

A NEW WAY OF INVESTMENT IN
MEXICO

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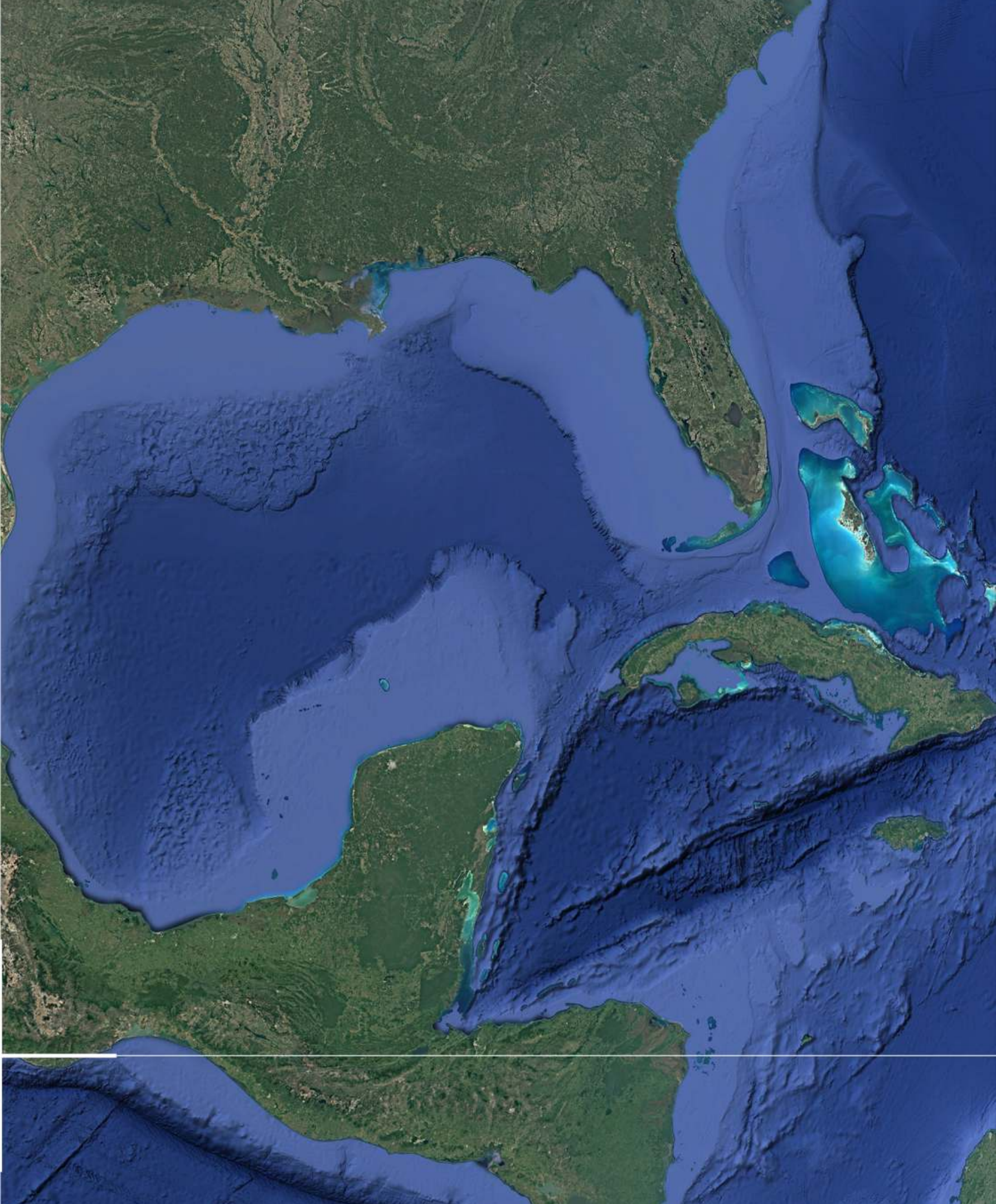
HOTEL AND RESIDENCES PUERTO ESCONDIDO
MEXICO.

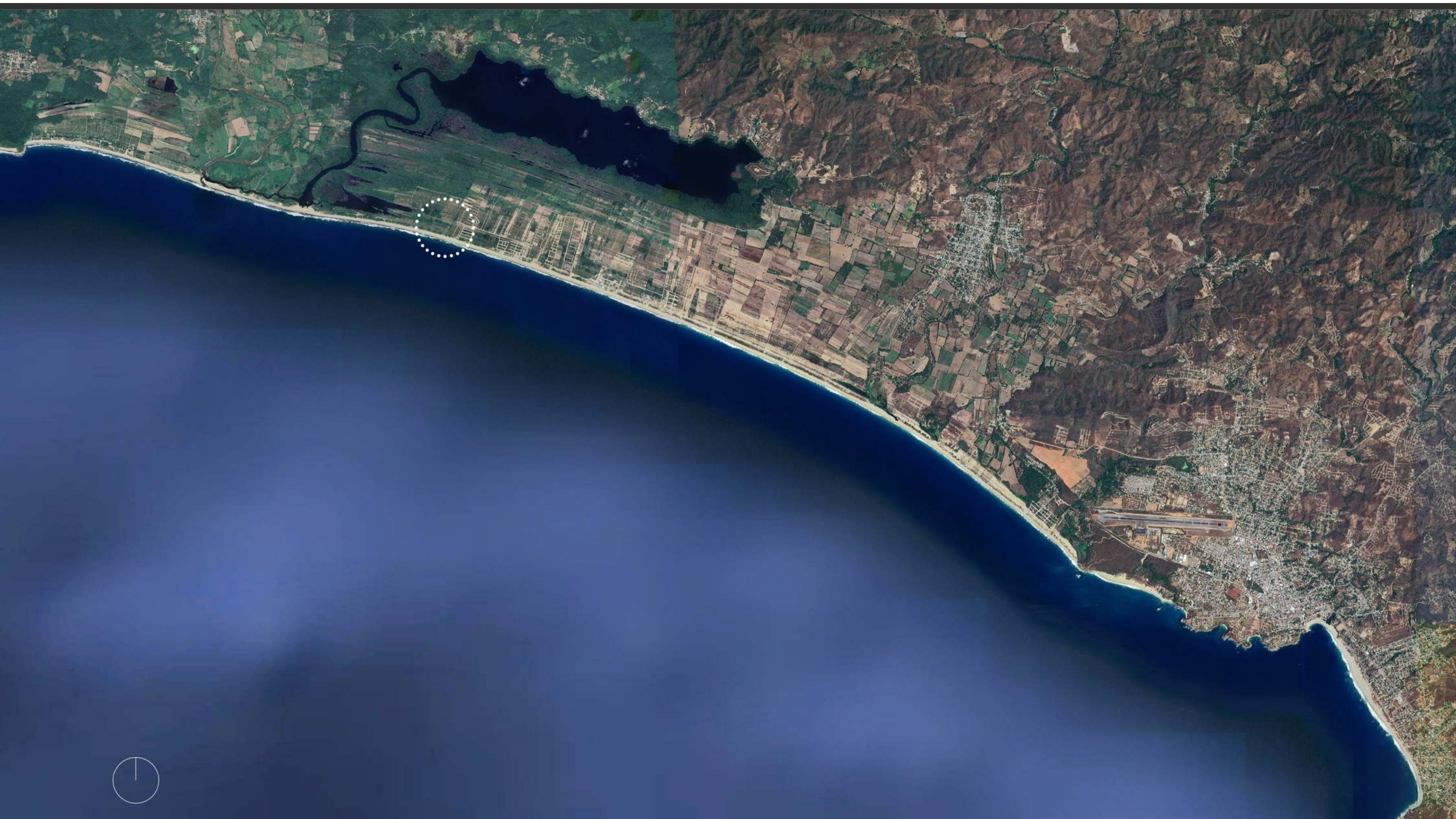
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FIRST, WHERE WE ARE?

PUERTO ESCONDIDO, OAXACA, MEXICO.
BUT LET US FIND US IN A MAP



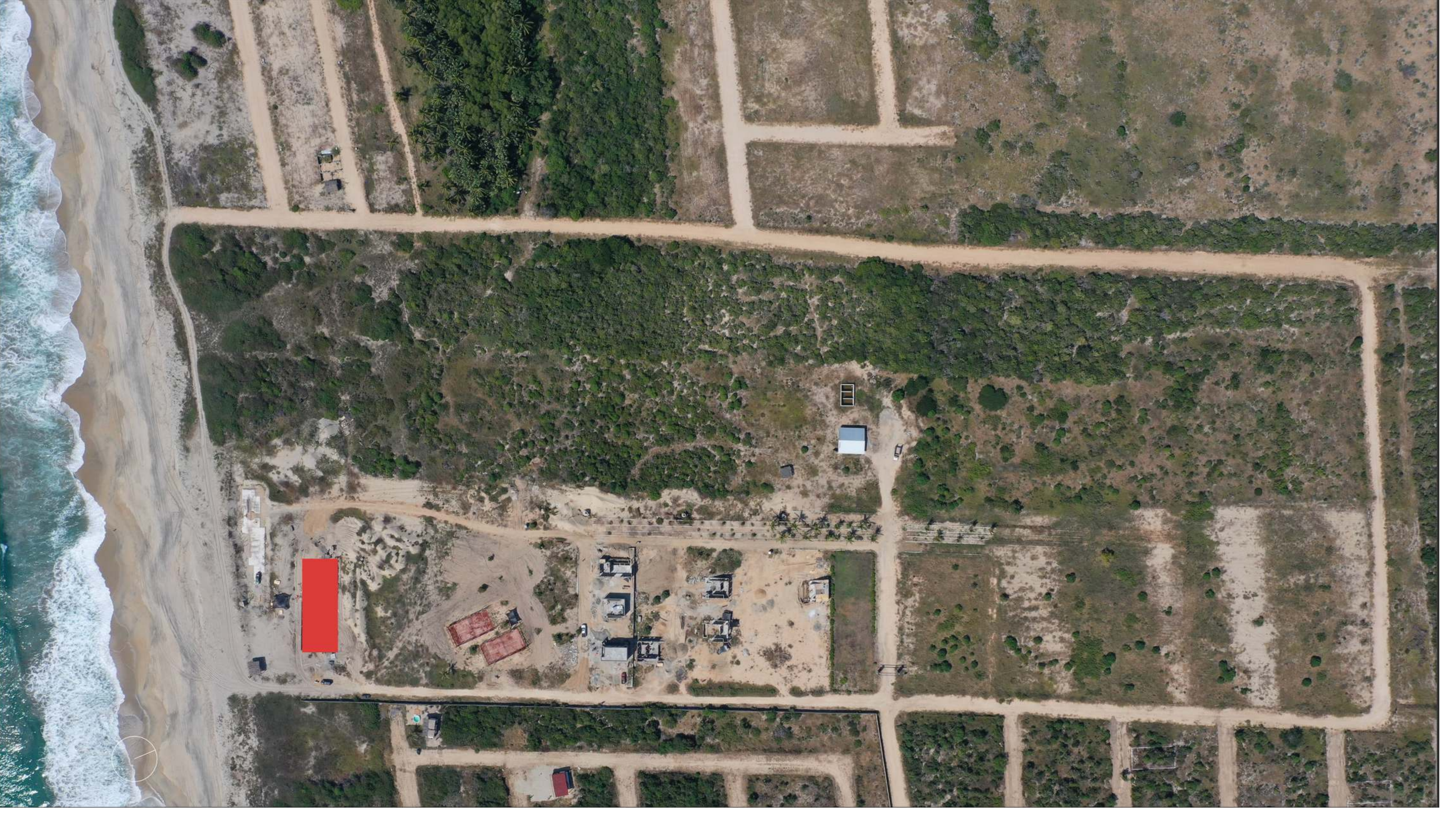


LOCALIZACIÓN





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NOW, YOU CAN FIND US IN A MAP, BUT WHAT IS OAXACA?

