



# « VISION LA BRAYE 2050 »

by Edelweiss Paradise

## 3 SEASONS & WINTER PROJECT

Presentation and fundraising file



# « VISION LA BRAYE 2050 »

BY EDELWEISS PARADISE

AN AREA TO BE ENJOYED IN EVERY SEASON, SET IN ONE OF  
SWITZERLAND'S MOST BEAUTIFUL NATURAL PARKS

1.  
Authenticity, nature and well-being
2.  
Cultural and sporting activities accessible to all:  
families and people with reduced mobility
3.  
The promotion of mountain agriculture  
and its local products
4.  
Environmental protection  
and sustainability through decarbonisation of the site  
and technical installations
5.  
Integration with regional and  
cantonal development policies

## 2050? Why 2050?

Following the result of the referendum held on 21 May 2017, 2050 has been set as the date by which the Swiss Federal Council should have reached all the targets laid down in its national energy strategy: the complete renunciation of nuclear power, the promotion of renewable energy sources and the improvement of energy efficiency.

Well, 2050 is the horizon beyond which Switzerland must not release more greenhouse gases into the atmosphere than our natural and artificial reservoirs are capable of absorbing. In other words, all the energy we consume will have to come from renewable sources.

"La Braye Vision 2050" makes clear that our project goes mere decarbonisation to fully embrace long-term viability and sustainability in all its aspects.



# PREAMBLE



- **Christmas 1957**, Château-d'Oex inaugurates its first cable car at La Braye thanks to the determination of a handful of local visionaries.
- **1993**, the cable car is completely renovated and a detachable chairlift built. For many years, the winter season is the chief priority, little is done to develop the other 3 seasons.
- **2018**, the decision to suspension all operations is taken.
- Following the closure of the La Braye facilities, a group of enthusiasts, supported by part of the population and secondary residents, propose – through **the Edelweiss Paradise association** – an ambitious project to develop tourist activities during all 4 Seasons on the plateau of La Braye.
- **2020**, the Edelweiss Paradise Association acquires the share capital of **Télé-Château-d'Oex SA (TCO)**, owner of the buildings and technical installations – estimated value CHF 11'000'000.- - for a symbolic CHF 1.-.
- **2020**, Edelweiss Paradise buys the restaurant de la Braye for CHF 50'000.-, estimated value CHF 1,950,000.-.

**2022**

## **TO OUR FUTURE MEMBERS AND PARTNERS**

We need your help to ensure part of the « **Vision La Braye 2050** » project's financing and long-term profitability.

This document presents the approach to be implemented to ensure the success of all our members and partners.

# WHY SUPPORT « VISION LA BRAYE 2050 » ?

The development of the project « **Vision La Braye 2050** » is perfectly aligned with a tourist development accessible to all and respectful of the environment.

It is important to bear in mind the strong support of the population and secondary residents, reflected by the enthusiasm for the «Sundays at La Braye» (1,300 people).

## **Its strengths are as follows:**

- To upgrade the «Pays d'Enhaut La Braye» site, the only area dedicated to the development of tourist activities.

- Develop important activities for all 3 seasons and winter.
- To welcome all types of public, with easy access for people with reduced mobility.
- To offer sports activities for all.
- Organise educational, recreational and event-based activities.
- Decarbonise the site and promote renewable energy.
- Increase attendance by extending the MOB line to Interlaken.

## **With the integration of the « Magic-Pass » :**

- Gain visibility with a larger audience, and access to an influential promotional platform.
- To increase awareness of the region and the number of visitors.
- Develop soft mobility, in partnership with regional transporters - MOB, TPC (Transports Publics du Chablais), etc..



**AT THE SUMMIT, ATTRACTIVE  
EXPERIENCES FOR ALL:  
  
CHILDREN, TEENAGERS,  
PARENTS AND GRANDPARENTS,  
  
PEOPLE WITH REDUCED MOBILITY,  
SPORTSMEN AND WOMEN, AS WELL AS  
THE MORE CONTEMPLATIVE.**

# CUSTOMERS

LOCAL, REGIONAL AND INTERNATIONAL  
Families, Children, Disabled, Sportsmen

The « **Children's Mountain** » offers fun, along with educational and sports activities. The offer is adapted for the children of families on holiday or living in the area, as well as school outings or holiday camps thanks to a close collaboration with the MOB. Zip lines, a climbing wall, adapted mountain bike tracks and nature trails are all included in the package.

