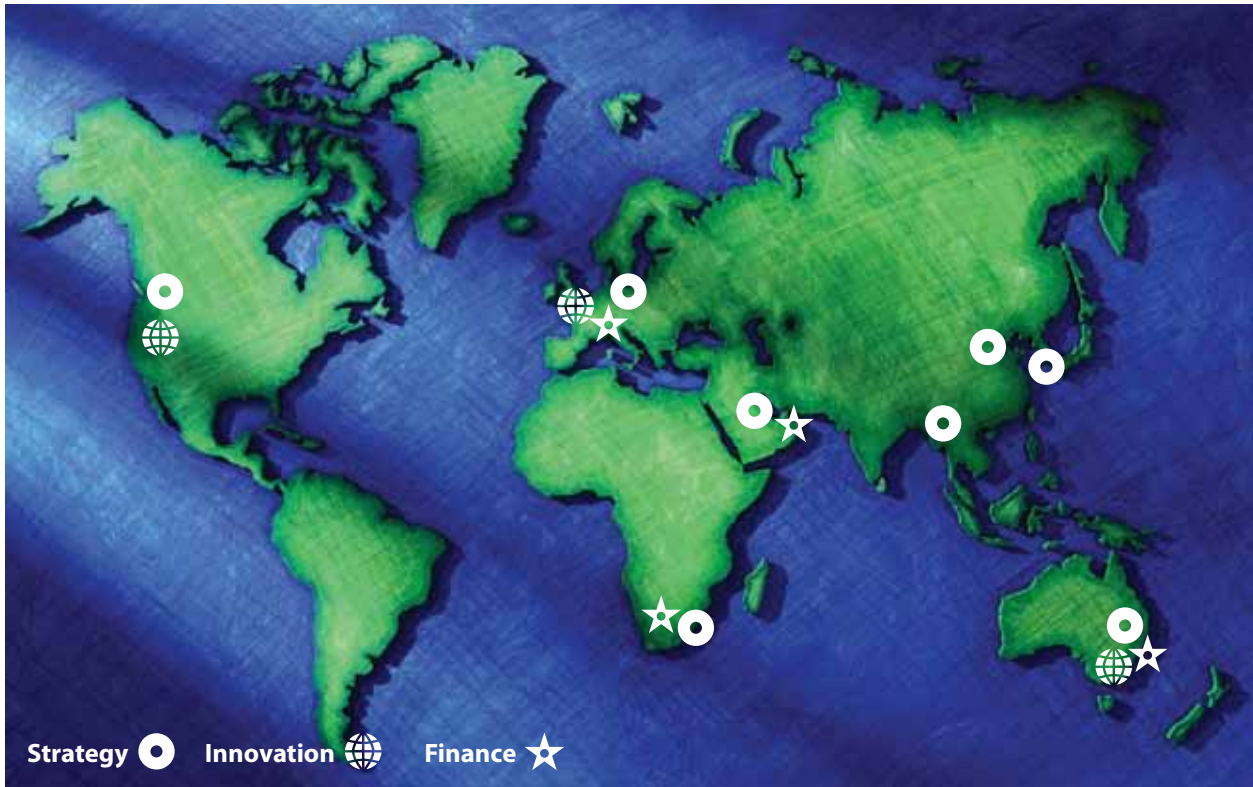


# Greenearth travel

## CORPORATE PROFILE 2011

- Greenearth.travel (Ge.t) is a Brussels and Calgary based company, established in 2010 to profitably, provide services / tools for **Green Growth Travelism** (Travel & Tourism) to encourage countries, cities, communities, companies and consumers to:
  - Support transition to the new Green Economy, based on low carbon, sustainable operations and renewable energy
  - Practice “**Quadruple Bottom Line**” Sustainability – climate, economic, social and environmental balance.
  - Recognize “**Sustainable Mobility**” as a force for good socioeconomic development and inclusive growth
  - Embrace “**Smart Travel**” – clean, green, ethical & quality - progressively decoupled from green house gas emissions.
- Ge.t builds partnerships & uses new tech. solutions to create a platform for research/analysis/implementation services for Green Growth Travelism. This ensures leadership thinking, best of breed practices, out of the box solutions and financing to specific local regulatory, market and business situations.
- We have three main business centres, each of which engages experienced and creative practitioners and leaders in the field to advance Green Growth solutions
  - **Strategy** – Think Tank, Planning & Advisory Services
  - **Innovation** – New Technology Products and System Design
  - **Finance** – Capital Mobilization and Fund Engineering
- Ge.t will focus on transformation to the low carbon economy. We have a proprietary interest in unique green growth destination scoping/delivery systems and in Innovative tools/products/services. We will specialize in emerging markets generally and the Asia (China: India) / Gulf / Africa triangle specifically.
- Our market is the \$5 trillion a year Travel and Tourism sector, which is forecast to double in size & economic impact over the next decade. It will be a major element in global response to economic, climate, poverty and development challenges. Its customers range from public sector countries, cities and communities to private sector multinationals and local sme’s all of whom can benefit from Green Growth transformation.
- As an integral part of its CSR structure Ge.t has committed cost based support to Live The Deal, a non profit global climate response/education program.
- Our 3 year projection is for cumulative revenues of \$6 million against costs of \$4.8 million, with after tax profits of \$1.2 million. The revenue projections are conservative, based on known contracts in 2011 plus realistic expectations from discussions in progress. Cost estimates for 2011 assume tightly controlled operations.
- Strategy and Management comes from the partners – Chair Professor Geoffrey Lipman (Belgium), Managing Director Peter Barker (Canada)
- Our team has substantial experience and global top level contacts in Travel & Tourism, International Finance, Strategic Planning, Education, Environment and Development Issues. With decades of experience in high level Travelism business activity – see [www.greenearth.travel](http://www.greenearth.travel)
