GROWTH FINANCING PACKAGE

KATE AR

Business Plan & Lender Information Memorandum

KATE INTERIORS – FZCO | Existing UAE design business · technology-enabled AR / spatial-commerce expansion

AED 250k	Up to 72m	12–18m
Working facility request	Preferred long tenor	Launch / scale window

Financing purpose

Accelerate KATE AR from a validated concept and existing design/3D capability into a commercial sub-brand with product engineering, cloud/GPU delivery, a repeatable asset pipeline and targeted pilot sales — while Kate Interiors remains the operating core business.

Prepared for lender discussion · September 2026

CONFIDENTIAL — This document is management-prepared for lender discussion. Historical cash receipts are based on the supplied Wio Business statements; forward projections are management scenarios and require lender diligence.

KATE AR PRODUCT WEBSITE
ar.kate-interiors.ae

1 · EXECUTIVE SUMMARY

A measured growth facility for an existing UAE business with a permanent Dubai operating base

VISIBLE RECEIPTS	RECENT PROJECT	FACILITY	CORE Y3
AED 110.6k	**AED 10k**	**AED 250k**	**AED 420k**
Jul-25 to Jul-26	Matcha Vibes	growth request	management case

Kate Interiors remains the borrower and operating base. KATE AR is the adjacent growth initiative the facility is intended to accelerate.

Historical receipts are uneven because project work is milestone-based and because the founders' Dubai presence was previously intermittent. Founder visits typically lasted one to two months; a Dubai office opened in January 2026, but regional conflict interrupted the planned continuous presence.

Management has now decided to establish the family and operating base in Dubai permanently. This changes the operating model: the company can respond when clients call, attend meetings and sites quickly, maintain year-round sales follow-up and restart local marketing after months without active advertising.

OPERATING SHIFT SUPPORTING THE CORE REVENUE RAMP

Past	Intermittent 1–2 month stays
Jan 2026	Dubai office opened
Disruption	Regional conflict required return to Serbia
Now	Permanent family and operating base in Dubai

FOUNDER-FUNDED FOUNDATION AND FACILITY LOGIC

The founders financed the UAE market entry and initial KATE AR development from established Serbia/Europe design and construction work. This background explains the ability to build before borrowing, but it is not counted as UAE turnover, Wio receipts or historical DSCR support. The facility is requested to accelerate commercialisation — not to refinance accumulated losses.

2 · BORROWER PROFILE

Kate Interiors is the operating platform — KATE AR is the scalable adjacency

Item	Position
Borrower / operating entity	KATE INTERIORS – FZCO, UAE
Banking relationship	Wio Business; supplied statements show account opened 21 October 2024
Core activity	Interior / design services, 3D visualisation, client advisory and related project work
Growth initiative	KATE AR — AR / spatial-commerce sub-brand using existing design and 3D competencies
Current financing objective	Accelerate product engineering, cloud/GPU infrastructure, asset pipeline, pilots and sales
Requested facility (working case)	AED 250,000; long tenor preferred; final structure subject to lender underwriting

Why the adjacency is logical

- The company already works with the assets KATE AR needs: architectural models, furniture/product geometry, materials, textures and client presentation workflows.
- The same customer universe — interior studios, furniture suppliers, hospitality operators, developers and showrooms — can buy an AR layer without Kate Interiors building an unrelated distribution channel from zero.
- The core service business can continue to generate project cash while KATE AR is staged through pilots and recurring plans.
- The product can be launched asset-by-asset and customer-by-customer; it does not require a large fixed infrastructure commitment on day one.

3 · HISTORICAL CASH EVIDENCE

The statements show real client activity — and a highly uneven revenue profile

Cash receipts are used here as evidence of commercial activity, not as a substitute for audited revenue or management accounts.

Period	Visible external receipts in supplied statements	Comments
Jul 2025	AED 5,000 + EUR 1,445	Timbercraft and Global Creative Group
Aug 2025	—	No visible external client receipts
Sep 2025	AED 49,634.71	Mercantile & Maritime Middle East + Inside Kay EL LLC
Oct 2025	AED 1,480.71 + EUR 360	Dantone + Global Creative Group
Nov 2025	EUR 3,530	Global Creative Group + private client receipts
Dec 2025	EUR 970	Private client receipts
Jan–Mar 2026	—	No visible external client receipts
Apr 2026	EUR 2,765.31	Client receipt
May–Jun 2026	—	No visible external client receipts
Jul 2026	EUR 3,975.96	Client receipt + business collection transferred to company account

Observed pattern

Approximately AED 110.6k of externally identifiable receipts are modelled across the supplied Jul-2025 to Jul-2026 statements. The strongest month, Sep-2025, reached approximately AED 49.6k. The key lender issue is therefore not whether the company has sold work, but how to reduce lumpiness and create a more repeatable revenue layer.

