



INVITATION

to subscribe for shares in our project portfolio

Application deadline: July 27, 2020 Payment deadline: July 31, 2020

IMPORTANT INFORMATION

This information document has been produced by Wictor Family Office AB ("WFO"), corporate ID no. 556984-3567, on behalf of its sister company Wictor Property AB ("Property" or "the Company"), corporate ID no. 559047-6353, as the board of the Company has decided to issue new shares in the jointly owned public company Property 3001 AB, corporate ID no. 559188-4530. The issuance of new shares ("the Offer") is offered to natural or legal persons selected by Wictor Family Office AB, Wictor Property AB and/or Wictor Partners AB, residing in Sweden.

This document has been produced for the purpose of the Offer and shall be viewed as a complement to such information that the Company and WFO have published in the form of press releases, presentations and publications, amongst other things, on the website wictorfamilyoffice.com/property.

EXEMPTION FROM PROSPECTUS DELIVERY REQUIREMENT

The information document is not a prospectus, according to the definition in the provisions of the Swedish Financial Instruments Trading Act (1991:980) ("FITA"), Directive 2003/71/EC of the European Parliament and of the Council (the prospectus directive), European Commission regulation (EC) no. 809/2004 and has neither been reviewed, registered or approved by the Swedish Financial Supervisory Authority (Finansinspektionen). The offer is directed only within Sweden. The Document, and any materials relating to it, must not be distributed or published in any other jurisdiction, except as approved by applicable laws and regulations. The recipient of the Document is obligated to make themselves aware of and abide by these restrictions, and must not publish or distribute the Document in contravention of applicable laws and regulations. Actions in violation of these restrictions may constitute a violation of applicable securities laws.

PROSPECTIVE STATEMENTS

This document contains certain prospective statements and views. Prospective statements are statements which do not relate to historical facts and events, and such statements and views which concern the future and which may, for example, contain wording such as "helieve" "estimate" "assume" "expect" "oresume"

"known to be", or similar, where the intention is to identify a statement as being prospective.

This applies primarily to statements and views in this document which concern future financial return, plans and expectations for the Company's operations and management, future growth and profitability, as well as the general financial and legal environment and other questions concerning the Company.

Prospective statements are based on calculations and assumptions made on the basis of what the Company and WFO are aware of on the date of this document. Such prospective statements are affected by risks, uncertainties and other factors which may lead to actual results, including cash flow of, financial standing and operating results, that are different from the results, or fail to fulfil the expectations that have explicitly or implicitly been assumed or described in these statements, or turn out to be less favourable than the results which have explicitly or implicitly been assumed or described in these statements. Accordingly, potential investors should not put unreasonable trust in these prospective statements and they are strongly recommended to consider the Offer in its entirety. The Company and WFO cannot offer guarantees for the future validity of the views presented, or of the realisation of forecast developments.

The information, points of view and prospective statements found in this press release are only applicable on the date of publication and are subject to change without potice

AVAILABILITY

The present document and documents included in it through reference will, for the duration of the validity of the document, be available in electronic form upon request to philip@wictorfamilyoffice.com.

ALIDITING

Other than historical financial information included through reference (i.e. annual financial statements), no information in this document has been reviewed or audited by the Company's auditor.

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INVITATION

TO THE PORTFOLIO

INVITATION TO THE PORTFOLIO THROUGH SUBSCRIPTION FOR SHARES IN PROPERTY 3001 AB (PUBL)

The board of both the portfolio company (Property 3001 AB) and the mother company (Wictor Property AB) has, based on the authorisation given by the annual general meeting on May 6, 2020, decided to issue new shares. The precise extent of the issuance will be decided by Wictor Property AB, which holds the mandate to determine the suitable and manageable volume of capital, taking into account planned real estate development projects amongst many other things; which is why there, at the time of issuance, is no explicit maximum limit.

Wictor Family Office AB holds the mandate to decide on individual allocation. An application for shares does not guarantee allocation.

ADDITIONAL TERMS

Subscription price (total): 54,37 SEK

Share price thereof: 10,49 SEK (19,3%)

Shareholder contribution thereof: 43,87 SEK (80,7%)

Minimal investment amount: 500,000 SEK

Application deadline: 19 juni, 2020 Payment deadline: 22 juni, 2020

A WORD

FROM THE CEO

In light of everything happening in our world right now, the document you are now reading will hopefully provide some consolation. Because here, it is business as usual. And we have decided to welcome new investment capital into our real estate portfolio.

