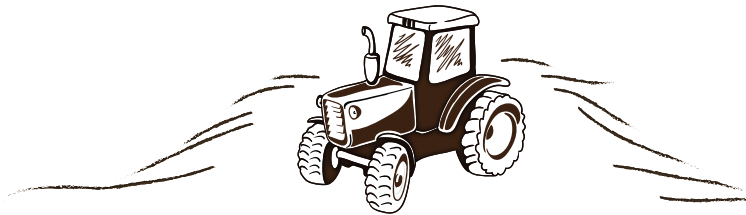


ESTABLISHED
2015



PUTTALAM

FARMS

COMPANY PROFILE





IMPORTANT NOTICE

This profile of the Puttalam Farms Pvt. Ltd. is being provided to a limited, selected and identified number of parties in connection with the proposed sourcing of investors for the private placement of Ordinary Shares for Puttalam Farms by the promoters /managers Expatkey Properties Pvt. Ltd. and Ehsan Ventures Pvt. Ltd.

The sole purpose of this profile is to assist the promoters and managers to source investors. Recipients have by the receipt hereof agreed that all information contained in this profile will be treated as confidential and only for the specified person or persons.





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About us

Puttalam Farms is one of the few organic farms in Sri Lanka. The main objective is to build a portfolio of farm/agro lands in Sri Lanka that would produce organic products. The main goal being to be a significant player in all kinds of organic produce, which will positively contribute towards our environment, the village economy and building a sustainable agriculture that would benefit all.

Puttalam Farm operates under REIT schemes. At this moment of time, it owns 95% of the Agriculterra REIT. Investing in farmland and agriculture properties is sometimes described as "gold with a coupon" - a hedge against inflation because land prices tend to rise along with overall inflation, that also pays a steady income. Especially small investors have access to these markets through tradable REIT units.

Puttalam Farms seek to improve the quality of the underlying land to:

- Avoid the use of fossil inputs.
- Increase the yield per acre.
- Enable the production of various agri produce and meats.
- Employ more farmers per farm.
- Be more profitable than conventional farming.
- Improve the food resiliency of the local community.
- Generate good returns on investment for investors, plus appreciation on their share of the underlying farmland.

Puttalam Farms believe there is an arbitrage in value that can be unlocked by reversing the damage modern farming has done to the land.

Coconuts are one of the Agriculture produces of Puttalam Farms



What we do

Investing with a purpose

Puttalam Farms is an INVESTMENT VEHICLE that provides investors with the opportunity to invest in a unique asset class with the lowest possible risk: by owning the land itself. Owning farmland has been a successful investment strategy for thousands of years, providing solid income, capital appreciation, and the security of owning real assets across economic cycles. Puttalam Farm owns a significant share of the AGRICULTERRA REIT.

AGRICULTERRA REIT is Sri Lanka's first farmland reit the main focus of Agriculterra is to buy into farmland and long lease it to organic farms and farmers. Agriculterra believes in the importance of organic food to health and we are passionate about increasing the accessibility and availability of organic produce or products for everyone. Our desire is for everyone from all walks of life to be able to enjoy reasonably priced, healthy organic food, so we have made it our mission to provide organic foodstuff of the highest quality at very affordable prices.

The produce from Puttalam Farms ranges from plantations of coconut and teak, as well as tropical fruits such as bananas, mangoes, guava and passion fruit. All of Puttalam Farms' products will be grown and handled according to strict standards, without the use of conventional pesticides, irradiation, or fertilisers made with synthetic ingredients or bioengineering. The farm also rears livestock, including cattle, goats and poultry, according to internationally recognised organic farming standards.

