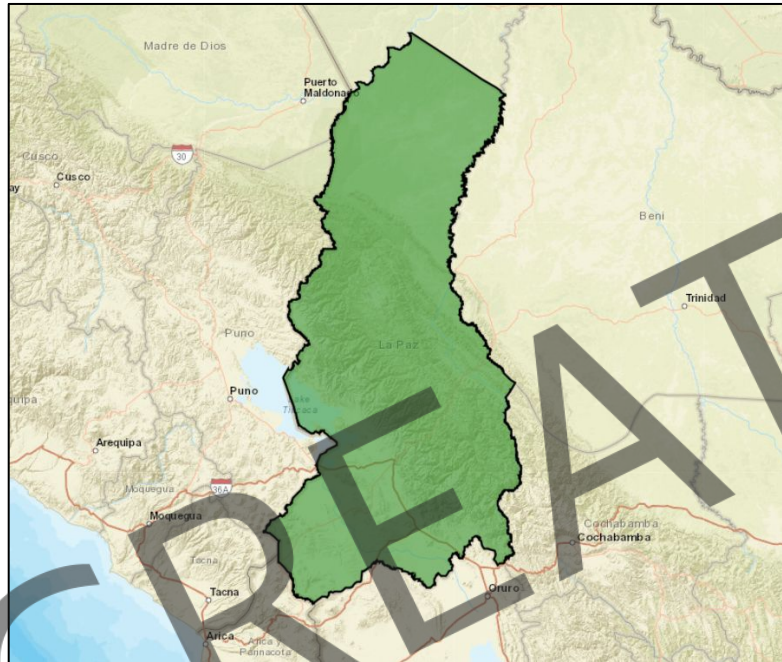


**LA PAZ, BOLIVIA**  
MARKET ASSESSMENT  
GENERIC JUICE SAMPLE REPORT

# LA PAZ METROPOLITAN AREA



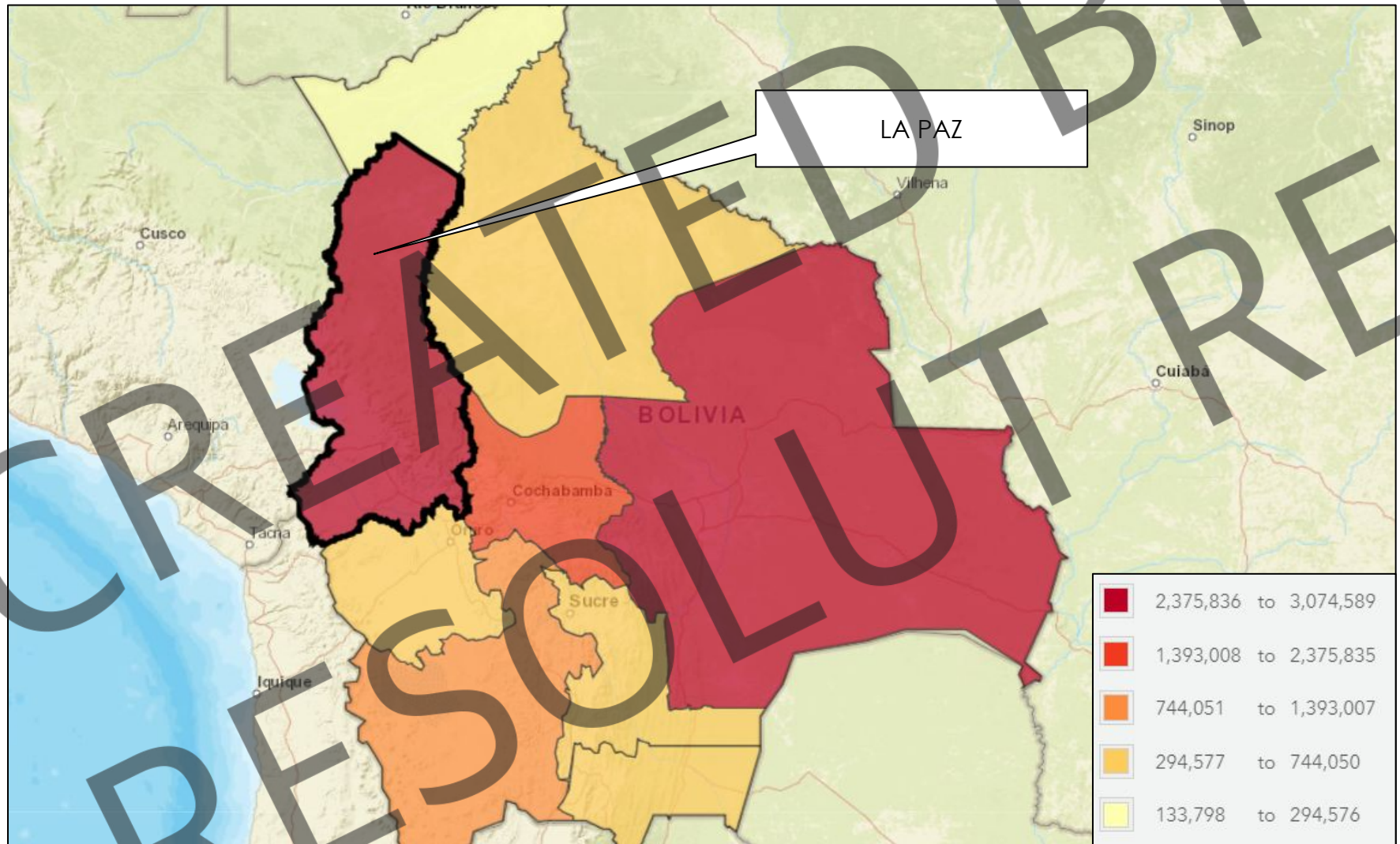
## MARKET FACTS

2016 POPULATION	2,838,458
2016 POPULATION DENSITY (PER SQ. KM)	22
2021 POPULATION	3,227,151
ANN. POPULATION GROWTH RATE	2.6%
ANN. POPULATION GROWTH RATE (NTL)	1.5%
2016 PURCHASING POWER: PER CAPITA	BOB 14,436
2016 PURCHASING POWER: INDEX	98
2016 MEDIAN AGE	24
2016 TOTAL HOUSEHOLDS	897,669