Recent proof of continuing sales activity

Management reports a recent Matcha Vibes interior engagement priced at AED 10,000, with AED 5,000 paid and AED 5,000 due on completion. This contract post-dates the latest uploaded July 2026 bank statement and should be added to the lender evidence pack with the relevant proposal/invoice/payment proof.

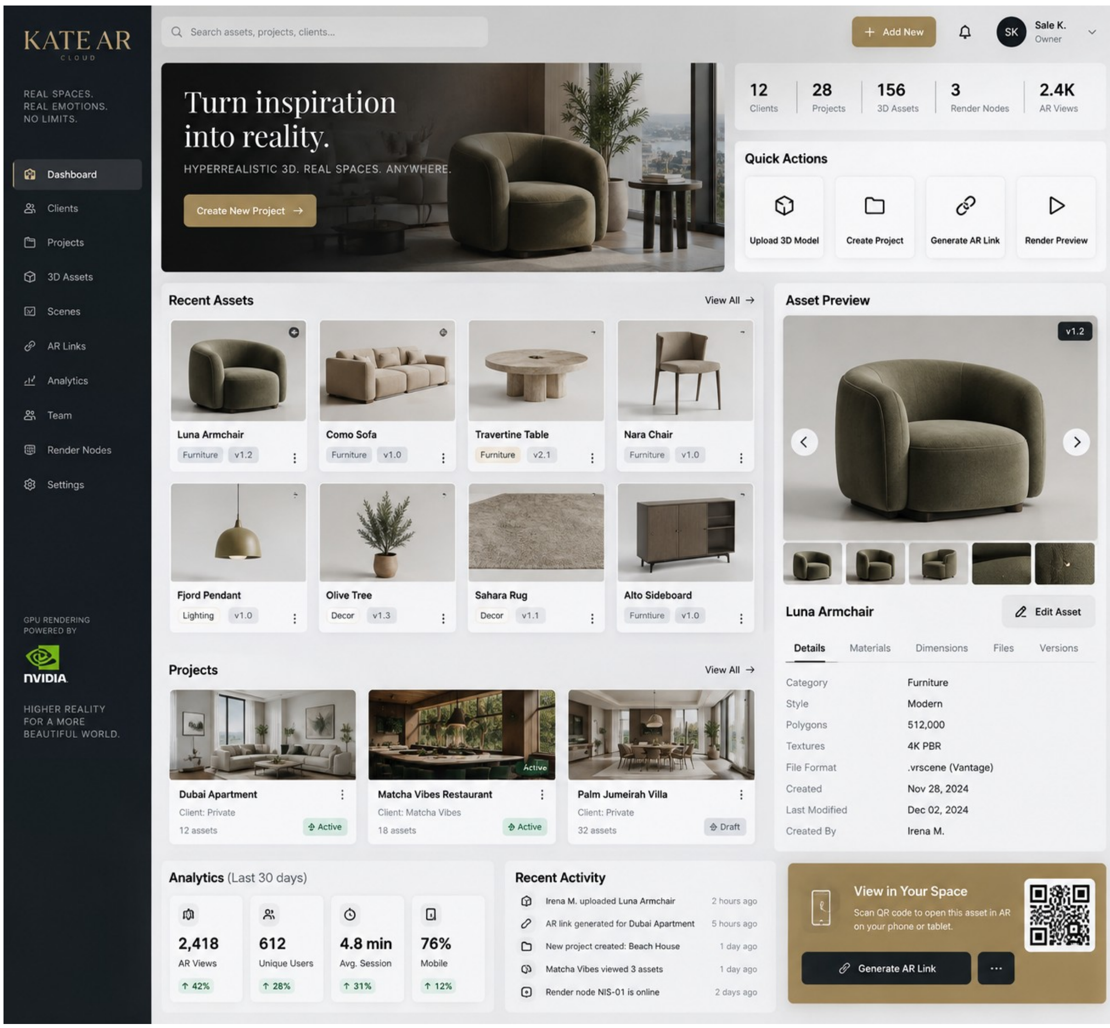
Evidence boundary

The Wio analysis above reflects the UAE borrower's visible local account activity only. Management's Serbia/Europe business history explains the founders' capacity to self-fund the UAE entry and early product development, but it is not added to the AED 110.6k receipt figure and is not used as historical repayment evidence in the 36-month model.

