



  
**KEMPA**  
 ESCAPE THE ORDINARY™



THE  
K E M P A ...  
BRAND

## KEMPA LICENSES

its brand, master logo and tagline selectively through contractual license agreements within the initial sectors of travel/tourism, home and beauty consumer products and other select lifestyle categories.

## KEMPA EMBODIES

an Indonesian word translated in English meaning '*felt*' or '*to feel*'. KEMPA provides an *Escape from the Ordinary*<sup>™</sup> for consumers and brand fans, ensuring a good feeling by establishing and maintaining brand trust and product/service continuity. With ongoing master brand support, the licensor's focus is on building and preserving its reputation as a world-class lifestyle brand and increasing the brand trust by consumers.

## EXISTING LICENSED OPERATING COMPANIES

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STAYK  
BY KEMPA COLLECTION

A KEMPA BRANDED HOSPITALITY COMPANY FEATURING A FAST- GROWING PORTFOLIO OF LUXURY ESTATES (KEMPA COLLECTION) AND ASPIRING CLASS CONDOS (stayK). KEMPA COLLECTION ALSO OPERATES A MEMBER AFFINITY CLUB WHICH OWNS MEMBER AND NON-MEMBER CONSUMER DATA.

**LICENSE AGREEMENT**  
**TERM EXPIRES:**  
JULY 20, 2040 (Renewable)



A KEMPA BRANDED HOME DÉCOR, FURNITURE AND DESIGN SERVICES BRAND; AS WELL AS THE SALE OF FULL-SCALE INTERIOR DESIGN SERVICES TO RESIDENTIAL HOMEOWNERS & DEVELOPERS.

**LICENSE AGREEMENT**  
**TERM EXPIRES:**  
AUGUST 1, 2042 (+10 yr extension)



A KEMPA BRANDED RENTAL CAR BRAND, FOCUSED ON PROVIDING SUPERIOR CUSTOMER SERVICE, DIRECT TO CUSTOMER D/O and P/U OF THE EXACT NEW MODEL VEHICLE OF THEIR CHOICE. PERSONAL CAR CONCEIRGE ENSURES NO SHUTTLE OR WAIT TIME.

**LICENSE AGREEMENT**  
**TERM EXPIRES:**  
AUGUST 3, 2029 (Renewable)

# LICENSES IN IMMEDIATE DISCUSSION

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## KEMPA JET

IN MID-STAGE DISCUSSIONS W/ TWO LEADING OPERATORS  
BRANDED OPERATING BUSINESS WILL COMPLIMENT EXISTING  
HOSPITALITY/RENTAL CAR LICENSED COMPANIES

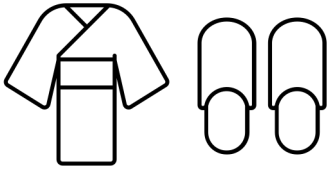


## KEMPA CREDIT CARD

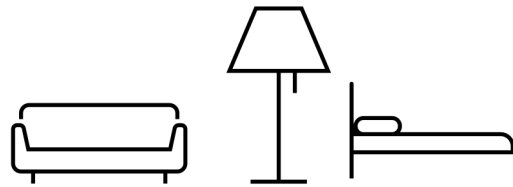
IN EARLY-STAGE DISCUSSIONS W/ ONE LEADING FINANCIAL INSTITUTION  
BANK APPROACHED KEMPA DIRECTLY  
EXPLORING OPPORTUNITIES WHICH PROVIDES LOYALTY PROGRAM

# PRIORITY LICENSES DESIRED / EXPLORING

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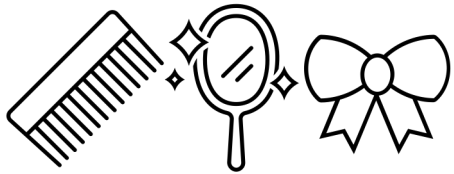
APPAREL & LIFESTYLE TEXTILE