The goal of this document is to give you, one of our selected prospective investors, a better understanding of who we are at Wictor Property, and what an investment with us will mean. Additionally, we offer a closer look at the projects in our portfolio, and a view of the future as we guide you through prospective developments.

Ongoing projects

Our current portfolio consists of three projects: two housing association apartment projects and one rental property.

We will be describing all of them in more detail, but can begin by stating that they have much in common: in coastal locations, with a sea view, they are highly attractive residential properties first and foremost, and as such they remain relatively unaffected by current macroeconomic fluctuations.

They also fulfil their intended purposes: the two housing association apartment projects are proceeding according to plan, both timewise and financially, and the rental property is generating a cash flow.



Prospective projects

Even though we have already achieved profitability, we want to do more. By welcoming new investors, we receive more capital and thus more opportunities for excellent deals.

As it is our ambition to be active throughout the entire chain of real estate investment, we intend to accelerate our work with broadening our portfolio; we are currently looking at rental and retail properties in addition to housing association apartment projects.

Sit back, enjoy, and find out more about how we make the most of every square metre in our portfolio.

Kjell-Åke Karlsson CEO & co-founder

BACKGROUND & APPROACH

The issuance of new shares concerns the mandate managed real estate portfolio 'Wictor Real Estate Dividend' ("WRED"). The portfolio was established in 2019, as the Company had identified demand for a portfolio investment solution.

In the past, customers of Wictor Family Office have been offered the opportunity to invest in individual real estate projects, alongside the sister company Wictor Property. The results, as well as the demand, have been highly satisfactory.

Through managing different real estate projects and properties in the same portfolio, we minimise not only risks, but also the administrative burden, whilst creating broad diversification and giving the Company's managers better opportunities for planning and control.

A lower number of funding rounds allows us to focus on what is important: generating return by managing, improving, developing and selling properties.

Annual funding round

The purpose of this issuance is to invite new investors to invest in the portfolio, an opportunity which will be offered annually.

At the same time as current investors are paid dividends, by which they are given an exit or reinvestment opportunity, Wictor Property AB also welcomes new investment capital.

Purpose

The goal of bringing in new capital is the ability to engage in more and larger real estate projects, with the purpose of generating additional return.

Approach

As an investor, you buy shares in a public company which then invests in current real estate, or purchases land to construct real estate of its own. The investment has no maximum duration, however, secondary trade will be available through Wictor Family Office, at the current market price.

Dividends will be paid annually on the last day of June, with a target return on investment over time of 15-20% of the capital invested. Capital initially invested in the company will remain in the company upon sale of projects and divestment of real estate, and will be reinvested in the company. Value acquired as a result of completed projects and divestments will instead be reflected in the share price.

Structure and The Bigger Picture

We care about the bigger picture – and we want you to consider WRED an integrated part of your portfolio. Therefore, we are happy to aid investors in everything from purchasing to providing a securities deposit connected to an endowment policy. This also includes the opportunity to trade shares using the Wictor Family Office deposit system

DESCRIPTION OF OPERATIONS

A well-diversified portfolio should consist of a broad exposure to the market. Real estate is a complex and time-consuming asset class which requires constant attention.

We are passionate about real estate. The entrepreneurial spirit and professional knowledge that has formed the foundation of our families' success will now be shared exclusively with our customers – in the form of the real estate mandate 'Wictor Real Estate Dividend'. With proven methods and experienced staff, the portfolio will be actively managed, with the purpose of generating return for us and our fellow investors.

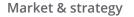
The goal of WRED is to generate high returns on investment (15-20% per year), on behalf of its investors, by acquiring, managing, improving, developing and selling modern, functional and cost-effective properties, developed with the prospective customers of tomorrow in mind.

Based on the mandate of 'Wictor Real Estate Dividend', Wictor Property works to acquire a stock of properties, with the goal of capitalising on it. The Company is actively involved in the entire chain of real estate investment: from acquisition to management, enhancement, development and sales.

Exposure and holdings of the portfolio

The portfolio is intended to consist of several different types of real estate; cooperative housing construction projects, rental properties and retail properties. This foundation of managed real estate will then provide stable cash flows to the mandate, subsequently offering financial manoeuvrability to invest in attractive new production. Such investments will primarily consist of residential properties which will be sold on the market with good profitability, subsequently becoming the portfolio's primary source of return.

The mandate's flexible framework, covering various types of real estate, enables risk management, market timing, and independence vis-a-vis the market climate and regulatory changes.



