



# FINANCIAL PLAN

## MABARIKEN MULTI-TERRAIN SUPERCAR

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Mabariken seeks a \$100 million investment to develop and launch a groundbreaking multi-terrain supercar, partnering with ITAL Design for accelerated development and optimized costs. The investment will be strategically allocated, with financial projections showing rapid revenue growth to \$800 million by Year 5 and break-even by Year 2. By focusing on product innovation, brand identity, and market expansion, Mabariken presents a unique and lucrative opportunity for investors to achieve significant returns as the company revolutionizes the luxury supercar industry.



# About Team

The Mabariken team is a formidable combination of innovation, expertise, and experience, led by a visionary CEO known for creating groundbreaking solutions, a Chief Design Officer with unparalleled knowledge from Mercedes Benz, and a seasoned project manager who has delivered time-sensitive products for global banks. Collaborating with ITAL Design, they bring together creativity, technical prowess, industry insight, and project management skills to revolutionize the luxury supercar market with their multi-terrain vehicle, positioning Mabariken for success in the automotive world.



## CEO Profile

Desirel Calvin Lawrence, the visionary CEO of Mabariken, is an extreme idea factory known for creating innovative solutions to complex problems. His unique perspective, ability to think outside the box, and published works have been instrumental in shaping Mabariken's revolutionary vision of a groundbreaking multi-terrain luxury supercar. Lawrence's expertise, strategic partnerships, and leadership inspire his team to challenge conventions and strive for excellence, positioning Mabariken to disrupt the industry under his guidance.



## Company Vision

Mabariken's vision is to become the leading pioneer in the luxury automotive industry, recognized globally for our unwavering commitment to innovation, sustainability, and customer-centric design. We aim to redefine the concept of luxury transportation by offering a multi-terrain supercar that epitomizes the perfect blend of style, performance, and versatility. By continuously pushing the limits of technology and design, we aspire to create a new era of automotive excellence that inspires and empowers our customers to explore the world without boundaries.

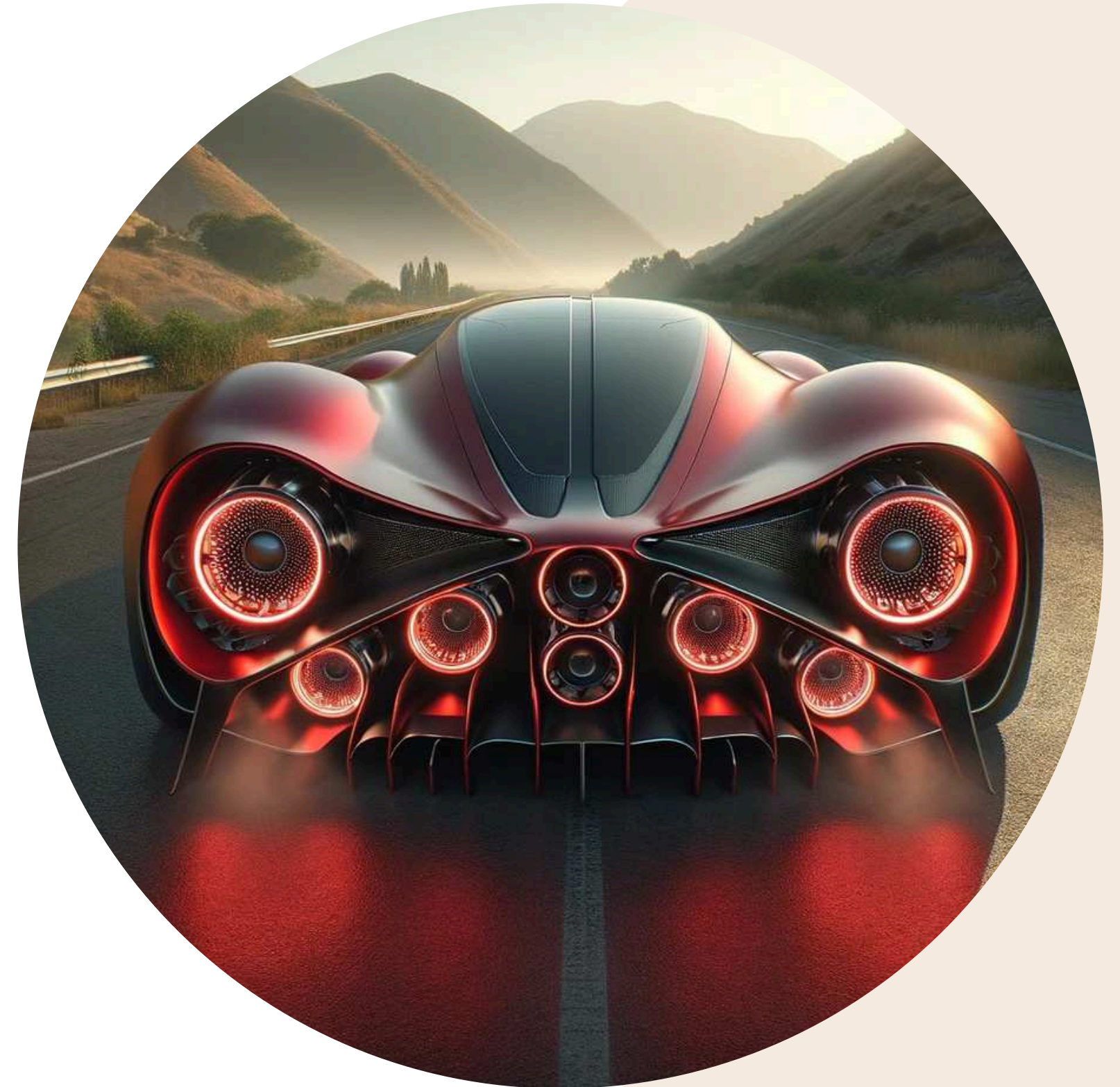
## Company Mission

Mabariken's mission is to revolutionize the luxury automotive industry by creating a groundbreaking multi-terrain supercar that seamlessly combines unparalleled performance, cutting-edge technology, and sustainable design. We strive to push the boundaries of what is possible in the world of high-performance vehicles, delivering an unrivaled driving experience that adapts to any environment, while setting new standards for innovation, craftsmanship, and environmental responsibility.



# Financial Plan Summary

- Investment Structure
- Allocation of Funds
- Financial Projections (5 Years)
- Targets
- Key focus areas
- Graphs



# Plan

## Allocating Funds

- R&D and Prototyping (ITAL Design): \$25 million for design, engineering, and testing
- Manufacturing (ITAL Design facilities): \$30 million for initial production setup and labor
- Marketing: \$20 million for comprehensive marketing campaigns, events, and partnerships
- Working Capital: \$15 million for salaries, operations, and other expenses
- Contingency Fund: \$10 million for unexpected costs



## Financial Projections (5 Years)

- Year 1: \$20M revenue from pre-orders. Heavy R&D spend at ITAL Design.
- Year 2: \$100M revenue. Positive cash flow as limited production begins at ITAL Design facilities.
- Year 3: \$250M revenue from full-scale production and expansion.
- Year 4: \$500M revenue from new models and market growth.
- Year 5: \$800M revenue. Established as a market leader.

## Investment Structure

- Total investment: \$100 million
- Equity stake: 35% of the company
- Funds to be disbursed based on milestone achievements
- Strategic partnership with ITAL Design for design and prototype development



## Targets

- Break-even expected by the end of Year 2
- 2,000 unit sales in Year 2, growing to 6,000 by Year 3 to cover costs
- Potential exit opportunities: IPO in 5-7 years, strategic acquisition, or investor buyout

# Key Focus Areas

- Leveraging ITAL Design's expertise and facilities for design, prototyping, and initial production
- Developing an exceptional, innovative supercar with multi-terrain capabilities
- Building a strong brand identity around luxury, performance, and sustainability
- Expanding product lineup and global market presence over time



## Revenue Projection Graph

Illustrates the expected rapid growth in revenue over a 5-year period, reaching \$800 million by Year 5.



