

FIGHT THE MAN. OWN THE MOUNTAIN.

**RED MOUNTAIN MAKES HISTORY BY NOW LETTING
FANS OWN A PORTION OF PARADISE.**

AUGUST 2016



MOUNTAIN RESORT
ROSSLAND, B.C. | www.redresort.com





COMMUNITY CAPITALISM?

SECURE, SUSTAINABLE FUTURE THROUGH CROWDFUNDING

Anybody who loves skiing or snowboarding is now in a unique position to help make history thanks to RED Mountain Resort and StartEngine.com. This storied Canadian resort, located in Rossland, BC on the USA/Canada border, is bucking the trend of MegaResort mergers and acquisitions and taking its next capital campaign to the people instead, via equity crowdfunding.

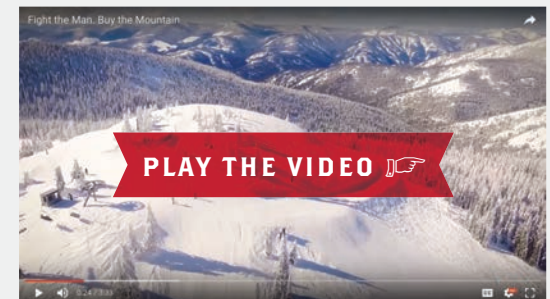
YOU CAN NOW OWN A SLICE OF SKIER'S HEAVEN AND BECOME AN OWNER OF RED MOUNTAIN RESORT.

RED is an endangered species in the resort world. We have the snowfall, vertical drop and world-class terrain to go boot-to-boot with the Big Guys, but have consciously maintained our mom 'n' pop/weird uncle feel for over 100 years. **We've never been owned by a chain, or a bank, or big corporate who think pay days always trump powder days.** We want to preserve this fierce, independent spirit in the face of MegaResorts that might have started out targeting skiers' hearts but now only have their wallets in the crosshairs...the recent Vail/Whistler purchase of over \$1 billion ring any bells?

"RED started as a ski club that was owned by the community," explains RED CEO Howard Katkov. "You can feel it in the spirit of the place, the camaraderie, the spark. We have done everything in our power these last 12 years to keep that flame alive and this campaign is the latest expression of our intent to keep RED independent and thriving. We're 'ReBooting' the Red Mountain Ski Club Community Ownership Model from 1947—only this time the clubhouse will have wireless!"

COMMUNITY OWNED, NOW

"Imagine being offered a chance to own a slice of the community-owned NFL football team Green Bay Packers back in 1929," says Katkov. "By now your grandkids would've inherited your shares, safe in the knowledge that no billionaire can move the team to California or New York, and no single person can wrestle control of the club away from its fans."





FIGHT THE MAN. OWN THE MOUNTAIN.

RED Mountain is the oldest ski resort in Western Canada with a history stretching back nearly a century. When the creaky lifts started turning in 1947, there were no MegaResorts out there with luxury shopping malls at the base, covered escalators to the lift lines, or cappuccino concierges.

Man, have things changed... **Skiing and snowboarding are now on the cusp of becoming pursuits for the elite like polo or Formula 1. Chain resorts and corporate entities that only care about the bottom line are pricing out families at every turn.** And, after a ski week that should have them heading home with big goofy grins and sore quads, regular families are left with a hollowed-out feeling (and wallet) that's a cross between sunstroke and Disneyland.

This has all happened over the course of the last 20 years – with the Vail/Whistler purchase (\$1.4 billion) just being the most recent example of this trend showing no signs of stopping. RED wants to change it – before giant corporations change the sport we love forever.

THEY DON'T OWN SKIING.* YOU DO.

We invest in the adventures available to our guests, whether it's launching the biggest single terrain expansion in over 40 years, or putting all of the 4-season recreational opportunities in the region accessible for the first time under one roof just for you. Rather than throwing dollars indiscriminately at over-developing a place people visit for its purity and simplicity, we actually listen to our customers and develop our infrastructure sanely and sustainably to keep this place special. This campaign is simply the latest initiative to keep RED independent and thriving while focusing on *your* adventure.