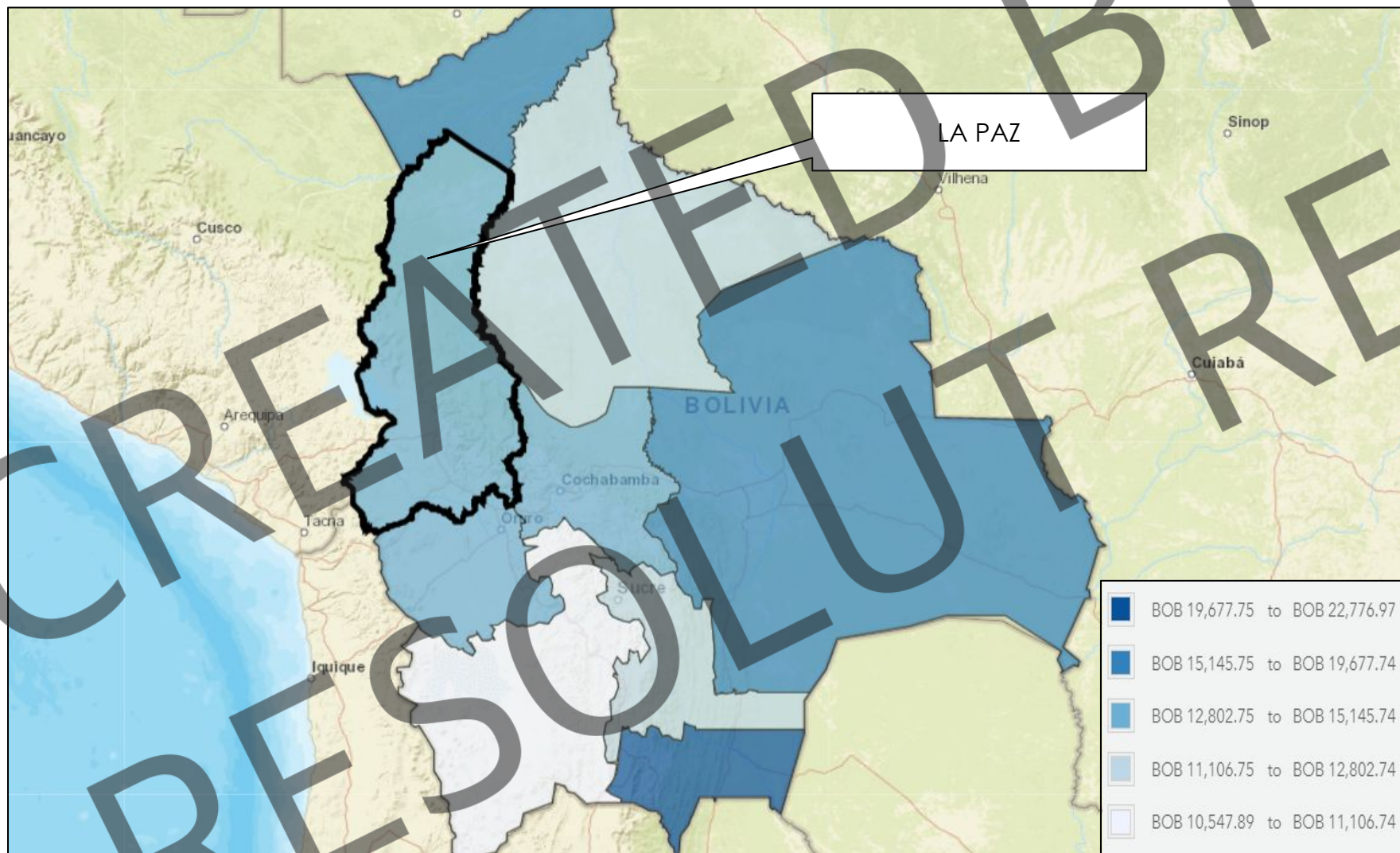
# LA PAZ METROPOLITAN AREA

## POPULATION DENSITY



