



We as Amara Rae do not have a prospectus obligation, yet we are making this information memorandum as we want to provide you with sufficient information.

We would like to inform you about the issuing institution and its bond loan. This information memorandum provides, among other things, a summary of Amara Rae's plans. Detailed information about the terms of the bond loan can be downloaded separately from amarae-community.com.

The table of contents shows the topics that you can extend in this information memorandum.

Are certain terms in this information memorandum not clear?

Then also read 'Questions, answers and explanations'.

You can easily download it from our website amaraecommunity.com or request it via martine@avaera.com.

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A nice return on your money (ROI)

You can lend a fixed amount to Avaera. The minimum purchase is one whole bond. We will pay you this money back with interest. The terms are stated in this information memorandum. It is possible for multiple investors to purchase bonds from us. We offer our bonds to both private and professional investors. In this campaign we aim to issue €50,000 in bonds at minimum and later on we will extend this goal to €150.000 and more. This will enable us to achieve our financing goals and you will have a nice return on your

Investment. In this information memorandum you will find information about the bonds and about Avaera. This information memorandum also contains the agreements that we make with each other when you buy our bonds.

Read this information memorandum carefully before you lend money to us. Have you read this information memorandum? And do you want to buy our bonds? You can participate online.

Foreword

Dear investor,

We are proud to introduce our bonds. In the past period, we have worked hard to create a great proposition, and we have succeeded. We believe it is important to offer our investors a great return, but also to involve them in our future plans. That is why we have set up a special platform for our investors, where they can log in to see their return and payouts. This is also the place where we give our investors an insight into the ins and outs of our company. Every now and then I will also provide an update on the developments regarding

Amara Rae.

Will you join us?

Martinae - Team Amara Rae

A bond, what is that?

A bond is nothing more than a regular loan issued by companies or governments. It is a fixed-income security at low-risk.

Fixed-income securities offer a predictable stream of interest payments and return of the loan over a specified period.

Fixed-income investments are important for investors for portfolio diversification and providing stability, helping offset the volatility of more high-risk assets. Fixed income securities attract conservative investors for their predictability and low volatility.

When you buy a bond, you lend money to Amara Rae. You receive interest for this loan from us on regular basis and Amara Rae repays the loan over a certain period. The expectation is that the Wellness and Longevity bond at Amara Rae is paid back within 3 to 5 years with interest.

We will keep you posted about the progress of our setup, growth and repayments. In this way a transfer takes place every period. This way, your investment comes back to you with an attractive return.

We will be an active financial partner for you; next to our topnotch knowledge and experience in the field of Longevity and Health. It is not only an investment in Amara Rae, but an invitation to become a lifelong Partner for your own Biohacking & Longevity journey.

Who doesn't want to prolong life in a healthy way and get a better understanding of the body at any stage of life or each season of the year?

We do believe in the laws of Fibonacci. Biological aging is often misunderstood due to the misuse of terms such as cause, effect and mechanism. The cause of human aging is the process of energy dissipation and the mechanism of Fibonacci dynamics. Once you understand

the laws of nature, growth and structure, you will understand decay and growth in your body for Longevity & Biohack!

Sound not too complex, right?

We will pave the way for your personal bio hack and the laws of nature and eternal healthy youth.

We believe in finetuning your bodily biohacking processes in terms of purification, specification and balance.

Hop on and we will help you to find out how to become 120 years old with us in a healthy and balanced way!

Bond loans:

6% Bond

Nominal value of the bond is €250, 6% annual interest, term of 5 years, interest and repayment per quarter, based on an annuity repayment schedule, no repayments in the first 12 months.

7% Bond

Nominal value of the bond is €1,000, 7% annual interest, term of 5 years, interest and repayment per quarter, based on an annuity repayment schedule, no repayments in the first 12 months.

8% Bond

Nominal value of the bond is €5,000, 8% annual interest, term of 5 years, interest and repayment per quarter, based on an annuity repayment schedule, no repayments in the first 12 months.

What we do

Amara Rae is the Blue Zone city oasis where you can bring your body into homeostasis with the elements of nature in a holistic biotech way. We are the first in the Netherlands with an Oxygen Spa, infrared saunas in the form of oval meditation pods, the highest quality infrared face masks, and copper magnesium capsules. The oxygen spa is also a co-working space. The Haarlemmerolie between the biotech wellness is Ayurveda, a blood test analysis and the no stress purification and detox programs. Customers who can come to us are sauna lovers, top athletes, health freaks, -lovers, people with burnout and (chronic) health symptoms and health curious people. We provide a relaxation space to wind down from the urban chaos and wilderness and let you come back to your inner core. We offer people support during their sports or illness recovery. Based on preference, symptom, complaint, Ayurvedic dosha type, blood test results, lifestyle, diet we put together an individual program. The goal is to grow at a turbo pace implementing the franchise model internationally after the

third Dutch location with our own R&D lab, private label products, retreats, wellness villages, and biohacking and longevity centers.