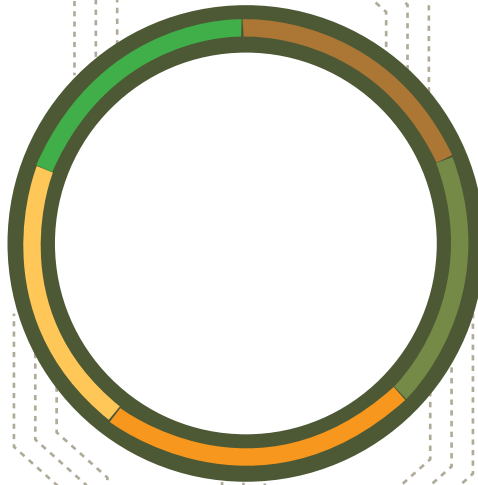
The main five areas of Puttalam Farms focus and where the revenue will be generated are represented in the following page

Agriculture produce

- Coconut (2000 trees)
- Bananas (1000 trees)
- Guava (500 trees)
- Mango (200 trees)
- Teak (500 trees)
- Micro-crops
- Composting

Livestock

- Focus areas: Breeding and meat
- Minor focus: Milk
- Goats (500 animals)
- Cattle (100 animals)



Poultry

- Focus area: Eggs
- Minor focus: Meat
- Layer Chicken (10,000)
- Other poultry (1000)

Micro income

Development of villages through micro income schemes and educating them on good farming practices.

Eco-lodge

Accommodation on Farm mainly focusing on experiencing an organic farm and also the surrounding area nature-based tourism. The farms main focus on this would be children and exposing them to farming.

A farm...

The Eco Lodge at Puttalam Farms

... that is run with RENEWABLE RESOURCES

A unique feature of the Puttalam Farm is its compost project, which will use biodegradable waste in and around the farm and convert it into fertiliser, which in turn is utilized as fertiliser on the farm. Surplus fertiliser produced will be sold to other farms and to the market in general. Plans are underway to utilise collected rainwater to irrigate the crops, as well as utilising nearby streams by redirecting them to the farm.

Use of solar energy on the farm and also the distribution of power sources from solar energy is a project that is being worked out by the farm.



The Rent a Goat scheme makes the community the caretakers of the goats

... that grows with ITS COMMUNITY

The concept of Puttalam Farms is based on an eco-farm concept, which takes the surrounding environment and the local community into consideration. The farm, as a model, will use the neighbouring village and the villagers to facilitate income generation for the farm, as well as empowering and assisting the villagers through unique micro-financing and support schemes. Micro-financing to villagers wouldn't involve direct financing, but instead, the scheme would use models like the rent-a-goat- and rent-poultry-scheme.

The rent-a-goat-model envisions that a female goat is given to a villager to be taken care of, and upon reproduction, the host family would get to own one litter, with Puttalam Farms claiming the next litter. The poultry-renting-model would work differently: 20 young chicks owned by the farm would be brought up by a host family, from which 15 chicks would be returned to the farm after the hosting term is over. These schemes would involve the villagers learning about organic livestock rearing, and would be strictly monitored by the Puttalam Farm experts, to ensure that the animals reared by the villagers adhere to the strict organic certification standards.

Neighbouring locals will also be involved in community farming: Puttalam Farms will give selected plants to be grown by the villagers, and after utilising their quota of the produce, the surplus will be given back to the farm.

Puttalam Farms will also facilitate other farmers in the village to sell their produce by selling it in our market. The farm has engaged the services of a consultant who specialises in organic farming, through which the staff and human resources working on the farm will be trained in organic farming. This knowledge will be passed on to the local community through the above-mentioned schemes, thereby educating the villagers about how they can sustain their livelihoods without having any negative impact on their environment.



Educating the community at Puttalam Farms

... that is *more* than
JUST A FARM

Puttalam Farms will be opening up eco-lodges (in addition to its current lodges) that will give students, families and volunteers an immersive learning experience of everything that goes on in an organic farm. They will be able to observe a farm worker's day, witness the animals in their enclosures, hike through the farm and study the "nature trail", and enjoy being at one with nature. We will also offer tours of the Wilpattu National Park as well as dolphin- and whale-watching trips for visitors to experience even more of the area's wildlife.

Investing in farmland in Sri Lanka: A great opportunity

Farmland is an excellent long-term investment. We believe the world is in a period of elevated demand for crops due to the combined requirements for “food, feed, and fuel”:

01. The world population grows every year requiring each hectare to produce more;
02. China and India are moving to a high meat diet driving livestock feed demand;
03. Biofuels are diverting crops from food use

Organic agriculture is growing very rapidly in industrialised countries, as consumers are increasingly interested in buying food free of pesticides and other chemicals. But it may have its most important application in developing countries, particularly as the costs of fossil fuels continue to escalate, and as we enter a world where droughts are increasingly common and where water for irrigation is at a premium.

