

own the life

live, play, stay the Argentine way

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culu  
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polo lifestyle resort

# Introduction

The Culu Culu Polo Lifestyle Resort lies on one kilometre of untouched lagoon waterfront in Lobos, the heartland of Argentine polo. Culu Culu is next door to the famous Royal Pahang polo estate and four minutes from the world renowned La Espadana, winners of the Argentine Open every year from 1986 until 1990.

We bring fresh design to the dark world of estancias. We bring family life to the previous domain of eight men. We bring blue vistas and the nature of the Culu Culu lagoon to the flat polo fields of the pampas.

## THREE WAYS TO ENJOY CULU CULU

### adventure

Non-riding families are welcome! Relax with the family and take part in our activities: 4x4'ing through rivers, kayaking, microlighting, bird watching, sitting at your own private family beach. You may wish our staff to teach your family how to ride by starting with gentle outrides around the lagoon.

### fly in, play, and go!

From low level to high-goal polo. No hassle, horses and no costs. You simply pay for chukkas.

### stable your string

Build your own barn, stable your string - complete with grooms - and enjoy oversight by our Culu Culu manager.



We are offering an initial 30 plots at a price of US\$250,000 each. Each plot is 1.5 acres or 6,000m<sup>2</sup> in size. Your home will surround Zulu One and Shaka Field, our championship fields. You may reserve your plot with a deposit of US\$75 000 once the infrastructure has been completed.



# masterplan





# life style

natural family atmosphere

Culu Culu is the first lifestyle resort of the new Argentina. Culu Culu is based in Lobos, in the district of Buenos Aires. Lobos is famous as both the birthplace of polo in Argentina and the birthplace of Juan Peron.

The allure of café-life, walking the safe streets of nearby Buenos Aires; the discovery of a new restaurant, antique shop, or tango bar, make Culu Culu a warm home away from home.





# natural atmosphere

Our friends seek family tranquility from their world travels, with the option of immersing themselves into polo and family based activities at Culu Culu.

Our fresh vibrant approach uses one kilometer of waterfront; Blue lagoon and bird life on the one side and the green polo fields and horses to the other.

The bird life is truly remarkable at Culu Culu, with its an abundance of species. The view of thousands of flamingoes descending on the lake late afternoon is one that can scarcely be forgotten.





# hotel and spa

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Our boutique hotel will open in 2008 and will attract some of the world's most interesting polo players, entrepreneurial businessman and celebrities.

The wellness spa will also be opened in 2008 and will draw from our experiences of top spas in Thailand, Bali, Japan and India.





# Make Culu Culu your family's lifestyle decision



- ≈ Choose your plot from our Masterplan.
- ≈ Pay a \$75 000 deposit.
- ≈ Choose from one of three cutting edge home designs and three sizes of homes.
- ≈ Start working with our team of architects, project managers and landscape designers in personalising your the requirements for your home.
- ≈ You choose if you want to eventually build stables at Culu Culu – you are under no obligation.
- ≈ Culu Culu completes the infrastructure: (roads, fields, electricity, gas, sewerage, club house etc.)
- ≈ You now pay the balance of the \$175,000 for your land and polo club cost.
- ≈ You can begin building your home anytime within one year of infrastructure completion. Our on-site project manager will work with you in building your home while you continue to live overseas.
- ≈ The cost of your home will average US\$1,000 per m<sup>2</sup>, roughly a quarter that of the UK and half of the US.
- ≈ Financial payments for your home will be done directly with your project manager, with funds being released on a stage-by-stage basis.