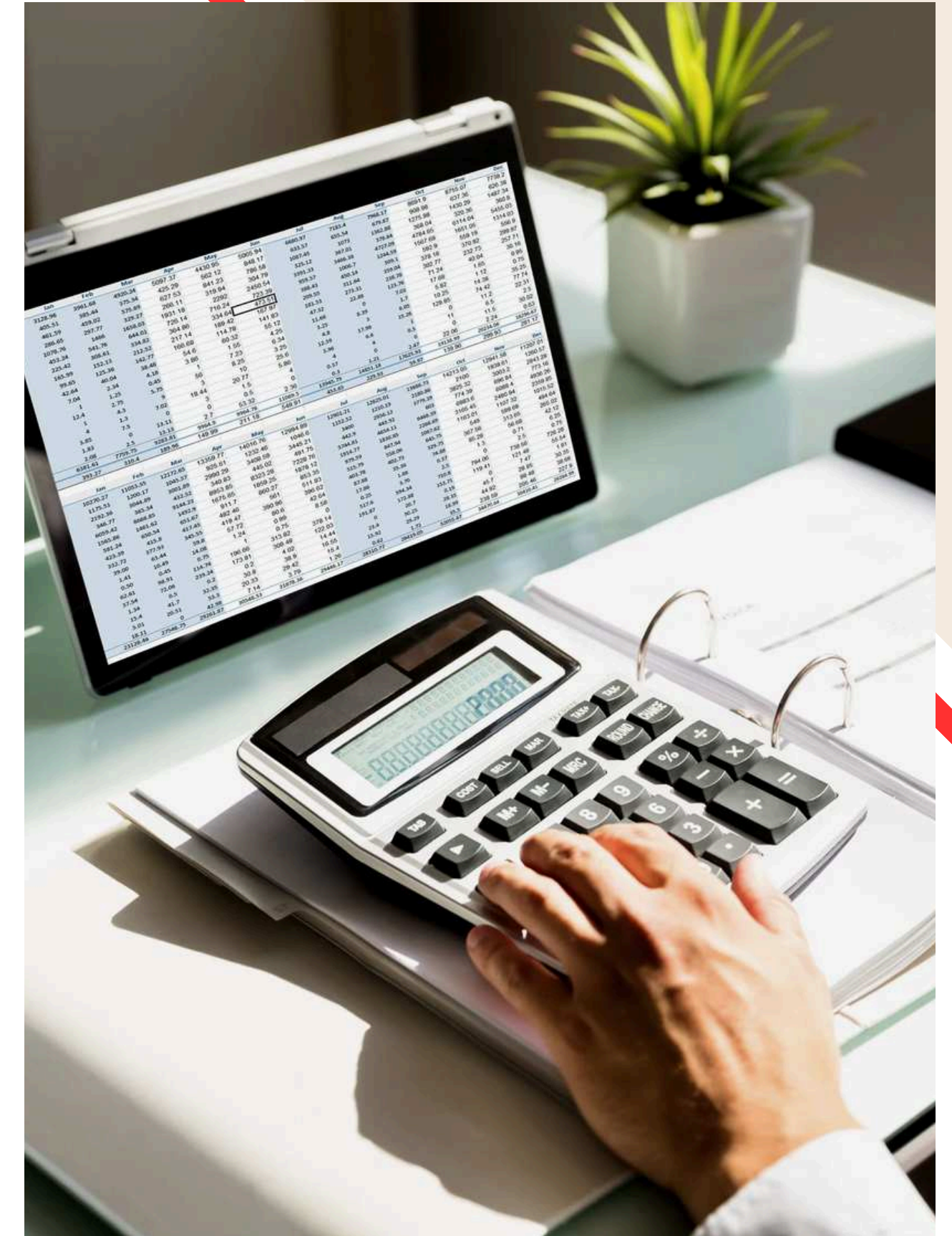
## Break-Even Analysis Graph

Demonstrates the anticipated break-even point by the end of Year 2, as revenue surpasses total costs.



## ROI Projection Graph

Depicts the projected return on investment for the \$100 million investment, showing significant returns as the company grows and generates substantial profits.



# Pricing Strategy

1. Market positioning: As a luxury supercar with unique multi-terrain capabilities, Mabariken aims to position itself in the high-end market segment, competing with brands like Lamborghini, Ferrari, and McLaren.
2. Production costs: The cost of materials, labor, and overhead for producing the multi-terrain supercar is expected to be higher than traditional supercars due to its advanced technology and specialized components.
3. Exclusivity: Mabariken intends to maintain a sense of exclusivity by limiting production numbers, especially in the initial years, which justifies a higher price point.
4. Market demand: The company anticipates strong demand from high-net-worth individuals and luxury car enthusiasts who are willing to pay a premium for a one-of-a-kind multi-terrain supercar.



In Year 1, Mabariken plans to sell 50 units at \$400,000 per unit, targeting early adopters and collectors. As brand awareness grows and production capacity increases, the company aims to sell more units in subsequent years while maintaining a consistent price of \$500,000 per unit. This pricing strategy allows Mabariken to cover its production costs, generate profit margins, and reinforce its position as a top-tier luxury supercar manufacturer.

The projected increase in unit sales from 50 in Year 1 to 1,600 in Year 5 is based on the anticipated growth in market demand, expanded production capacity through the partnership with ITAL Design, and the effectiveness of Mabariken's marketing efforts in attracting new customers.

# Production Capacity

ITAL Design, Mabariken's strategic partner, has a current annual production capacity of 500 vehicles. To accommodate the projected production volumes, ITAL Design will expand its facilities and workforce, increasing its capacity to 1,000 vehicles per year by Year 3 and 2,000 vehicles per year by Year 5.

By Year 5, Mabariken aims to capture a significant market share in the luxury supercar segment, establish a strong brand presence, and generate substantial returns for its investors.

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## Expected Outcomes:

- 
- Develop and refine the multi-terrain supercar's design and technology (R&D)
  - Establish a state-of-the-art manufacturing facility with ITAL Design (Manufacturing)
  - Execute a comprehensive marketing strategy to build brand recognition and demand (Marketing)
  - Maintain a healthy cash flow for daily operations and growth (Working Capital)
  - Mitigate potential risks and unforeseen challenges (Contingency Funds)