4 · KATE AR PRODUCT

Premium AR without forcing the phone to be the main renderer

The KATE AR Cloud concept keeps high-poly master assets in the cloud, renders on GPU infrastructure and sends an interactive visual layer to the mobile device. The phone remains the camera, tracker and display. The commercial ambition is not “another low-cost AR viewer”; it is a premium spatial-commerce workflow where fidelity and IP protection matter.



KATE AR dashboard concept — clients, projects, assets, versions, QR/embed and rendering workflow.

~$130/mo	~$0.23	<100 ms
POC fixed infrastructure baseline in current internal model	Modelled GPU cost / 5-min session	Maximum production p95 pose-to-frame target

Technology approach

- Authoring: 3ds Max / Corona high-fidelity master assets.
- POC / visual reference: Chaos Vantage where control and licensing permit.
- Production alternative: Datasmith → Unreal with Pixel Streaming / CloudXR-style transport where more runtime control is required.
- Cloud layer: asset storage, project/version management, QR/share/embed and analytics.

5 · MARKET POSITION

Originality is in the combination — not in claiming each component is new

The internal plan explicitly avoids claiming patent novelty. WebAR, CloudXR, 3D CMS, photogrammetry and GPU streaming already exist. KATE AR's differentiation is the integrated workflow: commerce CMS + high-poly asset vault + remote ray-traced AR + mobile pose tunnel, packaged for design/furniture/hospitality customers.

Reference category	Typical market position	KATE AR response
Low-cost AR / 3D creators	Affordable app-free AR and simple asset workflows	Do not compete primarily on price; compete on fidelity and workflow
Visual-commerce platforms	Strong commerce/CMS and enterprise configurators	Add premium high-fidelity remote-render path and existing design-service capability
Cloud XR infrastructure	Server-rendered XR transport but not a vertical commerce product	Wrap infrastructure in a usable client/project/asset product
KATE AR	Premium service + software hybrid	Start with paid outcomes/pilots, then increase recurring software share

Defensibility to build over time

- Automated asset ingestion and material-fidelity pipeline.
- Latency orchestration, GPU scheduling and warm-pool economics.
- Customer workflow, analytics and proprietary QA dataset across scenes/devices.
- Know-how that links physical design intent with digital/AR presentation.

6 · COMMERCIAL MODEL

Recurring software plus setup and asset-production fees

Plan	Monthly price hypothesis	Setup	Target user
Pilot	$249	$500	Single catalogue / value proof
Studio	$699	$1,500	Furniture studio / interior practice
Commerce	$1,490	$3,000	Retail / multiple collections
Enterprise	$3,500+	Custom	Dedicated capacity / SLA / integrations

Separate asset-production revenue

Service	Initial pricing hypothesis
Preparation of a quality existing 3D asset	$150–300
Hyperreal master preparation	$300–700
Scan/photo → clean production asset	$500–1,200+

These are management pricing hypotheses from the current KATE AR business plan, not audited market facts. The purpose of the first 3–5 paid pilots is to validate willingness to pay, delivery time and support intensity before scaling fixed costs.

KATE
INTERIORS

6A · COMMERCIAL MODEL

Near-term services. Recurring platform revenue.

One technology stack · two commercial channels

01 · MANAGED AR SERVICES

Turnkey AR delivery for clients

Turnkey AR menus, furniture and product experiences, 3D asset preparation, publishing, testing and ongoing support. Managed delivery creates project, asset-production, setup and maintenance income.

UAE-first · faster route to cash

02 · KATE AR CLOUD PLATFORM

Self-service infrastructure for global professionals

A global self-service platform for architects, designers, manufacturers and agencies to manage 3D libraries and publish branded AR experiences. Revenue comes from setup, subscriptions, usage and additional services.

Worldwide · scalable recurring revenue

Managed services generate near-term project revenue and create the customer base, while KATE AR Cloud converts suitable clients into recurring subscriptions and enables international scale.