# Owning your own stables at Culu Culu

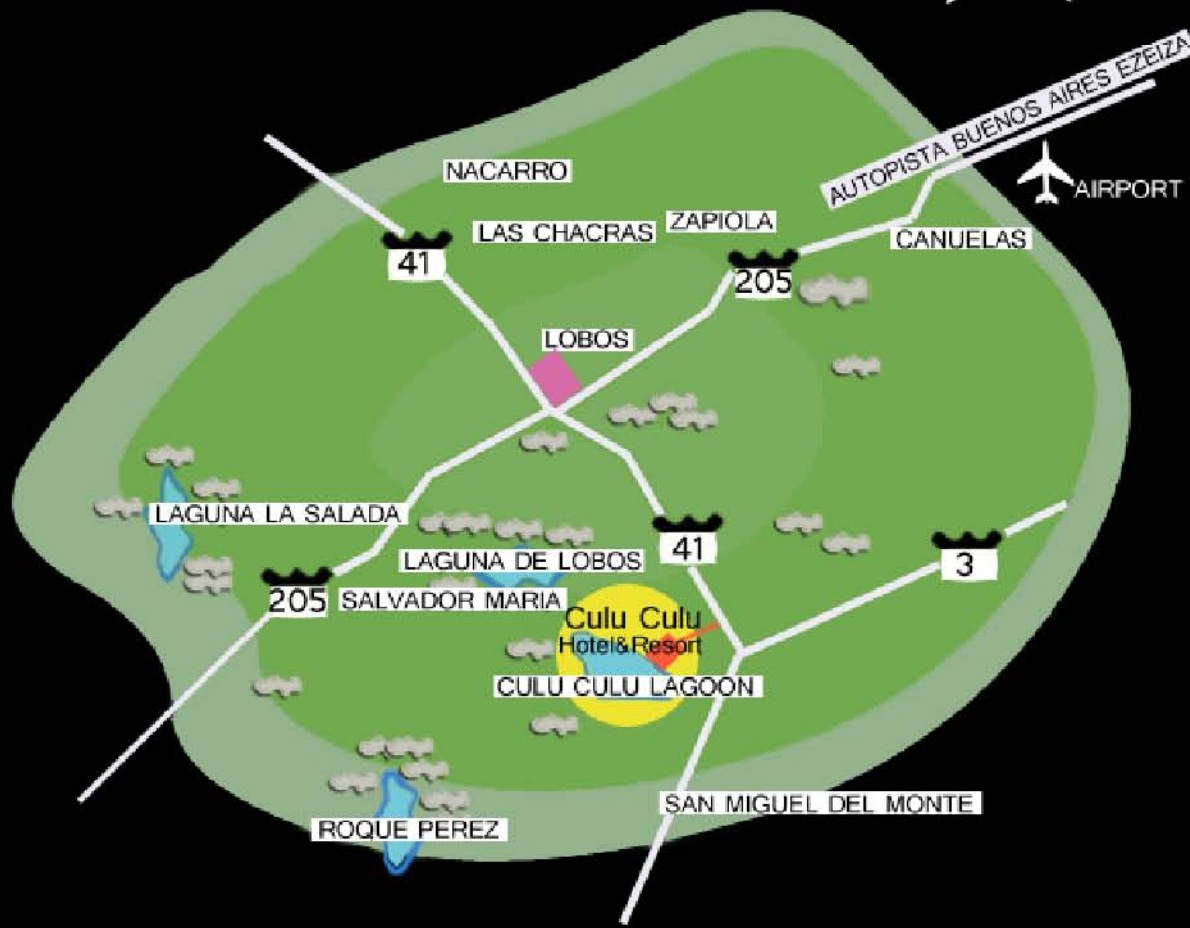


- ≈ Each homeowner has the right to lease land from Culu Culu to build their stables.
- ≈ The cost of this lease is ONE PESO per year.
- ≈ You choose your stable/barn from our designs.
- ≈ Our project manager will control the entire construction in your absence, but with your remote input.
- ≈ The barn is your property. The land is our property. We may lease your barn if you are inactive for a period of time.
- ≈ You have the right to sell your barn at any time.

*Our stables, barns and petisero homes are built by our master stable and barn builders, who designed the Heguy barns in Argentina*



# lobos





Foreigners can play in Argentina at any level and simply fly in for the experience, with their entire trip and horse-power being catered for.



Polo in Argentina is more affordable and of a higher standard than anywhere else.

Consider this: Argentina's best polo team has not lost against another country since 1932.



New Age: The greatest player the world has ever seen, Adolfo Cambiaso, has based his entire operation in Cañuelas, 45 minutes north of Lobos.



