

S SIGNATURE
CONCIERGE

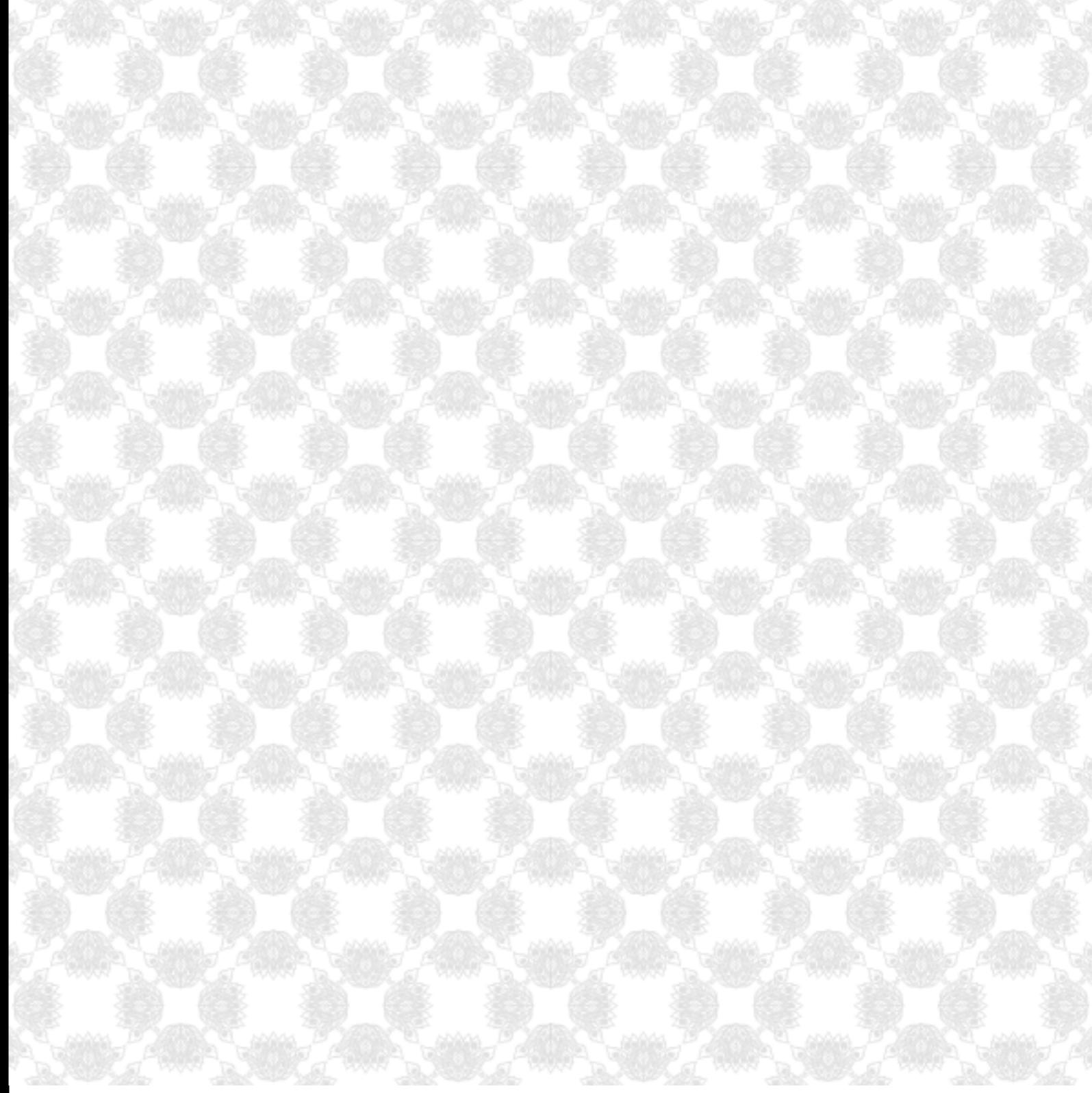
LETTER FROM THE CEO

As a father of two children, married to a business woman, I know how tough it can get organizing your life. I find it very challenging to manage my time from running a company to planning the perfect vacations with my wife, ordering sold out toys for my kids and training for triathlons... Having worked in the luxury industry for more than 15 years in Europe, Asia and America, I understand what you may want and nothing pleases more than seeing a member satisfied.

