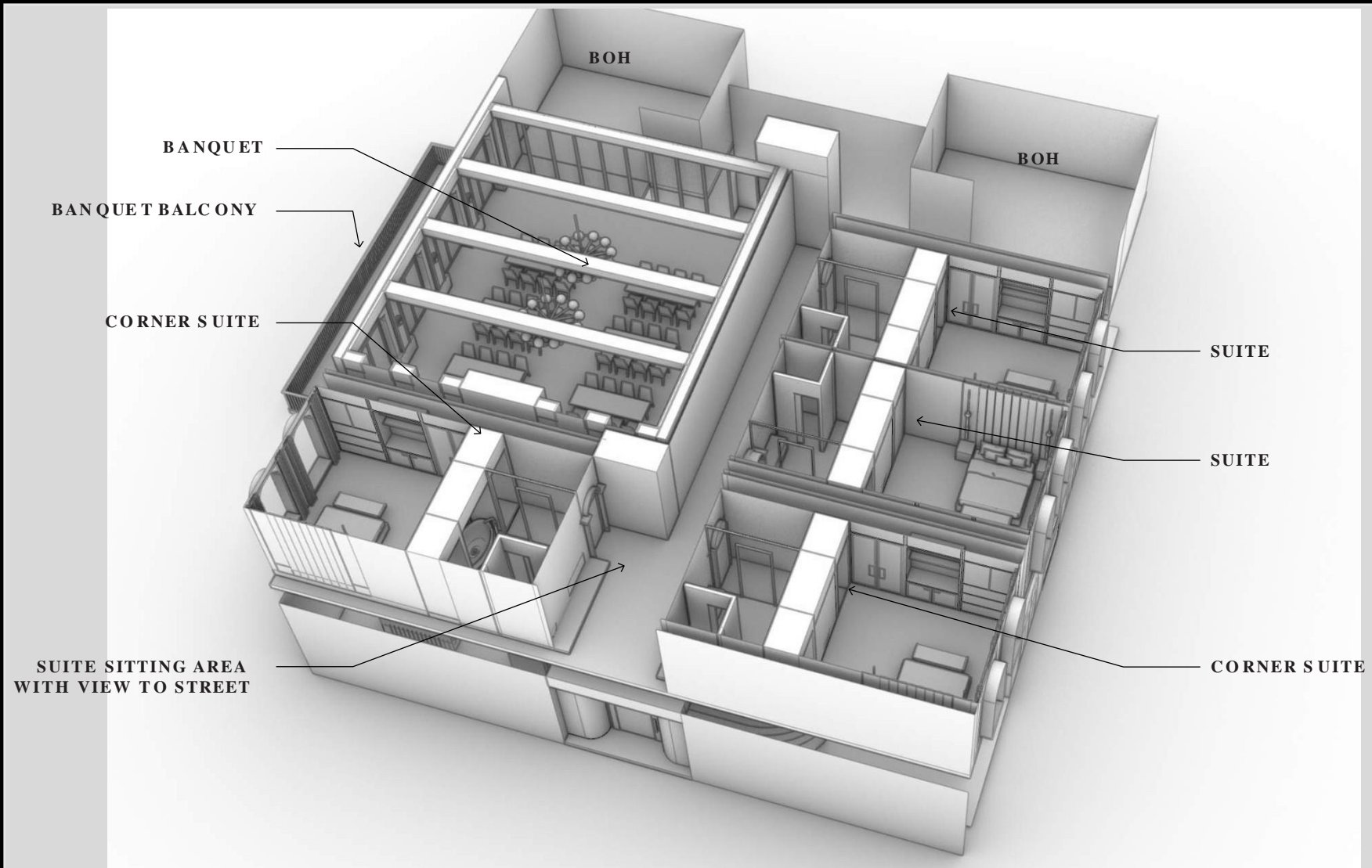
ONE ROQ HOUSE CONCEPT PRESENTATION

4 . 27 . 2022

SPACE LAYOUT - FIRST FLOOR



SPACE LAYOUT - SECOND FLOOR



DESIGN APPROACH - ENTRY



ELEGANT BLACK EXTERIOR



CUT GLASS DOORS



BACKLIT GLASS / FLOOR INLAY



FEATURE STAIR & CEILING

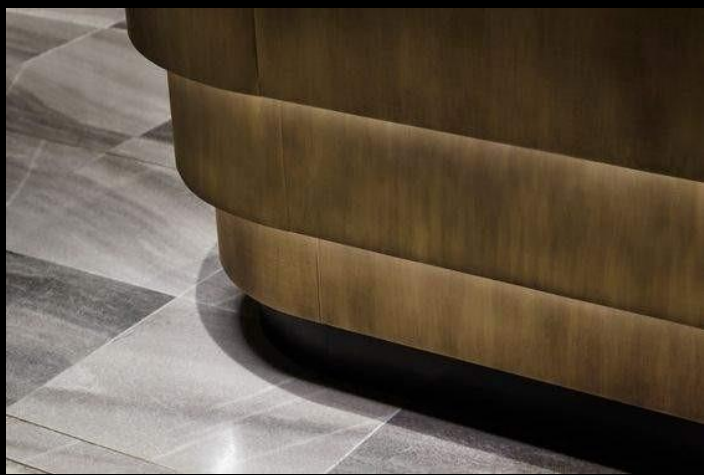
DESIGN APPROACH - ENTRY



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DESIGN APPROACH - RECEPTION



ARCHITECTURAL MATERIALS

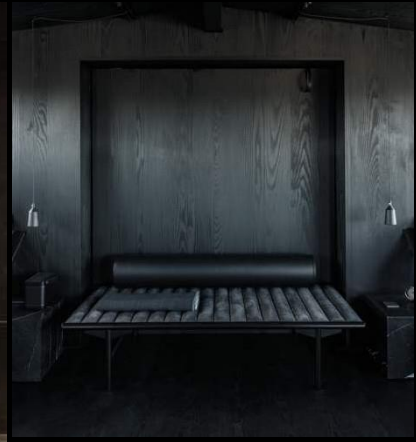


HOST DESK - LUXURIOUS STONE & METAL