Our mission

To provide a new lifestyle and health rituals. We want magnesium baths, infrared sessions and the oxygen spa (which is also a co-working space) to become a new way of life and that, just like brushing your teeth, it will become the new normal. This holistic biotech city spa will become the new gym of the city. The maximum time for an infrared sauna is 20 minutes. Recovery and relaxation is often more important than exercise. Purification is just as important as healthy eating. We are the missing link between the gym, the doctor, the dietician, the health coach and the wellness therapists. The focus is on prevention, maintenance and cleaning of the body, mind and spirit. Every device in the house also needs maintenance and a check-up, just like your body, your face and your soul. In the long term, we want to develop private label products with an in-house R&D lab, so that customers can purchase the best products in the field of anti-aging, biohacking and longevity at home and in-shop.

Our story

Amara Rae is the brainchild of Martine Boerboom. **For over 20+ years, her passion has been Wellness and Longevity.** Her holidays would be spent in yoga ashrams, sports camps, or ancient detoxification retreats. Coming back to her home in Amsterdam, she would feel renewed. But the feeling never lasted long in the city!

Martine started experimenting with bringing wellness to the urban city centers, where people seemed to need it the most. **Through vigorous research, she found a golden formula by combining ancient knowledge and modern technology, with a focus on the natural elements: water, fire, air, and earth.**

The result? Oxygen spas, infrared saunas, and magnesium pods. Made accessible to the modern cosmopolitan through urban wellness centers.

The Crowdfunding Campaign for our progressive urban wellness concept. It is based on the elements of nature i.e. water, air, earth, fire.

It is an oasis of inner and outer peace where you can recharge in the middle of the city of Amsterdam or come by for a quick drop by for the infrared sauna capsules, magnesium water pods or the oxygen spa which is also a co-working space. In our fancy lounge you can also enjoy a bamboo forest garden or experience an infrared facial.

What you'll be supporting if you Invest in Amara Rae

Set up Urban Shop(s)

Our urban shops are unique, created by the award-winning interior designer and artist in prime Amsterdam locations. You will notice who it is, as his designer signature is fully recognizable. We will be both leasing and purchasing appliances, such as our saunas and magnesium pods. We will opt for special lofty buildings to setup shop resonating with the full urban wellness experience.

Growth Strategy

We have a network of leading Wellness partners and Investors to attract customers, both nationally and internationally. We have a franchise business model with an ambitious growth strategy. Before the end of 2025, the first shop will be set up in the center of Amsterdam and we will launch 2 other shops within a period of 1.5 years in the Netherlands. After that, we will continue the international growth strategy. Investments must be made for the collaboration with partners, for research, for real estate and tax regulations (nationally and internationally).

Through strategic collaborations and the franchise model, we can grow quickly. We will adhere to a lean strategy with a smart ROI and growth approach.

Customer Health Journey

Right off the bat, we are offering a high-end customer journey. Through memberships, eCommerce, community building, and customer personalization. We turn guests into eternal AmaraRaElites. Meaning: Longevity in Personal Biohacking with Amara Rae for a healthy Lifetime!

Questions, answers and explanation

Rules that apply to our sale of bonds: You can register online via amararae-community.com. You pay the amount that you lend to us. We deliver the bonds within three days after the statutory cooling-off period.

What are bonds?

An alternative for more interest on your assets. By purchasing corporate bond(s), you provide a loan to the issuing institution. In return for this, you receive a fixed interest on the investment. The issuing institution also repays the loan per period. We call this loan a bond.

Consideration

It is wise to first familiarize yourself with our company. Although investing is not without risk, it usually yields more financial benefit than saving. However, it is very important that you have the right knowledge. The fact that you are reading our information memorandum is therefore a good sign.

Limit your risk

Does a high interest always entail more risk? Yes, but you can limit the risk yourself by spreading your investments. Never invest money that you cannot afford to lose. It is not wise to use your entire savings account, because investing always entails risks.

Start investing immediately?

That is possible. You may already know from experience what the risks can be. Corporate bonds are a separate asset class. The risk, or the return ratio, is not comparable to other investment products such as ship CVs, government bonds or real estate and investment funds. Also read the remaining documentation.

How can I buy bonds?

Safely via your bank. You can pay for Corporate Bonds via iDEAL or via a bank transfer. You will receive your payment confirmation by e-mail. You will also receive login details with access to your own personal investment dashboard.