PUERTO ESCONDIDO IS LOCATED IN THE STATE OF OAXACA,
MEXICO. BUT LET US EXPLAIN WHY THIS STATE IS SO IMPORTANT
IN MEXICO'S ECONOMY AND WHY NEED TO BE YOUR NEXT
INVESTMENT SPOT



State of Oaxaca

Oaxaca has become one of the most culturally celebrated destinations in Mexico and worldwide. Its global recognition is rooted in an extraordinary depth of heritage: world-renowned gastronomy recognized by UNESCO, centuries-old churches, pre-Hispanic archaeological sites such as Monte Albán, vibrant traditions, craftsmanship, music, and a living culture that remains deeply authentic. Unlike destinations shaped primarily by tourism, Oaxaca's appeal comes from its identity, history, and soul—elements that cannot be replicated or manufactured. Today, Oaxaca stands at the center of global attention for travelers and investors seeking meaningful, culturally rich experiences rather than mass-market destinations.

Oaxaca's development has been characterized by intentional, orderly growth. The region has consciously avoided overdevelopment, prioritizing preservation, architectural harmony, and respect for its natural and cultural environment. This philosophy aligns directly with the vision behind OCN Resort & Residences: a low-density, thoughtfully designed project that integrates seamlessly into its surroundings. Rather than pursuing rapid expansion, the project embraces a long-term approach focused on sustainability, quality, and value preservation—mirroring the broader development ethos of Oaxaca itself.



Over the past several years, Oaxaca—particularly its coastal markets—has experienced sustained and accelerating growth. Tourism arrivals have recorded consistent double-digit growth rates in recent years, supported by expanding air connectivity and increasing international visibility. Private investment in hospitality, residential, and mixed-use developments has reached record levels, driven by both domestic and international capital seeking early-stage opportunities with strong fundamentals. This growth has occurred alongside controlled supply, reinforcing price resilience, sales velocity, and long-term value creation. Oaxaca today represents a rare combination of cultural prestige, disciplined development, and rising investment demand.



Oaxaca in numbers

Over the past decade, Oaxaca has shifted from a culturally admired destination to one of the fastest-growing tourism and investment markets in southern Mexico. In 2024 alone, the state welcomed over 6 million visitors, generating more than MXN \$22 billion (USD \$1.2B) in economic impact, an increase of nearly 21% compared with 2023.

Tourist arrivals in coastal and central Oaxaca increased more than 11.7% in the first quarter of 2024, with more than ****1 million visitors**** contributing over MXN \$1.095 billion (~USD \$59M)** in economic activity.

The new Oaxaca–Puerto Escondido highway, inaugurated in early 2024, has dramatically reduced travel times from over six hours to approximately 2.5–3 hours, facilitating increased tourism and commercial traffic.

The Interoceanic Corridor of the Isthmus of Tehuantepec (CIIT) is a flagship federal initiative connecting the Pacific and Gulf of Mexico through multimodal logistics, rail, highways, and industrial platforms. The Corridor represents a once-in-a-generation infrastructure improvement that could reduce freight costs and transit times across Mexico's southern isthmus enhancing the region's strategic logistics appeal for trade between Asia, the U.S., and Europe.

Oaxaca's economic and infrastructure developments are creating a virtuous cycle:

- Better connectivity → more visitors
- More visitors → higher demand for lodging & residential real estate
- Higher demand → investor interest and price appreciation
- Continued federal + state investment → long-term economic viability



Why Puerto Escondido?

Puerto Escondido represents a rare convergence of fundamentals, timing, and global relevance. Few destinations reach a point where tourism demand, infrastructure, cultural capital, and real estate scarcity align simultaneously. Puerto Escondido is at that point today.

From a tourism perspective, Puerto Escondido has evolved from a niche surf town into an international lifestyle destination. Hotel occupancy has increased steadily over recent years, with high-season occupancy consistently exceeding 80–90% and shoulder seasons now showing strong, sustained demand. Importantly, the growth is not driven by mass tourism, but by high-quality, experience-oriented travelers with longer average stays and higher spending patterns.

The destination benefits from a diversified demand base:

- International surfers drawn by world-class waves such as Zicatela, now a global reference
- North American and European lifestyle travelers
- Digital nomads and remote professionals
- Second-home buyers seeking authenticity, sustainability, and design

This diversity has translated into year-round occupancy, reducing seasonality risk and strengthening cash-flow fundamentals.

Architecturally and culturally, Puerto Escondido has become a global point of reference. The region is now internationally recognized for its design-driven, low-density architecture, frequently featured in global publications and design platforms. This architectural focus creates pricing power, brand value, and long-term differentiation—critical elements for sustained asset appreciation.

From a supply perspective, Puerto Escondido is naturally constrained. Environmental protections, zoning regulations, and a strong local commitment to low-density development limit the risk of overbuilding. As demand continues to grow, this scarcity acts as a structural support for pricing and occupancy, protecting downside risk for investors.

Crucially, Puerto Escondido is no longer isolated. Improved air connectivity and infrastructure have permanently changed its accessibility profile, allowing the destination to scale without losing its identity. This balance—growth without dilution—is precisely what institutional capital looks for in early-stage lifestyle markets.

In simple terms, Puerto Escondido today offers what very few markets can:

- Authentic global demand
- Proven tourism growth
- Architectural and cultural relevance
- Limited supply
- Early institutional entry pricing

This is not an investment in a trend—it is an investment in a destination that has reached global visibility but remains undervalued relative to its potential.

For investors with long-term vision, Puerto Escondido is not just a good opportunity.

It is the right opportunity, at the right moment



WHAT MAKES PUERTO SPECIAL?

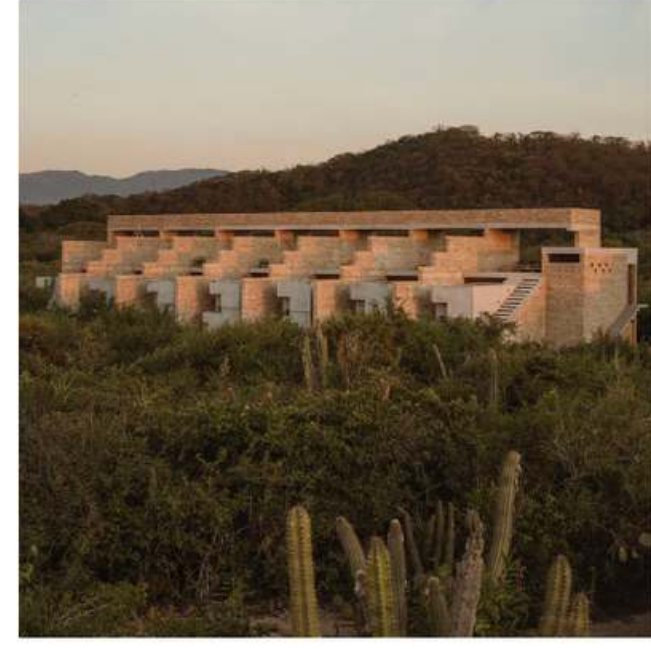
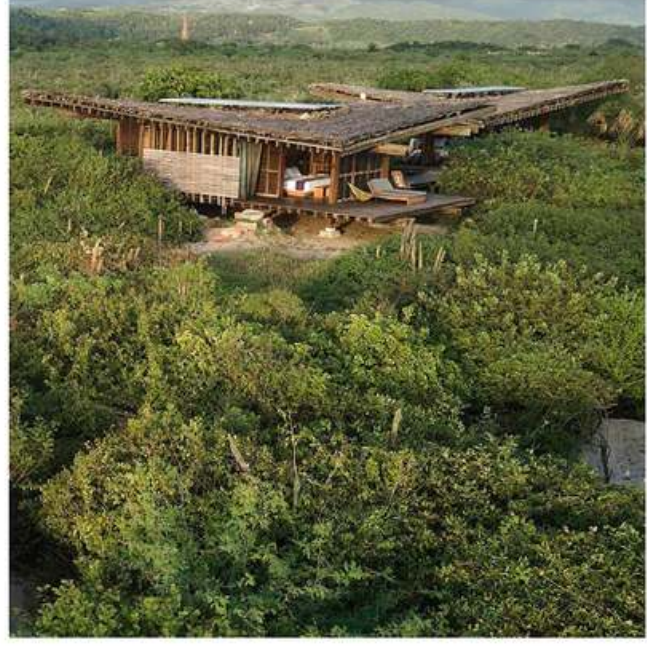
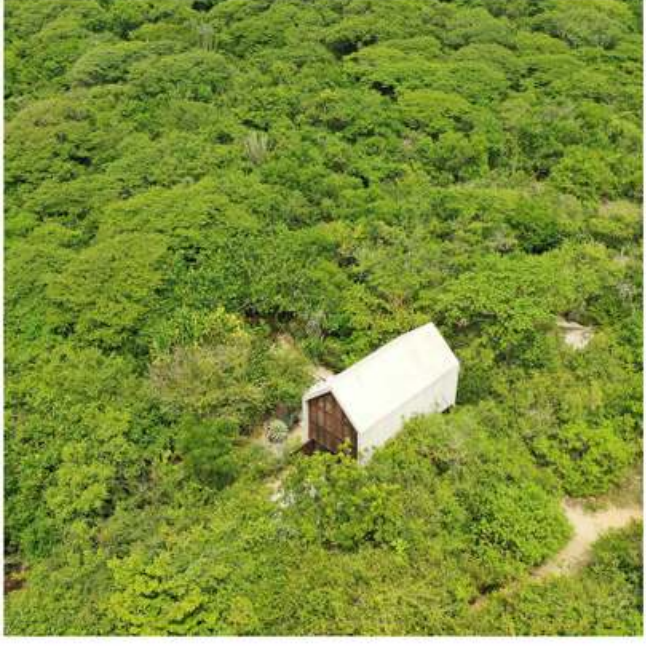
PUERTO ESCONDIDO IS INTERNATIONALLY RECOGNIZED AS ONE OF THE WORLD'S MOST IMPORTANT SURF DESTINATIONS, ANCHORED BY PLAYA ZICATELA, WIDELY KNOWN AS THE "MEXICAN PIPELINE." THE TOWN HOSTS INTERNATIONALLY RENOWNED COMPETITIONS SUCH AS THE INTERNATIONAL ZICATELA MEXICAN PRO AND EVENTS LINKED TO THE WORLD SURF LEAGUE, ATTRACTING PROFESSIONAL SURFERS, SPECTATORS, AND MEDIA FROM NORTH AMERICA, EUROPE, AND LATIN AMERICA. IMPORTANTLY, PUERTO ESCONDIDO HAS BEEN OFFICIALLY DESIGNATED A WORLD SURFING RESERVE, PLACING IT AMONG A VERY LIMITED GROUP OF ELITE GLOBAL DESTINATIONS—INCLUDING AUSTRALIA, PORTUGAL, PERU, AND BRAZIL—WHOSE NATURAL SURF ECOSYSTEMS ARE RECOGNIZED AND PROTECTED FOR LONG-TERM SUSTAINABILITY.

