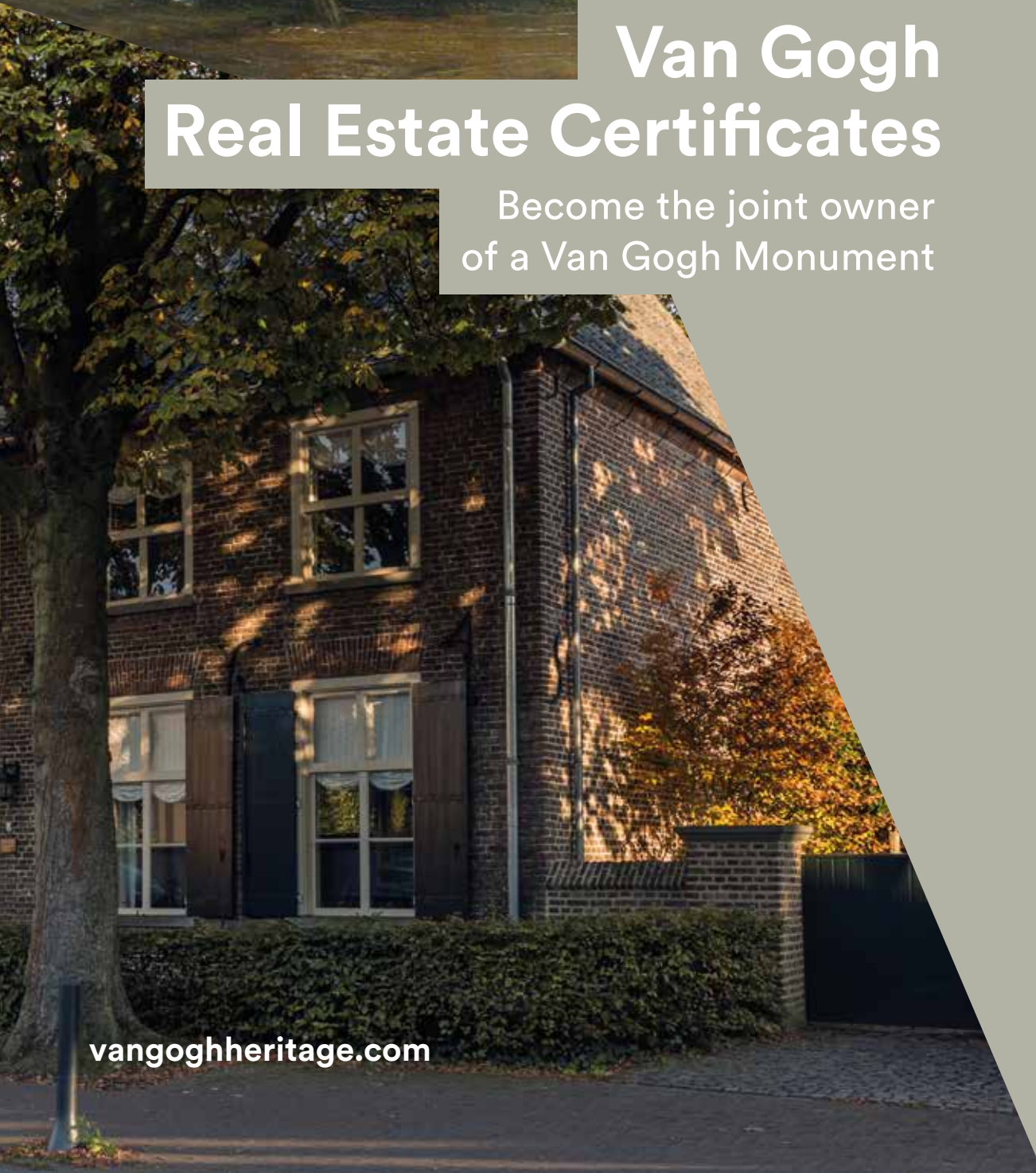




VAN GOGH
HERITAGE
FOUNDATION

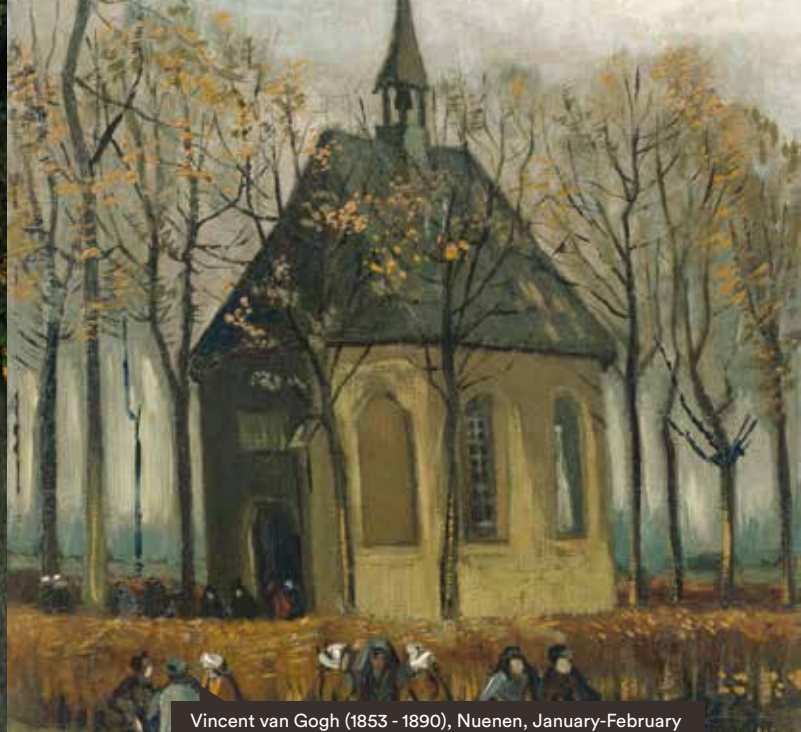
Van Gogh Real Estate Certificates

Become the joint owner
of a Van Gogh Monument



vangoghheritage.com

VANGOGH
BRABANT



Vincent van Gogh (1853 - 1890), Nuenen, January-February 1884 and autumn 1885, Van Gogh Museum, Amsterdam (Vincent van Gogh Foundation)

Become the joint owner of a Van Gogh Monument

Van Gogh is a world icon. His work and large parts of the story of his life inspire people's imagination at all levels, right up to the present day. Van Gogh inspires people to create by themselves, immerse themselves, develop businesses or go travelling.

Vincent van Gogh, one of the most loved artists in the world, was born and bred in the Dutch province of Brabant. Apart from his legacy of pictures and letters, many locations are inextricably linked to him. Rural scenes, buildings and themes from his period in Brabant form the subject of his works, even in his later period in France. The physical locations in Brabant, which form part of the heritage of one of world's most famous people, are being acquired and supported through an ambitious project, so they can be passed on to future generations. The Van Gogh Heritage Foundation, the Province of North Brabant and the Van Gogh municipalities have joined forces to put this important piece of heritage on the map and to keep it there.

In 2016, academic research identified 39 (!) Van Gogh monuments in Brabant. The Van Gogh Heritage Foundation has taken the initiative to support these Van Gogh Monuments in a sustainable way and from 2018 to find their place in society, with collaboration from government, individuals, educational establishments and international businesses.