Wictor Property operates primarily in Sweden's major and medium-sized cities, focusing especially on the west coast. This strategy is based on the experience that a high level of presence leads to better control over quality and timeframes; important factors in the target return of the mandate.

A common thread uniting all of our holdings is the careful, strategic work behind the inclusion of the particular property into the portfolio. Before an acquisition is made, the project in question is subject to an exhaustive evaluation of demographics, demand, costs, risks and opportunities, amongst other factors.

Initially, revenue is secured, so as not to assume costs before the market risk has been either limited or completely eliminated. A cash flow and profit analysis is always carried out, to ensure that the asset can be both sold and rented out, irrespective of the original purpose of the acquisition and cyclical macroeconomic developments.

When constructing new residential real estate, Wictor Property aims to sell a majority of the homes, before work commences. This requires an efficient, well-planned methodology, which is why considerable resources are invested in planning, marketing and sales. Ongoing construction work, which is carried out by external contractors, will also be monitored carefully on a daily basis.



HOW DO WE GENERATE RETURN?

Return is generated through the successful management, enhancement, development and sales of properties. But how is this achieved in practice?

Ivo Skibola, Head of Sales and Marketing and Wictor Property explains:

Process Ownership

By owning the entire process (from the planning stage to the sale), we can generate value throughout all of the stages.

In accordance with the general business philosophy of Wictor Family Office, Wictor Property strives to maintain the highest possible level of control over our processes. Our independence, coupled with a minimal number of middlemen, serves to improve cost-effectiveness and financial return.

Market Positioning

Being a medium-sized project development company, we have taken a strategic position in the market. We capitalise on projects which are too small for the very largest stakeholders; and too large for the very smallest.

When larger construction companies acquire project areas, these often include building rights which are too small for them to manage, whilst smaller construction companies and private individuals often lack the financial resources needed to generate value through their properties.

Space Optimisation

A goal shared by all stakeholders in the real estate business is the optimisation of spaces in order to maximise the potential revenue of the respective properties. We have these skills and regulatory competencies available inhouse, which minimises third-party costs and allows us to plan and calculate them even before acquiring a particular property.

Presence & Awareness of the Local Area

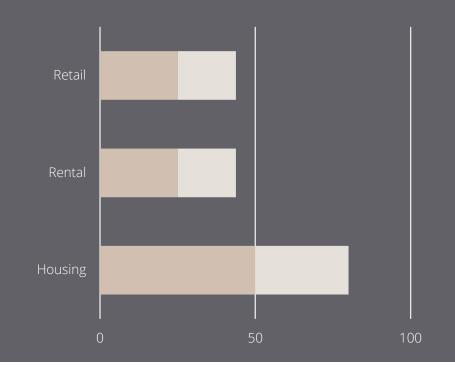
Spreadsheets and calculations only go so far – we are more than just administrative real estate developers. We have an office at each construction site and we take great care to follow the development in detail.

The presence is profitable in itself, and by working in the geographical areas we are most familiar with, we also know who to involve in the respective projects; be it contractors or real estate agents.

Additional Sales

By offering additional accessories (such as wardrobe doors, household appliances, jacuzzi etc.), we optimise profitability. Prior to each cooperative housing construction project, a procurement process is held where suppliers compete to provide the best price.

Further, the option to buy additional accessories is used as part of our marketing materials communicated to end customers.



Portfolio Distribution

Our ambition is for the holdings of the WRED portfolio to be distributed according to the graph on the left, i.e., 50 percent cooperative housing construction projects and 50 percent retail and rental properties.

The primary purpose of the retail and rental properties is to generate cash revenue and contribute a stable flow of capital into the portfolio, whilst the cooperative housing construction projects will be the primary source of absolute return.

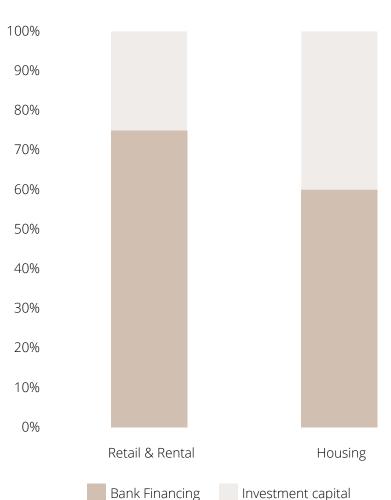
Leverage Through Bank Financing

Based on the production costs of cooperative housing projects, our goal is to utilise a 60% leverage. The remaining 40% will thus be covered by own capital. The leverage provides an opportunity for increased exposure and/or greater/additional investment opportunities

For cash flow generating properties (rental and retail properties), our goal is to utilise a 75% leverage, for the same reason; the higher the leverage, the higher the revenue - with a return calculated against own capital.