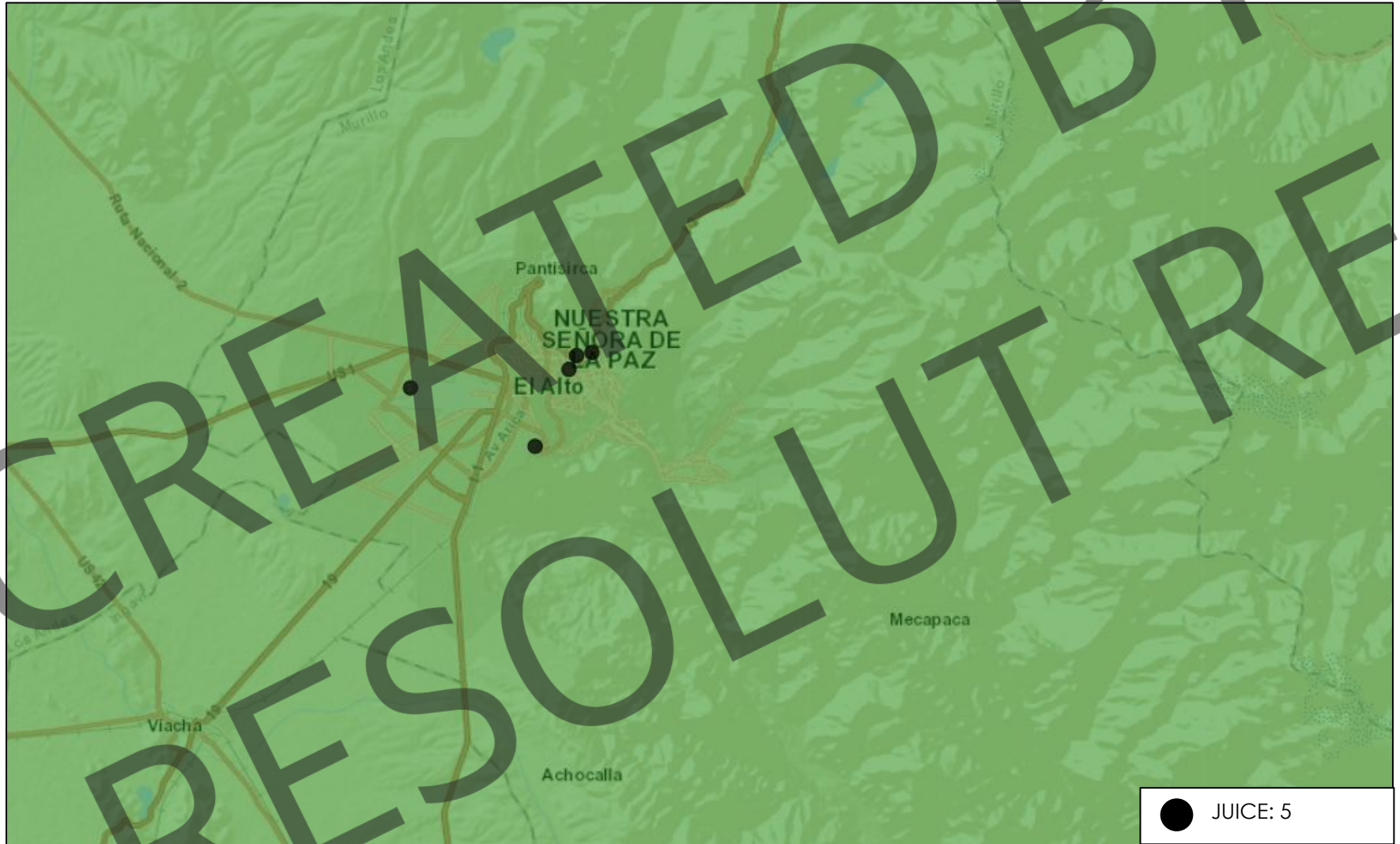
# LA PAZ METROPOLITAN AREA

## PURCHASING POWER