I am proud S SIGNATURE is one of the first and leading companies in Lebanon specializing in Lifestyle Management. This puts us in a unique position to fill a real gap in the market and answer your needs. Being a member of les Clefs d'Or and part of Saradar Group strengthen our credibility and capability to fulfill your dreams.

Whatever you request, day or night, wherever you are, you can count on our dedicated team to accomplish it. With our perseverance, connections and professionalism, we are committed to helping you reach a perfect balance in your life.

Oliver Gerasel



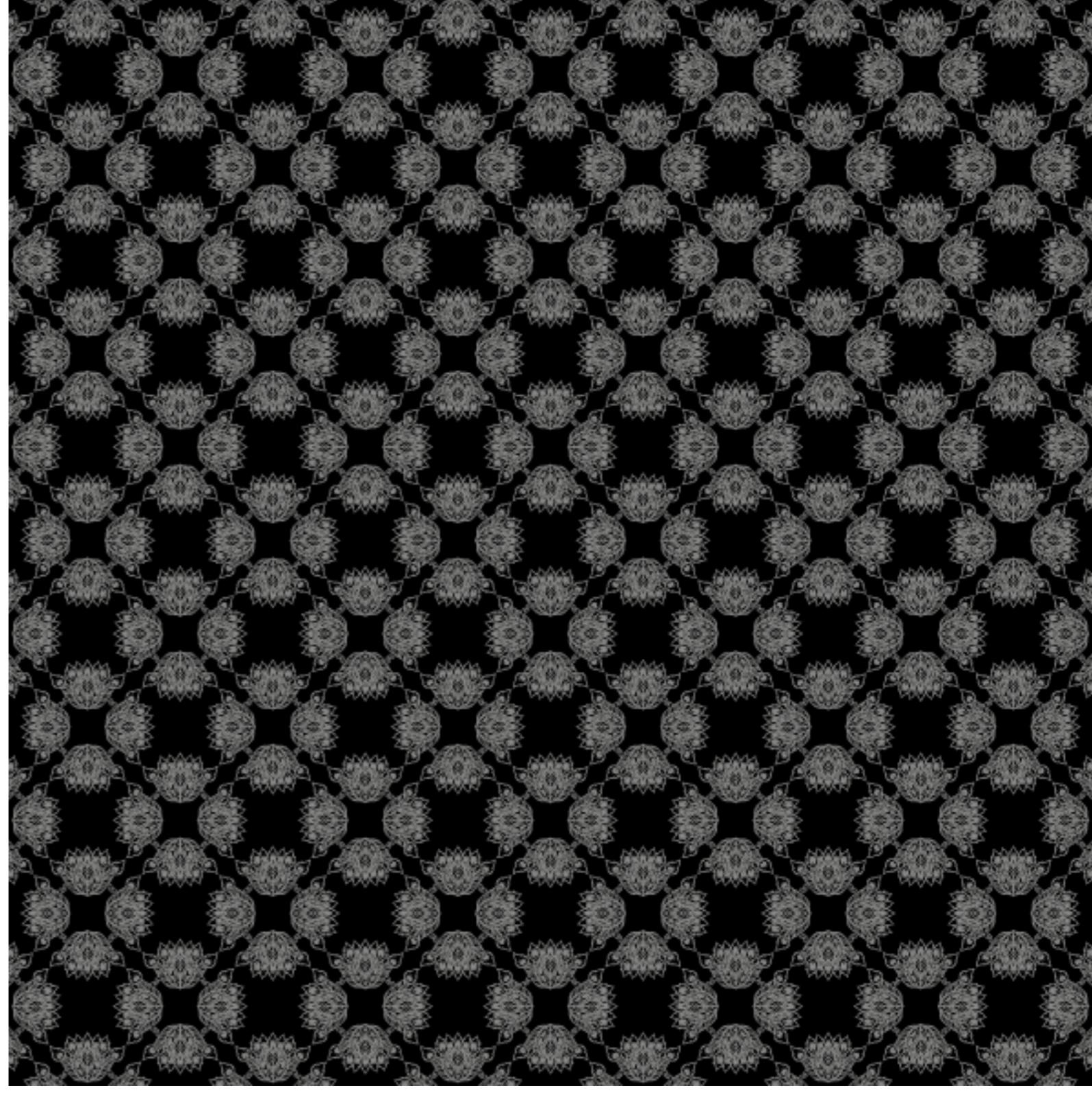
EXPERIENCE IT

Many people believe that **today's fast-paced lifestyle** is the greatest challenge to our **wellbeing**. We are one of them. And our **vision** is to change that. At S SIGNATURE, we want to **help you work and live smarter- not harder**.