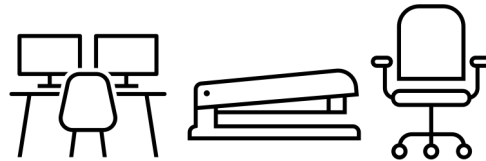
HOME FURNITURE & DÉCOR  
(BRANDED **KEMPA HOME**)



KITCHEN & BATH ACCESSORIES  
(BRANDED **KEMPA HOME**)



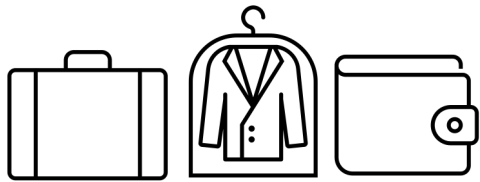
FASHION ACCESSORIES



OFFICE FURNITURE & SUPPLIES



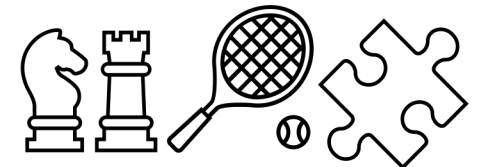
HOLIDAY ORNAMENTS & ACCESSORIES



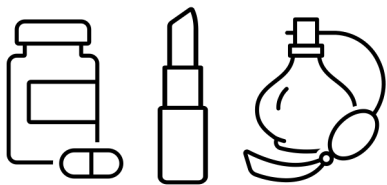
TRAVEL BAGS / ACCESSORIES  
BRANDED (**KEMPA COLLECTION**)



