

French Properties Specialist

*Pure passion for France and promote living the
"art de vivre" life style*



*David Guillon -
IFL Director and Owner
of the Chateau de Rozier*

Brand Originality

IFL means In France Limited: it is a service company dedicated to sourcing unique and luxury French properties that caters to the specific needs of foreigners and in particular Asian-based clientele and investors. IFL has a unique level of appraisal expertise acquired over the past 13 years spent working in French property transactions, at first in Europe and now in Asia. It operates its Asian network out of its IFL headquarters in Hong Kong.

Brand Specialty

IFL has chosen to focus its luxury property expertise on castles and vineyards, especially in the Bordeaux, Burgundy, Rhone and Provence areas. The company's objective is to make French property as accessible to non-residents as it is to residents, and the high-quality service we provide is guided by our passion for France. France is synonymous with history, culture and gastronomy, with a unique "art de vivre", with fashion, diversity...in short, France is known for a certain idea of "excellence".

IFL wishes to share its experience and passion for France and work on behalf of its clients to enable them to enjoy the lifestyle of the French Elite, to acquire their own piece of nature and heritage while also making the right investment.

Many people dream of having a little "piéd à terre" in a hotel particular in Paris or a vineyard in Bordeaux. At the heart of Western Europe, France boasts unique architecture and a rich historical heritage. Each region offers a wealth of monuments, including ancient cathedrals, fortified castles, magnificent chateaux and palaces located in historic towns and city centers. The richness and diversity of its architecture, which dates back several centuries, is evident in many properties for sale in France.

It is not uncommon for many a group of friends, chatting over a good meal and a fine bottle of wine, to mull over the idea of throwing it all in and buying a vineyard in France.

Brand Essence

Owning a Vineyard with hundreds of hectares of land or an 18th century castle and enjoying the lifestyle of the Crème de la Crème... Our clients are not only looking for spacious living quarters of great historical interest, but also numerous farm outbuildings to develop their winery or their agro-touristic activity. When it comes to a castle bearing centuries-old traditions or a vineyard that needs several decades to produce the very best wine, our clients are not only interested in acquiring a property but in leaving a legacy to the next generation.

"Selling a bottle of wine is also selling a share in the dream". An investment in a winery is a way of challenging oneself. There is almost every likelihoods that this challenge will then become a passion. A winery is a mix of industrial and agricultural world cultures, and the process of buying such an estate is by no means straightforward.

Growing Demand

The Asian market for wine has been growing exponentially over the last few years. The current interest in French vineyards from Chinese or Asian investors is definitely maturing. It first started with a general interest in wine tasting and learning about European culture, and then, for many of our clients, developed into a true passion for French culture and specifically, its wine and its gastronomy. This passion has led to a desire to own the source.

We believe that buying a castle or a vineyard is a pleasurable yet secure and lasting investment. The current economic crisis has highlighted the limitations of the world market in general and the stock exchange in particular, and has made it evident that a sustainable and perennial investment must be conducted with care. Over the past 30 years, wine property has never depreciated in France, irrespective of the region or the economic conditions.



*Somalina Nguon-Guignet -
IFL Managing Director*



Tonelle : a place of peace and relaxation



Chateau with vineyard built in XVIIIth Century located in the Beaujolais region. Fully refurbished, renovated and equipped. Vineyard can provide 12 000 bottles / year.

Price : 3.9 Million €

The value of luxury property in France continues to increase steadily with annual growth estimated at between 5 and 10 %. It is an excellent way to fend against inflation. Such property also has the added value of being a part of a legacy.

China is an ancient civilization that is rediscovering luxury goods and lifestyles. China is currently importing 300 million bottles of wine a year (unofficial estimates double that figure) and half of these imports are from Bordeaux.

Beyond tradition and history, one of the reasons for the dominance of French wines is the extraordinary range the country produces. This is possible thanks to the broad diversity of climates, which allows light white wines to be made in the Loire, and powerful reds in the south-west. France has exploited this natural advantage to assemble a variety of wines, or wine regions, which dominate the world.

Be in Bordeaux, Burgundy, Champagne, Loire, Rhône, Alsace, or Languedoc, it is essential to take into account the "terroir", the wine-making facilities, the brand value, the sales network, the winery real estate and more...

Brand Value
Service Culture by Pure Passion

Access to these exceptional properties is far from easy, firstly because of the language barrier, and secondly because the legal procedure in France is very different to that in Asia.

Becoming the owner of an estate requires analysis and reflection; this is why we offer a personalized, made-to-measure service which assists clients throughout the various stages of the transaction: sourcing the property, pre-acquisition, the audit, organization of property visits in France, acquisition and post-acquisition (procedural, legal and financial assistance) to ensure optimum return on investment.

The work carried out to source properties is essential: the goods our clients are interested in are neither standard nor easily accessible. Many transactions are handled privately which means that it is very difficult to know what is on the market until it's too late. We therefore have developed broader access to unique properties than many brokers.

With regard to pre-acquisition, we always take the time needed to thoroughly understand the goal our client wishes to achieve by making this investment. We also need to build a solid client file and make the proper introductions to the relevant government bodies as the slightest error can have serious repercussions. Our aim is to fulfill all the prerequisites prior to acquisition. We also help in this crucial stage by preparing the necessary documentation and attending interviews together with our clients.

An audit is always carried out: our clients need someone to run through the pros

and cons of pre-selected properties, someone with an insider's eye and expertise who can help answer the important questions: What type of state is the vineyard in? Has it being run efficiently by the management? What investments do I need to make on top of the acquisition costs to get the business up and running properly? These are just some of the questions that need to be asked and answered to ensure the investment is well negotiated and profitable in the long-term.