LEATHER WALL PANELS /
CENTRAL FIREPLACE

DESIGN APPROACH - RECEPTION FURNITURE



ONE ROQ HOUSE CONCEPT PRESENTATION

4 . 27 . 2022

DESIGN APPROACH - RECEPTION



ONE ROQ HOUSE CONCEPT PRESENTATION

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DESIGN APPROACH - LOUNGE



FEATURE BAR



SOFT FABRICS / PRIVATE NICHES



MIRRORS / GOLD TRIM / CONTRAST FLOORS



DESIGN APPROACH - LOUNGE



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DESIGN APPROACH - GIFT SHOP

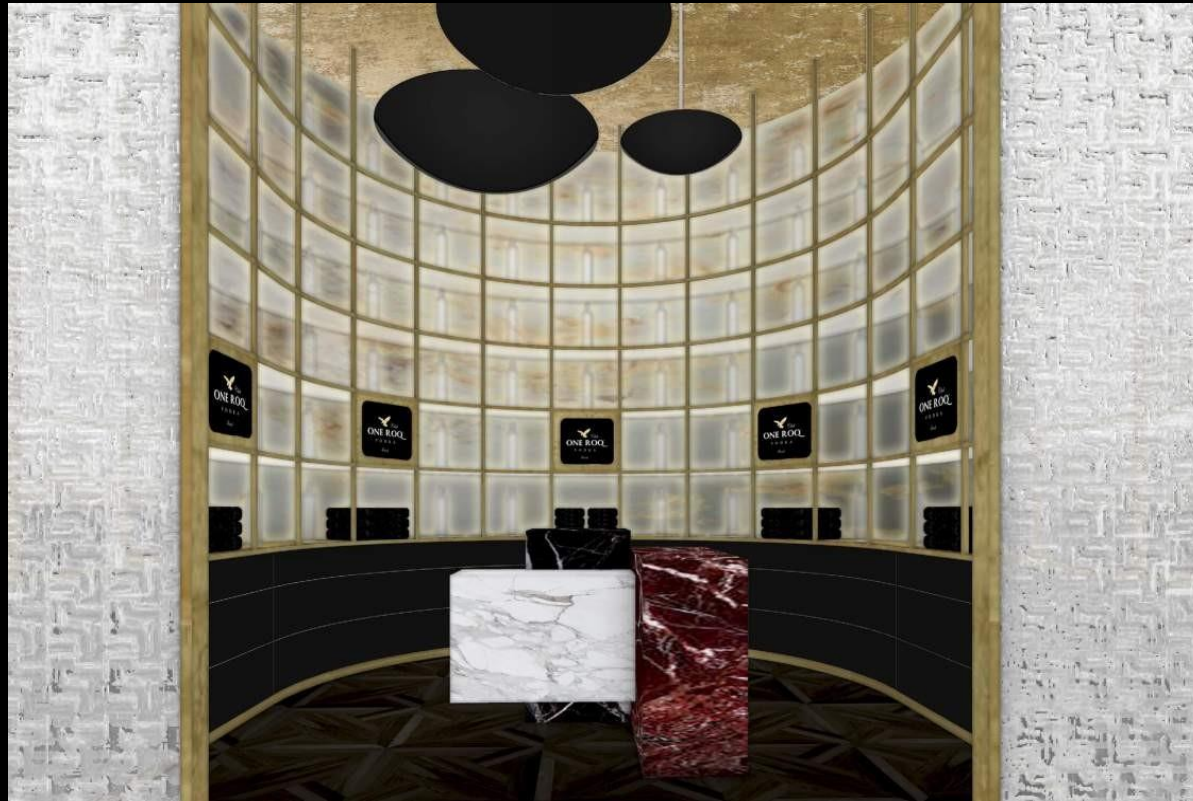


FEATURE CEILING /
LIT BOTTLE WALL