SURF REPRESENTS A STRUCTURAL ECONOMIC ENGINE FOR PUERTO ESCONDIDO RATHER THAN A NICHE ACTIVITY. RECENT EDITIONS OF THE ZICATELA PRO HAVE GENERATED APPROXIMATELY 16,500 INCREMENTAL VISITORS AND AN ESTIMATED MXN 30 MILLION (USD ~1.7 MILLION) IN DIRECT LOCAL ECONOMIC IMPACT FROM A SINGLE EVENT, BENEFITING HOTELS, SHORT-TERM RENTALS, FOOD AND BEVERAGE, TRANSPORTATION, AND LOCAL SERVICES. BEYOND INDIVIDUAL EVENTS, SURF DRIVES YEAR-ROUND TOURISM DEMAND, SIGNIFICANTLY REDUCING SEASONALITY AND ATTRACTING INTERNATIONAL, REPEAT VISITORS WITH LONGER AVERAGE STAYS. THIS GLOBAL RECOGNITION AND SUSTAINED DEMAND PROVIDE A DEFENSIBLE FOUNDATION FOR PREMIUM RESIDENTIAL VALUES, CONSISTENT RENTAL PERFORMANCE, AND LONG-TERM CAPITAL APPRECIATION IN THE PUERTO ESCONDIDO REAL ESTATE MARKET



OVER THE PAST DECADE, PUERTO ESCONDIDO HAS TRANSFORMED FROM A HIDDEN SURF PARADISE INTO ONE OF THE WORLD'S MOST COMPELLING DESTINATIONS FOR ARCHITECTURE AND DESIGN. THE CATALYST WAS CASA WABI, DESIGNED BY PRITZKER PRIZE LAUREATE TADAO ANDO, WHICH NOT ONLY PLACED PUERTO ON THE GLOBAL ARCHITECTURAL MAP BUT ALSO SIGNALLED THAT THE REGION COULD HOST PROJECTS OF THE HIGHEST INTERNATIONAL CALIBER. SINCE THEN, PUERTO HAS BECOME A MAGNET FOR RENOWNED ARCHITECTS, INCLUDING ALBERTO KALACH, TATIANA BILBAO, LUDWIG GODEFROY, AND OTHER GLOBALLY RECOGNIZED DESIGN STARS, WHOSE WORK HAS INTRODUCED A NEW ARCHITECTURAL LANGUAGE THAT SEAMLESSLY BLENDS MODERN LUXURY WITH THE NATURAL AND CULTURAL CONTEXT OF OAXACA.

THIS ARCHITECTURAL WAVE HAS FUNDAMENTALLY RESHAPED PUERTO ESCONDIDO: IT HAS ELEVATED DESIGN STANDARDS ACROSS THE REGION, CREATED A CACHET OF EXCLUSIVITY THAT ATTRACTS SOPHISTICATED INTERNATIONAL BUYERS, AND TRANSFORMED THE PERCEPTION OF THE TOWN FROM A SURF HOTSPOT INTO A PREMIER LIFESTYLE DESTINATION. TODAY, ARCHITECTURE ITSELF IS A CORE DRIVER OF REAL ESTATE VALUE, TOURISM APPEAL, AND LONG-TERM CAPITAL APPRECIATION, MAKING PUERTO A UNIQUE INTERSECTION OF SURF, WELLNESS, CULTURE, AND DESIGN THAT FEW EMERGING MARKETS IN THE WORLD CAN MATCH



PUERTO ESCONDIDO OFFERS A DIVERSE RANGE OF NATURAL AND CULTURAL EXPERIENCES THAT MAKE IT A TRULY UNIQUE LIFESTYLE DESTINATION. BEYOND ITS WORLD-CLASS SURF AND ARCHITECTURAL ACCLAIM, THE REGION IS CELEBRATED FOR ITS ECOLOGICAL TREASURES AND ADVENTURE OPPORTUNITIES. VISITORS CAN WITNESS THE GLOWING WATERS OF BIOLUMINESCENT BAYS, OBSERVE MIGRATING HUMPBACK WHALES, SWIM WITH DOLPHINS, AND SUPPORT SEA TURTLE CONSERVATION PROGRAMS, ALL OF WHICH HIGHLIGHT THE REGION'S ENVIRONMENTAL RICHNESS. THE AREA IS ALSO RENOWNED FOR SPORT FISHING, WITH ABUNDANT MARLIN, SAILFISH, AND DORADO, AS WELL AS SNORKELING AND DIVING IN PRISTINE COASTAL AREAS.

ON LAND, PUERTO BLENDS THIS WITH A RICH GASTRONOMIC SCENE, FROM TRADITIONAL OAXACAN CUISINE FEATURING MOLE, TLAYUDAS, AND MEZCAL, TO HIGH-END RESTAURANTS THAT FUSE LOCAL INGREDIENTS WITH INTERNATIONAL CULINARY TECHNIQUES. ADDITIONALLY, ECO-ADVENTURES, HIKING IN NEARBY JUNGLES, YOGA AND WELLNESS RETREATS, AND CULTURAL FESTIVALS PROVIDE A YEAR-ROUND VARIETY OF ACTIVITIES THAT APPEAL TO SOPHISTICATED INTERNATIONAL VISITORS. TOGETHER, THESE EXPERIENCES MAKE PUERTO ESCONDIDO A DESTINATION THAT COMBINES NATURE, WELLNESS, CULTURE, AND GASTRONOMY, SUPPORTING LONG-TERM TOURISM DEMAND AND CREATING A DEFENSIBLE FOUNDATION FOR PREMIUM REAL ESTATE INVESTMENTS