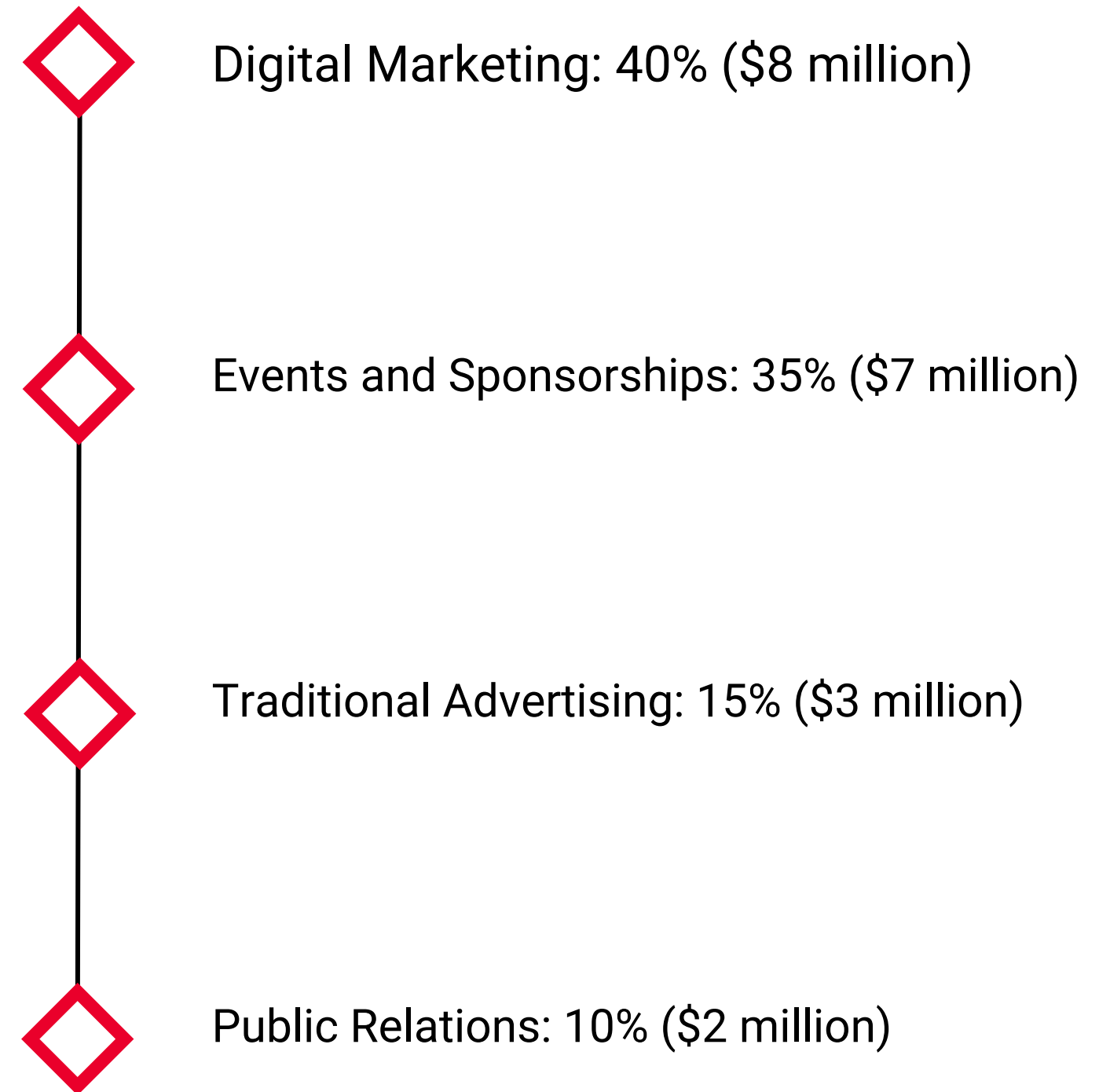


# Marketing Budget

The \$20 million marketing budget will be allocated as follows:

- Digital Marketing: 40% (\$8 million)
- Events and Sponsorships: 35% (\$7 million)
- Traditional Advertising: 15% (\$3 million)
- Public Relations: 10% (\$2 million)

These promotional activities will focus on building brand awareness, generating demand, and targeting high-net-worth individuals and luxury car enthusiasts.



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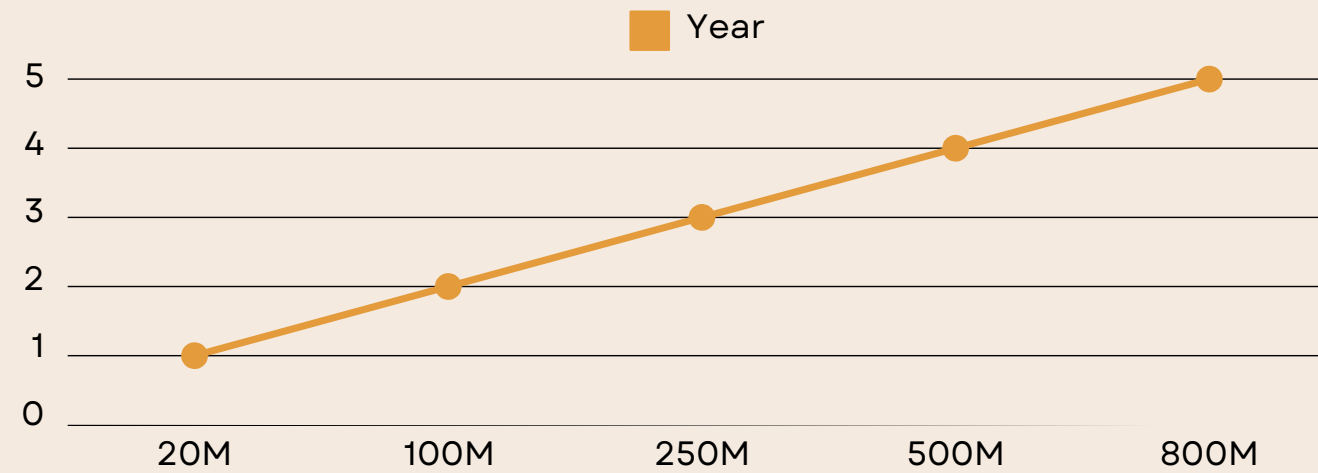
# Financial Plan Performance Dashboard

STATISTICAL GRAPH YEAR 1

**Use of Funds: The \$100 million investment will be allocated as follows:**

- R&D: 25% (\$25 million)
- Manufacturing: 30% (\$30 million)
- Marketing: 20% (\$20 million)
- Working Capital: 15% (\$15 million)
- Contingency Funds: 10% (\$10 million)

## Revenue Projection Over Time

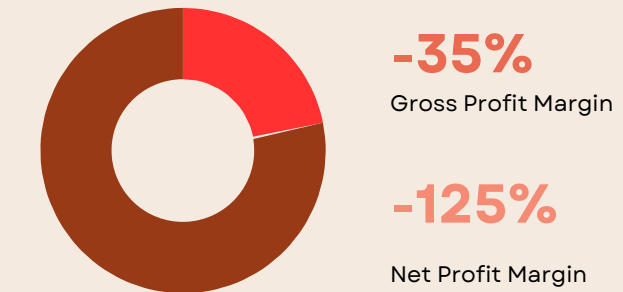


Yearly revenue figures projected.

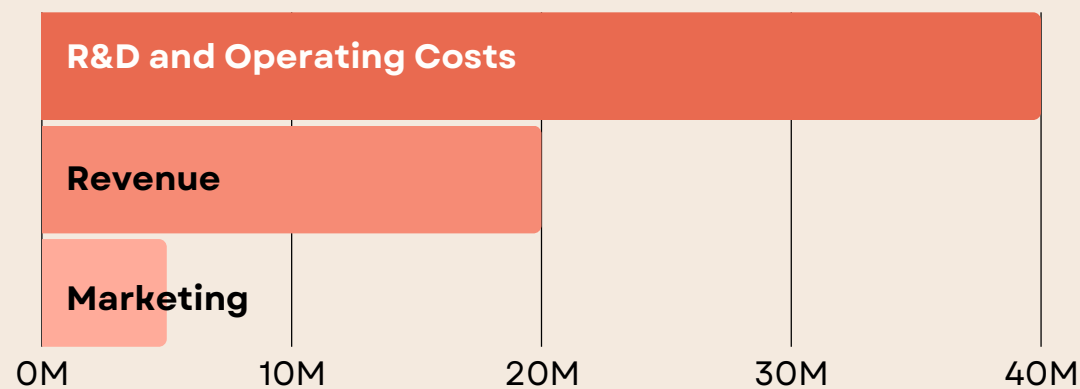
**Highest Revenue Projected Over Time**  
**800 MIL**  
YEAR 5

## Profit Margin Analysis

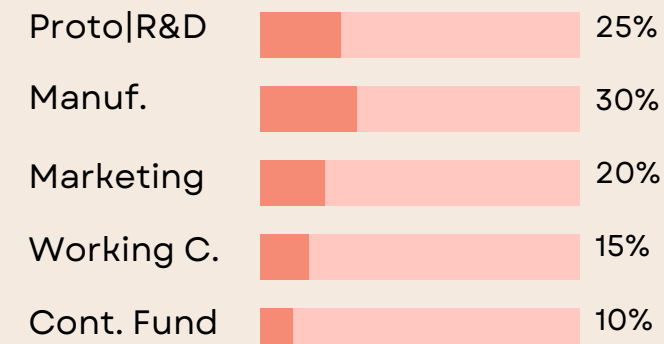
Projected Gross profit margin and net profit margin for the first year operation



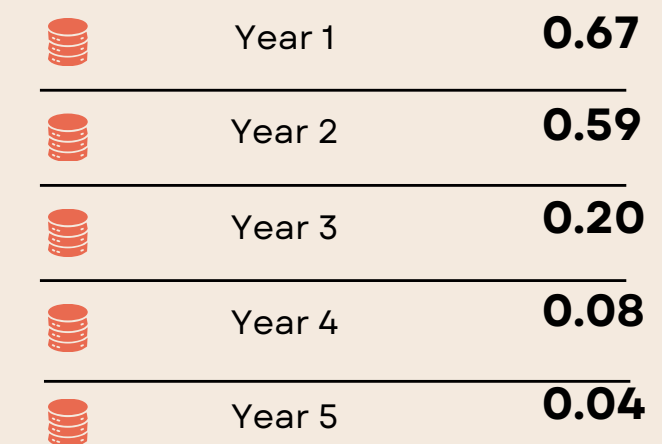
## Projected Cash Flow Analysis 1st Year (Cumulative)