PAPER PRODUCTS & CONSUMABLES



SPORTING, GAMES & ACCESSORIES



COSMETIC, SKINCARE & BEAUTY



FOOD, BEVERAGE & ALCOHOL

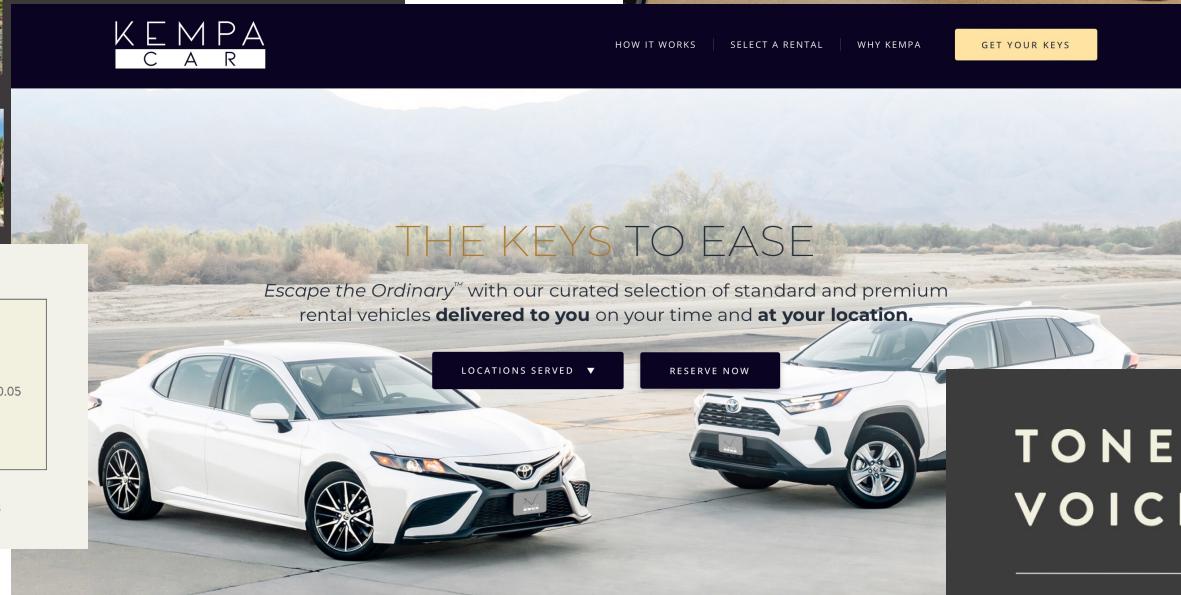
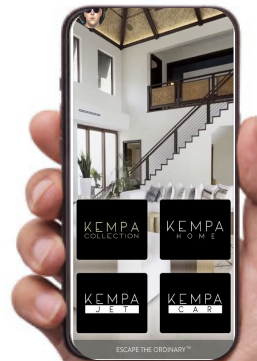
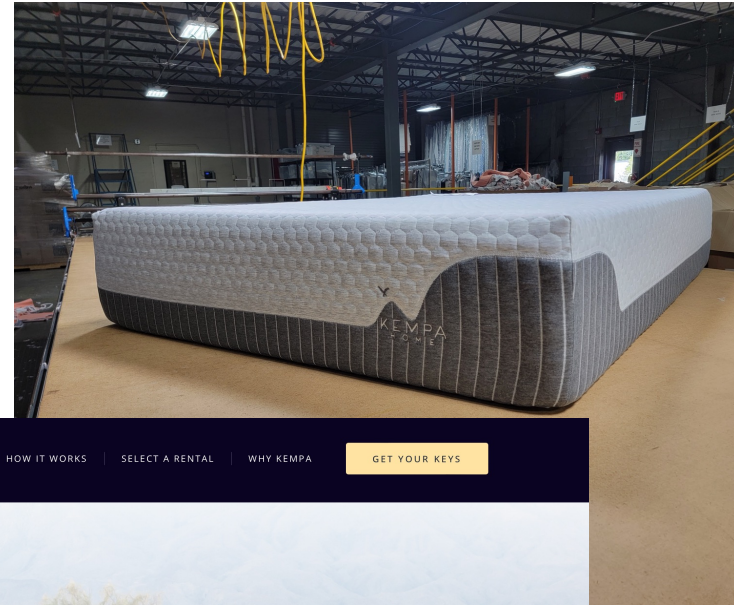
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HOW IS **KEMPA** BUILDING BRAND AFFINITY & TRUST?

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# WITH CONSISTENT BRAND STANDARDS

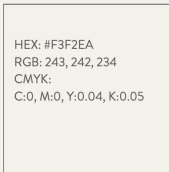
## PROPERTY BRANDING



### PRIMARY

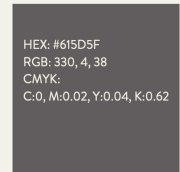


**KEMPA GREY**  
Dark backgrounds and header copy

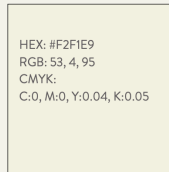


**KEMPA CREAM**  
Light backgrounds

### SECONDARY



Body copy on light backgrounds



Body copy on dark backgrounds



**SILVER/GREY**



**DARK GREY/BLACK**

## THE TONE OF VOICE

In today's overstimulated world, there's a lot of meaningless chatter out there. That's why we're intentional about the way we speak. Our tone of voice reflects our personality as a brand. It's how we represent KEMPA COLLECTION in our marketing efforts, to our guests and everyone in our KEMPA family.

