



#### Market Reality

- 74% of HNWIs say they prefer private sourcing over retail showrooms
- The golden triangle corridor concentrates +40% of Spain's premium lifestyle market.
- Brands using "immersive placement" in lifestyle contexts saw +35% uplift in perceived brand value, and +21% in retention over 12 months



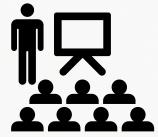
#### Solutions?



Leverage peer-to-peer influence and contextual trust



Focuses only on highpotential clients with tailored, low-noise interactions.



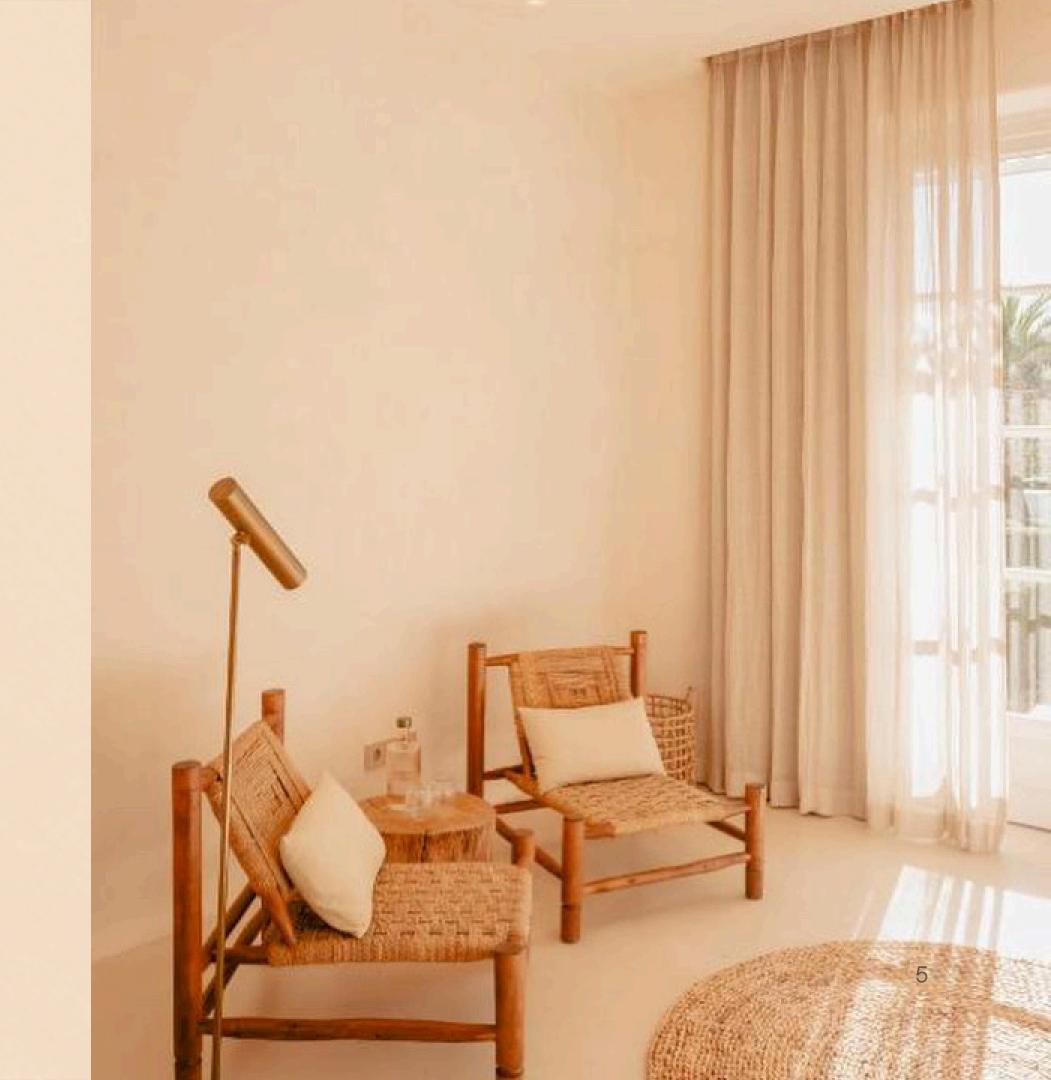
Introduce experiential proof live the value





## Why Now?

- Rising cost of digital campaign and competition
- Algorithm and platform changes require constant adaptation
- Buyers expect authentic, consistent content & trust.





# Services Overview

Brand
Integration in
Lifestyle
Projects

Content
Creation &
Visual
Storytelling

Product
Consulting &
Curation
Support

Client
Activation
Events &
Private
Showcases

Lead
Qualification
& Strategic
Referral

More





#### **Business Model**

We offer flexible, scalable services for businesses of all sizes.

## Ambassadorship as a Service (AaaS)

Converts "exposure" into qualified influence and tangible ROI

- Brand integration into high-value lifestyle/hospitality projects
- Content creation in curated, photogenic settings (e.g. Viluz, Casita)
- Invitations to private events with HNWI, architects, designers

Established brands seeking visibility with ultra-premium clients but unwilling to rely on classic trade channels

## Project-Based Specification Model

Shortens the sales cycle by directly influencing specifications
Positions Olyra as a product-to-project bridge, not a classic reseller

- Project-based pricing for seasonal or special campaigns
- Includes short-term social media pushes, product launches, rebranding, or digital audits
- Ideal for clients testing the waters or addressing a specific need

Brands with high-performance technical products (coatings, cladding, lighting, surfaces, etc.)

### Immersive Activation & Lead Generation

Real visibility (not "catalog" presence)
Leverages the power of context +
network + exclusivity

- Right to showcase the brand at Viluz (rotating collections, usage in VIP suites)
- Hosting curated B2B or press events
- Warm intros to leads: architects, buyers, hospitality decision-makers

Brands in mid-scale growth phase looking for real-life activation in a strategic market





## Competitive Advantage

Olyra doesn't try to reach "everyone".

We focus on the right ones — and that drastically reduces noise, friction, and unnecessary spend.

Classic sales models often rely on volume-based logic, burning budget on attendance, presence, catalogs, and unqualified leads.

Olyra turns each euro into intentional impact:
We don't "spray and pray" — we curate and convert.

Feature	Olyra	Classic Sales
Curated Brand Context (Prestige + Space)	V	X
Influence on Decision- Makers (Top 5%)	V	X
Efficiency per € Spent	High	Low
Initial Investment	Moderate & strategic	High

#### Team

With over 30 years in brand strategy and bespoke activation (Wim), and 20 years in luxury sales and hospitality (Thierry), we've built more than just a hub —

We've created a living ecosystem where the right products meet the right people, in the right context.



Wim Voss

Founder / CEO



Thierry Herinckx
Co-Founder/Sales Director





#### Roadmap

# Phase 1 Selection & Alignment (Month 0−2) Phase 3 Activation & Conversion (Month 4−10)

Phase 2

On-Site Integration (Month 2–4)

Phase 4

Partnership Growth or Exit (Month 10–12)





#### Contact Info

Let's grow your brand together.

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