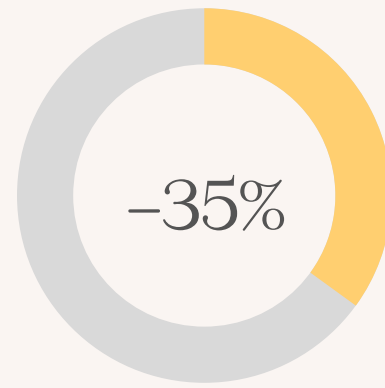
## Expenses Breakdown by Category \$100 MIL



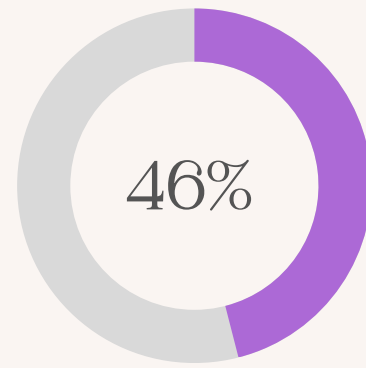
## Debt-to-Equity Ratio Trend



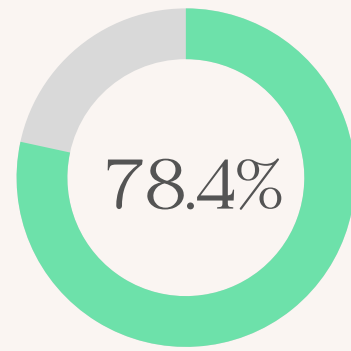
# Gross Profit Margin. Infographic



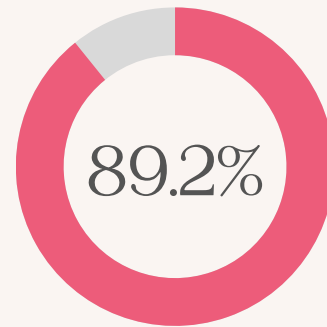
Year 1



Year 2



Year 3



Year 4

**Year 3:**

**Revenue: \$250M**

**COGS: \$54M (60% of \$90M)**

**Gross Profit Margin: 78.4%**  $((\$250M - \$54M) / \$250M) * 100$

**Net Profit Margin: 64%**  $((\$250M - \$90M) / \$250M) * 100$

**Year 4:**

**Revenue: \$500M**

**COGS: \$54M (60% of \$90M)**

**Gross Profit Margin: 89.2%**  $((\$500M - \$54M) / \$500M) * 100$

**Net Profit Margin: 82%**  $((\$500M - \$90M) / \$500M) * 100$

**Assumptions:**

The cumulative costs in the break-even analysis include both COGS and operating expenses.

The company's total costs remain constant at \$90M from Year 3 onwards.

**Gross Profit Margin = (Revenue - COGS) / Revenue \* 100**

**Net Profit Margin = (Revenue - Total Costs) / Revenue \* 100**

Let's assume that the COGS is 60% of the total costs.

**Year 1:**

**Revenue: \$20M**

**COGS: \$27M (60% of \$45M)**

**Gross Profit Margin: -35%**  $((\$20M - \$27M) / \$20M) * 100$

**Net Profit Margin: -125%**  $((\$20M - \$45M) / \$20M) * 100$

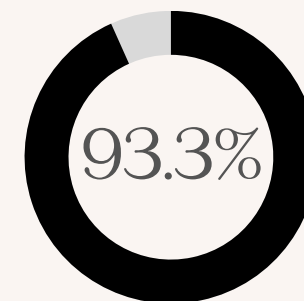
**Year 2:**

**Revenue: \$100M**

**COGS: \$54M (60% of \$90M)**

**Gross Profit Margin: 46%**  $((\$100M - \$54M) / \$100M) * 100$

**Net Profit Margin: 10%**  $((\$100M - \$90M) / \$100M) * 100$



Year 5

**Year 5: Revenue: \$800M COGS: \$54M (60% of \$90M)**

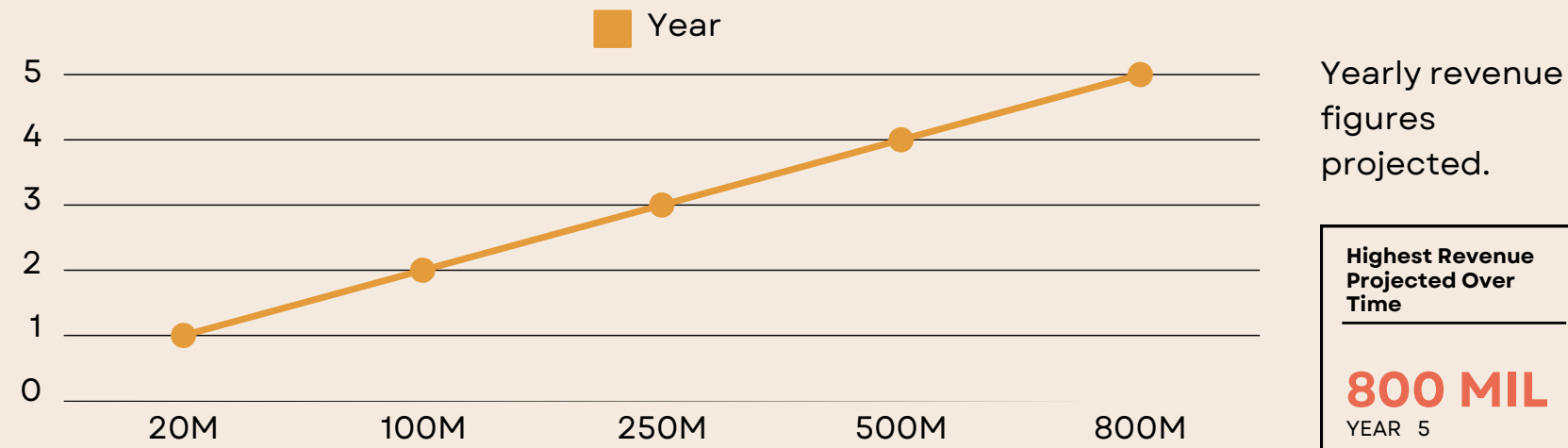
**Gross Profit Margin: 93.25%**  $((\$800M - \$54M) / \$800M) * 100$

**Net Profit Margin: 88.75%**  $((\$800M - \$90M) / \$800M) * 100$

# Financial Plan Performance Dashboard

## STATISTICAL GRAPH YEAR 2

### Revenue Projection Over Time

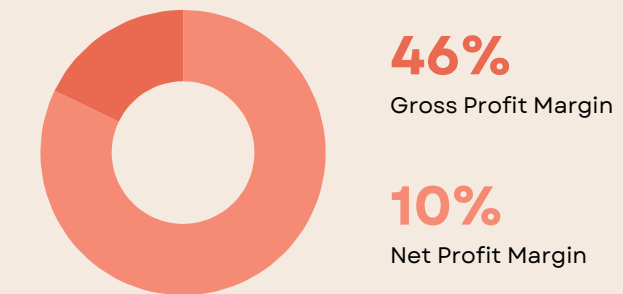


**Use of Funds: The \$100 million investment will be allocated as follows:**

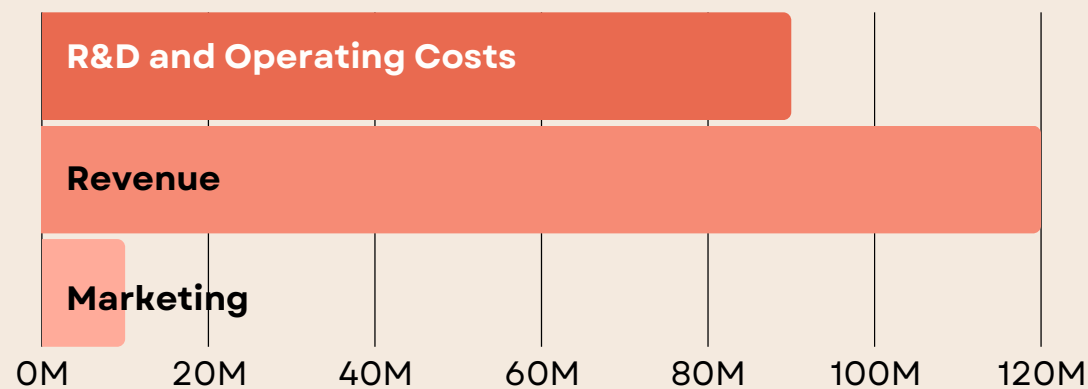
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- Manufacturing: 30% (\$30 million)
- Marketing: 20% (\$20 million)
- Working Capital: 15% (\$15 million)
- Contingency Funds: 10% (\$10 million)