14 days' reflection period

After your payment, you have a statutory 14-day cooling-off period to cancel free of charge. You do not pay any management or closing costs (no hidden costs).

Can I cancel the purchase of bonds?

Yes, the AFM believes it is important that you as a consumer make a conscious choice to invest. That's why we offer the possibility of reflection. This is designed in two ways: You must be active confirm that you have read the information memorandum before you press the order button. You have the option to cancel for 14 days. This can be done by written confirmation. There are no costs associated with this cancellation. If the investment is not canceled within 14 days, it will then become final.

How can I sell or transfer bonds?

Bondholders who wish to transfer their bonds must indicate this in writing to the issuing institution. This can be done by e-mail.

What is Crowdfunding?

Crowdfunding is the lending of relatively small amounts by a large group of investors to a company via an online platform. When lending money to a company, the compensation is interest on the loan. This form is called 'loan based crowdfunding' or 'crowd lending'. With this form of crowdfunding, financial return is important.

Does this bond loan fall under Crowdfunding?

No, with crowdfunding you take out a loan via an intermediation platform between lenders and borrowers. A crowdfunding platform must perform a crowdfunding investor test on every consumer who invests more than €500 via the platform. With us, you invest directly in the company itself. You provide the company with a loan and decide for yourself how big the loan is.

Where can I find the essential investor information?

Essential investor information is information that you need in any case to be able to make a well-considered decision. Under the heading Documentation on the website you will find the legal information document submitted to the AFM. You will also find information about, among

other things, the risks, the securities and guarantees, the terms of the loan, the tax treatment and the current financial situation of the issuing institution.

What does “no prospectus obligation” mean?

An investment offer usually requires a license or the company must have a prospectus approved by the AFM. Sometimes exemptions apply and an investment offer does not fall under the supervision of the AFM. We then speak of an exempt investment. For example, an investment is exempt if all investors can jointly invest a maximum of €5 million in the investment. Source: AFM.

How can I invest?

Step 1: Register

You can first register before you can start investing. This can be done as a natural person or on behalf of a company.

Step 2: Payment

You can complete the registration via iDEAL or via a bank transfer.

Fully subscribed

When the amount of the bond loan has been reached, it will be given the status “Fully subscribed”. It is then no longer possible to invest. Each investment has a statutory cooling-off period of 14 days, during which an investor has the right to change or cancel the subscription. The bond loan will retain the status “Fully subscribed” until the cooling-off period for all subscriptions has expired.

Essential investment information

Essential investor information is information that you need in any case to be able to make a well-considered decision. This investment includes a legal information document (AFM document)

and information about, among other things, the risks, the securities and guarantees, the conditions of the bond, the tax treatment and the current financial situation of the issuing institution. You can find this in

the other financial documents to be downloaded from the website of the issuing institution.

Exemption from the Prospectus obligation means that an exemption applies and that this investment offer is not subject to supervision by the AFM. We then speak of an exempt investment. An investment is

exempt, for example, if all investors can jointly invest a maximum of €5 million in the investment within a period of 12 months.

Why can a prospectus be exempt from approval by the AFM?

If one or more of these points occur, a prospectus is exempt from approval by the AFM:

The offer is aimed at fewer than 150 people; The securities can only be acquired (whether or not in a package) for a value of at least €100,000 per investor. The offer of securities by a non-profit association or institution to realise its non-commercial objectives. The nominal value of a security is €100,000 or more;

Or, as with the offer of the issuing institution: The total consideration of the securities that are

offered is less than €5 million, calculated over a period of 12 months. It is also possible that an approved prospectus is not available for an offer because the offer is not prospectus-obligatory. This is the case, for example, if the securities are not tradable or if it concerns an offer of participation rights in an open-end investment institution. Source: AFM

Documents

The issuing institution aims to inform its investors and ambassadors as transparently as possible to the best of its knowledge and ability. We do this now and will continue to do so.

In this context, you can read a number financial documents on the issuing institution's website. These financial documents provide an explanation or confirm the content of this information memorandum.

If you have any questions or would like more information and/or explanation, you can always contact us. We will be happy to answer your questions by e-mail, telephone or in a personal conversation. Let's not waste each other's time, but add value to each other; help each other and inspire.

You can download the attachments and explanations below from the issuing institution's website:

- a. Information memorandum**
- b. Bond conditions**
- c. AFM information document**
- d. Privacy Statement**

Contact details

Join us and enjoy the benefits of a nice return. Do you have any more questions, would you like to know more or meet us personally?

Please contact us:

Amara Rae

keizersgracht 333
1016 EG amsterdam
KvK number: 65692233
martine boerboom
+31641170479
martine@avaera.com
amararae-community.com