INDEPENDENT SUCCESS STORY

We've proven our independent, community-centric approach can get the job done and that we don't need corporate ownership to have strong numbers. **But now we can be even stronger with your support.** Last season was RED's BEST fiscal year ever:

Lift Ticket sales, Season Pass sales, and Lodging ALL UP.

Total EBITDA came in 220% greater than any previous record-breaking year's results.

Total revenue 11% greater than any year in the 67 years since someone started keeping proper books 'round here.

* OR SNOWBOARDING. YOU GET THE IDEA... DON'T WORRY, SHREDDER. WE LOVE ALL OF OUR CHILDREN EQUALLY.

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GOING BIG TO STAY SMALL.

New rules under the JOBS Act mean that **you no longer have to have a High Net Worth to invest in companies you believe in. Equity Crowdfunding essentially allows 99-percenters to get some “skin in the game” and to invest in companies that make sense to them and/or speak to their passions and expertise.**

This first stage, called “Test The Waters,” allows parties to express interest in the investment 100% risk-free without the commitment of handing over any actual loot - now or later. If the Test the Waters campaign gains sufficient traction, RED files an offering statement with the SEC in the U.S. & prepares a Canadian offering memorandum to launch RED’s offering with real dollars, actual equity, and unique perks sure to appeal to ski and snowboard enthusiasts especially.

What we’re asking of the larger snow-sliding community is as straight-forward as pointing those planks downhill:

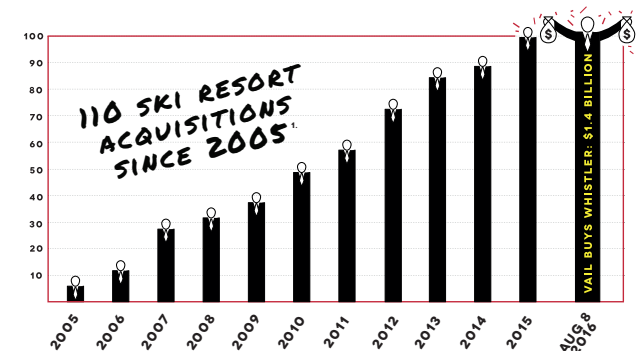
BUY IN NOW. AND BOW OUT OF THE SIDE OF SKIING THAT IS QUICKLY BECOMING A PURSUIT FOR 1-PERCENTERS.

A killer investment, an opportunity that has never in history been offered before via equity crowdfunding—and let’s be honest—you get to “stick it to the man” all at the same time. Seriously, what could be better?

TRENDING

TAKEOVER

Did you know close to **40 ski resorts are owned by just 3 corporations?** And nearly 75% of those were acquisitions in the last 14 years. We’re bucking the trend. **Join us. And stick it to ‘em.**



1. SOURCE: SKI AREA MANAGEMENT MAGAZINE



WHAT'S IN IT FOR INVESTORS

As an investor, you would become an actual owner of RED Mountain Resort. That's right - *OWN*: The mountain, the chairlifts, the lodge, condos, snow making, and even that one tree your buddy relieved himself on last winter. Every asset we've got, man. (Think of it as "Shred Equity"...)

What we are offering here on StartEngine is truly the opportunity of a lifetime. We've been at this for 12 years and could use the help of the people at this juncture to stay fierce, independent, proud, and a little bit odd. We're focused on building and growing this community and this love for the sport.

Money raised in stage 2 of this campaign will go toward improving the adventure here at RED. We like to think of it as investing in one's own happiness, like a cold craft beer or getting their car detailed at the end of a long winter. Plans include remodeling the Paradise lodge; additional run development for expanded cat skiing on Mount Kirkup; building a new restaurant, clubhouse, and overnight on mountain cabins at the top of Grey Mountain; and the extension of the Silverlode chair to allow access to both Granite Mountain and Grey Mountain. For spring and summer activities, we'll be building a multi-use trail for hiking and mountain biking from the base area to the top of Grey Mountain connecting to the Seven Summits trail system.

Investment money will also be supporting the creation of an annual local academic Scholarship fund for higher education. As an investor, you can be part of all of this - and more importantly, **an owner of all of this.**

BONUS

PERKS TOO!