At S SIGNATURE, we are committed to creating **authentic experiences**. That's why we like to learn about your essential needs as well as your extravagant **interests**. Whether you are an individual, a corporation or organization, we have new benchmarks constantly redefined for you, to give you a better lifestyle. We also customize any type of service you can think of in **Concierge, Travel, Ticketing and Event Planning**.

Creativity. Integrity. Excellence.

That's what S SIGNATURE stands for, and that's what you will discover in every service delivered to you. Now you will **find the time to craft better habits, prioritize your needs**, and become more **productive**.





YOUR PEACE OF MIND, OUR RESPONSIBILITY

Part of **SARADAR Group**, S SIGNATURE was founded in 2011 by **Olivier Gemayel**, one of the elite members of the “**Clefs d’Or**”: the first and **leading Concierge association** in the world, delivering the best global experiences.

Established in 1952 by seven European delegates in Cannes, les “**Clefs d’Or**” now pans **5000 members** representing over **50 countries**. Its name is renowned worldwide as an international network of professional concierges with an **unparalleled expertise**, trusted collaboration, and a wealthy source of inside information, culture, and communication.

Through S SIGNATURE, Olivier Gemayel has brought to the Lebanese market the longstanding experience of this world-famous beacon, together with its global network and reach, and **unrelenting legacy** and **values**.

S SIGNATURE operates under the umbrella of **SARADAR Group**, a family business that has been at the center of Lebanese banking since the 1960’s, and which has diversified its activities into the financial services, real estate business and distribution. The Group has been reputed for its distinguished **corporate culture** since its inception, with a **positive work environment** that builds on the skills of its people and promotes their wellbeing through a **balanced lifestyle**.

The spirit of the two corporations is largely reflected in S SIGNATURE, whose **team** is comprised of **experienced** individuals who are carefully selected and regularly trained on core values to secure a **trusting, personalized, and solid** relationship with members; a **longstanding** relationship based on excellence and understanding.

YOUR **SATISFACTION,** OUR **SIGNATURE**

PRIVACY THROUGH EFFICIENCY AND CONFIDENTIALITY

Sharing the **high moral standards** of **SARADAR Group**, S SIGNATURE applies its meticulous work ethics while developing and nurturing its long-term relationship with each member. In fact, we have built our own client relationship management system (CRM) to create a **secured online technology** infrastructure and react in a **timely manner**. By collaborating with a **trusted network** of prominent partners, we are **dedicated** to guaranteeing the authenticity of your experiences.

EXCELLENCE THROUGH A MEMBER-CENTERED APPROACH

Drawing on “**Les Clefs d’Or’s**” **know-how** in culture, concierge and **luxury**, S SIGNATURE has developed an international exposure in these fields. We trust our **devoted** and **skilled** team whom **vigilantly** understands the assigned member’s requests and expectations. By **designing memberships**, we hope to **answer every need** so as to increase your productivity, and take the hassle out of your daily life. We delight members with moments of simple pleasures and blissful emotions by **curating** extravagant, **intimate** and **bespoke experiences**.

UBIQUITY THROUGH NETWORK CAPACITY & AVAILABILITY

By leveraging our **prestigious global partners** and seamless technologies, we have the capacity to answer most of your demands **anywhere** and **anytime**. The **rarest**, most **coveted**, and **sold-out** items are secured at the best available prices. Travel planning, ticketing, and event planning are all covered in a **convenient one-stop environment**.



FOUR COMPLETE EXPERIENCES.