HOTELS IN PUERTO

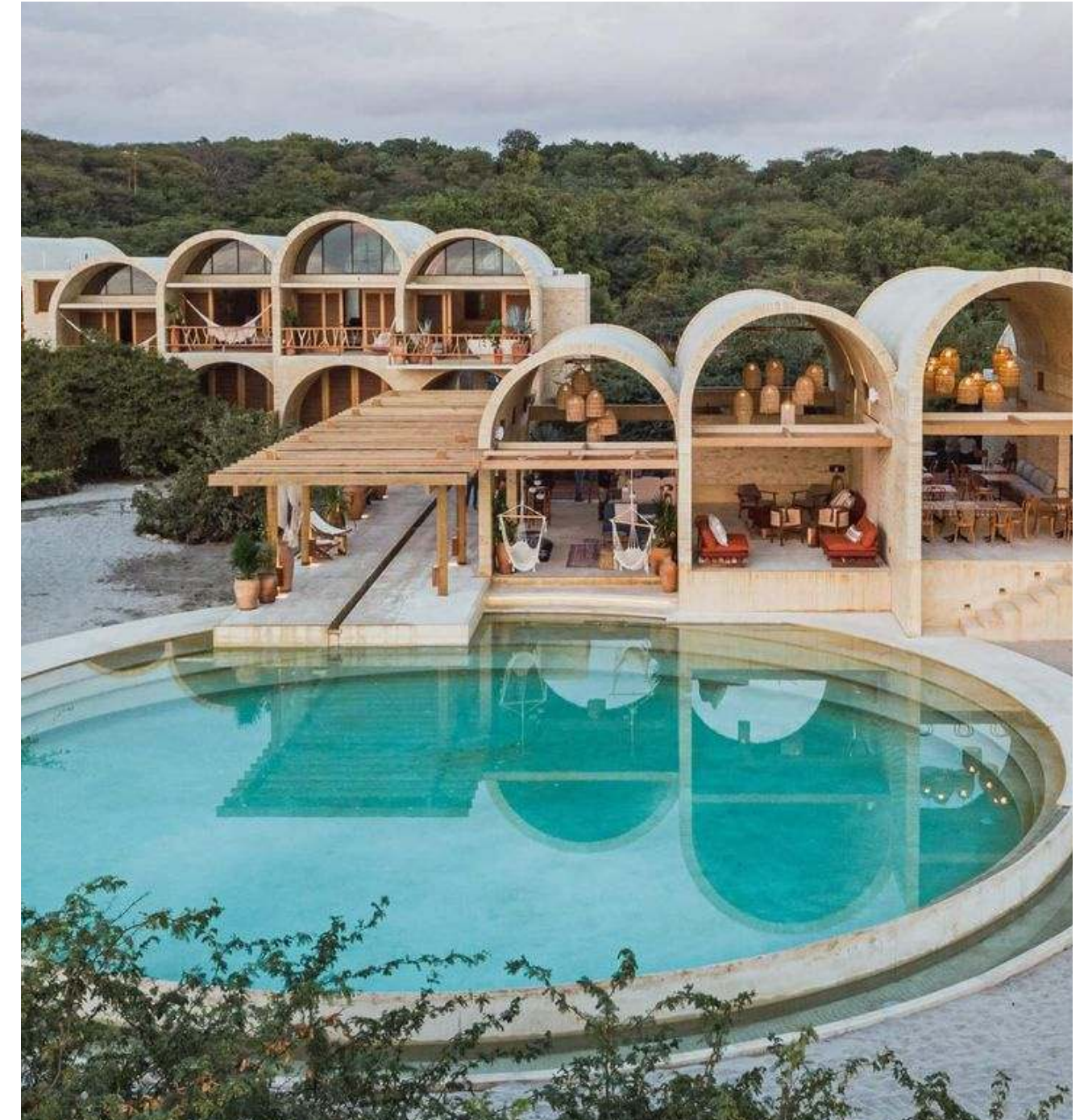
OCN RESORT AND RESIDENCES



HOTEL CASA TO
400 DLS NIGH



HOTEL TERRESTRE
450 DLS NIGHT



CASONA SFORZA
500 DLS NIGHT

HOTELS IN PUERTO

OCN RESORT AND RESIDENCES



CASA JOSEPH
550 DLS NIGHT



HOTEL ESCONDIDO
500 DLS NIGHT



VIVO RESORT
400 DLS NIGHT

HOUSES IN RENT IN PUERTO

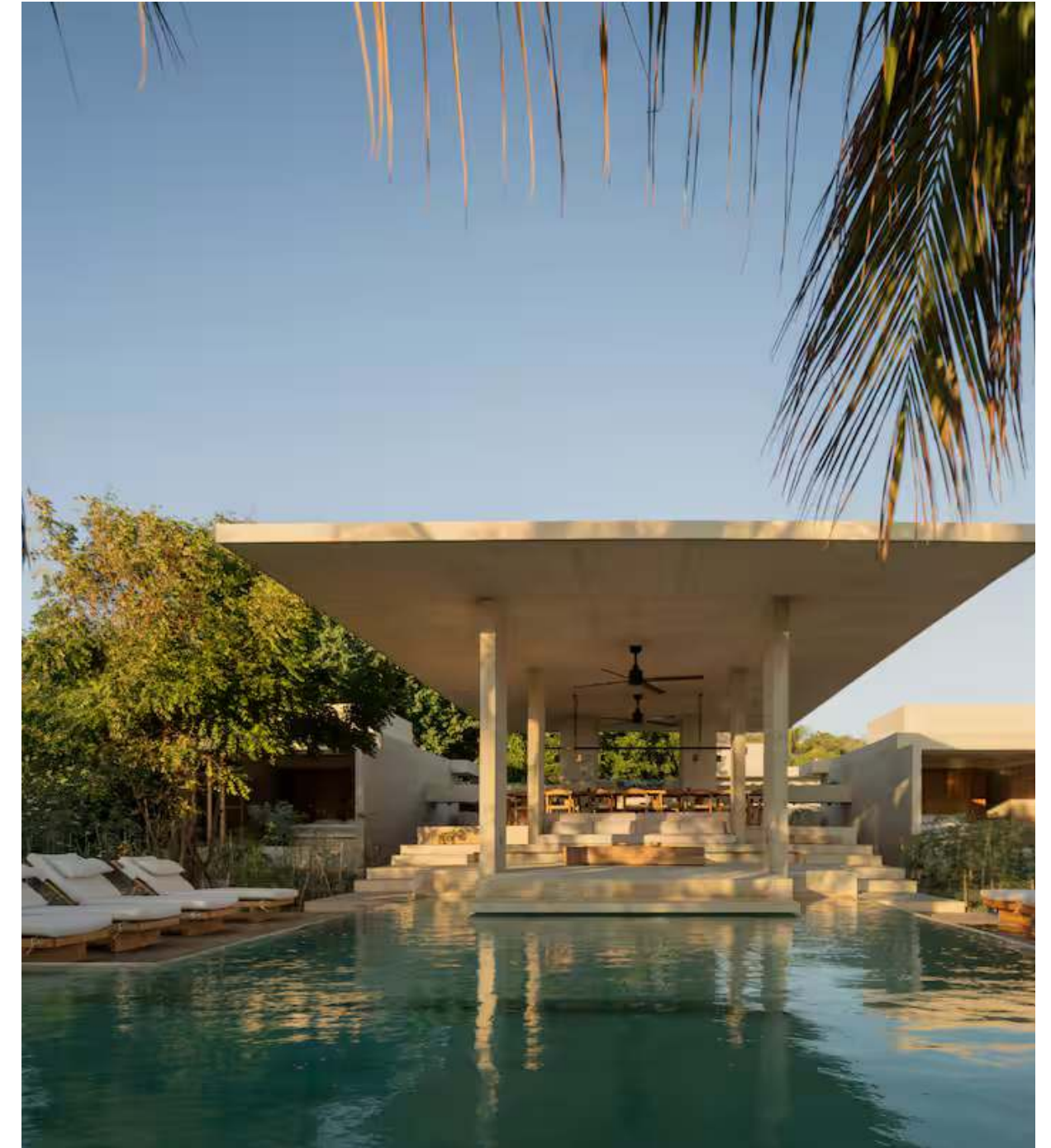
OCN RESORT AND RESIDENCES



CASA KUNDAVI
6 BEDROOMS
5,000 DLS NIGHT



CASA AMIGOS
6 BEDROOMS
6,000DLS NIGHT



CASA LUMINA
6 BEDROOMS
3,500 DLS NIGHT

HOUSES IN RENT IN PUERTO

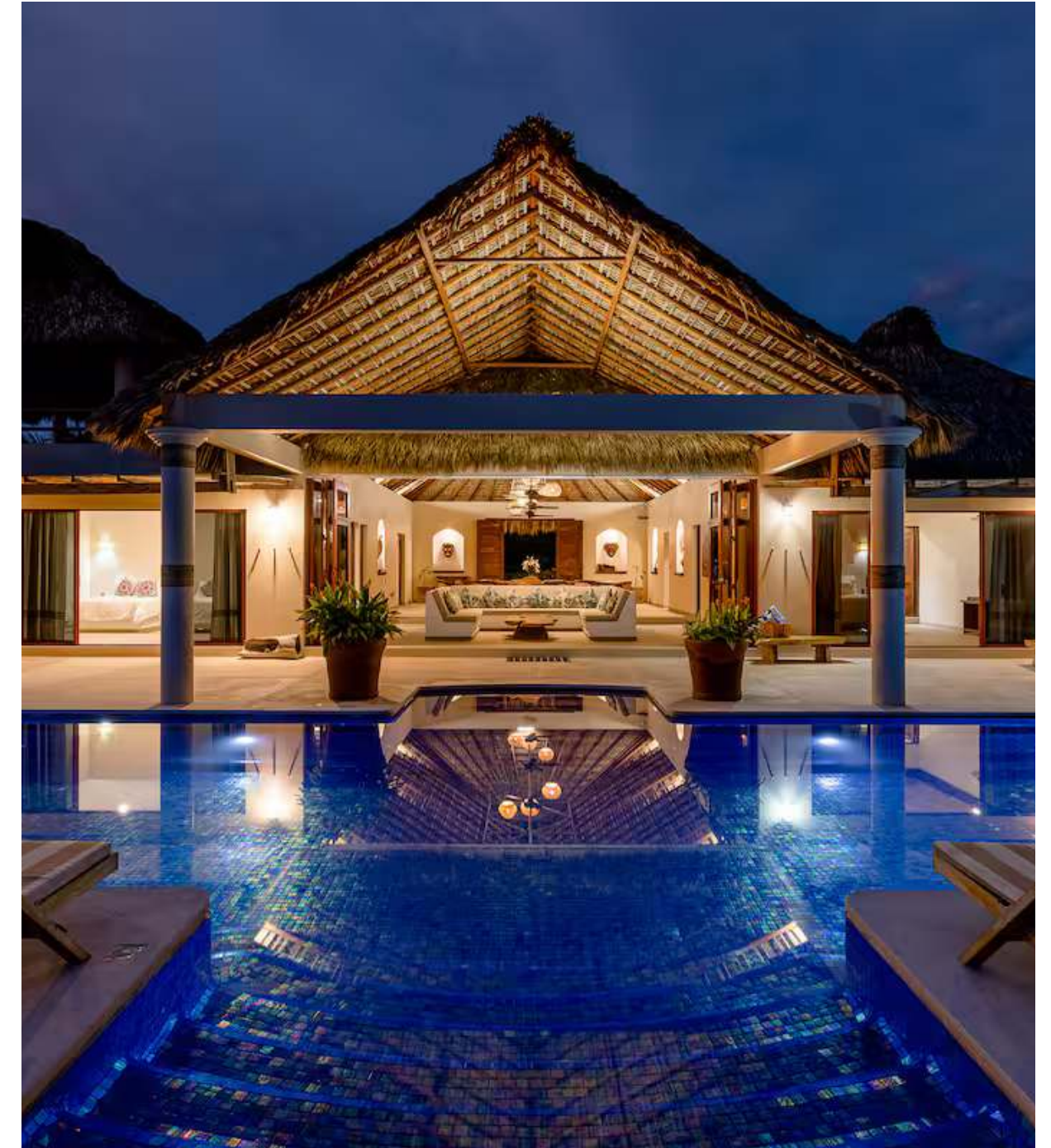
OCN RESORT AND RESIDENCES



CASA NAYA
4 BEDROOMS
1,500 DLS NIGHT



CASA TORO
2 BEDROOMS
700DLS NIGHT



CASA SUNSHINE
6 BEDROOMS
1,500 DLS NIGHT



Analysis

HOTELS: The current luxury hospitality market in Puerto Escondido provides a strong pricing benchmark for premium residential and rental products. A review of high-end boutique hotels and design-forward properties in the market shows that average nightly rates typically range between USD 400 and USD 500 per room, with peak-season rates exceeding this range. These price points are being achieved by a relatively limited supply of rooms, many of which offer fewer amenities and less privacy than a fully serviced villa or residence.

