

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, creating a sense of height and architectural scale. The buildings are dark against a slightly lighter sky, and the perspective draws the eye towards the top of the frame.

ASMC Holdings MULTI-HOUSING INCOME REIT

Real Estate Investing... Simplified

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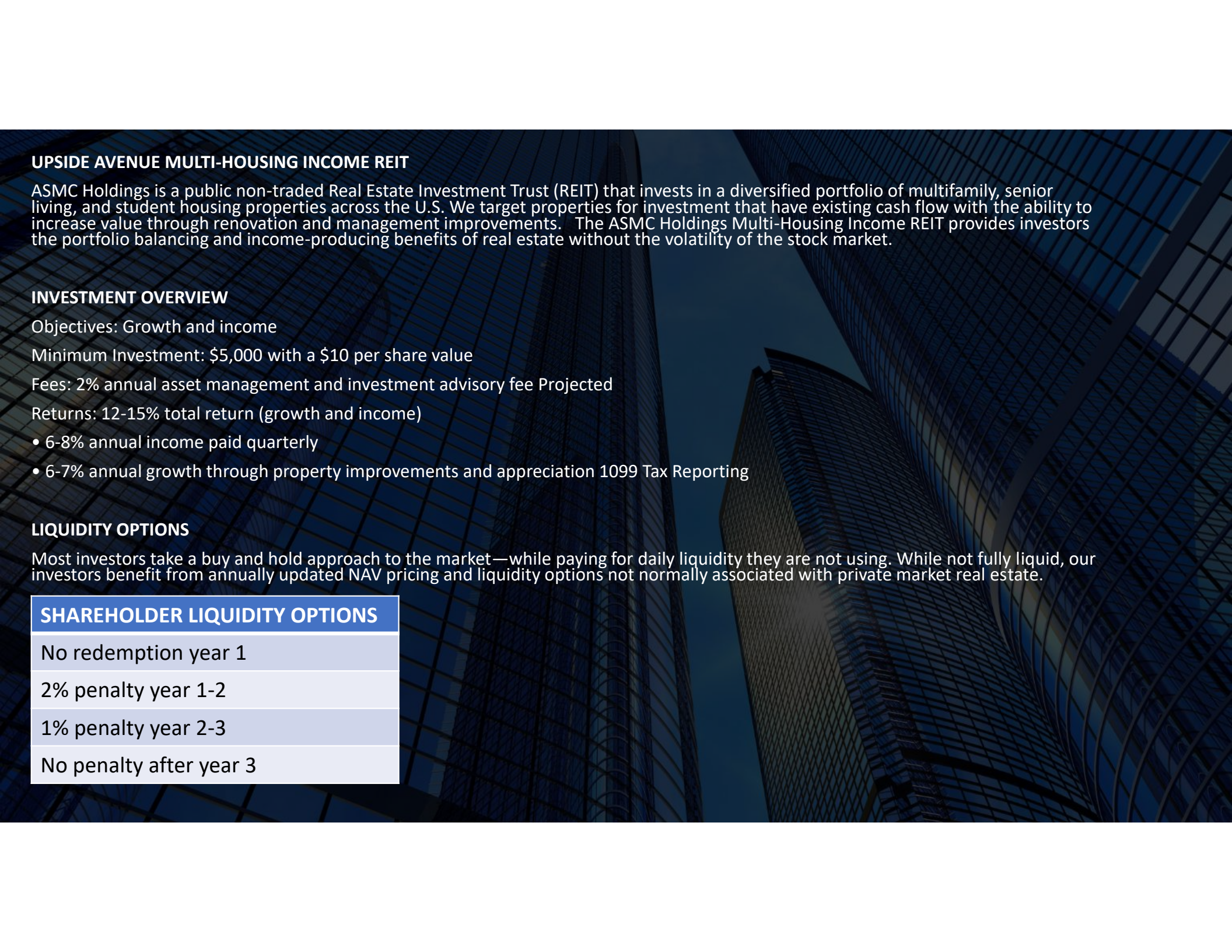
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Projected
Annual Returns
12-15%

12 to 15%





UPSIDE AVENUE MULTI-HOUSING INCOME REIT

ASMC Holdings is a public non-traded Real Estate Investment Trust (REIT) that invests in a diversified portfolio of multifamily, senior living, and student housing properties across the U.S. We target properties for investment that have existing cash flow with the ability to increase value through renovation and management improvements. The ASMC Holdings Multi-Housing Income REIT provides investors the portfolio balancing and income-producing benefits of real estate without the volatility of the stock market.