At S SIGNATURE, we cover all of your needs through 4 different scopes of expertise that pan every request and interest you might have:

S CONCIERGE EXPERIENCE

Your wife wants that **rare statue**. Your daughter is dreaming of a **sold-out dress**. Your son needs a **cash transfer**. The car needs **maintenance**. You probably have more important things to do than to spend a whole day on those requests. With S SIGNATURE, your Lifestyle Manager brings the same level of **professionalism** to each task, however small it may be. **Shopping, spa treatments and restaurant bookings** are only the beginning. You can go as far as asking to **book an island or hire a celebrity**.





S TICKETING EXPERIENCE

Many of our members like to stay in the loop on upcoming **entertainment** and cultural events. That's why your membership at S SIGNATURE secures you tickets to **concerts, festivals, sports events, musicals, and plays**, in addition to private and select happenings. From **galleries** and **exhibitions** to **fashion shows** and **award ceremonies**, your Lifestyle Manager can make recommendations, source tickets as soon as they are released, and ensure the perfect combination of availability and price. Even if you have **last-minute** requests to **sold-out events**, we can **obtain access** for you. The only thing you need to worry about is whom you're taking with you.



S TRAVEL EXPERIENCE

Because your priorities vary when you're travelling on **business** to when you're travelling for **leisure**, we have the **versatility** you need to **customize** your requests. From the moment you leave home, we take care of every detail: from handling your **visa** procedures, to booking your **flight, hotel, and transportation**. Your Lifestyle Manager is dedicated to making your journey as smooth, original and affordable as possible. We have preferential rates with hotels and airlines worldwide, allowing us to find the most **suitable experiences**. And it doesn't stop there. **Private jet** and **yacht** bookings are also on our list, not to mention **honeymoon planning** and **civil wedding** preparations.



S EVENT PLANNING EXPERIENCE

We're quite connected when it comes to events; which means we can help you get the best deals in terms of **location, catering, concept design, and entertainment.** You can stop worrying about organizing a **press conference** or a **corporate outing.** And if you're throwing a **birthday party** or a small-scale **celebration,** your Lifestyle Manager will assist you in **organizing** it seamlessly. We can also plan and **arrange private activities** for you and your family, in a glimpse.



THE MEMBERSHIPS

Because your needs vary according to your lifestyle, S SIGNATURE offers you 4 types of subscriptions: the L is catered for Lebanon only, the I gives you access to all our services around the world, the S is dedicated for you 24/7/365 and the C can be customized to your unique company's business needs.

L MEMBERSHIP

COULD YOU DO WITH AN EXTRA PAIR OF HANDS?

Available from **9am** to **9pm**, from **Monday** to **Friday**, the Local membership grants you the help you need to get your **day-to-day** tasks done through services **tailored** to your needs, lifestyle, and preferences. It covers the 3 experience scopes: Concierge, Ticketing, and Event Planning within **Lebanon**.



Nada. Full Time Employee. Single.

*She loves to **make most out of life**. **Lack of time and constant traffic** were always getting in her way. That's when she decided to **subscribe** to the **L membership** from S SIGNATURE.*

*Now she gets **her laundry picked up** from the dry cleaners and **delivered** to her house.*

*She gets all the help she needs to finish her **Christmas shopping without the hassle**, and **find** interesting **activities** for her **nephew**.*

*With more time on her hands, she and her fiancée now **have the time to enjoy** the **events** they love so much, like Byblos festival. With the help of S SIGNATURE, they got the **best seats** to their **favorite concert**.*

*She even got assistance in **organizing her engagement celebration**.*

I MEMBERSHIP

YOUR KEY TO A SMARTER LIFESTYLE

Designed for the **busy profile** that **travels frequently**, the International membership is available from **9am** to **9pm**, from **Monday** to **Friday**, and grants you the fully **customized** experiences of Concierge, Ticketing, Travel, and Event Planning, **anywhere** in the **world**.



Karim. Architect. Self-Employed. Married to Maya, a rising fashion consultant. 2 children.