### Profit Margin Analysis

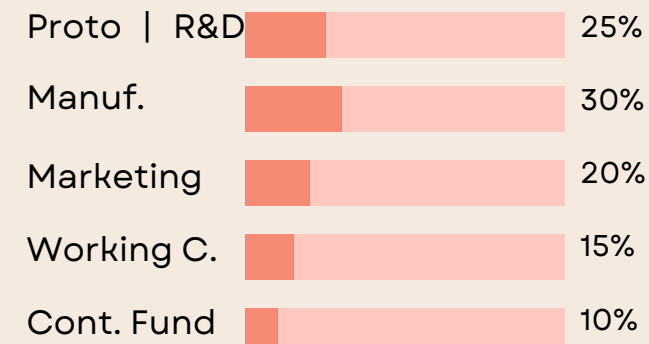
Projected Gross profit margin and net profit margin for the first year operation



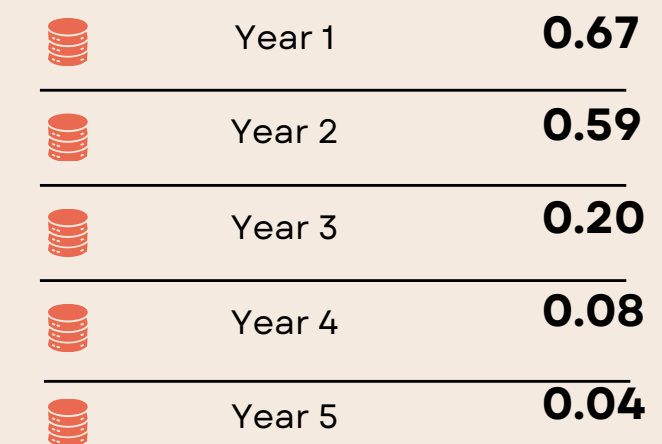
### Projected Cash Flow Analysis 2nd Year (Cumulative)



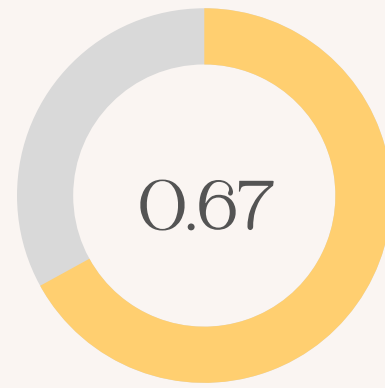
### Expenses Breakdown by Category \$100 MIL



### Debt-to-Equity Ratio Trend



# Projected Debt to Equity Ratio



Year 1



Year 2



Year 3



Year 4



Year 5

## Year 1:

- Net Profit: **-\$25M** (Net Profit Margin: **-125%**, Revenue: **\$20M**)
- Retained Earnings: **-\$25M**
- Total Shareholders' Equity: **\$75M** (**\$100M - \$25M**)
- Debt-to-Equity Ratio: **0.67** (**\$50M / \$75M**)

## Year 2:

- Net Profit: **\$10M** (Net Profit Margin: **10%**, Revenue: **\$100M**)
- Retained Earnings: **-\$15M** (**-\$25M + \$10M**)
- Total Shareholders' Equity: **\$85M** (**\$100M - \$15M**)
- Debt-to-Equity Ratio: **0.59** (**\$50M / \$85M**)

## Year 3:

- Net Profit: **\$160M** (Net Profit Margin: **64%**, Revenue: **\$250M**)
- Retained Earnings: **\$145M** (**-\$15M + \$160M**)
- Total Shareholders' Equity: **\$245M** (**\$100M + \$145M**)
- Debt-to-Equity Ratio: **0.20** (**\$50M / \$245M**)

## Year 4:

- Net Profit: **\$410M** (Net Profit Margin: **82%**, Revenue: **\$500M**)
- Retained Earnings: **\$555M** (**\$145M + \$410M**)
- Total Shareholders' Equity: **\$655M** (**\$100M + \$555M**)
- Debt-to-Equity Ratio: **0.08** (**\$50M / \$655M**)

## Year 5:

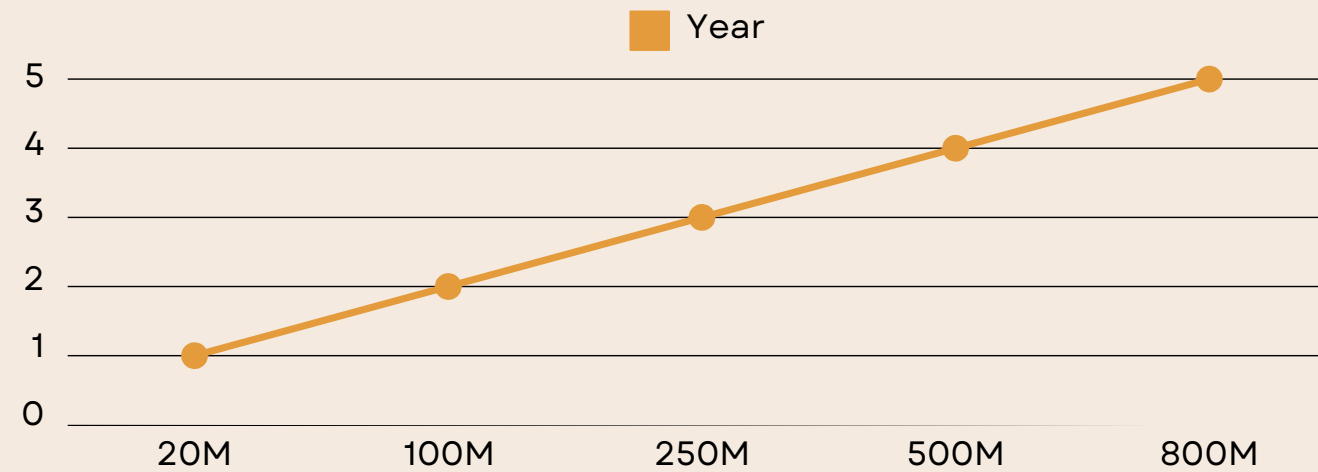
- Net Profit: **\$710M** (Net Profit Margin: **88.75%**, Revenue: **\$800M**)
- Retained Earnings: **\$1,265M** (**\$555M + \$710M**)
- Total Shareholders' Equity: **\$1,365M** (**\$100M + \$1,265M**)
- Debt-to-Equity Ratio: **0.04** (**\$50M / \$1,365M**)

The debt-to-equity ratio decreases over the years as the company's retained earnings grow, indicating a stronger financial position and lower leverage. However, these calculations are based on assumptions and may not reflect the actual financial situation of the company.

# Financial Plan Performance Dashboard

STATISTICAL GRAPH YEAR 3

## Revenue Projection Over Time



Yearly revenue figures projected.