The purchase price of rental and retail properties is normally higher than the production cost of cooperative housing construction projects.

Ivo Skibola Head of Sales and Marketing Wictor Property







BOARD &

SENIOR MANAGEMENT

Property 3001 AB (publ)

The company behind Wictor Real Estate Dividend

Name

Sara Viktorsson Ivo Skibola Lina Karlsson Hanna Bergendorff

Position

Member & Chairman of the Board Member of the Board Member of the Board Member of the Board

Wictor Property AB

The company responsible for management of the aforementioned company

Name

Börje Johansson Ivo Skibola Sara Viktorsson Lina Karlsson Hanna Bergendorff

Position

Member & Chairman of the Board Member of the Board Member of the Board Member of the Board Member of the Board



Kjell-Åke Karlsson

Kjell-Åke is the CEO, founder and current co-owner of Wictor Property.

He has worked for Skanska amongst others, and also managed many companies of his own.

Kjell-Åke has been a co-owner of MVB as well as companies of his own, working with real estate development projects.

30+ years of experience in the public works and earthworks industries.

Ivo Skibola

Ivo is responsible for customer and partner relations as well as marketing at Wictor Property.

He founded and later exited M2 Retail Solutions, a company selling retail concepts.

Additionally, he is a co-founder and board member of Wictor Family Office.

30+ years of experience in the interior design industry.



Sara Viktorsson

Sara is the CEO and co-founder of Wictor Family Office, as well as Chairman of the Board of the WRED Company.

Bachelor's Degree in Economics from Lund University

Lina Karlsson

Lina is Risk Manager at Wictor Family Office.

Bachelor's Degree in Economics from Lund University

10+ years of experience in accounting and finance

Börje Johansson

Börje is Chairman of the Board of, and advisor to, Wictor Family Office, as well as Chairman of the Board of Wictor Property.

15+ years of experience in the banking industry

Hanna Bergendorff

Hanna is the CFO of the Wictor group of companies.

Bachelor's Degree in Economics and Marketing from the University of Lincoln.

10+ years of experience in accounting and finance

PAST PROJECTS

WRED is a product modelled on Kjell-Åke Karlsson's earlier work. He will continue doing what he does best – but packaging it in a different way.

Past projects thus include finished projects for which Kjell-Åke Karlsson has been the process manager, projects carried out in accordance with what has now been formalised as the WRED mandate. This includes projects fulfilled by Wictor Property, as well as earlier projects.

These five projects, alongside WRED, give a weighted average annualised return of 21%.



Brudtärnan

Brudtärnan was a housing association apartment project, including one enhancement and two new constructions.

Location: Halmstad

Type: Housing association apartments

Number of apartments: 14

Total cost: 45 MSEK

Pilen

We constructed a multi-family residential building with five apartments, in one of the oldest and most central parts of the city.

Location: Helsingborg

Type: Housing association apartments

Number of apartments: 5 Total cost: 14.5 MSEK





Skegrie

Rural accommodation, 10-20 minutes by car to Trelleborg or Malmö

Location: Skegrie, Trelleborg Municipality **Type:** Housing association appartments

Number of apartments: 19 Total cost: 61.2 MSEK

Tallboda

In Linköping, we built New England style terraced houses with one carport each.

Location: Linköping Type: Privately owned Number of houses: 6 Total cost: 17.2 MSEK





Kinarosen

Kinarosen was a cooperative housing project with a total of 13 buildings.

Location: Helsingborg

Type: Housing association appartments

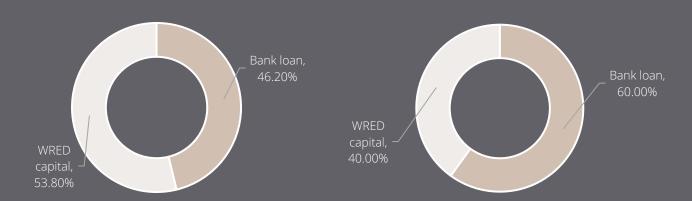
Number of buildings: 13 Total cost: 35.5 MSEK

PROJECT CURRENTLY IN THE PORTFOLIO

On the date of this information document, the WRED portfolio consists of three objects: two housing apartment construction projects and one rental property.