« **Relaxation at altitude** » will allow families from here and elsewhere to get away from it all, enjoy a good meal, walk the mountain paths and take in the breathtaking views of the Fribourg, Vaud and Valais summits..

The « **Accessible Mountain** », this Edenic place is accessible for people of reduced mobility, allowing them too to enjoy the tranquillity of the site and to practice adapted sports activities.

« **Sports and adventure** » brings together different activities, such as mountain biking, walking, zip line, etc.

« **Health and well-being** » sessions of meditation, soft activities, etc.



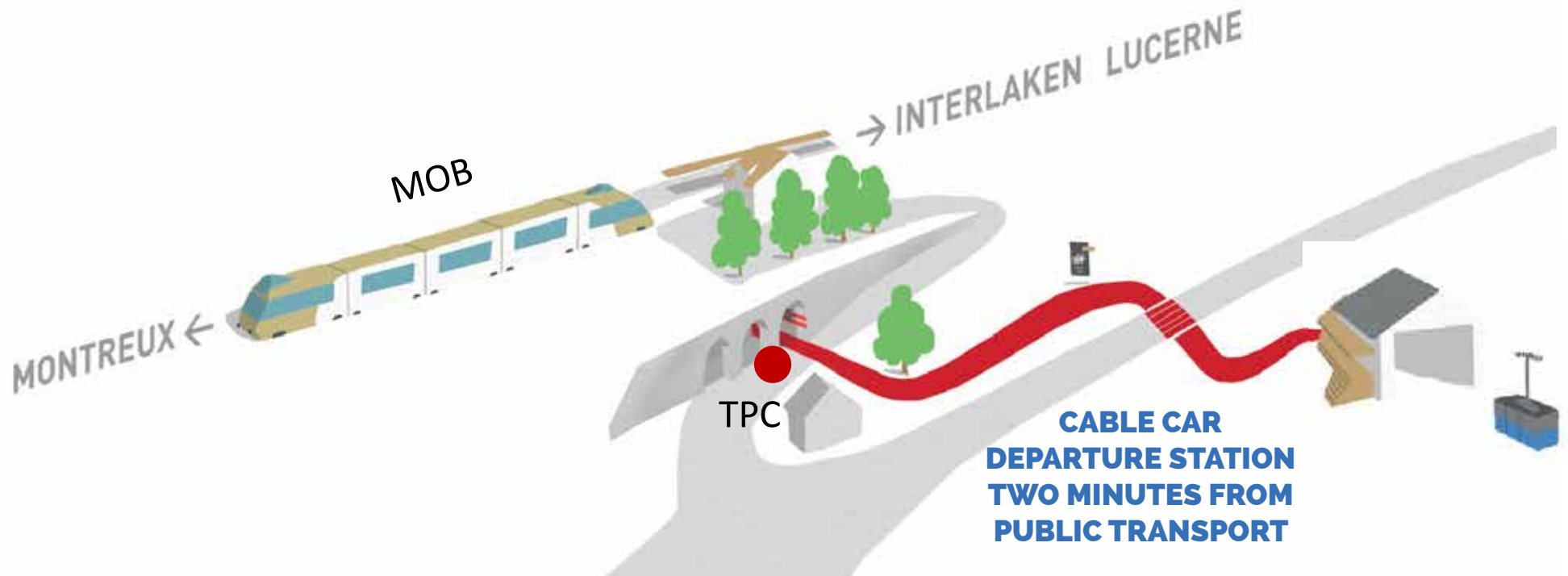


# 4 SEASONS À LA CARTE



- A 4-season reception in the summit building including a restaurant, a shop, a lounge area and various activities.
- Organisation of events on different themes, including mountains, nature, La Braye wildlife, sustainability and biodiversity.
- A space for meetings and interaction for various communities, both private and professional (company seminars, weddings, birthdays, team activities). Didactic and playful spaces and activities.
- Hosting companies for various extramural training courses.
- A glamping-type hotel development.
- Cultural workshops: carpentry, paper cutting workshop, new album releases, cheese making on a wood fire, etc..
- Nature Awareness Sessions for schools, colleges and universities, associations, companies or private individuals, including botanical courses, discovery of trees, animal watching, stargazing, workshops on renewable energy, etc..
- Sports events: walking festival, grass scooter festival, large-scale games (e.g. box escape room), workshops, yoga, Pilates, etc..