Access: Culu Culu/Lobos is thirty minutes from the airport.



The cost of playing polo, land, horses, grooms and tack are inexpensive in Argentina.



# why argentina?

Culu Culu is 4 minutes from the world famous La Espadaña Polo Club organization, around which former 10-goaler Gonzalo Pieres and his 10-goaler son Gonzalito, have based their operations.

There are 20,000 registered polo players in Argentina, more than ten times that of each in the US and the UK.



Ease: The highway into Lobos is uncrowded and of a better standard than the I-95 in Palm Beach and the M-25 in England.



There are ten men in the world with a handicap of 10 in polo. (Handicaps start at -2 for beginners, with 10 being the highest). All but one of these 10 men are Argentine.

Affordability: Land in Lobos is nearly one quarter the price of that in Pilar, the once-traditional capital of polo.

There are more than 100,000 peticeros, or grooms, who specifically care for horses.





# culu culu's value

The time for Argentine real estate is now! The Argentine Peso is the least expensive major currency in the world. Here we compare what similar real estate costs:

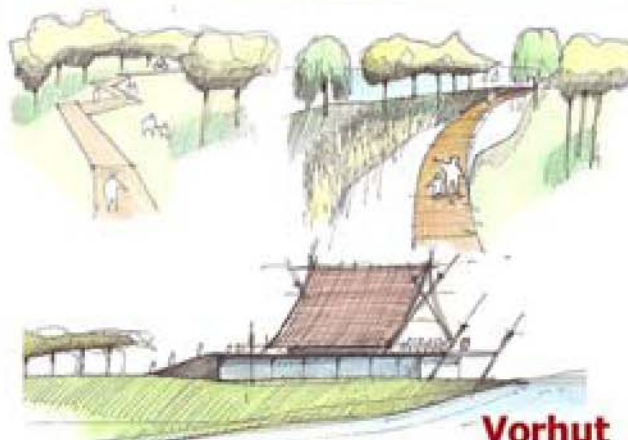
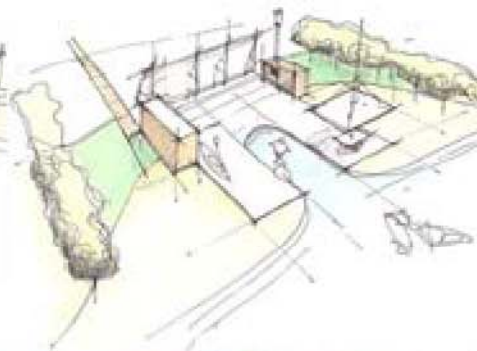
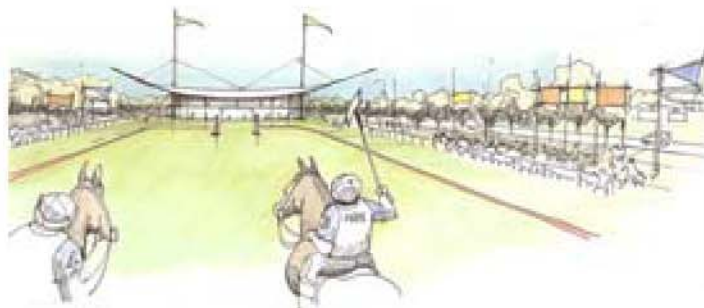
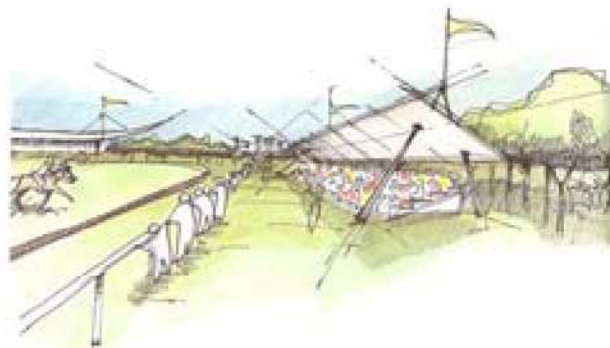
Culu Culu has chosen 6,000m<sup>2</sup> plots, or 1.5 acres, for our homeowners for ease of maintenance. An acre and a half can be managed from a distance, while a larger plot requires a full time gardener/manager.