Among producer countries, Sri Lanka maintains a reputation in organic crop production and export different varieties of organic products adhering to International standards. For over a decade, Sri Lanka had exported a range of organically certified products. The country is considered the pioneer in the Asian region, to introduce organically certified tea and cinnamon to the world market. The total area under organic agriculture in Sri Lanka in 2008 was established at 19.191ha (0.81% of total cultivated lands) and this has further increased to 31585ha (1.33% of total cultivated lands) in 2010. Statistics also highlight the significant increase in organic production from 4216Mt in 2007 to 41,128.3Mt in 2010 (IFOAM & FiBL statistics).

The Sri Lanka government has increased its support towards organic producers through a number of initiatives



As Long-Term Farmland Stewards, we hope to create opportunities

For Farmers

of premium quality crops and livestock to expand their production to meet customer demand, without having to go into debt to buy land;

For Investors

to benefit from owning professionally managed farmland through increased value of the land, produce, and animals;

For everyone else

to enjoy the benefits of less chemicals in our air, water, and food; more carbon sequestered in the soils; more biodiversity of birds and other creatures visible to the naked eye, as well as the invisible but extraordinary microbial life under the soils; and more high quality, less expensive, sustainably produced, locally grown food.



Benefits

Benefits of organic farming

Organic farming has been one of the fastest growing segments of agriculture in the U.S. and other parts of the world since the early 1990s. Organic agriculture is growing rapidly in industrialized countries, consumers are increasingly interested in buying food free of pesticides and other chemicals. But it may have its most important application in developing countries, particularly as the costs of fossil fuels, and the fertilizers and pesticides derived from them, continue to escalate, and as we enter a world where droughts are increasingly common and where water for irrigation is at a premium.


While today's large-scale food producers continue to profit and consumers see supermarket shelves overflowing with farm products, the unseen costs of our dependence on agribusiness exert a mounting toll.

Farmlands have become increasingly dependent on chemical fertilizers, which have short-term benefits but contribute to soil depletion over time. Water retention is diminished in non-organic farmland, resulting in erosion of topsoil with chemical residues entering water sheds. We, consumers, have quietly accepted these changes in farming practices as the cost of feeding a growing nation, and because there seem to be no practical alternatives.

Recent experiments in small organic farming practices, and the release of a 30-year side-by-side farming study by the Rodale Institute, have shown this reasoning to be fundamentally flawed. Organic farming, both large and small scale, is more productive than 'conventional' chemical-dependent farming. Organic farming is not only the best way to feed the world – it is the only way to feed the world in a sustainable way. Organic, and various integrated and mixed farming systems, are capable of producing yields that approach, or even exceed, those of conventionally-managed systems, particularly during times of drought. And they can do so over large scales and with greater energy efficiency.

Growth of Organic Agricultural Land over the past decades

According to the latest figures from the Research Institute of Organic Agriculture (FiBL) and the International Federation of Organic Agriculture Movements (IFOAM), organic farming is practised in 162 countries. In 2011, 37.2 million hectares of farmland were managed organically and organic farming had a 0.86 per cent share of agricultural land surveyed. The organic agricultural land increased by 0.63 million hectares or six percent in 2012. The countries with the largest organic areas of farm land are Argentina, the US and Australia.



Livestock at the Puttalam Farms include goats, cattle and many types of poultry, including layer chickens, guinea fowls, ducks, geese and turkeys.