# UNIQUE SITUATION





# WHY INVEST?



## **DEVELOP A SOLID BUSINESS MODEL**

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«Vision La Braye 2050» by Edelweiss Paradise will develop a variety of activities that will provide income all year round and in all weathers. Rationalisation and optimisation of the operation, as well as the quality of the reception will cover the costs.



## **ENHANCING THE HERITAGE**

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The attractiveness of Château-d'Oex and the valley will be improved by the project. This increase in attractiveness will have a positive impact on the local economy in general.



## **BOOSTING THE LONG-TERM FUTURE OF TOURISM**

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Tourism is a source of multiple direct and indirect revenues. «Vision La Braye 2050» by Edelweiss Paradise will be a forward-looking and complementary engine. It will have a positive impact on the entire tourism value chain.



## **FOCUS ON COMFORTABLE AND SUSTAINABLE PUBLIC TRANSPORT**

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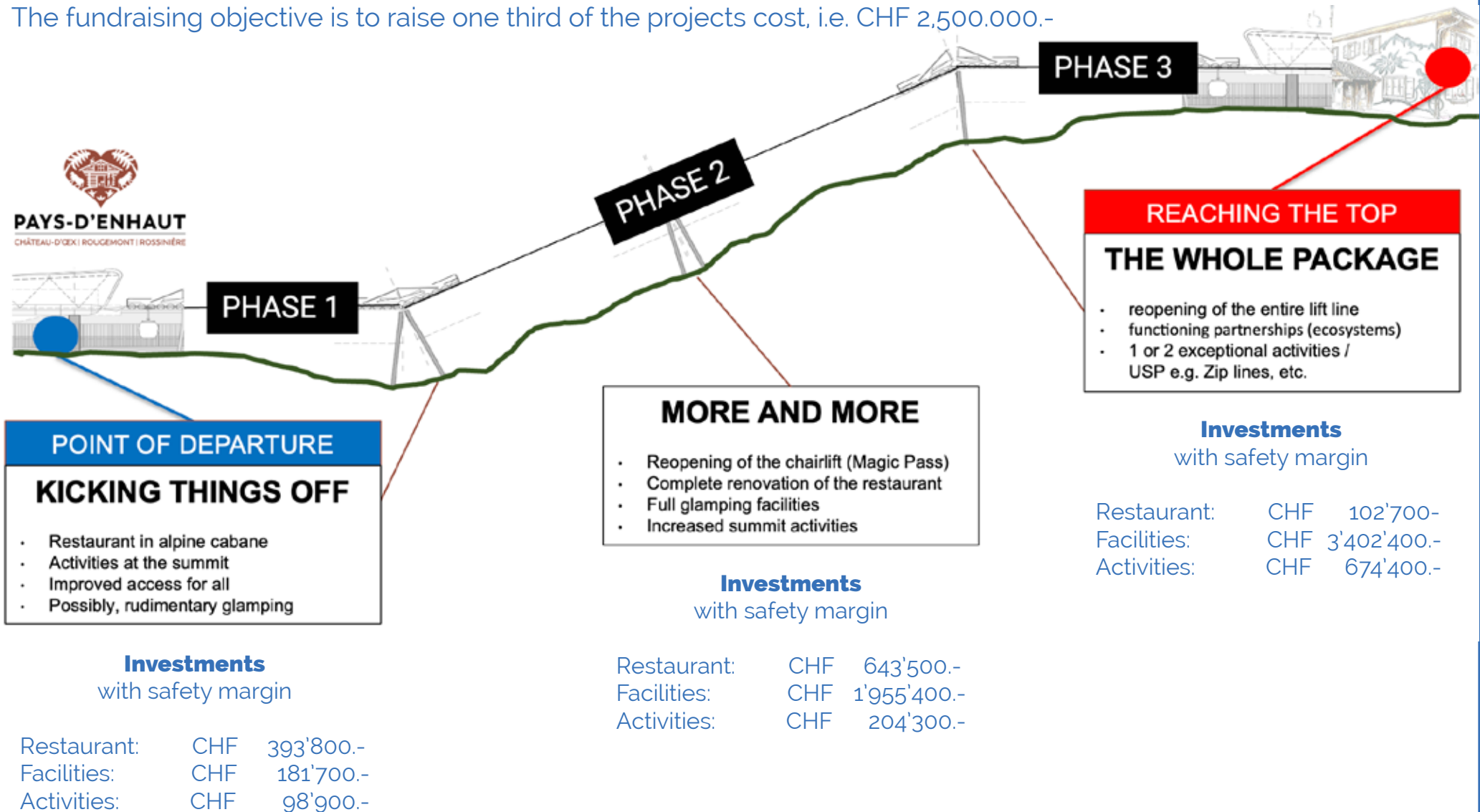
The new infrastructure being developed by the MOB and TPC is an extraordinary opportunity. It offers the chance to have an attraction with as much potential as La Braye, so close to the new station.