In the first phase, the three most famous Van Gogh Monuments will be purchased, extended and equipped as Van Gogh Heritage Centres of (international) significance:

- > **Van Gogh Huis in Zundert**
- > **Van Gogh Church in Etten-Leur**
- > **Van Gogh Centre in Nuenen**

This increase in scale and the strengthening of the cultural content will give an impulse to visitor numbers just as it did in the Van Gogh Year in 2015, but in a more structural way.

AN ORGANISATION TO ACQUIRE AND MAINTAIN THE HERITAGE

A professional organisation, the Van Gogh Heritage Foundation, has been set up to maintain and manage Vincent van Gogh's heritage and to make it accessible in a sustainable and appropriate manner. The Foundation will play a central, coordinating and directing role for the regional Van Gogh destination and Van Gogh Vastgoed (Real Estate) NV. This foundation, which has the status of a Dutch Public Benefit Organisation, has taken upon itself the role and the responsibility to develop and exploit the Van Gogh Monuments in a sustainable way.

VAN GOGH VASTGOED NV (VAN GOGH REAL ESTATE)

The artist's physical heritage will be managed in the first three Van Gogh Heritage Centres by organisations (foundations) which have strong local roots. The Van Gogh Heritage Foundation will combine these forces, streamline the collaboration and support the management and accessibility of Van Gogh's heritage in a professional way. The end of 2018 will see the start of investment in acquisitions, expansions and upsizing. To achieve this, a separate entity has been established which has set its sights on new investment in other Van Gogh Monuments: Van Gogh Vastgoed NV.