INVESTMENT OVERVIEW

Objectives: Growth and income

Minimum Investment: \$5,000 with a \$10 per share value

Fees: 2% annual asset management and investment advisory fee Projected

Returns: 12-15% total return (growth and income)

- 6-8% annual income paid quarterly
- 6-7% annual growth through property improvements and appreciation 1099 Tax Reporting

LIQUIDITY OPTIONS

Most investors take a buy and hold approach to the market—while paying for daily liquidity they are not using. While not fully liquid, our investors benefit from annually updated NAV pricing and liquidity options not normally associated with private market real estate.

SHAREHOLDER LIQUIDITY OPTIONS
No redemption year 1
2% penalty year 1-2
1% penalty year 2-3
No penalty after year 3

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, set against a dark blue twilight sky. The perspective creates a sense of height and architectural grandeur.

REAL ESTATE INVESTING SIMPLIFIED

ACCESS INSTITUTIONAL QUALITY REAL ESTATE

Gain access to an investment opportunity previously available only to institutions and high net worth investors— with a minimum investment of \$5,000.

BENEFIT FROM EXPERIENCE

As part of a 3-year old, vertically integrated firm that has purchased over \$15 million in assets, alongside institutional investors and family offices.

CASH FLOW WITHOUT THE VOLATILITY

We target quarterly returns generated through income and appreciation-all without the volatility of the market.



WELL-MANAGED,
QUALITY REAL ESTATE
CAN OFFER INVESTORS A
RANGE OF BENEFITS.





WHY REAL ESTATE

Private real estate, especially when held in a vehicle such as a public non-traded REIT, can be a powerful tool in helping investors to generate consistent income, build wealth, diversify their portfolios, and hedge against declines in the stock market.

With a low correlation to stocks and bonds, well-managed quality real estate can offer investors a range of benefits including:

- Portfolio stability
- Regular quarterly income distributions
- Growth of principal through management and asset improvements
- Inflationary hedges
- Tax advantages
- Safe harbor from stock market swings
- Diversification when held in a non-traded REIT or other pooled vehicle structure



With all the advantages of private real estate, it is no wonder that it has been a portfolio staple of high-net worth and institutional real estate investors for decades. For example, the Yale University endowment has produced an annual return of 12.1% over the last 20 years, and has allocated between 10% and 20% of its portfolio to private real estate.

Similarly, Morgan Stanley's 2014 Millionaire Investor Survey reported that among investors with investable assets over \$1 million, 35% of their portfolios were allocated to real estate.

THE UPSIDE ADVANTAGE

For decades, private real estate investments were only accessible by accredited investors, had high minimum investments, were not adequately diversified, and often lacked transparency, liquidity and reporting. These factors often caused financial advisors and investors to shy away from these products, even with their potential for higher risk-adjusted returns.

The Upside Avenue Multi-Housing Income REIT addresses these factors. As a public non-traded REIT, we operate similarly to publicly-traded REITs:

- We are required to file with the Securities and Exchange Commission.
- Performance reporting is publicly available.
- Annual third-party audits are required.
- We are subject to the same IRS requirements, including returning at least 90% of taxable income to shareholders.
- We have low investment minimums.
- We offer enhanced liquidity options when compared to private real estate.
- We use an institutional quality reporting platform that rolls up clients under one advisor login.

However, we have some key differences:

- Non-traded REITs are not as susceptible to demand-driven price volatility.

Instead, the net asset value (NAV) of the REIT drives the pricing.

- Investors don't pay a premium on share price for daily liquidity that they are not using.
- We offer a diversified portfolio of multifamily, senior living, and student housing properties in carefully selected markets across the nation.
- Our interactive investment reporting system allows advisors and investors to easily drill down to view property level reporting.
- Our shares are also not directly exposed to the market volatility of publicly- traded REITs.



According to an analysis by the Real Estate Research Institute, publicly-traded REITs have a potential annual volatility of 22%. This is higher than the stocks of large companies, which have volatility of 16%. Goldman Sachs reports non-traded REITs have volatility of about 4%, which is similar to bonds. This is why public non-traded REITs behave more like direct real estate investments.

LIQUIDITY

While liquidity is not daily, we offer liquidity options that are greatly enhanced when compared to private real estate that has no liquidity.

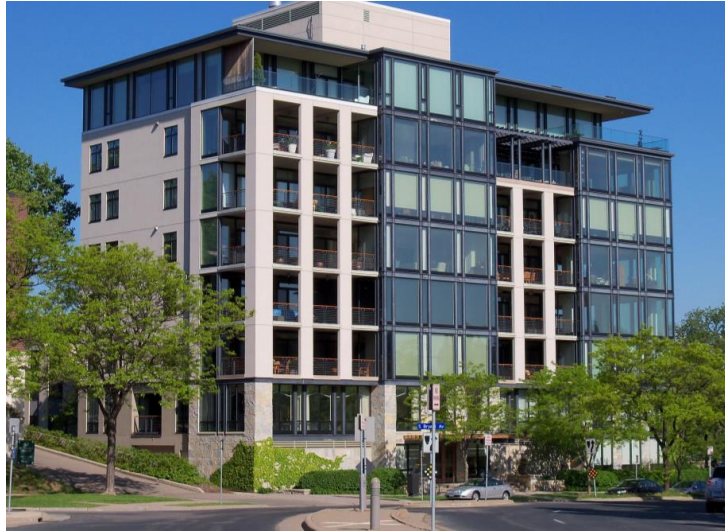
Less than 1 year	No redemption allowed
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Year 1-2 98% of the NAV per share or \$10, whichever is greater