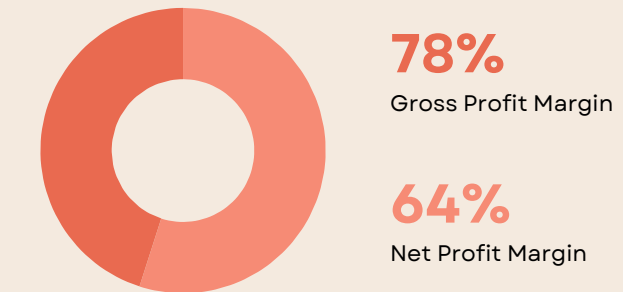
Highest Revenue Projected Over Time  
**800 MIL**  
YEAR 5

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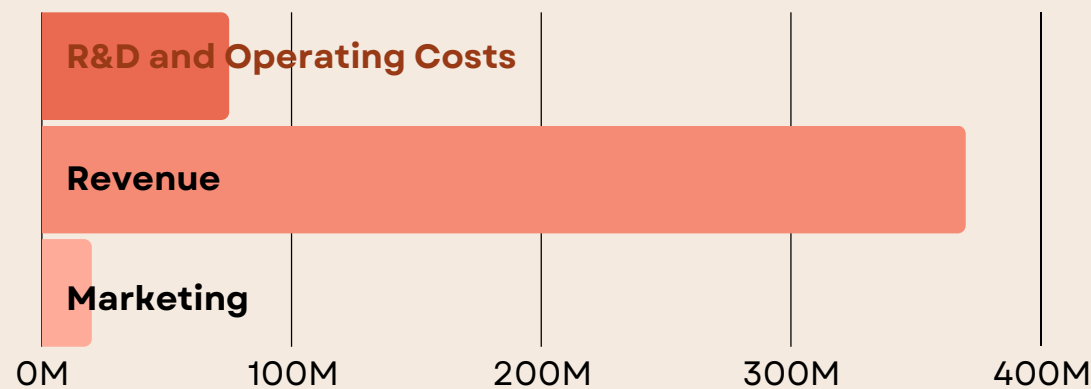
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## Profit Margin Analysis

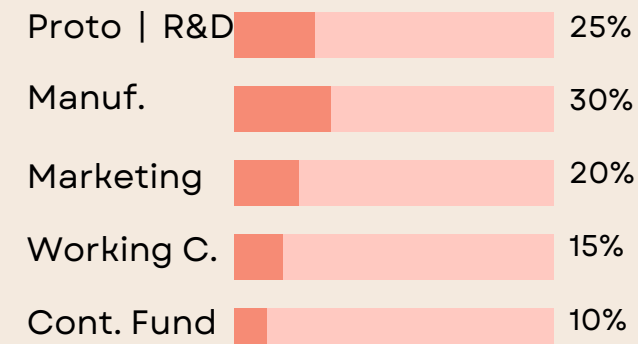
Projected Gross profit margin and net profit margin for the first year operation



## Projected Cash Flow Analysis 3rd Year (Cumulative)



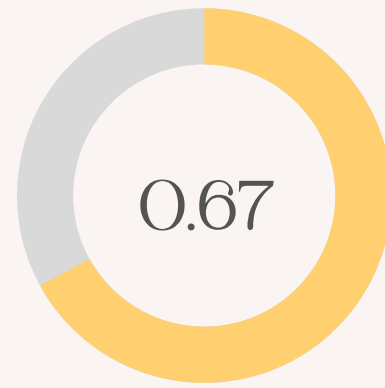
## Expenses Breakdown by Category \$100 MIL



## Debt-to-Equity Ratio Trend

Year 1	0.67
Year 2	0.59
Year 3	0.20
Year 4	0.08
Year 5	0.04

# Projected Debt to Equity Ratio



Year 1



Year 2



Year 3



Year 4



Year 5

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## Year 2:

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## Year 3:

- Net Profit: **\$160M** (Net Profit Margin: **64%**, Revenue: **\$250M**)
- Retained Earnings: **\$145M** (**-\$15M + \$160M**)
- Total Shareholders' Equity: **\$245M** (**\$100M + \$145M**)
- Debt-to-Equity Ratio: **0.20** (**\$50M / \$245M**)

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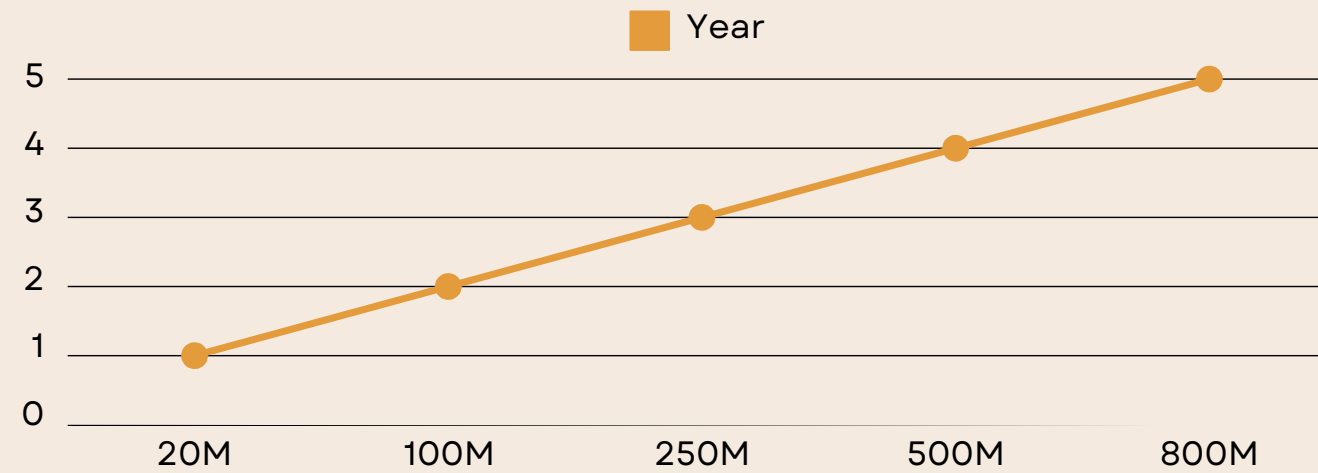
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STATISTICAL GRAPH YEAR 4

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## Revenue Projection Over Time

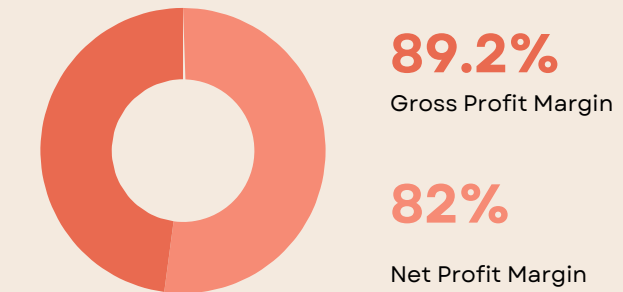


Yearly revenue figures projected.

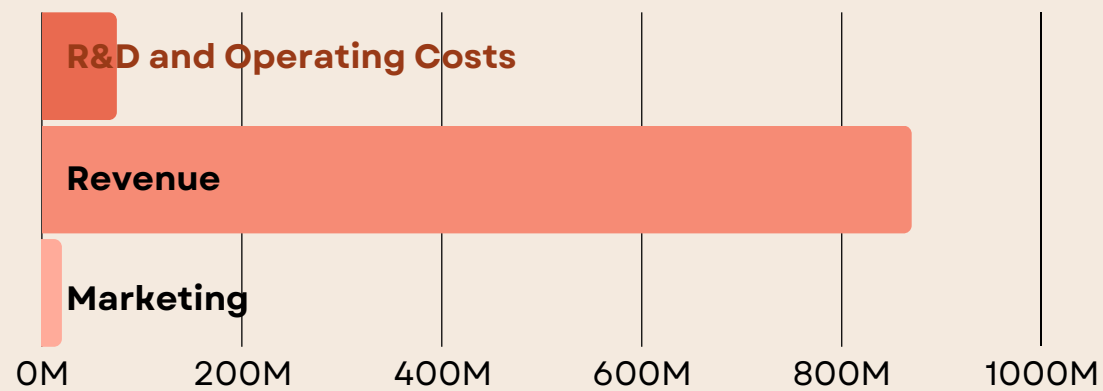
Highest Revenue Projected Over Time  
**800 MIL**  
YEAR 5