HOUSES: A review of luxury beachfront private homes in Puerto Escondido further supports the depth of the premium rental market. Fully detached oceanfront villas with 2 to 6 bedrooms are currently achieving nightly rental rates ranging from approximately USD 1,500 to USD 5,500 per night, depending on size, location, and seasonality. When normalized on a per-bedroom basis, this implies an effective nightly rate of approximately USD 400 to USD 800 per room.

WHY OCN: Importantly, these properties are largely standalone homes offering limited amenities beyond private pools and basic services. Despite the absence of resort-style infrastructure, wellness facilities, or professionally operated common amenities, demand at these pricing levels remains strong, highlighting the willingness of the market to pay for quality, privacy, and proximity to the ocean.

OTHER DEVELOPMENTS IN PUERTO ESCONDIDO



CAIMAN VILLAS: A DEVELOPMENT CONSISTING OF 3 HOUSES AND 15 FULLY EQUIPPED VILLAS AVAILABLE IN PRE-SALE, LOCATED BEACHFRONT WITHIN A CONDOMINIUM COMMUNITY. THE PROJECT IS DESIGNED WITH HOTEL-STYLE SERVICES AND INCLUDES 24/7 SECURITY, AN INFINITY POOL WITH A SUN DECK, A BEACH CLUB, A SHARED DINING AREA, A YOGA SPACE, A PALAPA BAR.

PRICES FOR A 1 BEDROOM, 110M²/1,184 SF HOUSE STARTS AT 490,000.00 DLS



ALDEA MAZUL: MAZUL IS A BEACHFRONT RESIDENTIAL DEVELOPMENT LOCATED IN SANTA ELENA EL TULE, ONE OF OAXACA'S MOST PARADISIACAL COASTAL AREAS. THE PROJECT IS DESIGNED AS A SEASIDE RETREAT THAT BLENDS CONTEMPORARY ARCHITECTURE WITH THE NATURAL SURROUNDINGS, OFFERING TRANQUILITY, RESPECT FOR THE LANDSCAPE, AND HARMONY WITH THE PACIFIC OCEAN.

PRICES FOR A 2 BEDROOM, 162M²/1,743 SF HOUSE STARTS AT 450,000.00 DLS

NAILA: CASA NAILA IS LOCATED IN PUERTECITO, A SMALL AND EXCLUSIVE COASTAL COMMUNITY ALONG THE PUERTO ESCONDIDO COASTLINE, WIDELY REGARDED AS ONE OF OAXACA'S FASTEST-GROWING AND MOST SOUGHT-AFTER DESTINATIONS. THE RESIDENCE IS UNIQUELY POSITIONED TO OFFER OCEAN VIEWS FROM TWO DIFFERENT FRONTS, CREATING A STRONG CONNECTION WITH THE SURROUNDING LANDSCAPE AND THE PACIFIC OCEAN. THE ARCHITECTURAL PROJECT HAS RECEIVED MULTIPLE INTERNATIONAL AWARDS.

PRICES FOR A 4 BEDROOM, 110M²/2,152 SF HOUSE STARTS AT 490,000.00 DLS



PACIFIC PALMARITO: PACIFIC PALMARITO IS AN EMERGING RESIDENTIAL, RESORT, AND BEACHFRONT COMMUNITY LOCATED ALONG ONE OF THE MOST SCENIC COASTAL STRETCHES IN THE PUERTO ESCONDIDO REGION. THE MASTER PLAN IS DESIGNED TO FOSTER A DEEP CONNECTION WITH THE PACIFIC OCEAN AND THE SURROUNDING NATURAL ENVIRONMENT, INCORPORATING ENDEMIC MATERIALS AND AN ARCHITECTURAL LANGUAGE THAT CELEBRATES OAXACA'S CULTURAL AND ECOLOGICAL RICHNESS..

PRICES FOR A 2 BEDROOM, 162M²/1,743 SF HOUSE STARTS AT 430,000.00 DLS



VIVO RESORT: A WELL-ESTABLISHED, MASTER-PLANNED BEACHFRONT COMMUNITY IN PUERTO ESCONDIDO, MEXICO, DEVELOPED OVER APPROXIMATELY 75 ACRES WITH LUXURY CONDOMINIUMS, PRIVATE VILLAS, AND RESORT AMENITIES. THE PROJECT INTEGRATES RESIDENTIAL LIVING WITH HOSPITALITY SERVICES, OFFERING OWNERS ACCESS TO CLUBHOUSE FACILITIES INCLUDING RESTAURANTS, SPA, FITNESS CENTER, TENNIS AND SPORTS COURTS, LOUNGES, AND A CHILDREN'S CLUB, ALONGSIDE DIRECT BEACH ACCESS AND OCEAN VIEWS.

**CONDOS 100 M2/1,076 SF START AT 245,000 DLS ---
HOUSES 200 M2/2,152 SF START AT 17,000,000 DLS**

INMA: INMA IS A BOUTIQUE RESIDENTIAL RETREAT LOCATED ALONG THE OAXACAN COAST, APPROXIMATELY 30 MINUTES FROM PUERTO ESCONDIDO. THE PROJECT CONSISTS OF ONLY SIX PRIVATE VILLAS INTEGRATED INTO THE SURROUNDING JUNGLE AND OCEAN LANDSCAPE, OFFERING A HIGHLY PRIVATE AND LOW-DENSITY LIVING EXPERIENCE. EACH VILLA FEATURES A PRIVATE SWIMMING POOL, OPEN TERRACES, AND GENEROUS INTERIOR SPACES DESIGNED TO EMPHASIZE SIMPLICITY, NATURAL LIGHT, AND A STRONG CONNECTION TO NATURE.

PRICES FOR A 2 BEDROOM, 190 M2/2,045 SF HOUSE STARTS AT 650,000.00 DLS (NOT BEACH FRONT)



VILLAS LUU: VILLAS LUU IS A BOUTIQUE RESIDENTIAL PROJECT LOCATED WITHIN A BEACHFRONT GATED COMMUNITY APPROXIMATELY 30 MINUTES FROM PUERTO ESCONDIDO. THE VILLAS COMBINE TROPICAL ARCHITECTURE WITH THOUGHTFULLY DESIGNED SPACES THAT PROMOTE REST, HARMONY, AND A RELAXED BEACH LIFESTYLE. EACH UNIT OFFERS PRIVATE LIVING WITHIN A LOW-DENSITY ENVIRONMENT, APPEALING TO BUYERS SEEKING PRIVACY AND SIMPLICITY CLOSE TO THE OCEAN

PRICES FOR A 2 BEDROOM, 158 M2/1,700 SF HOUSE STARTS AT 380,000.00 DLS



DUNAS: DUNAS IS A LOW-DENSITY BEACHFRONT RESIDENTIAL DEVELOPMENT LOCATED WITHIN A PROTECTED ECOLOGICAL RESERVE ALONG THE OAXACAN COAST, APPROXIMATELY 45 MINUTES FROM PUERTO ESCONDIDO. THE PROJECT IS DESIGNED FOR BUYERS SEEKING TRANQUILITY, PRIVACY, AND A STRONG CONNECTION TO NATURE, WITH CAREFUL PLANNING THAT PRESERVES THE SURROUNDING ENVIRONMENT.

PRICES FOR A 1 BEDROOM, 145M2/1,560 SF HOUSE STARTS AT 390,000.00 DLS

PROPERTY MARKET ANALYSIS

PUERTO ESCONDIDO RESIDENTIAL MARKET OVERVIEW

PUERTO ESCONDIDO IS TRANSITIONING FROM A NICHE SURF DESTINATION INTO ONE OF MEXICO'S FASTEST-GROWING LIFESTYLE AND RESIDENTIAL INVESTMENT MARKETS. OVER THE PAST FIVE YEARS, THE REGION HAS EXPERIENCED SUSTAINED ECONOMIC GROWTH DRIVEN BY TOURISM EXPANSION, INTERNATIONAL VISIBILITY, INFRASTRUCTURE INVESTMENT, AND A STRUCTURAL UNDERSUPPLY OF PROFESSIONALLY DEVELOPED RESIDENTIAL PROJECTS.

AVERAGE ASKING PRICES FOR SINGLE-FAMILY HOMES IN PUERTO ESCONDIDO CURRENTLY RANGE AROUND USD \$1,050-1,150 PER M² FOR STANDARD HOUSING STOCK, LARGELY COMPOSED OF STANDALONE HOMES WITHOUT INTEGRATED AMENITIES, CENTRALIZED MANAGEMENT, OR RESORT-LEVEL SERVICES. IN CONTRAST, NEWLY DEVELOPED BEACHFRONT OR DESIGN-DRIVEN RESIDENTIAL PRODUCTS ARE TRANSACTING AT SIGNIFICANTLY HIGHER PRICE POINTS, COMMONLY BETWEEN USD \$2,700 AND \$4,000+ PER M², EVEN WHEN OFFERING LIMITED AMENITIES OR OPERATING AT BOUTIQUE SCALE.

LUXURY SEGMENT PRICING AND MARKET BENCHMARKS

RECENT COMPARABLE DEVELOPMENTS ALONG THE OAXACA COAST DEMONSTRATE CLEAR PRICING BENCHMARKS FOR PREMIUM RESIDENTIAL PRODUCTS:

- ULTRA-BOUTIQUE, DESIGN-FORWARD VILLAS WITHOUT RESORT AMENITIES ARE ACHIEVING VALUES OF USD \$3,800-4,000 PER M². BOUTIQUE BEACHFRONT DEVELOPMENTS WITH LIMITED SHARED AMENITIES TYPICALLY TRANSACT BETWEEN USD \$2,500 AND \$3,000 PER M², WHILE LARGER RESORT-STYLE COMMUNITIES WITH HOSPITALITY INTEGRATION COMMAND USD \$2,800 TO \$3,500 PER M², DEPENDING ON UNIT TYPE AND LOCATION.

THESE TRANSACTIONS CONFIRM THAT THE MARKET HAS ALREADY VALIDATED HIGHER PRICE LEVELS FOR QUALITY PRODUCT, EVEN IN PROJECTS THAT LACK SCALE, OPERATIONAL DEPTH, OR COMPREHENSIVE LIFESTYLE INFRASTRUCTURE.