CENTER DISPLAY

MERCHANDISE BOXES

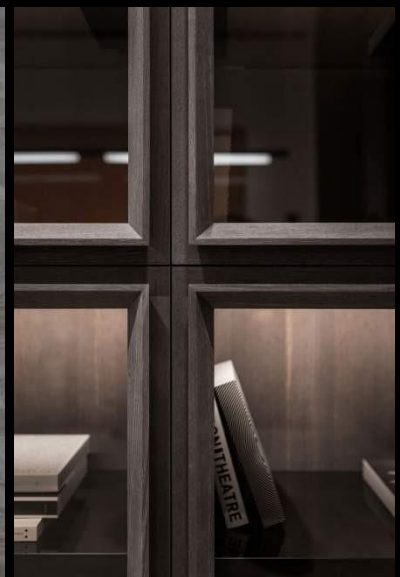
DESIGN APPROACH - GIFT SHOP



ONE ROQ HOUSE CONCEPT PRESENTATION

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DESIGN APPROACH - CIGAR ROOM



SMALL FEATURE BAR

WOOD PANELING @ BUILT IN SEATING

CERUSED / GREY WOODS

MODERN DETAILING



DISTRESSED CLUB CHAIRS

MUTED COLOR SOFAS

HEAVY STONE & METAL TABLES

DESIGN APPROACH - CIGAR ROOM



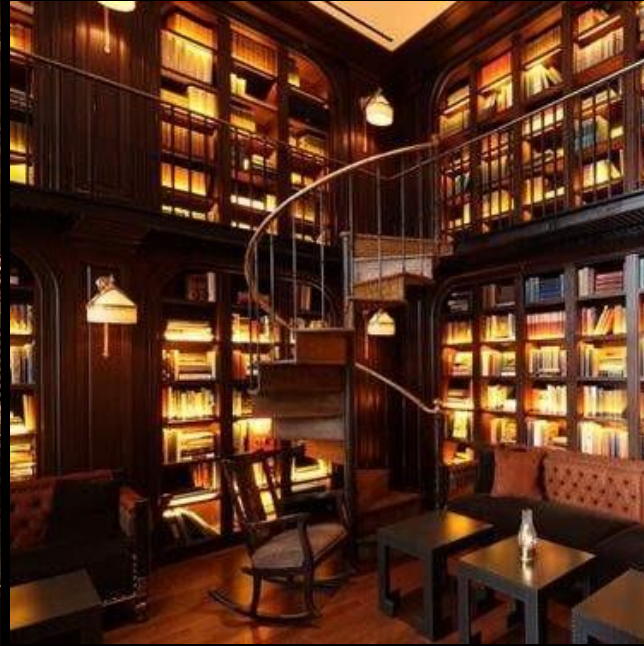
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DESIGN APPROACH - LIBRARY