# HOW TO SUPPORT THE « VISION LA BRAYE 2050 » ?

# INVESTMENTS PROJECT

The fundraising objective is to raise one third of the projects cost, i.e. CHF 2,500.000.-





# FORMS OF SUPPORT



## INVESTMENT TCO SA

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Contribution to the equity necessary for the accomplishment of the  
« **Vision La Braye 2050** » project.



Via a shareholding in TCO SA, owner of the infrastructure. The majority of the capital is held by the Edelweiss Paradise association.



The level of commitment and the objective chosen by the investor.



## DONATIONS ASSOCIATION EDELWEISS PARADISE

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Ad-hoc support for the Edelweiss Paradise association's activities.



Via a donation to the Edelweiss Paradise association.

# PARTNER VISIBILITY

## ASSOCIATE YOUR BRAND



Partner visibility will be achieved in a bespoke manner. This will allow your image to be associated with current and future trends.

Digital communication: social networks, website, newsletter integration, etc..

Printed communication: logo on the estate map, etc..

Branding such as the design of certain elements of the domain; ski racks, ski passes, displays, street marketing-type event promotion, etc. The costs of developing the visuals to be borne by the partners.



All carried out in collaboration with the Edelweiss Paradise association.

Benefits-in-kind services offered to the partners will be defined in collaboration with them so they best meet their objectives.

The lounge area is available, free access to the domain, etc..

Event activity in the restaurant or on the estate's tourist facilities.