*Karim and his wife lead a **hectic life**. They **barely find the time** to attend to any personal task or spend memorable family time during their vacations.*

*That's when they decided to **subscribe** to two individual **I memberships** from S SIGNATURE.*

*Their Lifestyle Manager helps them **take care** of their **mundane tasks**, from **organizing last minute dinners** for their guests, to **supervising home maintenance** chores, to **booking educational activities** for their two children...*

*Being a **very socially active couple**, they always rely on S SIGNATURE to **get them gifts** for the various occasions they are invited to - **no matter how last minute**.*

***Knowing them** up close and personal, their personal Lifestyle Manager makes sure they stay at the **best hotels** when they **travel** and that they dine at their **favorite** style of **restaurants**.*

*Recently, they commissioned S SIGNATURE to organize a family trip to Paris. They got the bonding time they asked for: Karim and his son attended a tennis match, while the ladies spent a girls' day out visiting **workshops** and **private sales** with S SIGNATURE's **personal shopper**.*

*Their **children** got **passes** to a **sound** and **light extravaganza** that kept them **hypnotized** for months, while mom and dad enjoyed a **rare jewelry exhibition** followed by a **romantic "invitation only" concert**. And that was only the beginning.*

S MEMBERSHIP

YOUR GATEWAY TO THE HIGHLIFE

The Signature membership is the epitome of **luxury** and **indulgence**. It is designed for **high net worth** individuals who need particular assistance in the **sophisticated** requests as much as the simple ones, with one **dedicated** Lifestyle Manager working round the clock, **7 days a week, 365 days a year**, to fulfill **every task** through S SIGNATURE's wide-reaching **global network**.



Farid. Divorced. Mid 50's. Real Estate Developer. 2 children.

*He has worked hard throughout his career, and wants to enjoy that **balance** in his life that allows him to spend **quality moments with his children**.*

*That's when he decided to **subscribe** to the **S membership** from S SIGNATURE.*

*Having a dedicated Lifestyle Manager, he knows all of his **chores** and **extravagant** requests are taken care of. He has time to think up his **next boat trip** in South America that he promised to his children.*

*In his bureau sits a limited edition painting that he was able to find only with S SIGNATURE's help, and a picture of him with his family at **Cannes Film Festival** for which his Lifestyle Manager was able to put their names on the **VIP guest list**.*

*Farid's love for life is highly reflected in his appreciation of **rare items**, which S SIGNATURE makes sure he gets. His Lifestyle Manager also represents him in **auctions** where he can acquire the best deals for the items he is fond of.*

*Now, Farid is preparing **his daughter's wedding** in **Russia**, and his Lifestyle Manager is helping him **organize a dream event** at Peterhoff Palace. As a **wedding gift**, he trusted S SIGNATURE to customize an unforgettable and **exceptional world tour honeymoon**.*

C MEMBERSHIP

TAILORED TO YOUR BUSINESS NEEDS

The Corporate membership is designed for companies that require **frequent travel** for their **employees**, organize **regular events**, and caters to the usual **corporate needs**. It offers the fully **customized experiences** of *Concierge, Ticketing, Travel, and Event Planning*, **anywhere in the world**, and can be adapted to individual memberships for each employee alone.



SILC. Medium size Retail Company. 100 employees.

*Having more than 25 employees travelling on a weekly basis to Europe and the MENA region, they decided to hire S SIGNATURE for their **travel needs**.*

*From **booking** their **flights** to **handling** their **visa** procedures, everything was **centralized**. It positively impacted the **productivity** of the employees whose job **no longer** included **travel tasks**.*

*The Owner and Group HR Director also wanted to create a **nice working environment** for the employees where they would feel encouraged to **balance** their **work** and **personal life**. Hence, they decided to offer **individual memberships** as a **reward** for their top performers.*

TESTIMONIALS

"Impeccable when it comes to reservations of hotels, champions league tickets and other whims such as receiving all the German newspapers published the day after the 2014 World Cup final! It is even possible to obtain a worldwide sold out Ninjago or an Arabic version of Asterix comic that stopped being produced in the 70s..."

MG - Member since 2012

"The team is available to answer any request and always with a smile."

ZK - Member since 2012

"The follow up is systematic, revealing that it is inherent to the company's culture; a strong point, which will definitely contribute in making the difference between S SIGNATURE and others."