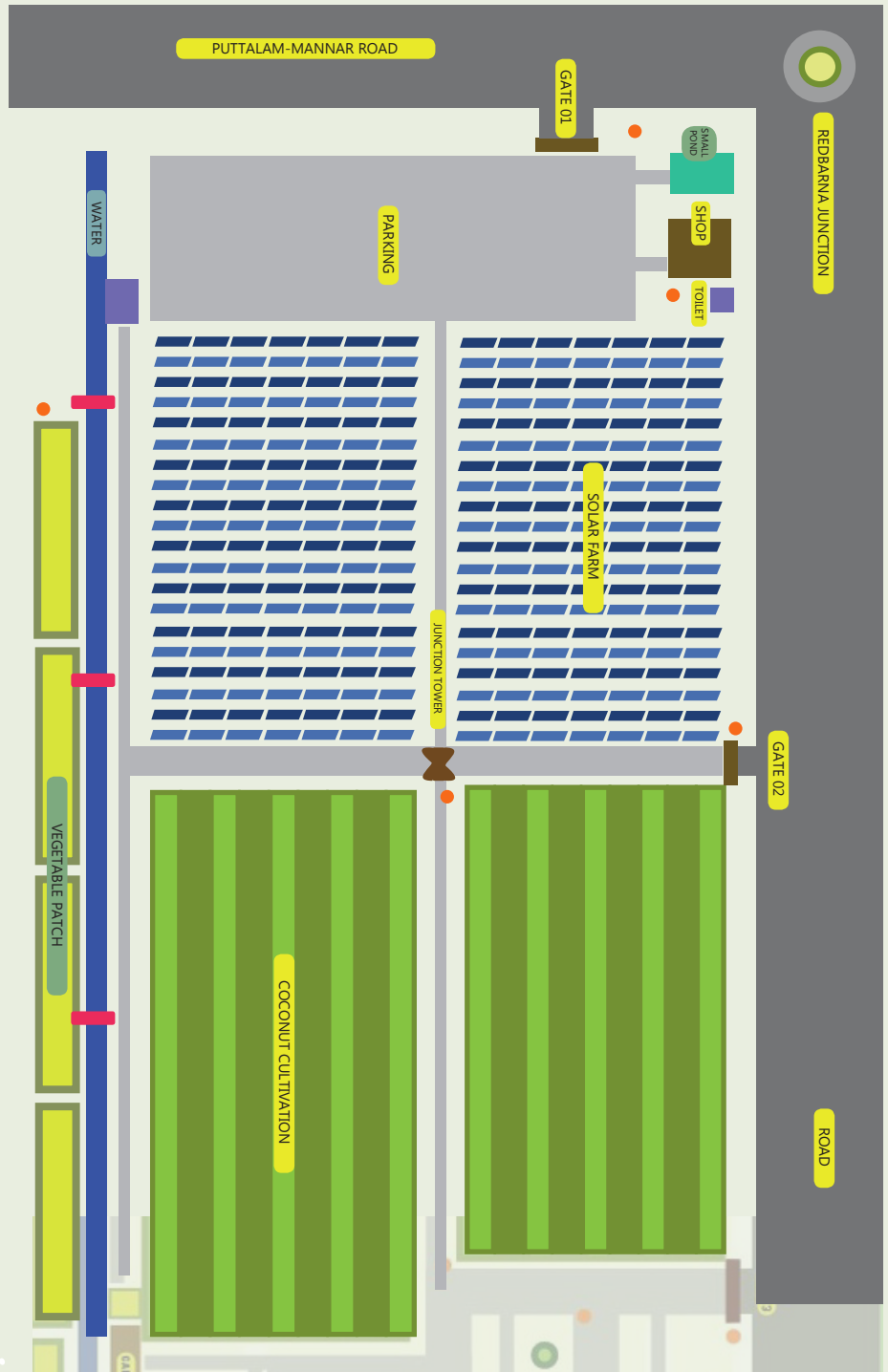
Layout Plan For Puttalam Farms

Entrance

- Information Center
- Organic Produce
- Shop
- Café
- Restrooms
- Carpark

Solar farm

- Solar Panel Zone
- Junction Towers
- Vegetable Patches
- Coconut Farm
- Grazing Area
- Swings

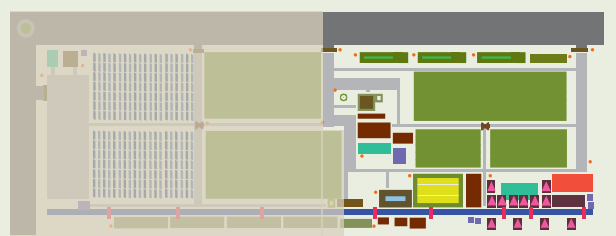




- Main Farm**
- Office
 - Petting Pen
 - Kennels
 - Staff Quarters
 - Vegetable Gardens
 - GreenHouses
 - Compost Pit