## Profit Margin Analysis

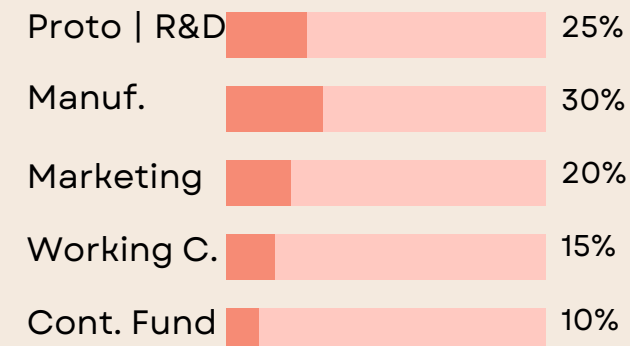
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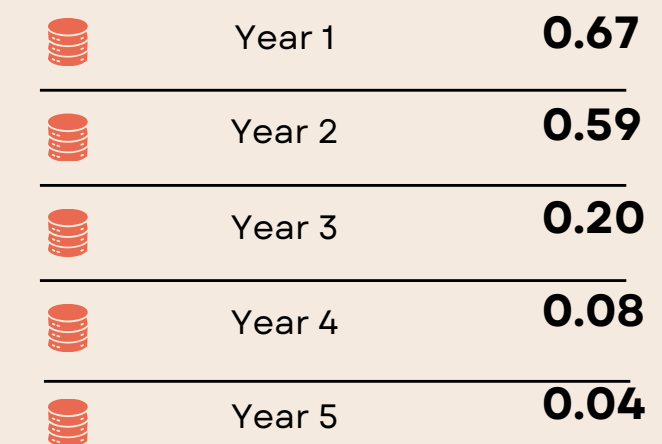
## Projected Cash Flow Analysis 4th Year (Cumulative)



## Expenses Breakdown by Category \$100 MIL



## Debt-to-Equity Ratio Trend





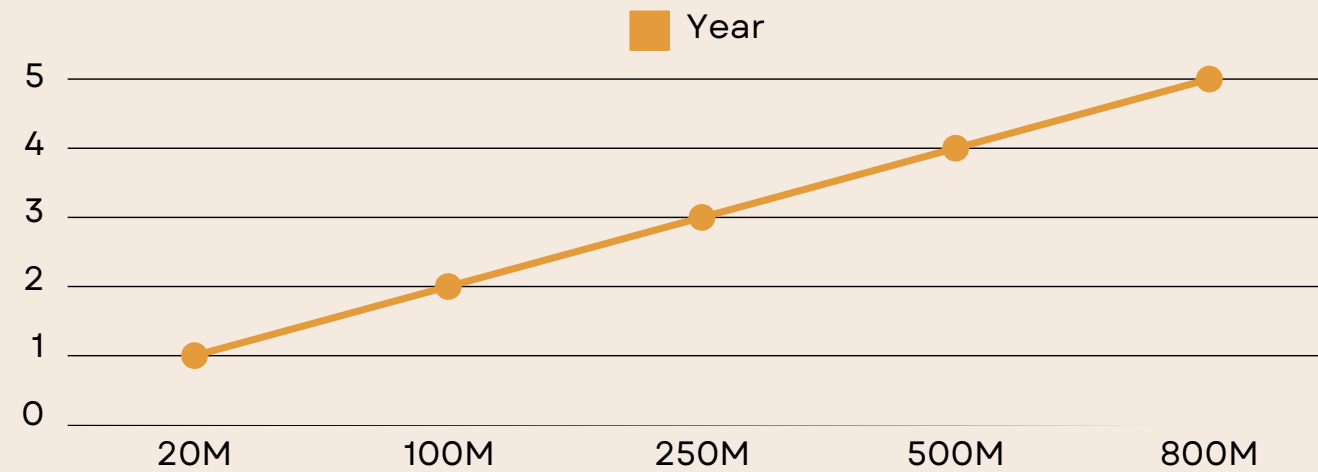
# Financial Plan Performance Dashboard

STATISTICAL GRAPH YEAR 5

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## Revenue Projection Over Time

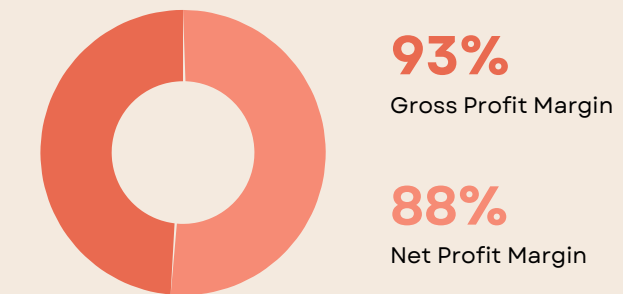


Yearly revenue figures projected.

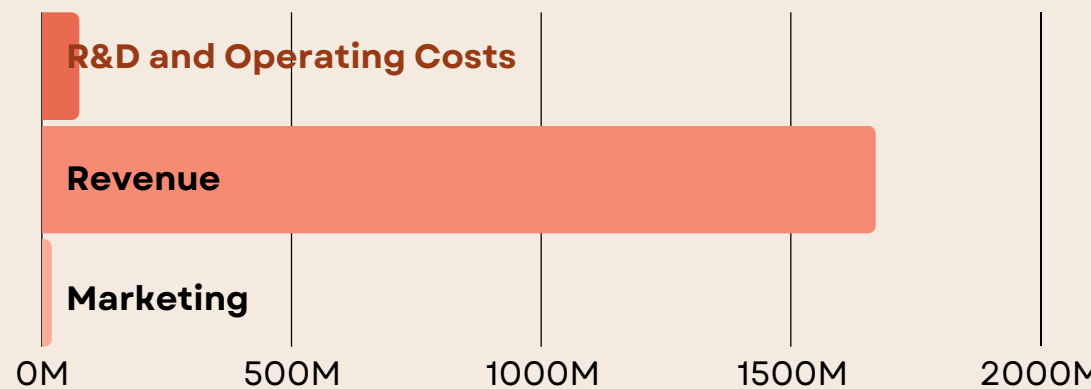
Highest Revenue Projected Over Time  
**800 MIL**  
YEAR 5

## Profit Margin Analysis

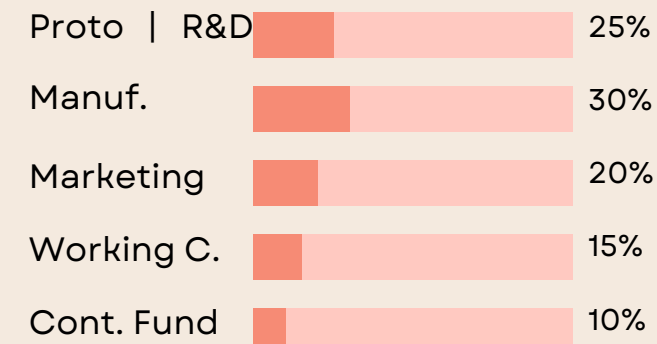
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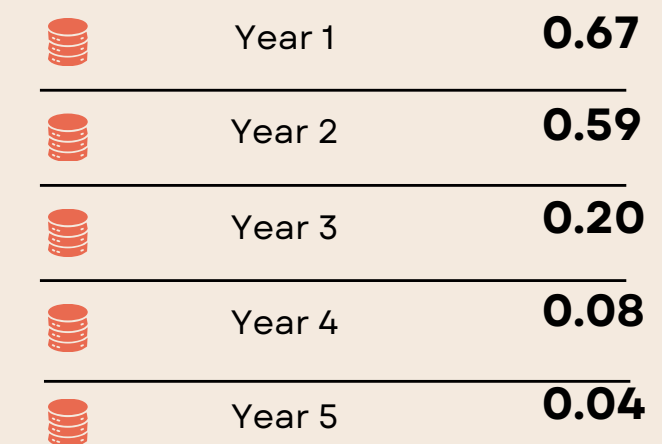
## Projected Cash Flow Analysis 5th Year (Cumulative)



## Expenses Breakdown by Category \$100 MIL



## Debt-to-Equity Ratio Trend



# ITAL DESIGN PROJECTION

The development of the Mabariken multi-terrain supercar will follow a phased approach, beginning with R&D and design drafting in Q3 2024. The prototype development and testing will commence in Q1 2025, with the first functional prototype expected by the end of Q3 2025. Production is scheduled to start in Q1 2026, with the first batch of vehicles ready for delivery by Q3 2026.

Q3  
2024



## R&D and Design Drafting (Q3 2024)

In the third quarter of 2024, Mabariken will embark on the research and development phase, focusing on refining the vehicle's design and specifications. Our team of expert designers and engineers will collaborate closely to create detailed drafts and 3D models of the multi-terrain supercar, ensuring that every aspect of the vehicle meets our high standards of innovation, performance, and luxury.