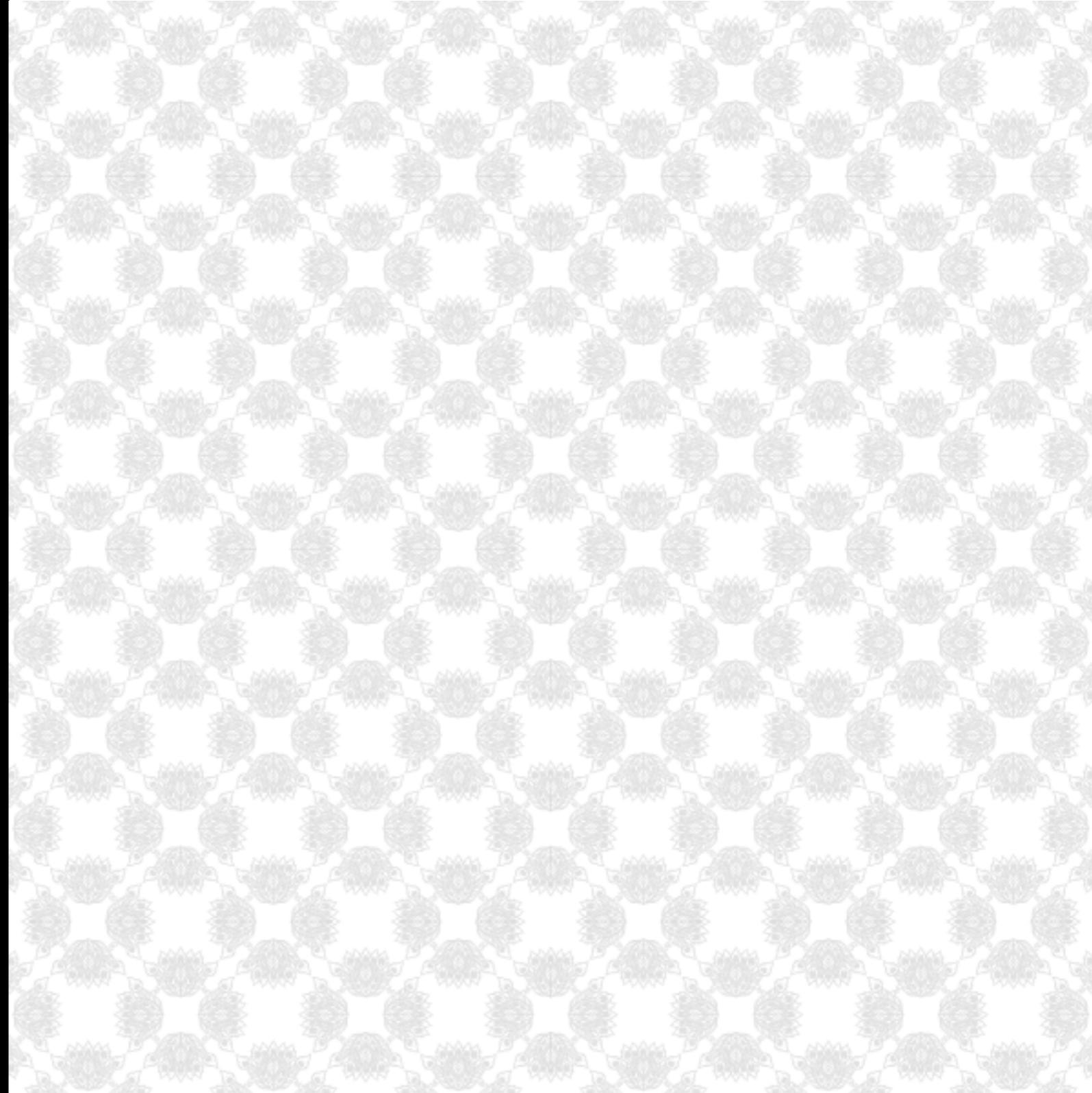
TH - Member since 2011

"S SIGNATURE is always one step ahead and often helps to redirect choices towards better alternatives. It always manages to offer a personalized approach to the solutions it provides, which makes it one of a kind Luxury Concierge Services provider!"

GH - Member since 2013

"Thanks to S SIGNATURE, I was able to find the sold out dress my mother wanted to wear for my brother's wedding. It was really unbelievable how they did it and how fast they delivered the dress! Whenever we ask for something from online shopping to nightclub reservations, they always manage to make us happy."

CF - Member since 2014





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