Your investment will come with tiered bonus perks to better enjoy the adventure, lifestyle, and culture that you're helping preserve. (As if owning a slice of RED Mountain Resort isn't enough!) Some perks include:

Membership to the brand new clubhouse at the top of Grey Mountain

Lift tickets good for 5 years

Limited edition custom skis or snowboards

Multi-Year Season Passes

Membership access to overnight on-mountain cabins



ABOUT RED MOUNTAIN RESORT

(HEY, WE'RE CANADIAN...)

Located in Rossland, BC—the first stop along the famous “Powder Highway”—RED delivers 2,877 lift-serviced acres (4,200 total!) of pristine skiing unfettered by overdevelopment. With epic vertical (2,919 ft/890m!), in-bounds cat-skiing, wide-open groomers, 360-degree descents, a rich tradition, and—phew!—the BEST gladed tree runs in North America, this best-kept secret has been let out of the bag.

BY THE NUMBERS

STATS FOR THE MATH DUDES.

VERTICAL DROP
2,919FT/890 M

ANNUAL SNOWFALL
300 IN/ 760 CM

TERRAIN LEVEL
18% BEGINNER
31% INTERMEDIATE
23% ADVANCED
28% EXPERT

TOTAL TERRAIN
4,200 ACRES
5 MOUNTAINS
7 LIFTS
IN-BOUNDS CAT SKIING
360 DEGREE DESCENTS

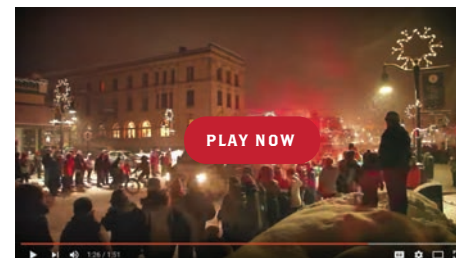
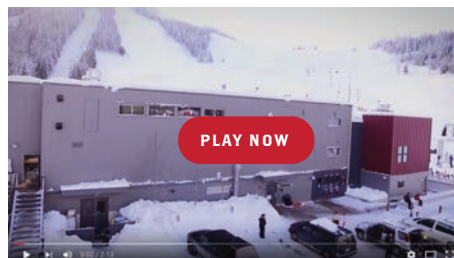
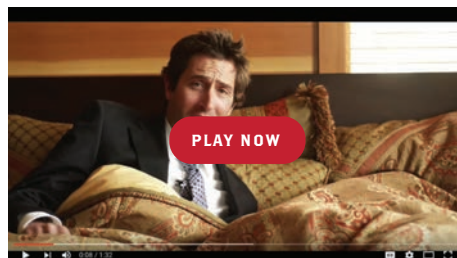
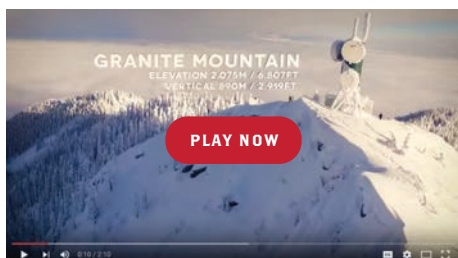
IN-BOUNDS ACREAGE

TOP 20 IN N. AMERICA. WE'RE YUUUGE.



AWARDS A'PLENTY

DON'T LISTEN TO US, TAKE IT FROM THEM.



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CONTACT US

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STALK

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Instagram.com/Redresort
YouTube.com/Redmountainresort

PLAY THE VIDEO 

LEGAL STUFF

(SO OUR ATTORNEYS CAN SLEEP AT NIGHT...)