OCN PRICING STRATEGY AND COMPETITIVE POSITION

OCN RESORT & RESIDENCES ENTERS THIS MARKET AT A STRUCTURALLY ADVANTAGED PRICE POINT. BASED ON CURRENT PRICING AND BUILT AREAS:

- CASITA (1-BEDROOM | 150 M²): USD 299,000 → ~USD 2,000 PER M²
- NATIVO (2-BEDROOM | 182 M²): USD 395,202 → ~USD 2,170 PER M²
- OLA (3-BEDROOM | 220 M²): ~USD 2,300-2,400 PER M² (INDICATIVE)

THIS PLACES OCN IN A USD \$2,000-2,350 PER M² RANGE, POSITIONING THE PROJECT 20 % TO 40 % BELOW COMPARABLE PREMIUM DEVELOPMENTS IN THE REGION, DESPITE OFFERING A SUBSTANTIALLY BROADER AMENITY AND LIFESTYLE ECOSYSTEM.

WHY OCN IS MORE PRICE-COMPETITIVE?

OCN'S PRICING ADVANTAGE IS NOT PROMOTIONAL OR SPECULATIVE; IT IS STRUCTURAL.

THE PROJECT BENEFITS FROM VERTICAL INTEGRATION THROUGH ITS OWN CONSTRUCTION AND DEVELOPMENT PLATFORM, ALLOWING FULL CONTROL OVER COSTS, TIMELINES, AND QUALITY. BY ELIMINATING THIRD-PARTY DEVELOPER MARGINS, GENERAL CONTRACTOR MARKUPS, AND INEFFICIENCIES TYPICAL IN FRAGMENTED PROJECTS, OCN CAN DELIVER A HIGHER-QUALITY PRODUCT AT A MATERIALLY LOWER PRICE PER SQUARE METER WHILE PRESERVING HEALTHY DEVELOPMENT MARGINS.

THIS COST DISCIPLINE ENABLES OCN TO PRICE BELOW THE PREVAILING LUXURY MARKET WITHOUT COMPROMISING FINISHES, DESIGN, OR LONG-TERM ASSET QUALITY.

DEMAND DRIVERS: TOURISM, CONNECTIVITY, AND GROWTH

PUERTO ESCONDIDO IS EXPERIENCING A RAPID ACCELERATION IN TOURISM AND CONNECTIVITY, DIRECTLY FUELING REAL ESTATE DEMAND. TOURISM DATA SHOWS THAT THE BROADER OAXACA COAST WELCOMED OVER 2.1 MILLION VISITORS IN 2024, WITH PROJECTIONS EXCEEDING 2.5 MILLION BY THE END OF 2025, INDICATING SUSTAINED GROWTH AND INCREASING GLOBAL AWARENESS. PEAK OCCUPANCY RATES IN EARLY 2025 REACHED 94%, DRIVEN BY SURF TOURISM, DIGITAL NOMADS, AND LIFESTYLE TRAVELERS, WHILE AVERAGE DAILY RATES (ADR) ROSE 22% YEAR-OVER-YEAR TO USD \$320, WITH LUXURY VILLAS COMMANDING UP TO USD \$800 PER NIGHT.

AIR CONNECTIVITY IS EXPANDING IN PARALLEL. THE PUERTO ESCONDIDO INTERNATIONAL AIRPORT HAS SEEN PASSENGER TRAFFIC GROW BY OVER 10% YEAR-TO-DATE IN 2025, WITH MORE THAN 660,000 PASSENGERS BETWEEN JANUARY AND AUGUST, UP 61,000 FROM THE PRIOR YEAR, AND STRONG OCCUPANCY ON FLIGHTS FROM MARKETS INCLUDING MEXICO CITY, HOUSTON, AND MONTERREY.

THIS COMBINATION OF STRONG TOURIST INFLOWS, RISING ADRS, AND EXPANDED FLIGHT CAPACITY TRANSLATES INTO:

- BROADER INTERNATIONAL BUYER INTEREST
- EXTENDED SEASONS BEYOND TRADITIONAL PEAK MONTHS
- HIGHER OCCUPANCY AND RENTAL YIELD POTENTIAL FOR QUALITY REAL ESTATE ASSETS

THESE DEMAND SIGNALS ARE DIRECTLY CORRELATED WITH PRICING AND TRANSACTION MOMENTUM IN RESIDENTIAL ASSETS, MAKING TOURISM A CLEAR DRIVER FOR DURABLE HOUSING DEMAND.

SUPPLY CONSTRAINTS AND MARKET OPPORTUNITY

DESPITE THE SURGE IN DEMAND, SUPPLY OF INSTITUTIONAL-GRADE RESIDENTIAL PRODUCT REMAINS LIMITED. A REVIEW OF THE LOCAL MARKET SHOWS THAT MOST AVAILABLE HOUSING STOCK CONSISTS OF:

- STANDALONE HOMES WITHOUT AMENITIES
- SMALL BOUTIQUE PROJECTS LACKING RESORT INTEGRATION
- FRAGMENTED DEVELOPMENTS WITH NO CENTRALIZED MANAGEMENT

AT THE SAME TIME, CORE INFRASTRUCTURE INVESTMENTS ARE UNLOCKING NEW OPPORTUNITIES. THE OAXACA-PUERTO ESCONDIDO HIGHWAY HAS SIGNIFICANTLY IMPROVED ROAD ACCESS, REDUCING TRAVEL TIME FROM OAXACA CITY TO AROUND 2.5 HOURS, EFFECTIVELY BROADENING THE BUYER AND WEEKEND VISITOR CATCHMENT AREA.

INVENTORY WITH RESORT-SCALE AMENITIES, CENTRALIZED OPERATIONS, AND LIFESTYLE INTEGRATION—LIKE BEACH CLUBS, WELLNESS FACILITIES, AND CURATED HOSPITALITY SERVICES—IS STILL EXTREMELY SCARCE. THIS SUPPLY BOTTLENECK IN THE MID-TO-HIGH END STANDS IN STARK CONTRAST TO MARKET DEMAND SIGNALS, CREATING A PREMIUM GAP THAT OCN IS UNIQUELY POSITIONED TO CAPTURE.

THIS STRUCTURAL IMBALANCE BETWEEN STRONG, DIVERSIFIED DEMAND AND INSUFFICIENT HIGH-QUALITY SUPPLY CREATES A FIRST-MOVER ADVANTAGE FOR A PRODUCT THAT COMBINES RESIDENTIAL OWNERSHIP WITH RESORT-LEVEL EXPERIENCE AND OPERATIONAL CONTROL

CAPITAL APPRECIATION AND UPSIDE POTENTIAL

CAPITAL APPRECIATION AND UPSIDE POTENTIAL

PUERTO ESCONDIDO PROPERTY VALUES HAVE DEMONSTRATED CONSISTENT APPRECIATION, WITH BROAD REGIONAL RESIDENTIAL PRICES RISING AT 8%–12% ANNUALLY IN RECENT YEARS. THIS TREND PLACES THE MARKET WELL ABOVE NATIONAL AVERAGES, AND IT REFLECTS A SHIFT FROM A NICHE SURF TOWN TO A RECOGNIZED LIFESTYLE INVESTMENT MARKET.

SPECIFIC NEIGHBORHOOD PERFORMANCE REINFORCES THIS VIEW: PROPERTIES IN PRIME MICRO-MARKETS SUCH AS LA PUNTA AND ZICATELA HAVE SEEN PRICE MOMENTUM OUTPACE GENERAL AVERAGES, AND THE EFFECT IS AMPLIFIED IN AREAS WHERE TOURISM INFRASTRUCTURE, AMENITIES, AND ACCESSIBILITY CONVERGE.

ON THE DEMAND SIDE, RISING ADRS (UP 22% YOY) AND PEAK OCCUPANCIES NEAR 94% INDICATE A STRONG RENTAL ECOSYSTEM, WHICH SUPPORTS BOTH INCOME RETURNS AND CAPITAL VALUE GROWTH.

TAKEN TOGETHER, THESE INDICATORS SUGGEST THAT AN INVESTMENT IN A COMPETITIVELY PRICED, AMENITY-RICH PROJECT LIKE OCN HAS BUILT-IN CAPITAL APPRECIATION POTENTIAL FROM BOTH RENTAL YIELD PERFORMANCE AND MARKET CONVERGENCE. WITH BENCHMARK PRICING ABOVE OCN'S CURRENT ENTRY LEVELS, OCN'S UNITS ARE POSITIONED FOR BOTH NEAR-TERM UPSIDE AND LONG-TERM APPRECIATION.

INVESTMENT THESIS SUMMARY

PUERTO ESCONDIDO IS RAPIDLY EMERGING AS ONE OF MEXICO'S MOST DYNAMIC COASTAL REAL ESTATE MARKETS, PROPELLED BY ROBUST TOURISM GROWTH, EXPANDING CONNECTIVITY, HIGH OCCUPANCY RATES, RISING ADRS, AND CONSTRAINED SUPPLY OF INSTITUTIONAL-GRADE ASSETS. OCN'S ENTRY PRICE PER SQUARE METER—APPROXIMATELY USD \$2,000–2,350—IN COMBINATION WITH AN INTEGRATED AMENITY PLATFORM THAT INCLUDES A BEACH CLUB, MULTIPLE DINING VENUES, WELLNESS FACILITIES, AND SPORTS INFRASTRUCTURE, PLACES IT AT A UNIQUE COMPETITIVE ADVANTAGE RELATIVE TO CURRENT COMPARABLES.

OVERALL MARKET FUNDAMENTALS POINT TO:

- STRONG DEMAND DRIVERS: TOURISM GROWTH, INTERNATIONAL FLIGHTS, LIFESTYLE MIGRATION
- CONSTRAINED SUPPLY: LACK OF LARGE-SCALE RESORT-RESIDENTIAL PRODUCTS
- SOLID APPRECIATION TRENDS: 8%–12% ANNUAL PROPERTY VALUE GROWTH
- RENTAL UPSIDE: ADR INCREASES OF 22% WITH PEAK OCCUPANCY NEAR 94%
- STRUCTURAL COST ADVANTAGES: OCN'S VERTICAL INTEGRATION REDUCES DEVELOPMENT RISK AND IMPROVES PRICING POWER

THESE FACTORS, TAKEN TOGETHER, FRAME OCN AS AN INVESTMENT WITH ATTRACTIVE RISK-ADJUSTED RETURN POTENTIAL, SUSTAINABLE RENTAL PERFORMANCE, AND DURABLE CAPITAL GROWTH PROSPECT, WELL POSITIONED TO BENEFIT FROM ONGOING MACRO AND MARKET-SPECIFIC TRENDS IN PUERTO ESCONDIDO.