METAL SCREENS / CAGES



ARCHITECTURAL MATERIALS



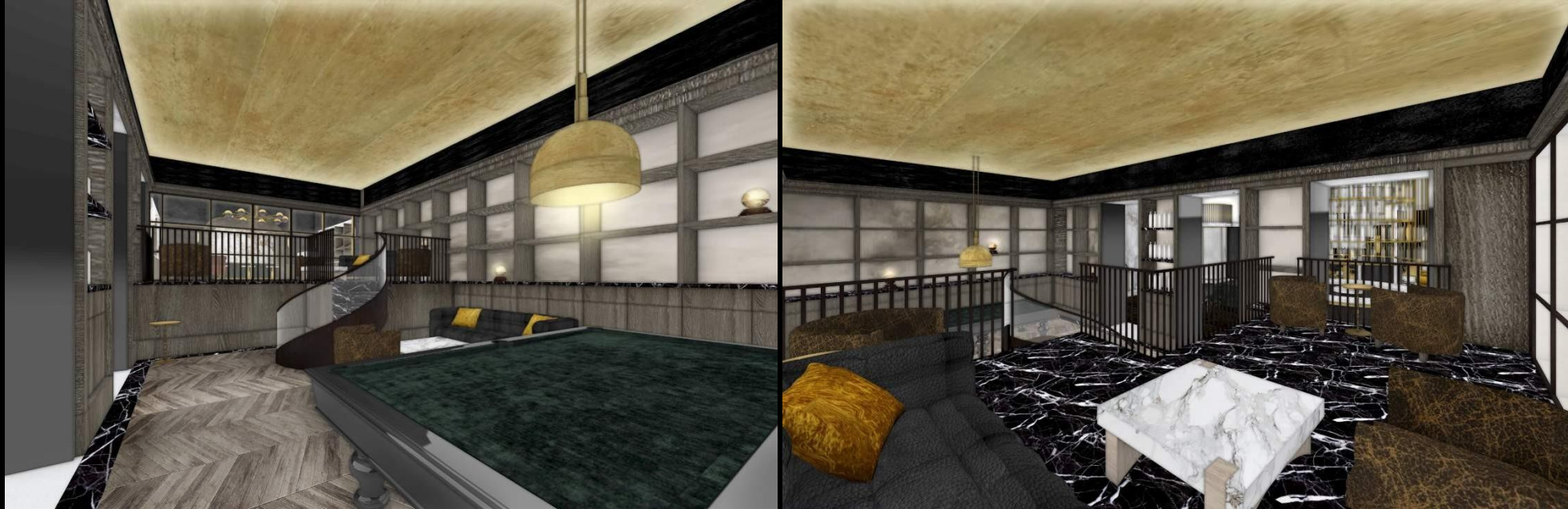
UP LIT BOOKSTORAGE IN EBONIZED WOOD
FEATURE BAR

DESIGN APPROACH - LIBRARY FF&E



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DESIGN APPROACH - BANQUET



LARGE SPACE ANCHORED BY FIRE PLACE & BAR ON OTHER END

TRADITIONAL ARCHITECTURE MODERNIZED



DESIGN APPROACH - BANQUET



ONE ROQ HOUSE CONCEPT PRESENTATION

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DESIGN APPROACH - SUITES



MODERN PANELING WITH ARCHITECTURAL LIGHTING

VIEW INTO ROOM AND BATHROOM

DESIGN APPROACH - SUITES FF&E



ONE ROQ HOUSE CONCEPT PRESENTATION

4 . 27 . 2022