THE COMPANY IS “TESTING THE WATERS” UNDER REGULATION A UNDER THE UNITED STATES SECURITIES ACT OF 1933. THE COMPANY IS ALSO CANVASSING EXPRESSIONS OF INTEREST IN CERTAIN JURISDICTIONS IN CANADA. THIS PROCESS ALLOWS COMPANIES TO DETERMINE WHETHER THERE MAY BE INTEREST IN AN EVENTUAL OFFERING OF ITS SECURITIES. THE COMPANY IS NOT UNDER ANY OBLIGATION TO MAKE AN OFFERING UNDER REGULATION A OR IN CANADA. IT MAY CHOOSE TO MAKE AN OFFERING TO SOME, BUT NOT ALL, OF THE PEOPLE WHO INDICATE AN INTEREST IN INVESTING, AND THAT OFFERING MIGHT NOT BE MADE UNDER REGULATION A BUT, IN ANY EVENT, THE OFFERING WILL BE MADE PURSUANT TO APPLICABLE PROSPECTUS EXEMPTIONS IN CANADA. IF THE COMPANY DOES GO AHEAD WITH AN OFFERING UNDER REGULATION A, IT WILL ONLY BE ABLE TO MAKE SALES IN THE UNITED STATES AFTER IT HAS FILED AN OFFERING STATEMENT WITH THE UNITED STATES SECURITIES AND EXCHANGE COMMISSION (SEC) AND THE SEC HAS “QUALIFIED” THE OFFERING STATEMENT. IN ADDITION, NO OFFERING OF SECURITIES WILL BE MADE UNTIL A CANADIAN OFFERING MEMORANDUM HAS BEEN DELIVERED TO PROSPECTIVE INVESTORS. THE INFORMATION IN THE U.S. OFFERING STATEMENT AND THE CANADIAN OFFERING MEMORANDUM WILL BE MORE COMPLETE THAN THE INFORMATION THE COMPANY IS PROVIDING NOW, AND COULD DIFFER IN IMPORTANT WAYS. U.S RESIDENTS MUST READ THE DOCUMENTS FILED WITH THE SEC BEFORE INVESTING AND ALL PROSPECTIVE INVESTORS MUST READ THE CANADIAN OFFERING MEMORANDUM BEFORE INVESTING.

NO OFFER TO BUY THE SECURITIES CAN BE ACCEPTED AND NO PART OF THE PURCHASE PRICE CAN BE RECEIVED IN THE UNITED STATES UNTIL THE OFFERING STATEMENT FILED BY THE COMPANY WITH THE SEC HAS BEEN QUALIFIED BY THE SEC AND UNTIL THE CANADIAN OFFERING MEMORANDUM HAS BEEN DELIVERED TO PROSPECTIVE INVESTORS. ANY SUCH OFFER MAY BE WITHDRAWN OR REVOKED, WITHOUT OBLIGATION OR COMMITMENT OF ANY KIND, AT ANY TIME BEFORE NOTICE OF ACCEPTANCE GIVEN AFTER THE DATE OF QUALIFICATION.

THE OFFERING MATERIALS MAY CONTAIN FORWARD-LOOKING STATEMENTS AND INFORMATION RELATING TO, AMONG OTHER THINGS, THE COMPANY, ITS BUSINESS PLAN AND STRATEGY, AND ITS INDUSTRY. THESE FORWARD-LOOKING STATEMENTS ARE BASED ON THE BELIEFS OF, ASSUMPTIONS MADE BY, AND INFORMATION CURRENTLY AVAILABLE TO THE COMPANY’S MANAGEMENT. WHEN USED IN THE OFFERING MATERIALS, THE WORDS “ESTIMATE,” “PROJECT,” “BELIEVE,” “ANTICIPATE,” “INTEND,” “EXPECT” AND SIMILAR EXPRESSIONS ARE INTENDED TO IDENTIFY FORWARD-LOOKING STATEMENTS, WHICH CONSTITUTE FORWARD LOOKING STATEMENTS. THESE STATEMENTS REFLECT MANAGEMENT’S CURRENT VIEWS WITH RESPECT TO FUTURE EVENTS AND ARE SUBJECT TO RISKS AND UNCERTAINTIES THAT COULD CAUSE THE COMPANY’S ACTUAL RESULTS TO DIFFER MATERIALLY FROM THOSE CONTAINED IN THE FORWARD-LOOKING STATEMENTS. INVESTORS ARE CAUTIONED NOT TO PLACE UNDUE RELIANCE ON THESE FORWARD-LOOKING STATEMENTS, WHICH SPEAK ONLY AS OF THE DATE ON WHICH THEY ARE MADE. THE COMPANY DOES NOT UNDERTAKE ANY OBLIGATION TO REVISE OR UPDATE THESE FORWARD-LOOKING STATEMENTS TO REFLECT EVENTS OR CIRCUMSTANCES AFTER SUCH DATE OR TO REFLECT THE OCCURRENCE OF UNANTICIPATED EVENTS.