# TEAM

**Jean-David Duc**, president (State of Vaud - financial manager)

**Nicolas Pasquier**, vice-president - partnership-sponsorship (SVR Vins - commercial)

**Francine Morier**, secretary (State of Vaud - RF curator)

**Christophe Chabloz**, treasurer (Crédit Suisse)

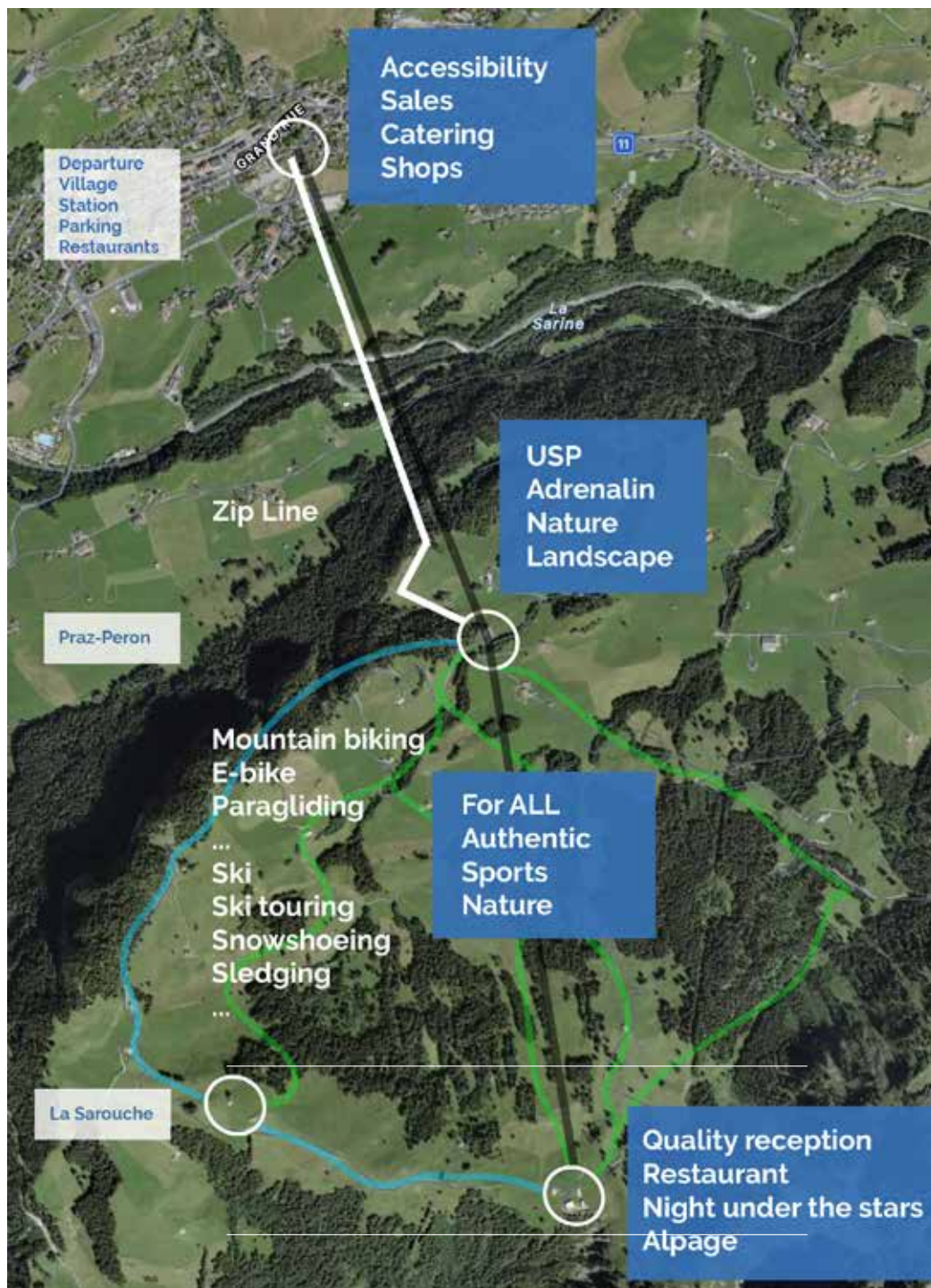
**Sandra Viroulaud**, communication (Je veux du peps - web project manager - Origine Sports - trader)

**Nicolas Weber**, head of Strategy (HEIG-VD - professor HES)

**Eugène Campiche**, event management (MCI Group - account director)

**André Bach**, tourism relations (Le Vieux Chalet - hotelier)





## Edelweiss Paradise Association

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ASSOCIATION  
**EDELWEISS  
PARADISE**

## PROSPECTUS

### ASSOCIATION EDELWEISS PARADISE - TELE-CHÂTEAU-D'OEX SA REHABILITATION OF THE DOMAINE DE LA BRAYE

#### FINANCIAL SUPPORT PROGRAMME

After two years marked by the pandemic, the project to rehabilitate the Braye estate is entering its implementation phase. The priority is now to raise the funding. The aim is to cover a budget of approximately 7.6 million francs, which will make the following possible:

- To create the various facilities for sports, leisure, cultural and educational activities,
- Renovate the Braye restaurant,
- Rehabilitate the ski lift facilities.

The project is presented in detail in the brochure "VISION LA BRAYE 2050" (<https://www.edelweissparadise.ch>).