# WITH MEDIA RELATIONSHIPS

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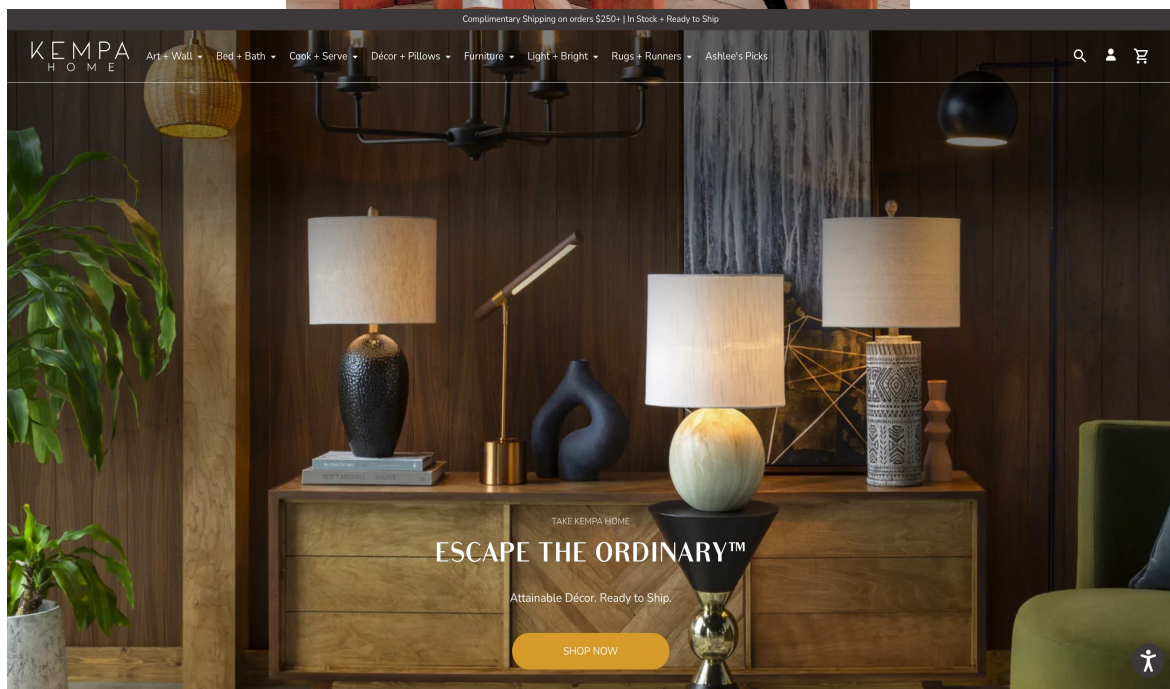
AS FEATURED IN



INFLUENCER & CELEBRITY GUEST PROGRAM



# WITH EXISTING KEMPA BRANDED PRODUCTS



- AVAILABLE FOR PURCHASE BY GUESTS **VIA QR CODE** AT KEMPA PROPERTIES ALLOWING GUESTS TO TRY BEFORE THE BUY.
- PHYSICAL LOCATION COMING PRESTIGIOUS CAMANA BAY ADDRESS IN GRAND CAYMAN, FEATURING A SHOWROOM, MEMBER CLUB EXPERIENCE + DESIGN SERVICES PROVIDED TO KEMPA COLLECTION PARTNERS AND THE GENERAL PUBLIC
- SIGNATURE MATTRESS WAS THE FIRST PRODUCT TO LAUNCH (2022) VIA E-COMMERCE
- GUESTS CAN "*TAKE VACATION HOME*" AND EXPERIENCE KEMPA QUALITY & COMFORT IN THEIR OWN HOME- FOSTERING BRAND AFFINITY.

# ALIGNED FOUNDER & BRAND TEAM

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- BRAND LAUNCHED & LED BY FOUNDER, JASON FELTS, AS SOLE FOCUS.
- 14+ YEARS LEADING BRAND POSITIONING, ENTERTAINMENT MARKETING AND CEO EXPERIENCE FOR SIR RICHARD BRANSON / VIRGIN.
- FOUNDER AND BRAND TEAM'S EXPERIENCE IS ROOTED IN HOSPITALITY, BRAND MARKETING, CONSUMER PRODUCTS AND MEDIA W/ DEEP RELATIONSHIPS WITHIN THE SAME.
- REPRESENTATION BY BRAND LIAISON FOR LICENSING STRATEGY IN UNTAPPED CATEGORIES



  
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