Housing association construction project	Mellbystrand	Farhult
Costs		
<u>Costs</u>	100	
Purchase price	18 msek	10 msek
Total cost	56,7 msek	59,1 msek
<u>Funding</u>		
Bank loans	26,2 msek (46%)	35,5 msek (60%)
Investor capital	30,5 msek	23,7 msek
<u>Sale</u>		
Sale price	66 msek	76,6 msek
Return, SEK	9,2 msek	17,5 msek
Total return, percent	30,22%	73,88%

Mellbystrand Farhult



LEVERAGE IN PRACTICE: As briefly described in a previous section ("How do we generate return?"), our goal is to finance 60% of housing association apartment projects through bank funding. The procedure is as follows: an independent valuation institution makes a statement, containing a maximum and minimum valuation. The standard procedure is that the bank bases the mortgage on the median value, of which they cover 80-85% (i.e. a total debt-to-value ratio of 60%). In the Mellbystrand case, however, the (local) bank decided to use the minimum valuation, of which they covered approx. 70% (i.e. a total debt-to-value ratio of 46%). Farhult is currently in the planning stage, and mortgage funding is preliminary.

Farhult (housing association)

Our real estate project in the Skåne locality of Farhult is united by a common thread with 'Solsidan in Mellbystrand': their attractive location along Sweden's longest sandy beach. In close proximity to route E6 and Ängelholm Airport, the properties are suitable for both permanent and summer residences; prospective buyers from both Stockholm and Copenhagen have already expressed interest.

The project consists of 1,800 m² of residential floor area and is planned as 32 housing association apartments at 56 m² each, with 5 m² exterior corridors. We will ensure that the statutes of the housing association allow for apartments to be rented out for 10 weeks per year, to further incentivise buyers interested in renting their apartments out as holiday homes.

We are currently working on financial calculations and we are in dialogue with the local council to determine whether or not the external corridors are to be included in the residential floor area. We are calculating a 17.5 MSEK profit on an investment of 23.7 MSEK.

Tenant-owners' investments/housing association loans

Tenant-owners' purchases will amount to 54,240,000 SEK (or 30,267.86 SEK per m²) and loans taken on by the housing association will amount to 22,400,000 SEK (or 12,500 SEK per m²).

Completion expected Q3/Q4 2021.

Solsidan i Mellbystrand (housing association)

Mellbystrand is a summer paradise, steadily attracting more permanent residents. For good reasons: the combination of seaside peace and quiet, with the close proximity to both Route E6 and Ängelholm Airport, makes Mellbystrand a great place to live for most.

The project consists of 1,580 m² of residential floor area and is planned as 17 housing association apartments. These will be distributed across six buildings with two apartments each (99 m² per apartment) and three buildings with five apartments each (at 76 m² per apartment). The property that came with the purchase has been demolished, and earthworks/foundational work has commenced. An investment of 30.5 MSEK is calculated to generate a profit of 9.2 MSEK.

Tenant-owners' investments/housing association loans

Tenant-owners' purchases will amount to 45,735,000 SEK (or 29,261.04 SEK per m²) and loans taken on by the housing association will amount to 20,319,000 SEK (or 13,000 SEK per m²)

Completion expected Q2/Q3 2021.



Palma de Mallorca (rental property)

In idyllic Palma de Mallorca, Spain, we own a 520 m² rental property which is fully rented out. Even though our primary focus is southern Sweden, our engagements – and thus our business and profit opportunities – are not geographically limited. Because of our extensive local knowledge of Palma, we chose to acquire the property when, under exceptional conditions – the opportunity arose. This holding generates a stable, risk-adjusted cash flow.

We own 100% of the property through a Spanish public company. At the time of acquisition, we entered into a rental agreement with the seller (€7,500 per month). The rental income, coupled with the fact that the transfer agreement contained a clause specifying that we had purchased the property at an annual undervalue of 10%, generates an annual cash flow of 15% for the property. Additionally, the transfer agreement gives us the right to sell – and obligates the seller to repurchase – the property on December 31, 2021, at a predetermined price.

We will have the property appraised in good time before December 31, 2021. In the case that the market value at that time is higher than the price at which the seller is obligated to repurchase the property, we will offer it for sale on the open market. If the property has not been sold to an external buyer per the above date, we will enforce the seller's obligation to repurchase the property.