ONE-TIME SETUP FEE

Onboarding; account and asset-library configuration; branding; initial model integration; publishing workflow; device testing; analytics; and user training. New 3D assets and advanced custom integrations are priced separately.

KATE AR PRODUCT WEBSITE ↗

7 · GO-TO-MARKET

Start where Kate Interiors already has credibility

1 · Furniture / interiors

Primary wedge. Clear ROI from scale, materials and in-room context. Existing CAD/3D makes onboarding faster.

PRIMARY

2 · Hospitality / food

Visually strong use case. Scanning/photogrammetry can speed asset creation. AR can become an upsell to design engagements.

EXPANSION

3 · Developers / showrooms

High-ticket kitchens, sanitaryware, lighting, bespoke joinery and fit-out products justify premium visualisation.

HIGH VALUE

Launch discipline

- Sell the outcome first, not a platform architecture slide.
- Convert pilots into case studies and recurring subscriptions only after delivery economics are measured.
- Keep cloud infrastructure variable until client volume justifies reserved capacity / warm pools.
- Use existing Kate Interiors relationships and service work as the first customer-acquisition channel.

8 · FINANCING REQUEST

AED 250k is deployed against specific launch milestones

The facility is intentionally sized as an acceleration facility rather than maximum theoretical leverage.

Use of funds	AED	Purpose
Platform engineering & product build	70,000	Core platform, client/project/asset workflow, APIs and release hardening
Cloud / GPU / hosting / testing	40,000	UAE-region compute tests, storage, streaming, performance and reliability
3D / AR asset pipeline, software & devices	35,000	Authoring, QA, device coverage, scanning / asset-prep capability
Commercial pilots / marketing / sales	45,000	Paid pilots, sales material, customer acquisition and demonstrations
Core working capital during transition	35,000	Protect delivery capacity while management builds recurring KATE AR revenue
Compliance / legal / accounting / insurance	15,000	Commercial readiness, contracts, finance and compliance
Contingency	10,000	Controlled reserve against technical / schedule variance
TOTAL	250,000	

Excluded from the funding request

Personal rent, household costs and other private expenditure are not presented as uses of business financing. The bank case is kept clean: product build, technology adoption, commercialisation and operating working capital.

9 · EXECUTION MILESTONES

Funding is released into gates, not a single all-or-nothing technology bet

Window	Milestone	Evidence / gate
0–3 months	Productise current workflow; instrument cloud/GPU POC; formalise pricing and pilot offer	Working demonstration, delivery checklist, first performance measurements
3–6 months	Run 3–5 commercial pilots across primary verticals	Paid pilots / LOIs, customer feedback, asset-prep time, support load
4–9 months	Stabilise AR delivery and repeatable asset ingestion	Session-start success, latency, first-frame time, cost/session
7–12 months	Convert successful pilots to recurring plans and partner-led sales	MRR, active clients, renewal / expansion evidence
12–18 months	Scale selectively; add warm capacity only where utilisation supports it	Recurring client base, positive contribution margin, lower revenue concentration

Technical decision gates from current plan

≥30 fps	<100 ms	<$0.75	≥95%
POC minimum	p95 pose-to-frame ceiling	Infra / avg. 5-min session	Successful AR session starts

A further target is ≤5 seconds time-to-first-frame with a warm pool, plus at least three customers willing to test/pay before heavy platform investment.

10 · 36-MONTH MANAGEMENT CASE

Permanent Dubai presence supports a measured core-business reactivation

KATE AR assumptions remain unchanged. The revised case corrects the earlier flat treatment of the core interiors business.

AED 000s	Year 1	Year 2	Year 3
Kate Interiors core revenue	200	300	420
KATE AR revenue	220	430	760
Total revenue	420	730	1,180
Blended gross margin	70%	70%	72%
EBITDA	124	256	489.6
Annual debt service*	55.6	55.6	55.6
Illustrative DSCR*	2.23x	4.61x	8.81x

*Debt service assumes AED 250k, 72 months and 10% annual interest with no grace in the base payment calculation. This is not a lender quote.

WHY THE FORECAST IS STRUCTURED THIS WAY

- Core revenue rises from AED 200k to AED 420k as permanent local availability replaces intermittent visits.
- The path remains conservative: average core revenue moves from approximately AED 16.7k/month to AED 35k/month.
- KATE AR remains AED 220k / 430k / 760k; no uplift was added to the digital-growth assumptions.
- Opex increases from AED 170k to AED 360k as delivery and commercial capacity expand.
- The model remains a management scenario and should be re-run when lender pricing, fees and grace are known.