- ≈ In the heartland of American polo, Wellington Florida, (West Palm Beach) one million US\$ buys you 2.5 acres of LAND ONLY with no infrastructure. However, great polo abounds.
- ≈ In England an acre and a half sells for roughly US\$600,000 and like Wellington this is for land only – no infrastructure nor immediate polo friends
- ≈ Soto Grande is perhaps the most expensive real estate. The cost of a home of 166m<sup>2</sup> on 320m<sup>2</sup> of land begins at £600,000.
- ≈ Marketing of Helvetia Village in Brazil began two years ago. Nearly 70 plots all sold to Brazilians at roughly US\$150,000. These stands have more than doubled in value, and have a club with no amenities. This is remarkable given that there are only 550 polo players in Brazil.



We believe that the demand for world polo is just beginning.





PRELIMINARY SKETCH



# the culu culu team



**Al Alletzhauser**  
Founder

Al Alletzhauser is the founder of Culu Culu, and started playing polo 10 years ago at age 37. An important feature of polo at Culu Culu for Al is that amateurs and pros play together year round. Al also enjoys the personalities in polo. "Every player has built his own fortune or empire. These are all self made men with fascinating stories." At 47, Al is one of these men. He has funded or founded three companies which grew to a market value over \$100 mn. One of these is Bloomsbury Publishing which discovered JK Rawlings and Harry Potter. Al plays off one goal, and teams up with Juan Olivera in Argentina and Wellington and with Duncan Ellis in South Africa.



**Marcelo Busellini**  
CEO

Marcelo has worked in multinational companies in the Far East, US and Europe for over 15 years. His former position was with the Argentina Ministry of Tourism and Culture. He is a graduate of the University of California at Berkley. He is passionate about sport and was member of the under 21 national rugby team. Marcelo lives in Buenos Aires with his sons Francisco and Felipe.



**Philippa Spark**  
Head of Global Sales

Philippa has been involved in polo for most of her life. While working for South Africa's top polo patron, she ran the country's top polo tournament. Philippa has built polo estates and worked with architects, town planners, builders and quantity surveyors. This makes her an invaluable resource to Culu Culu homeowners and players alike. Philippa is the editor of Polo Leisure & Lifestyle magazine, and is based in Johannesburg.



**Veronica Posse**  
VIP Client Liaison

Veronica comes to Culu Culu from the neighbouring Royal Pahang Polo Club in Lobos, which she managed for three years. Veronica's previous role included hosting VIP guests such as the Prime Minister of Malaysia. She has taught Dr. Mahatir and many important visitors the skill of horseriding. She is also the creator of the famous 25,000 acre equestrian resort 'Santa Rosa's Farm' in Monte, Argentina. Veronica is an avid showjumper and will be instrumental in the evolving vision of the equestrian resort.



**Nick Anthony**

Nick is a former stockbroker who now owns Indigo Real Estate, the foremost luxury real estate company in Asia. Indigo has operations in Phuket, Krabi, Koh Saamui, Bali, Vietnam, The Seychelles, Argentina and Grenada. Nick is the director of two hedge funds and a new Asian property fund. Nick is a published writer, a keen sailor and is involved in many charitable causes.



**Felix von Planta**

Felix von Planta made polo part of his lifestyle five years ago in Brazil, where he plays in the local Brazilian high level amateur polo tournaments as a 0 goaler. Felix has an extensive polo network, and participates in many fascinating tournaments in Argentina, Brazil, Switzerland, Italy, Germany and in Kitzbuehl on snow. Felix owns his own consulting company in São Paulo, and is also the founder of Urubu.info, a leading company in the mobile media industry in Brazil.

Mr. Hector Busellini has over 40 years of experience as a Civil Engineer, and his firm are the main consulting engineers responsible for the construction of Culu Culu. Among his chief works are the construction of industrial and residential buildings in Argentina and Brazil. Mr. Busellini became President of the Board of Directors of the University of Buenos Aires, Engineering School at the age of 26 and was professor of Civil Engineering for 18 years.