PUERTO ESCONDIDO – MARKET DYNAMICS & RISK MITIGATION

PUERTO ESCONDIDO – MARKET DYNAMICS & RISK MITIGATION

PUERTO ESCONDIDO'S LUXURY BEACHFRONT MARKET IS FUNDAMENTALLY DIFFERENT FROM TULUM. WHILE TULUM EXPERIENCED OVERSUPPLY AND PRICE COMPRESSION DUE TO RAPID SPECULATIVE DEVELOPMENT, THE HIGH-END VILLA SEGMENT IN PUERTO ESCONDIDO REMAINS UNDERSUPPLIED RELATIVE TO DEMAND, PARTICULARLY FOR FULLY SERVICED VILLAS WITH POOLS, CONCIERGE, F&B, AND BEACH CLUB AMENITIES.

- LIMITED SUPPLY: THERE ARE VERY FEW PROJECTS OFFERING A FULL RESORT EXPERIENCE. MOST NEW DEVELOPMENTS ARE CONDOS OR BASIC VILLAS WITHOUT RESORT-LEVEL SERVICES, MEANING THEY DO NOT COMPETE DIRECTLY WITH OCN.
- STRONG, SUSTAINED DEMAND: U.S. AND CANADIAN BUYERS REPRESENT 70-80% OF HIGH-END TRANSACTIONS. COMPARABLE DEVELOPMENTS, SUCH AS VIVO RESORTS AND CAIMAN VILLAS, REPORT UNIT SALES WITHIN 6-12 MONTHS, EVEN WITH LIMITED INVENTORY.
- PRICING RESILIENCE: OCN'S CENTRALIZED RENTAL POOL ENSURES CONTROLLED PRICING AND OCCUPANCY, PREVENTING DOWNWARD PRESSURE FROM NEW ENTRANTS.
- ABSORPTION VS. INVENTORY: WITH 124 VILLAS, OCN REMAINS WELL WITHIN THE MARKET'S ABSORPTION CAPACITY. THE NUMBER OF BUYERS ACTIVELY SEEKING PREMIUM BEACHFRONT VILLAS STILL EXCEEDS AVAILABLE SUPPLY, PROVIDING NATURAL PROTECTION AGAINST MARKET FLOODING.

PUERTO ESCONDIDO COMBINES STRONG INTERNATIONAL DEMAND, SCARCE HIGH-END SUPPLY, AND OPERATIONAL CONTROL VIA RENTAL MANAGEMENT, CREATING A MARKET WHERE OCN VILLAS ARE HIGHLY INSULATED FROM THE RISKS SEEN IN TULUM. PRICING STABILITY, SALES VELOCITY, AND PREDICTABLE CASH FLOW ARE STRONGLY SUPPORTED BY MARKET FUNDAMENTALS, MAKING THIS A LOW-RISK, HIGH-OPPORTUNITY INVESTMENT IN BEACHFRONT LUXURY REAL ESTATE.

OCN RESORT AND RESIDENCES

	Project	**Unit Type**	**Size (m²)**	**Price (USD)**	**Price/m² (USD)**	**Amenities**	**Positioning**	
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	OCN – Casita	1BR	150	299,000	**1,993** ✓	Full resort: beach club, 3 restaurants, wellness, pools, tennis/paddle,	Entry-level luxury, **best value**	
	OCN – Nativo	2BR	182	395,202	**2,171** ✓	Full resort	Mid-tier luxury, strong upside	
	OCN – Ola	3BR	220	~510,000	**2,300–2,400** ✓	Full resort	Premium luxury, complete amenities	
	INMA	2BR	190	1,262,746	6,646 ⚠	Private pool, terraces	Ultra boutique, high price/m², minimal amenities	
	Villas LUU	2BR	158	395,000	2,500 ⚠	Clubhouse, mini market	Boutique luxury, limited amenities	
	Dunas	2BR	140	385,000	2,750 ⚠	Beach club, wellness	Eco-luxury, basic amenities	
	Caimán	1BR	120	440,000	3,667 ⚠	Beach club, yoga, palapa bar	Boutique resort, limited units	
	Casa Naila	4BR	250	800,000	3,200 ⚠	None	Trophy villa, architectural prestige	
	Vivo Resort – Bedroom Condo	1BR	60	168,000	2,800 ⚠	Full resort	Small units, resort experience	
	Pacific Palmarito	2BR	160	410,000	2,563 ⚠	Beach access, club amenities	Mid-size resort project	

PUERTO ESCONDIDO VS CANCUN, TULUM AND CABO

PUERTO ESCONDIDO VS. TULUM & CANCÚN - MARKET OVERVIEW

PUERTO ESCONDIDO IS EMERGING AS ONE OF MEXICO'S MOST ATTRACTIVE LUXURY BEACHFRONT DESTINATIONS, OFFERING UNIQUE ADVANTAGES IN AFFORDABILITY, SCARCITY, AND SUSTAINABLE GROWTH COMPARED TO TULUM AND CANCÚN.

PRICE & VALUE:

PUERTO ESCONDIDO LUXURY BEACHFRONT PROPERTIES: ~\$2,300-\$2,700 USD/M²

TULUM LUXURY BEACHFRONT: ~\$3,500-\$4,500 USD/M²

CANCÚN HIGH-END BEACHFRONT: ~\$4,000-\$6,000 USD/M²

PUERTO ESCONDIDO PROVIDES LOWER ENTRY COSTS WITH SIGNIFICANT UPSIDE POTENTIAL, MAKING IT ATTRACTIVE FOR INTERNATIONAL BUYERS SEEKING VALUE.

SUPPLY VS. DEMAND:

TULUM HAS EXPERIENCED RAPID HIGH-END DEVELOPMENT, LEADING TO OVERSUPPLY AND PRESSURE ON PRICING.

CANCÚN HAS A LARGE INVENTORY OF RESORT CONDOS AND TIMESHARES, OFTEN RESULTING IN HIGH COMPETITION AND SLOWER ABSORPTION.

PUERTO ESCONDIDO REMAINS UNDERSUPPLIED IN FULLY SERVICED LUXURY VILLAS, WITH DEMAND FROM U.S. AND CANADIAN BUYERS STILL EXCEEDING AVAILABLE INVENTORY, ENSURING STRONG ABSORPTION RATES AND PRICING STABILITY.

GROWTH & DEVELOPMENT STRATEGY:

- TULUM GREW RAPIDLY BUT OFTEN UNPLANNED, CAUSING INFRASTRUCTURE STRAIN AND MARKET VOLATILITY.

PUERTO ESCONDIDO VS. TULUM & CANCÚN - MARKET OVERVIEW

CANCÚN IS A MATURE, MASS-MARKET RESORT DESTINATION, WITH GROWTH LARGELY DRIVEN BY TOURISM PACKAGES RATHER THAN PRIVATE HIGH-END BUYERS.

PUERTO ESCONDIDO IS DEVELOPING WITH ORDER AND SUSTAINABILITY, FOCUSING ON PREMIUM TOURISM AND LIFESTYLE-DRIVEN PROJECTS, WHICH SUPPORTS LONG-TERM APPRECIATION AND A HEALTHY MARKET.

LIFESTYLE & MARKET APPEAL:

- TULUM IS TRENDY BUT INCREASINGLY CROWDED, WITH TRAFFIC AND INFRASTRUCTURE CHALLENGES.
- CANCÚN IS HIGHLY DEVELOPED BUT ORIENTED TO MASS TOURISM AND LARGE RESORTS.
- PUERTO ESCONDIDO OFFERS AUTHENTIC OAXACAN CULTURE, SURF LIFESTYLE, AND SECLUDED BEACHES, ATTRACTING BUYERS SEEKING PRIVACY, EXCLUSIVITY, AND EXPERIENTIAL LIVING, RATHER THAN CROWDED TOURIST DESTINATIONS.

RISK OF MARKET FLOODING:

- TULUM'S OVERSUPPLY ILLUSTRATES HOW RAPID DEVELOPMENT CAN DEPRESS PRICES.
- CANCÚN HAS INVENTORY PRESSURE IN THE CONDO/RESORT SEGMENT.
- IN PUERTO ESCONDIDO, NEW HIGH-END VILLAS REMAIN BELOW DEMAND, WITH LIMITED BEACHFRONT PARCELS AVAILABLE, PROTECTING PRICING AND ABSORPTION RATES.

OCN VS OTHERS

WHY OCN STANDS OUT?

EVEN AS THE SUPPLY OF VILLAS AND DEVELOPMENTS IN PUERTO ESCONDIDO GROWS, NOTHING CURRENTLY COMPARES TO OCN, BECAUSE IT OPERATES WITH A DISTINCT PHILOSOPHY AND APPROACH. OTHER PROJECTS MAY OFFER A BEACH CLUB OR SOME BASIC AMENITIES, BUT THEY LACK FULL-SERVICE INTEGRATION: DAILY CONCIERGE AND HOUSEKEEPING, RENTAL MANAGEMENT, MULTIPLE RESTAURANTS, SPA, GYM, WELLNESS AREAS, TENNIS AND PADDLE COURTS, LOCAL BOUTIQUES, AND SPACES DESIGNED FOR LIVING, NOT JUST VISITING.

GROWTH IN PUERTO ESCONDIDO, EVEN AS IT ACCELERATES, REMAINS FOCUSED ON SMALL-SCALE DEVELOPMENTS OF 15-20 UNITS TARGETING A DIFFERENT SEGMENT THAN OURS, GIVING OCN A MULTI-YEAR ADVANTAGE IN SALES. THIS PROVIDES INVESTORS WITH OVER 24 MONTHS OF HEAD START COMPARED TO ANY NEW LUXURY PROJECT ENTERING THE MARKET, POSITIONING US AS STRATEGIC PIONEERS IN PUERTO ESCONDIDO'S HIGH-END SEGMENT.