- Accommodation**
- Cabanas
 - Cement Apartment
 - Dorm
 - Tree Sitting Areas
 - Swings
 - Pond

- Campsite**
- Tent Area
 - Fireplace
 - Toilet and Showers
 - Pond
 - Dining Area
 - Learning Center



The Team

Key staff of the management company

Ehsan Zaheed: Director/The Farmer FCA, MIPA (AUST.)

Director of Ehsan Ventures & Co-Founder of Expatkey Group. Ehsan has worked in the financial services industry since 1995. His background includes working with Ernst & Young Chartered Accountants, insurance companies, financial institutions and investment companies. He is the Chairman and Co-Founder of Expatkey Properties. As a fellow member of the Institute of Chartered Accountants of Sri Lanka and the National Institute of Public Accountants Australia, he counts over 25 years of corporate experience both locally and overseas in the Banking, Insurance, Wealth Management and Real Estate sectors.

Lina Ehsan: Director/The Activist

Founder/Director of Expatkey Group
Lina Ehsan, Executive Director of Expatkey Properties, has been an energetic, professional and vital force in the real estate industry since 2000.

Loshini Selvarajah: CEO/The Environmentalist

Loshini's the best friend you've yet to meet – she connects with anyone in a heartbeat! Which explains why she enjoys traveling and meeting new people all over the world. She's traversed the Middle East, Australia, the US and South East Asia, and she's far from done. Equipped with a degree in Political Science, she packed up her corporate suitcase in exchange for a backpack and flip flops and moved to Sri Lanka where she dwells in organic farming and aspired to create a sustainable economic for agriculture. She brings 5 years of experience in business development and managing remote teams.



On site staff at Puttalam Farms

The Team

Mohamed Jiffrey - The Account Keeper

Having been in the accountancy field for 20 years now, serving six of those years internationally, Jiffrey's interests in organic farming comes from his very strong opinions of respect and kindness towards treating animals with their due rights, and he stands strongly against commercialized processes that go into modern farming. He has been with Expatkey for five years now, and takes keen interest in suggesting innovations to the farm. He also serves as a freelance Real Estate Consultant.

Risla Naffas: The Designer

Risla takes care of the design and branding of the farm and its products, with the management team. She is also part of the photography team covering the farms and takes them further into post processing. Her creative interests vary, and she is also very keen on how the farm and its organic and animal friendly methods can be sold to the local community through good marketing and design.

Shehan Carrim: The Systems Man

Shehan is the backbone of the tech running at Puttalam Farms, as well as actively helping out in developing the farm and discussing innovations to the farm with the management team. He is also part of the photography team that covers farm. With varied interests, organic farming being one of them, Shehan also dabbles in stage drama and is an active volunteer and athlete.