The purchase and post-acquisition stages require our clients to consider another set of questions: appropriate organization and structuring, tax optimization, negotiations with banks, legal considerations, hiring of staff, development of efficient business models, etc. These are areas where our help has proven invaluable in past transactions.

Market Challenge
Over and above the technical procedures, the most difficult problems for potential

Asian buyers to overcome are often cultural and linguistic: Asian investors usually speak English, while transactions in France are typically conducted between French speakers.

There is also the possibility of a communication gap between potential investors who are talking finances and price and the owners of French vineyards who are thinking of legacy and tradition. An owner may not wish to sell a property that has been in the family for hundreds of years if he or she does not understand the project that a potential buyer has planned for the estate. It is our job to build a bridge between the two cultures.

In France, we have the concept of terroir, the idea that making wine is about care, craftsmanship and the particular combination of the soil, the climate and the man or woman who makes the wine. This is why wine is so particular to the specific place where it is produced and cannot be easily reproduced.

Brand Value
Sourcing properties through a selected network

We have built a wide and exclusive network in France over the past 13 years with strong and trusted partners including selected real estate agents, notaries and financial institutions. These partners share in-depth knowledge of the market, recognized expertise and deontology. Thanks to this extensive and professional network, IFL has access to exceptional, off-market properties. Each client can be assured of finding a property that is a perfect fit.

Firstly, we define and segment the needs and requirements of our clients. We then provide a selection of properties to give them a number of options. However, IFL is in no way a real estate agent, we do not have our own property listings: we are a service company that sources properties in accordance with each client's request.

Furthermore, IFL has entered into an exclusive and official partnership with SAFER that covers



Bedroom 1

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all of Asia. SAFER is a French Institution under the responsibility of the Ministry of Agriculture in charge of transactions that involve any rural commodities (vineyard, forest, land, river...) or a specific cultural landmark (old buildings, castles, abbeys...).

The objective of the French authorities is to make sure that the prospective buyer will comply with the original purpose of the property and will not transform it in a dramatic way. Through SAFER, the French government has a right of approval regarding any transaction that involves such properties (the droit de preemption means preemption right). Most of the luxury properties, castles and vineyards are sold through their services. With the help of IFL, SAFER is now welcoming buyers from Asia and opening up its exclusive portfolio.

IFL acts solely in its client's interest. The endorsement from the French government is to select prospective buyers, source compatible properties, reach an agreement on investment with officially approved

terms (project, price, ...), present the project, act on behalf of the Asian investor, secure the transaction.

The procedure we follow is very strict. We are mandated by our clients to source and select properties and we always sign an NDA to ensure absolute confidentiality. Once the sourced properties have been visited, we work with our experts on the auditing and due diligence of the properties selected by the client.

These procedures include: an audit of the vineyard, chemical analysis of the existing wine inventory which must be carried out by an independent laboratory, an audit of the winemaking equipment, coordination with architects to audit buildings, an audit of the current strategy, the client's portfolio, and the production schedule, a HR analysis, a SWOT analysis of the related companies. We provide the client with a written report with recommendations and further key strategy points, a review of possible investments and synergies when

applicable. We then set up meetings with IFL's Châteaux & Vineyards Expert to present the report.

Our services can be provided in several countries in Asia thanks to strong partnerships such as those recently set up in Taipei, in Shanghai or in Thailand. We do not advertise and only work the Asian way : word of mouth, recommendation, introduction and guanxi. Clients are introduced exclusively through our partners and can be either major industrial or financial groups, or private individuals passionate about French wine and culture.

**The Perfect Team
Commitment for Brand Excellence**

More than its 13 years of experience specialized in French Property, more than its extensive international network and its privileged relationship with the French Government, more than any other factor, it is the associates and partners who make up the IFL team that constitute IFL's greatest asset. Composed of a group of

experts, each focused on a specific area, the team works together across France and all over Asia. The success of the company is rooted in the total commitment of this team which has gained the absolute trust of our clients.

Associates and partners have a specific expertise in each step of a transaction: for example, David Guillon who is IFL's Vineyard and Château Expert is based in Hong Kong. David is the owner of the Château de Rozier estate (Rhône valley, close to Nîmes in the South of France) and a successful winegrower himself.

His wines have won the Gold Medal in a number of national competitions. David has established strong relationships with the French government, and in particular the Ministry of Agriculture.

He helps investors to understand France's wine regions and the luxury vineyards and châteaux available from Bordeaux to Provence, and then sources the right property

to perfectly match the client's wishes and objectives.

Thanks to his extensive network of contacts and connections, David can introduce interested parties to off-the-market and trophy properties and ensure a smooth, secure transaction with French officials. His expertise is valuable in helping establish a sound business model, conduct proper due diligence, and give key insight into strategic planning.

Xavier Léonard is a qualified lawyer and tax specialist. He also holds a Master's degree in Business Management and Strategies and already boasts a rich experience in real estate financing and consulting.

Michel Le Poupon is a French Notary. He is one of the few English-speaking notaries in France and specializes in handling the paperwork governing property purchase by non-residents. He is in charge of the legal procedure for each transaction and works closely with the Hong Kong office to secure each acquisition project.

For IFL, the choice of a small, humane business structure is not by chance. It is, in our opinion, the best way to build close relationships with our customers and better understand their expectations. We offer an attentive, highly personalized, turnkey service that goes above and beyond what is expected.

Our brand is a stylized lily, a flower which is the symbol of French Royal families. It represents nature combined with history and longevity. The stalks and leaves are all the wonderful people that we have had the good luck to meet and connections developed over those last years.

IFL's partners and associates work hard but with an infinite hedonism which give us a unique Midas touch. We are all guided by our passion: passion for our country, passion for the projects we follow, passion for sharing experiences and our unique expertise and culture, while, of course, sharing a glass of wine. Santé!