OCN IS A PLACE TO TRULY LIVE, NOT JUST VISIT—WHERE RESIDENTS CAN EMBRACE THE CULTURE AND SPIRIT OF OAXACA WHILE ENJOYING THE COMFORT AND CARE OF A FULLY SERVICED RESORT. THIS MAKES OCN THE IDEAL OPTION FOR THE GROWING NUMBER OF NORTH AMERICAN BUYERS MOVING TO THE CITY WITH THE PURCHASING POWER TO ACQUIRE LUXURY PROPERTIES, ALLOWING US TO SHAPE AND CONTROL THE HIGH-END RESIDENTIAL MARKET IN PUERTO ESCONDIDO

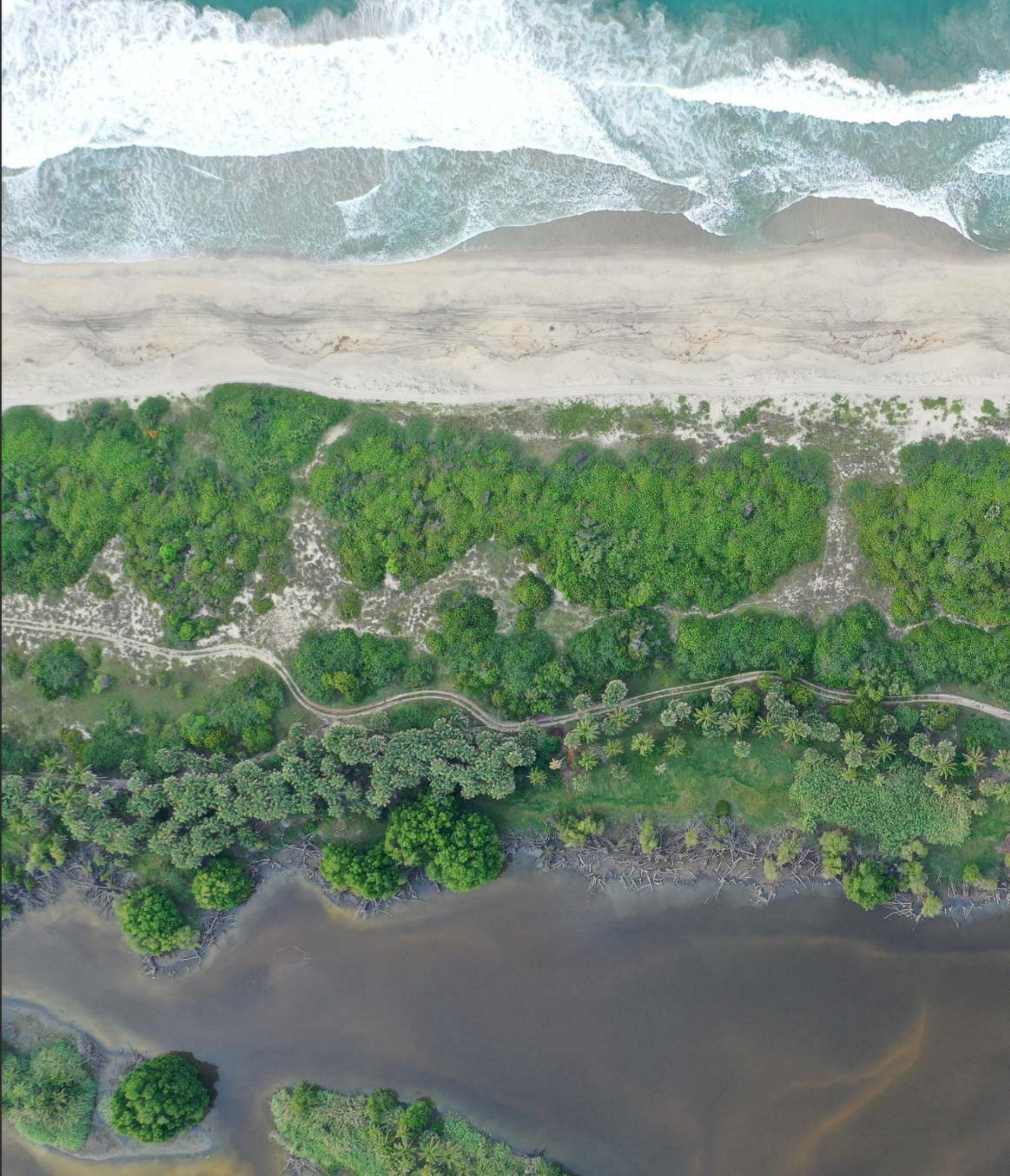


LAND OVERVIEW

ANÁLISIS DEL TERRENO







2. Playa



3. Tierra



4. Manglar



5. Laguna

Flights & Air Connectivity:

2019: 5 flights per week
2024–2025: 8–10 Daily Flights
+10x capacidad aérea

Oceanfront Land Values:

2019: USD 80–120 / m²
2024–2025: USD 500–1,000 / m²

**INFRASTRUCTURE IS BUILT. DEMAND IS VISIBLE. SUPPLY IS
CONSTRAINED.
CAPITAL APPRECIATION + CASH FLOW ARE NOW SIMULTANEOUS.**

Residential Prices

2019: Base local market
Today: +200% to +400% depending on location
and product

Rental Market

ADR: 2x–3x growth
Occupancy: from seasonal → year-round

Project Overview





CONCEPT

REDIFINE LUXURY IN THE SIMPLICITY

Our goal is to create a new concept of luxury and first class service that currently does not exist in any hotel/resort in the Puerto Escondido area.

The challenge is to maintain the relaxed and natural spirit of the region while achieving a world-class level of sophistication. This involves using organic materials, a palette inspired by local vegetation, natural colors and finishes, combined with a more human-scale design that integrates seamlessly into the surroundings.

The use of state-of-the-art and sustainable materials and technology is paramount. Our vision is integrated into relaxation, wellness, and a blend of sports and cultural experiences.

TARGET MARKET

The target clientele for this project would be individuals seeking a luxurious, culturally authentic, and nature-connected experience.

Nature Enthusiasts

Those who appreciate natural beauty and want to immerse themselves in an environment that harmonizes with nature, enjoying wild beaches and mountainous landscapes.

Cultural Explorers

Individuals interested in exploring and respecting Oaxaca's rich cultural heritage, seeking experiences that integrate local elements into the hotel's architecture and design.

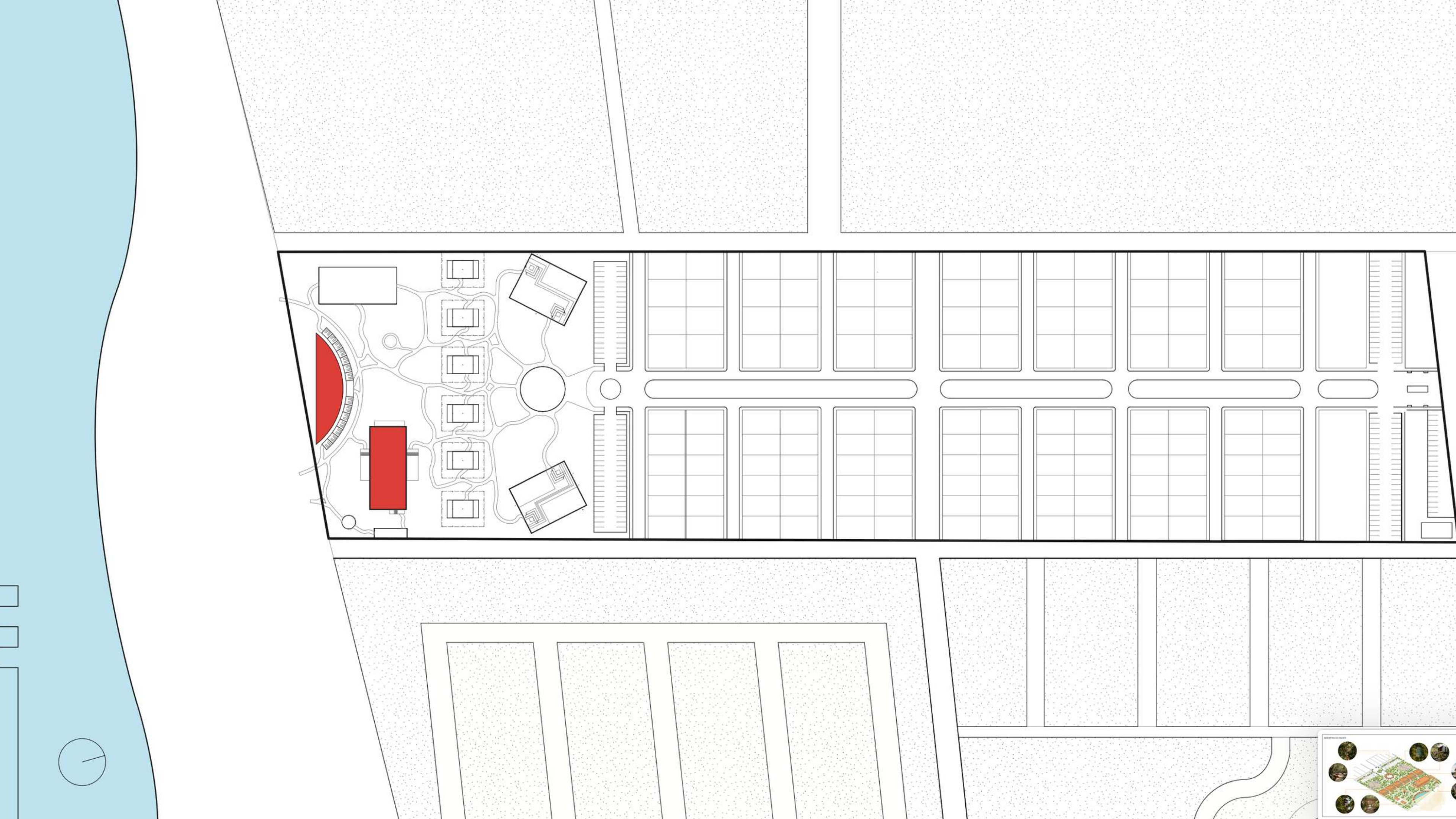
Wellness Enthusiasts

People who value wellness facilities such as spas and outdoor recreation areas, seeking an experience that promotes their physical and mental well-being.

Less Mass Tourism

Unlike certain destinations known for massive tourism and large resort complexes, Puerto Escondido typically provides a more relaxed and less crowded atmosphere. This can be appealing to those seeking to escape crowds and enjoy a quieter, more natural environment.













EXTERIOR CASAPAVILLA



INTERIOR OLA VILLA



A modern villa with a prominent stone wall and an arched glass entrance. The villa is surrounded by lush tropical landscaping, including palm trees and manicured hedges. The word "VILLAS" is overlaid in white serif font on the stone wall. The scene is set in a bright, sunny environment with a clear sky.

VILLAS



PALETA VEGETAL





ESTADO ACTUAL DE PROYECTO

PROCESO DE OBRA







O C N

P U E R T O E S C O N D I D O