On-site staff



A. D. Weerasooriya
The Vet



Ajith Kumara
Man Friday



Vanamohan Vinojan
Marketing | Eco-Farms



Jude Lakshan
Marketing | Farm Guide



Mohamed Mahasen
Jack of All Trades



Abdul Salam
Caregiver to Livestock



Mohamed Hussain
Caregiver to Livestock



Mohamed Nawas
Purchasing Consultant



Mohamed Ranees
The Gardener

Share offer

Details of the share offer

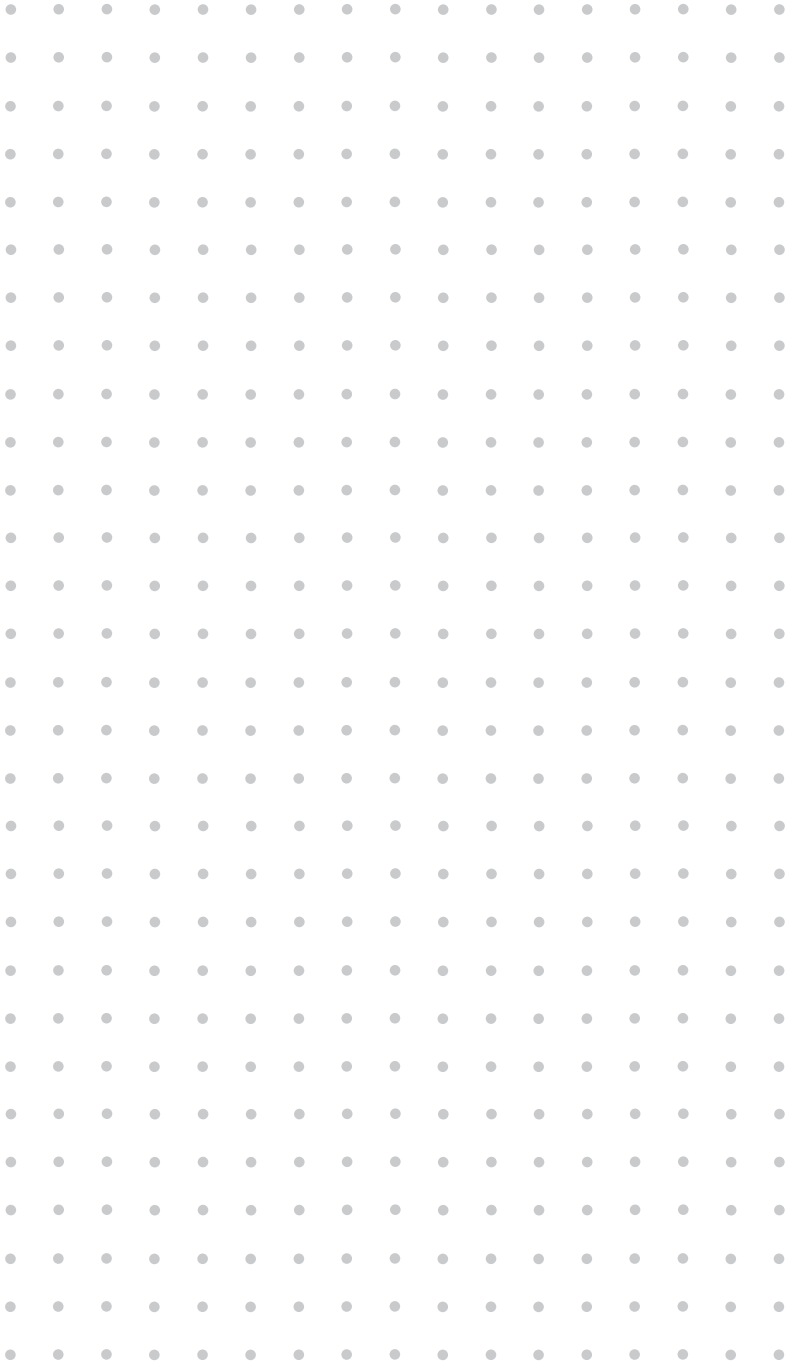
Expatkey Properties is happy to invite investors who believe in wholesome food and nutrition and development of environment to join us