11 · DOWNSIDE AND CREDIT PROTECTION

The project can be slowed without shutting down the core business

Risk	Why it matters	Mitigation / lender comfort
Demand / slower pilot conversion	Recurring revenue ramps later than planned	Stage commercial spend; retain core design revenue; asset services generate cash before SaaS scale
Latency / mobile experience	Poor tracking destroys user value	Gate production on measured latency, session success and first-frame targets; use UAE-region GPU
Renderer / integration	Vantage or a chosen renderer may lack required control	Keep Unreal/Datasmith/CloudXR-style route as production alternative
Licensing	Desktop licences may not permit multi-tenant SaaS streaming	Obtain written vendor confirmation before commercial scale
Concurrency / cold start	Warm GPU capacity can increase cost	Use scheduler, preloading and warm pool only where utilisation supports it
Material translation	Corona-to-runtime fidelity may be inconsistent	Golden-reference renders + QA pipeline

Downside principle

If KATE AR conversion is slower than expected, management can reduce cloud capacity, defer non-core development and continue conventional design/interior services. The requested financing does not require an irreversible large infrastructure build on day one.

12 · LENDER FIT

The financing purpose matches published UAE development-finance themes

Emirates Development Bank (EDB) publicly describes financing for startups/SMEs, business expansion and project needs, and its digitalisation offering explicitly references technologies such as cloud computing, data analytics, artificial intelligence and digital platforms. EDB also publishes startup financing with flexible tenors up to 72 months, subject to eligibility and underwriting.

How the application should be framed

Technology adoption + product build + commercialisation inside an existing UAE SME. KATE AR is a sub-brand and new revenue layer; Kate Interiors remains the operating base and borrower.

Application evidence already available

- One year+ of supplied Wio Business statements.
- Existing KATE AR business plan, technical architecture, pricing hypotheses and unit-economics model.
- Client payment history visible across multiple counterparties.
- Recent Matcha Vibes engagement and current commercial proof to be appended by management.

Items the bank may still request

- Trade licence / incorporation and current shareholder/UBO documents.
- Audited financial statements or available management accounts for the company’s operating periods.
- Invoices/contracts supporting material bank receipts and current pipeline.
- Final facility terms, guarantee/security discussion and any additional KYC documentation.

13 · EVIDENCE PACKAGE & SOURCES

What should accompany the lender presentation

Document	Status / action
KATE AR Growth Financing Presentation	Prepared as a separate editable PowerPoint
KATE AR 36-month financing model	Prepared as a separate Excel workbook
Wio Business statements Jul-2025 to Jul-2026	Supplied by management; primary historical cash evidence for this draft
KATE AR Cloud Business Plan — 20 Sep 2026	Supplied by management; source for product, pricing, architecture and technical gates
Matcha Vibes proposal / invoice / proof of payment	Add to final lender submission
Trade licence / company docs / available accounts	Add to final lender submission

Source register

Internal / supplied evidence

- Wio Business monthly account statements: July 2025 through July 2026.
- KATE AR Cloud — Business Plan & Technology Strategy, 20 September 2026.
- Management information in current working session, including the recent Matcha Vibes contract status and classification of client receipts.

Public lender references

- Emirates Development Bank — Startup financing: https://edb.gov.ae/customers/startups
- Emirates Development Bank — Digitization Finance: https://www.edb.gov.ae/solutions/digitization-finance
- Emirates Development Bank — SME customer application / documentation: https://edb.gov.ae/sme-customer-application

Important caveat

This memorandum is not an audited financial statement, valuation, legal opinion or lender commitment. Historical bank receipts do not equal accounting revenue. Forecasts, pricing hypotheses, DSCR and use-of-funds allocations are management planning scenarios intended to support lender discussion and should be reconciled to formal accounts before credit approval.

CLOSING

Funding objective: move faster — not bet the company

Requested outcome

Secure a right-sized working facility that lets Kate Interiors launch KATE AR quickly, win paid pilots, build repeatable recurring revenue and reduce dependence on lumpy project income — while preserving the existing design business as the operating foundation.

Working request: AED 250,000 | Preferred long tenor | Grace / amortisation to be discussed with lender | Final terms subject to underwriting