Year 2-3	99.0% of NAV per share or \$10, whichever is greater
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After year 3 – 100% of NAV per share or \$10, whichever is greater

Shareholder death or disability	100% of NAV per share or \$10, whichever is greater
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PEOPLE ALWAYS NEED A
PLACE TO LIVE.

OUR FOCUS

The ASMC Holdings Multi-Housing Income REIT invests in multifamily, senior living, and student housing in select markets across the U.S. Upside Avenue utilizes an extensive network of established, regional owner/ operators, brokers, and family office relationships to source quality investment properties nationwide with strong, existing cash flow. We seek properties with existing income as well as value-adding growth potential through rent increases, management improvements, and strategic capital improvements.

MULTIFAMILY

The renter population is expected to grow significantly from now through 2041. This growth is largely attributable to Millennials who are not ready to commit to home ownership. However, an underlying theme reported by the 2015 census report is that baby boomers are becoming the fastest growing renter demographic in the country. More than 5 million baby boomers are expected to rent their next residence by 2021. Many sources report baby boomers opting for upscale, amenity-rich multifamily rentals in urban neighborhoods which promise flexibility, cultural vibrancy, and a newfound sense of community in apartment homes.

Additionally, the Generation Z population, with just 1.9 million less people than the massive Baby Boomers have just begun to enter the rental and student housing market. This massive influx of new renters will only continue to increase the demand within multifamily markets.

SENIOR LIVING

While some of the Baby Boomer population is moving into multifamily properties, an even larger number of older Boomers or those with failing health are opting for adult active and senior living communities. The 65+ population is expanding with the improved longevity of the Boomers' population. This is only the beginning: by 2030, approximately 21% of the population, or 74 million people, will be past retirement age. Senior living is expected to be the second most active segment of the multi-housing market over the next three years. Trends related to older adults will be shaping real estate markets for years to come.

STUDENT HOUSING

One of the most promising demographic trends in the student housing sector is that 70% of college aged students are choosing to enroll in college courses as reported by the Bureau of Labor and Statistics. While there was a dip in enrollment between the 2016 and 2017 school years, there are steady and strong increases in enrollment projected through 2022.

In addition to these projections, by 2026 there will be 22.6 million people pursuing a post-secondary degree in the U.S., up from 20.4 million in 2017 and just 6.6 million in 1990, according to the *National Center for Education Statistics*.

Finally, many sources are predicting the continued increase in rents in many areas due to the demand for new, nicely-furnished alternatives to the run-down college dorms and off-campus homes. All of these trends point to steady but strong growth of the student housing market for the foreseeable future

WE'VE PURCHASED OVER \$15 Million IN MULTIFAMILY REAL ESTATE ASSETS IN BOTH UP AND DOWN MARKETS



\$15 MILLION

WHY ASMC Holdings?

ASMC Holdings provides access to a professionally managed, diversified portfolio of income-producing multi-housing real estate, once only available to professional and high net-worth investors. As a time-tested investment firm with a proven track record in both up and down cycles, we focus on investing for immediate income in areas with strong economics for long-term upside appreciation.

Our secure cutting-edge financial technology combined with changes to securities regulations has removed barriers to entry, empowering all investors to invest alongside the wealthiest people across the globe in a diversified portfolio of multifamily, student housing, and senior living properties throughout the U.S. for as little as \$5,000.





ACCESS PERFORMANCE SOLUTIONS

DIVERSIFICATION

We invest in apartments, senior living, and student housing across the U.S. Not being limited to a geographical area or asset class means we can cherry pick from the best assets in the most desirable markets with the best fundamentals.

EXPERIENCE

The team behind Upside Avenue has been at this for a while. We've purchased over \$1 billion in multifamily real estate assets in both up and down markets. We've been through recessions and real estate bubbles and we know how to capture the upside.

GROWTH AND INCOME

Our portfolio of stabilized and value added real assets are selected for maximum yield. We focus on generating ongoing cash flow as well as long term appreciation.

ACCESS

Our network of family offices and sponsors bring new opportunities to our team daily. Once we find the right opportunity, we put it through our rigorous underwriting process and ensure overall portfolio balance.

PERFORMANCE

While we have an annualized projected IRR of 12-15%, our team has a proven track record of exceeding expectations.