The planned financing will combine private and public funding. The target sum to be raised from private contributions is **CHF 2.5 million**.

On 15 September 2022, the Municipal Council of Château-d'Oex voted an investment grant of CHF 750,000.00 to Edelweiss Paradise, on the condition that the investment budget be met in its entirety. This essential support paves the way for regional, cantonal and federal public grants and loans of around CHF 5,400,000.

Financial contributions, which are pledged on the attached form, may be made in the form of subscriptions for shares or participation certificates in the capital of Télé-Château-d'Oex SA (abbreviated to TCO). It is also possible to participate in the project through donations/sponsorship to the Edelweiss Paradise association. To do so, please contact the Committee.

#### **Subscription of shares or participation certificates in TCO Ltd**

It is planned to increase the share capital of TCO Ltd and to create a participation capital.

TCO Ltd currently has a share capital of CHF 200,000, divided into 200 registered shares of CHF 1,000 each, all held by the Edelweiss Paradise association. To ensure the coherence of the new development project for the Braye site implies that the Edelweiss Paradise association remain the majority shareholder of TCO Ltd. To this end, the articles of association will be modified: the voting right in the general assembly will be proportional to the number of shares held and not to their nominal value. The current capital will be converted into 2,000 shares of CHF 100.

The capital increase will involve the subscription of a maximum of 1,950 registered shares of CHF 1,000. The capital will be supplemented by participation certificates with a nominal value of

CHF 500. The participation certificate differs from the share in that it does not confer voting rights. Subscriptions will be made at par. Holders of shares with a nominal value of CHF 1,000 will be entitled to collectively nominate one director in TCO Ltd.

In accordance with legal requirements, a formal subscription form will be sent to the authors of subscription promises when the capital increase becomes effective, once the full investment budget is covered.

### **Conditions of support**

Pledges of donations and subscriptions made using the attached form are tacitly accepted by the Edelweiss Paradise association upon, unless they are expressly rejected for legal reasons. They are binding on their authors towards the Edelweiss Paradise Association. Télé-Château-d'Oex SA is entitled to demand the fulfilment of the capital subscription pledges. The authors of pledges and subscriptions shall cease to be bound if the execution of their pledges has not been requested by 31 December 2026.

This prospectus contains the terms of the pledges and subscriptions.

Château- d'Oex, 1. March 2024

For the Edelweiss Paradise association

Jean-David DUC, President

Christophe CHABLOZ, Treasurer

**For any further information or explanation, please contact the President Jean-David DUC, or the Treasurer Christophe CHABLOZ**

**Mail :** [jean-david.duc@edelweissparadise.ch](mailto:jean-david.duc@edelweissparadise.ch) or [christophe.chabloz@edelweissparadise.ch](mailto:christophe.chabloz@edelweissparadise.ch)



## EDELWEISS PARADISE ASSOCIATION PLEDGE OF CONTRIBUTION

## PROMISE TO SUBSCRIBE TO THE CAPITAL OF TELE-CHÂTEAU-D'OEX SA

The undersigned

NAME FIRST NAME or COMPANY NAME

ADDRESS

Email address: telephone:

- Promises to subscribe to the number of \_\_\_\_\_ registered shares of Télé-Château-d'Oex SA, with a nominal value of CHF 1,000, at par,
- Accepts a proportional reduction of the number of shares he/she promises to subscribe and the transformation of the excess number into a subscription of participation certificates in case the total number of promises to subscribe exceeds 1950 shares,
- Promises to subscribe to the number of \_\_\_\_\_ participation certificates of Télé-Château-d'Oex SA with a nominal value of CHF 500 at par,
- Undertakes to send the formal subscription form for the capital increase of Télé-Château-d'Oex SA to the Edelweiss Paradise association as soon as it is sent to it and to pay the subscribed capital,
- Declares that they has read the information and conditions contained in the prospectus.

Date:

**Signature:**

**Pledges to be returned to**

**EDELWEISS PARADISE ASSOCIATION,  
p.a. Francine MORIER  
Chemin de la Mosse 15  
CH- 1660 Château-d'Oex**