The aim of the Van Gogh Heritage Foundation is:

- > To maintain and share the Van Gogh heritage with the rest of the world now, and in the immediate and distant future.
- > To increase the empowerment of young people, inspired by Vincent's work and life.

FINANCIAL CONSTRUCTION

The first three properties which have been acquired by the real estate company must be operational by the end of 2019. An amount of 12 million euros has been allocated for this. The acquisition (purchase) of the properties by the company is being financed with support from businesses, individuals and the Province of North Brabant through loans and the sale of certificates. To cover the costs of the interest charges on these loans, the company will rent the acquired properties to local foundations which – as in the past – will make use of these Van Gogh Heritage Centres for educational, cultural and tourist activities.

PURCHASE A CERTIFICATE FOR A SHARE € 1,- DONATE A GIFT € 1000,- FOR PRESERVING VAN GOGH'S HERITAGE

CERTIFICATES: WHAT ARE YOU ACTUALLY BUYING?

Certificates for shares in the Van Gogh Vastgoed NV capital will offer private and public investors, such as businesses, associations, institutions and individuals the opportunity to become joint owners of a unique piece of Van Gogh heritage. In this way the preservation and management of this heritage will be made possible now and in the future.

PURCHASE A CERTIFICATE AND CONTRIBUTE TO A COMMON AIM

By purchasing a minimum of 1 certificate in Van Gogh Vastgoed NV for € 1, you are purchasing the right to 1 share in the company's capital. For each certificate, you have to donate a gift of € 1000 to the Van Gogh Heritage Foundation. As this is considered to be philanthropic support, this money will be invested in preserving the heritage.

WHAT WILL YOU GET IN RETURN?

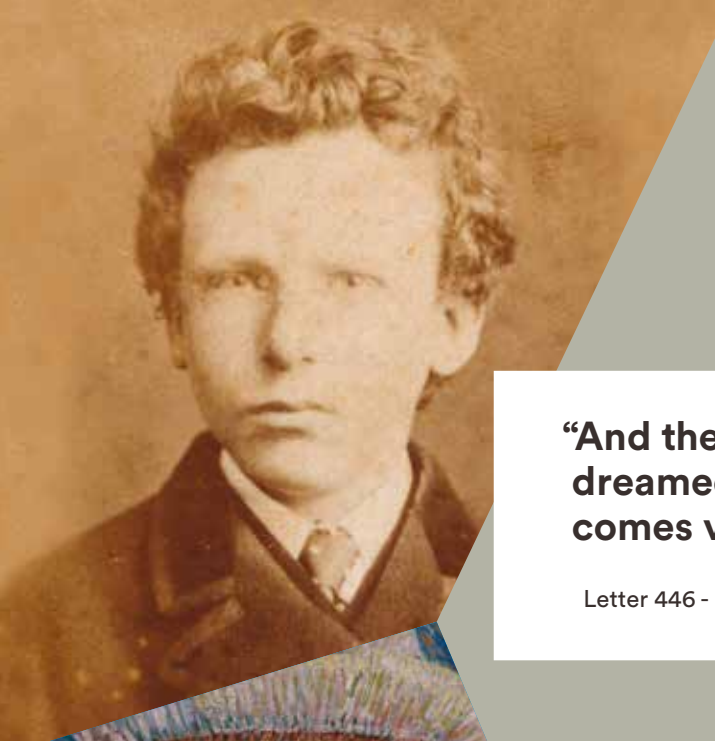
- > one share in a Van Gogh monument with which you support maintaining this heritage for future generations and making it accessible to an international public,
- > the rights to communicate you are co-owner of the Van Gogh Heritage,
- > depending on the number of certificates also exclusive entry or use of our heritage locations.

INTERESTED?



Ms Marloes Telgenhof (Funding and relations manager) would like to be in contact. But of course you can always get in contact with us.

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- > Email Marloes@vangoghheritage.com
- > More information: VanGoghHeritage.com



“And the Brabant that men have dreamed, the truth here sometimes comes very close.”

Letter 446 - Nuenen, May 15, 1884



vangoghheritage.com

 Inspired? @VanGoghBrabant

Attention! This investment falls outside AFM supervision. No license and no prospectus required for this activity.