- The business group focus & geographic spread of collaborating companies is set out in the diagram on the next page. This is a flexible structure that will be expanded and adapted to meet evolving business and market opportunities. The common binding element is commitment to the goals of ge.t in their business dealings & corporate social responsibility as well as win - win reference / revenue/ commission sharing.
- Ge.t has formed anchor relationships with Ruwaad Holdings in Dubai to establish a new entity “Beyond Tourism” that will lead implementation of destination delivery projects: Schuman Associates in Brussels that focuses on the multibillion euro EU funding programs and TTSI in Bangkok to capitalize on the Asian growth syndrome.
- We have built strong academic links with Oxford Brookes University UK, Victoria University Australia & Jeju University South Korea. We are a partner in establishment of the World Environment University, an initiative driven by Maurice Strong. Our communications networks are developing with the eTurbo group, Travel Mole/Vision and Africa Investor to date.

## BUSINESS GROUP FOCUS & GEOGRAPHIC SPREAD OF COLLABORATING COMPANIES



### Business Initiatives March 2011

- Ruwaad Holdings, UAE for a 25% equity stake in “beyondtourism” – a development, marketing and promotional company. Linked to a multifaceted Development Group
- VISA International, USA to support its research and promotional activities in relation to sport and tourism
- Cosmos Group, China – development services for hotels, theme parks & retail malls in China
- TTSI, Thailand for Green Growth Tourism Investment in Asia Pacific
- Schuman Associates, Belgium for joint venture Tourism Financing programs in emerging European and Developing State markets
- STDI, Australia to operate the 360 Green Earth Scan and GETS scenario development tools
- Polymer Group, Australia to develop a flight tested nano technology to reduce aircraft drag, lower carbon emissions & conserve water in cleaning
- World Sky Race, USA to promote an annual global industry communications event
- “Big Ideas”, UK for joint venture development of technology platform for the industry, education and the GET strategy
- Village Green, USA, Green Globe Certification, USA and FairTourist, Finland for green economy certification, financing, consultancy and carbon credit programs
- Ixeo, Switzerland for promotion of the TEN destination information and distribution system
- 3Laws/SSN, RSA for carbon offset and community development systems
- Africa Investor, RSA for investment related initiatives in Africa and China
- Live the Deal Belgium not-for-profit for CSR and climate education. Supported by Box Group Serbia and the Carbon Consultancy UK.
- Oxford Brookes University, UK, WEU, Korea and Victoria University, Melbourne to utilise and underpin research frameworks for Green Growth and Travelism
- E-turbo Group, USA, Totem Tourism, UK, and Dragon Trail, China for media and communications support

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