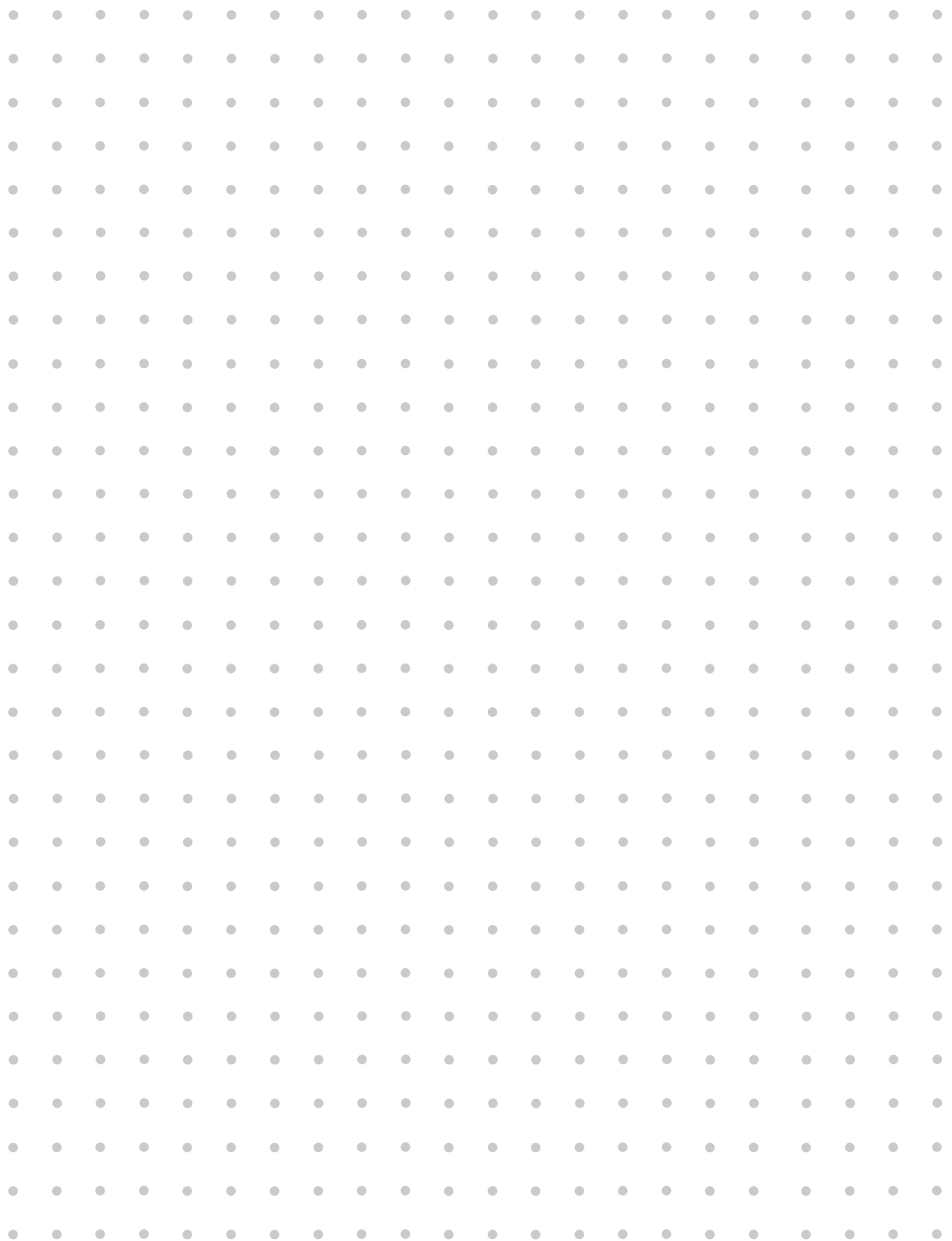
Number of Shares	200,000 shares, each priced at LKR 1,000.
Type of Shares	Ordinary Voting Shares
Minimum Investment	LKR 10,000
Payment for Shares	Payment for the shares subscribed to is due at the time of subscription.
Allocation of units:	Shares in the Offer will be allocated to Investors at the Manager's sole discretion. In the event that scaling is required, priority will be given to applications that are received early in the offer period. Scaling may be required if the REIT is over-subscribed.
Dividend policy	The company shall distribute 80% of its net profits to shareholders as dividends.
Share Liquidity:	The Company endeavors to be listed by mid-2019.
Manager	The Managers to the issue will be Expatkey Properties Pvt. Ltd.
Reporting	The Company will hold an Annual General Meeting within six months of closing books.
Promoters	Ehsan Ventures Pvt. Ltd.
Auditors	A. C. M. Ifhaam & Co.
Bankers	Amana Bank Ltd
	Commercial Bank

Puttalam Farms grows 100% free-range poultry



Notes





The Managers

Expatkey Properties (Pvt.) Ltd.

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Colombo, Sri Lanka
+94 11 753 3516
hello@expatkey.com

The Promoters

Ehsan Ventures (Pvt.) Ltd.

+94 (0) 11 753 3516
hello@ehsanventures.com

The Farm

Puttalam Farms Pvt. Ltd

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Colombo 04, Sri Lanka
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hello@puttalamfarms.com