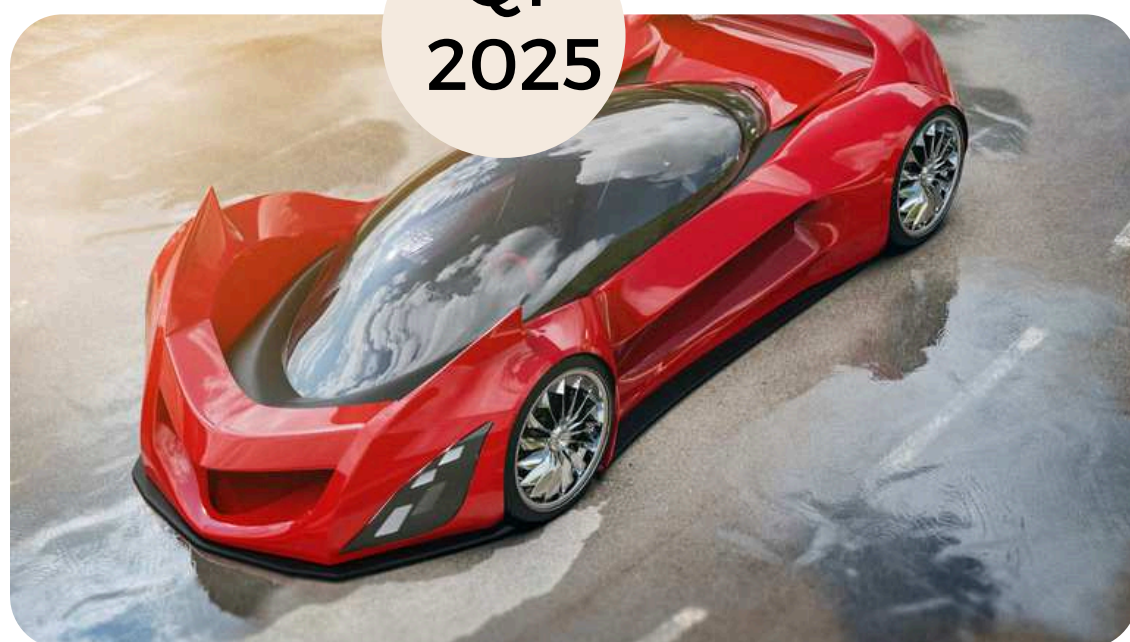
## R&D | DESIGN DRAFTING



# ITAL DESIGN PROJECTION

**IP Strategy and Patents:** Mabariken will file patents for its innovative multi-terrain technology and unique design features, ensuring the protection of its intellectual property. The company will continue to file patents as new innovations arise during the development process, creating a strong IP portfolio that will provide a competitive edge.

Q1  
2025



## Prototype Development and Testing (Q1 2025)

As we enter the first quarter of 2025, Mabariken will shift its focus to prototype development and rigorous testing. Our skilled technicians will bring the designs to life, creating functional prototypes that will undergo extensive trials in various terrains and conditions. This phase will allow us to validate the vehicle's performance, identify areas for improvement, and make necessary adjustments to ensure the highest quality and reliability.

## DEVELOPMENT & TESTING



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Q3  
2025



## First Functional Prototype (Q3 2025)

By the end of the third quarter of 2025, Mabariken will unveil its first fully functional prototype. This milestone will mark a significant achievement for our team, as we showcase the vehicle's multi-terrain capabilities (TWO FOLD), sleek design, and cutting-edge features. The prototype will serve as a tangible demonstration of our vision and will be used for further testing, refinement, and marketing purposes.

## FIRST FUNCTIONAL PROTOTYPE



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Q1  
2026



## Production Commencement (Q1 2026)

The first quarter of 2026 will mark the start of production for the Mabariken multi-terrain (TWO FOLD) supercar. Our state-of-the-art manufacturing facility, in partnership with ITAL Design, will be fully operational, with a skilled workforce and optimized processes in place. We will begin producing the first batch of vehicles, ensuring that each one meets our stringent quality standards and is ready to deliver an unparalleled driving experience to our customers.

## PRODUCTION COMMENCEMENT



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## Additional Features (Future Releases)

While the first batch of Mabariken supercars will already boast an impressive array of features, we are committed to continuous innovation and improvement. In future releases, we plan to introduce additional cutting-edge features, such as advanced autonomous driving capabilities, enhanced connectivity, and eco-friendly powertrain options. These features will be developed based on customer feedback, market trends, and our ongoing research and development efforts, ensuring that Mabariken remains at the forefront of the luxury multi-terrain supercar market.

## FIRST BATCH DELIVERY





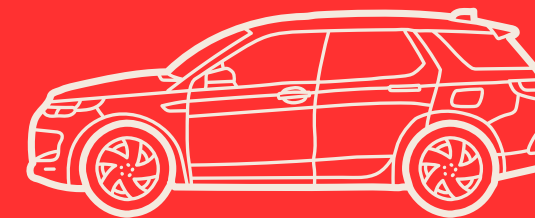
## TARGET MARKET AND COMPETITIVE LANDSCAPE

### MULTI-TERRAIN DOMAIN

Mabariken targets high-net-worth individuals, luxury car enthusiasts, and adventurers seeking a unique driving experience. The company's main competitors include Lamborghini, Ferrari, and McLaren, which collectively hold a significant market share in the luxury supercar segment. However, Mabariken's multi-terrain capabilities set it apart from these competitors, offering a distinct advantage in the market.



**10+**  
OFF ROAD  
COUNTRIES



SELF - DRIVING  
SELF - SAILING  
SELF - FLYING

# More of Mabariken Approach

**01**

## **Risk Assessment & Mitigation**

Potential risks include market fluctuations, supply chain disruptions, and regulatory changes. To mitigate these risks, Mabariken will implement a diversified supply chain strategy, maintain strong relationships with key suppliers, and actively monitor market trends and regulatory developments. The company will also maintain a contingency fund to address any unforeseen challenges.

**02**

## **Partnership with ITALDesign**

ITAL Design will play a crucial role in the design, prototyping, and initial production of the Mabariken supercar. The firm will be responsible for refining the vehicle's design, developing and testing prototypes, and setting up the initial production line at its facilities. ITAL Design's expertise and resources will be instrumental in bringing Mabariken's vision to life.

**03**

## **Sales & Distribution Strategy**

Mabariken will adopt a hybrid sales model, combining direct sales through its website and a network of exclusive dealerships in key markets. The company will partner with established luxury car dealers to provide a premium buying experience and after-sales support. Mabariken will also handle the logistics of vehicle delivery, ensuring a seamless experience for customers.



# Meet Team



**Aaquib Faruqui**  
Technical Design Expert

AJ Faruqui is a seasoned vehicle technical design expert with over 15 years of experience as a Mercedes Benz Sales Expert. His in-depth knowledge of vehicular designs and technologies, combined with his extensive sales background, enables him to provide invaluable insights and expertise in the automotive industry.



**Desirel Lawrence**  
Founder

Desirel Calvin Lawrence is an accomplished automobile concept design expert and innovator, with several unique designs and a patent-pending design to his name. As an author of four books, Lawrence shares his expertise and innovative thinking with a wider audience.



**Charmaine Nair**  
Project Manager

Charmaine Nair is a highly experienced project scrum master with a proven track record of successfully bringing products to market for global banks and major universities using the agile approach. Her strategic expertise, attention to detail, and ability to complete complex tasks make her an invaluable asset in driving project success.

# Contact Us

Invest in a new type of vehicle style with multi-terrain capabilities that promises to be the trend in Automotive design. A unique design being brought to life by some of the biggest names in the Automobile Industry.[Book A Call](#)



**+1 202-403-9056**



**[www.CithoG.com](http://www.CithoG.com)**



**[invest@mabariken.com](mailto:invest@mabariken.com)**



**8 The Green STE A  
Dover, 19901**





# THANK YOU

## MABARIKEN

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Thank you for considering to invest in Mabariken and believing in our mission. Your support is crucial to revolutionizing the automotive industry with our groundbreaking multi-terrain supercar. Our expert team is dedicated to executing our vision with diligence, ensuring high returns on your investment. Together, we will redefine the future of transportation.