We use reliable, local partners to manage (the relatively low) maintenance requirements. The transfer agreement and its repurchase clause both lead to a good, adjusted risk-reward in the form of monthly cash flow – leading to a 15% annual return.



FUTURE PLANS & -

PROSPECTIVE PROJECTS

The search for suitable investments is a natural part of our operations, and a continuous process. Under prospective projects, we present two of the prospective projects which we have recently analysed. These are highly preliminary and not to be viewed as guaranteed future holdings in the portfolio.

The primary purpose of this chapter is to give an understanding of how we act in accordance with the mandate given to us, and in doing so, to give a general idea of what types of properties may become part of the WRED portfolio.

As our CEO, Kjell-Åke, points out in his statement, the Company intends to accelerate its work with broadening the portfolio; which is why we are now looking at rental and retail properties.

Rental Property, Ystad

We are in dialogue with the owner of a retail property in the Dragongatan retail district, in Ystad. The property is a new build and a purchase would mean turnkey access.

The purpose of the project would be to generate an annual cash flow of at least 15%.

The size of the property is 7,545 m², with 3,764m² thereof being rentable space. Additionally, 60 parking spaces are included.

Dragongatan is one of Ystad's most heavily frequented roads, with up to 11,000 vehicles per day. The retail district offers good surrounding infrastructure and lies within walking distance of Ystad's town centre and a number of residential areas.

A majority of the tenants are contracted under favourable conditions, with long-term contracts, connected to robust and nationally well-renowned businesses.



Rental properties in Southern Sweden

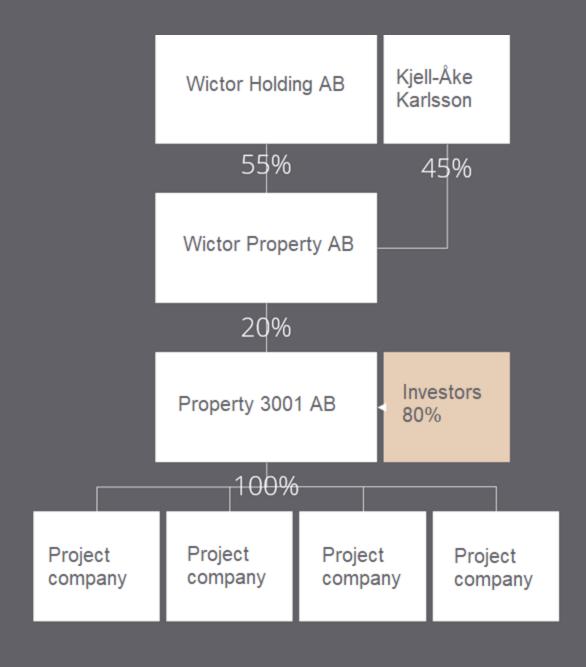
A foundation of managed real estate will then provide stable cash flows to the mandate, subsequently offering financial manoeuvrability to invest in attractive new production. With the aim to develop this foundation, we continuously review new acquisition opportunities and enter into negotiations. Currently, such dialogues are in progress in and around southern Sweden.

Our assessment is that the Swedish rental market is safe and relatively unaffected by macroeconomic fluctuations. Demand is enormous from a global perspective; in no small part because of the low average profit margins.

As it is our goal for managed real estate to also generate an annual return of 15%, we are strategically careful in the acquisition process – and would rather let things take time than make rash purchase decisions. We intend to find properties where surrounding conditions lead to a good business opportunity, and a certain target return. For instance, we favour initial dialogue brought on by the seller's unwillingness to handle end customers, or their desire to divest for financial reasons; as this gives us a good starting point in terms of future return and profit.

Through investments in residential rental property with a stable annual return as well as good potential for increase in value, future investors will enjoy a more diversified portfolio.

OWNERSHIP





INTERESTED TO KNOW MORE?

FURTHER READING

Please visit our website at https://wictorfamilyoffice.com/en/wictor-property. There, you will find, amongst other things:

Project Information

The latest information regarding ongoing and finished real estate projects, as well as various pictures and videos of the properties in question.

Mandate Description

Read more about the design of Wictor Real Estate Dividend.

Watch Your Portfolio Grow

Spreadsheets, analyses and figures will show you part of the picture. But we are not stuck behind a desk all day. You can join Ivo for a day at work, and visit the investment properties.

Articles

Stay up to date; read our news articles.

Presentations etc.

For even more information and details, please contact philip@wictorfamilyoffice.com

Important Dates

Application deadline: 27 July **Payment deadline:** 31 July