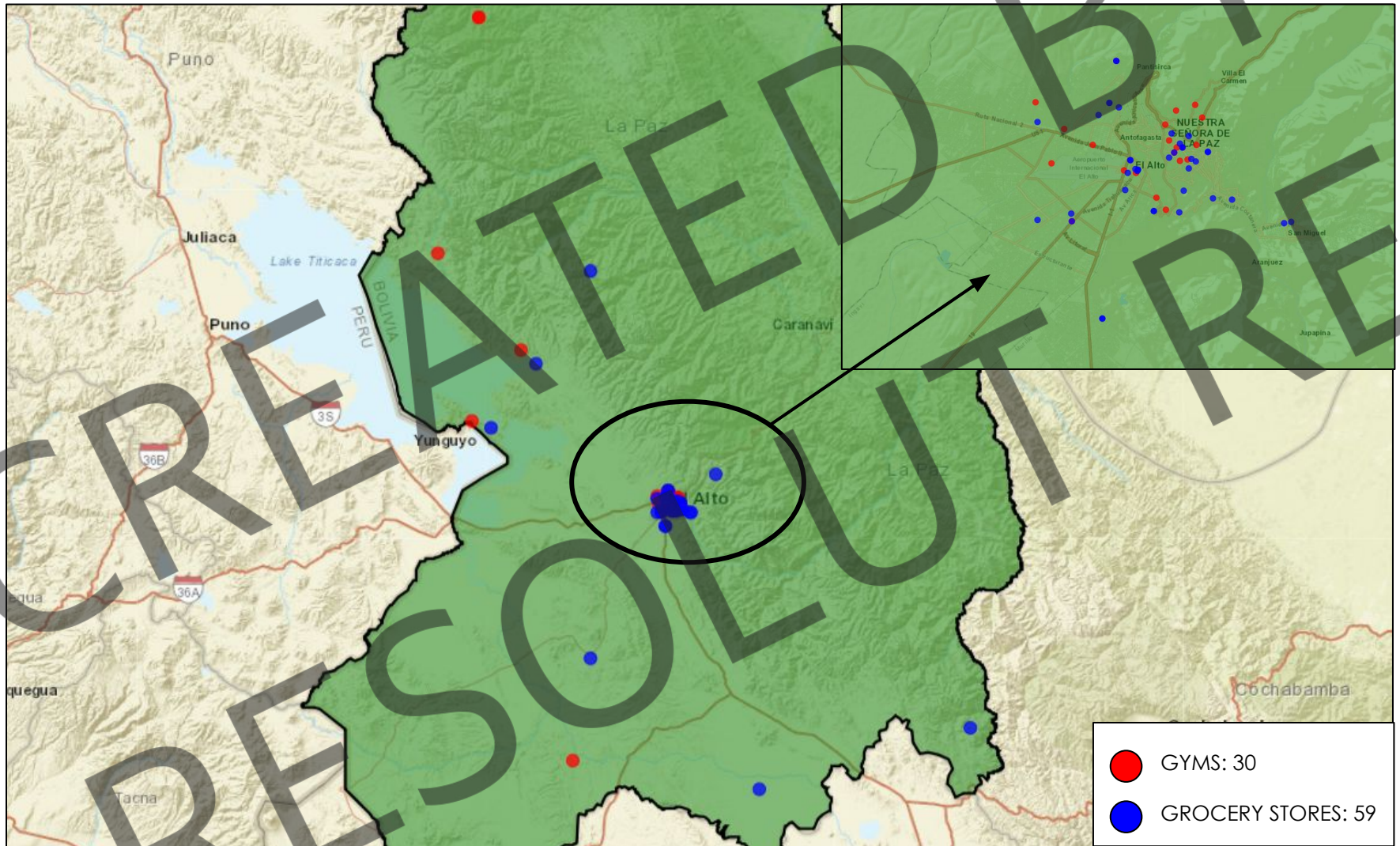
# LA PAZ METROPOLITAN AREA

## EXISTING JUICE COMPETITION



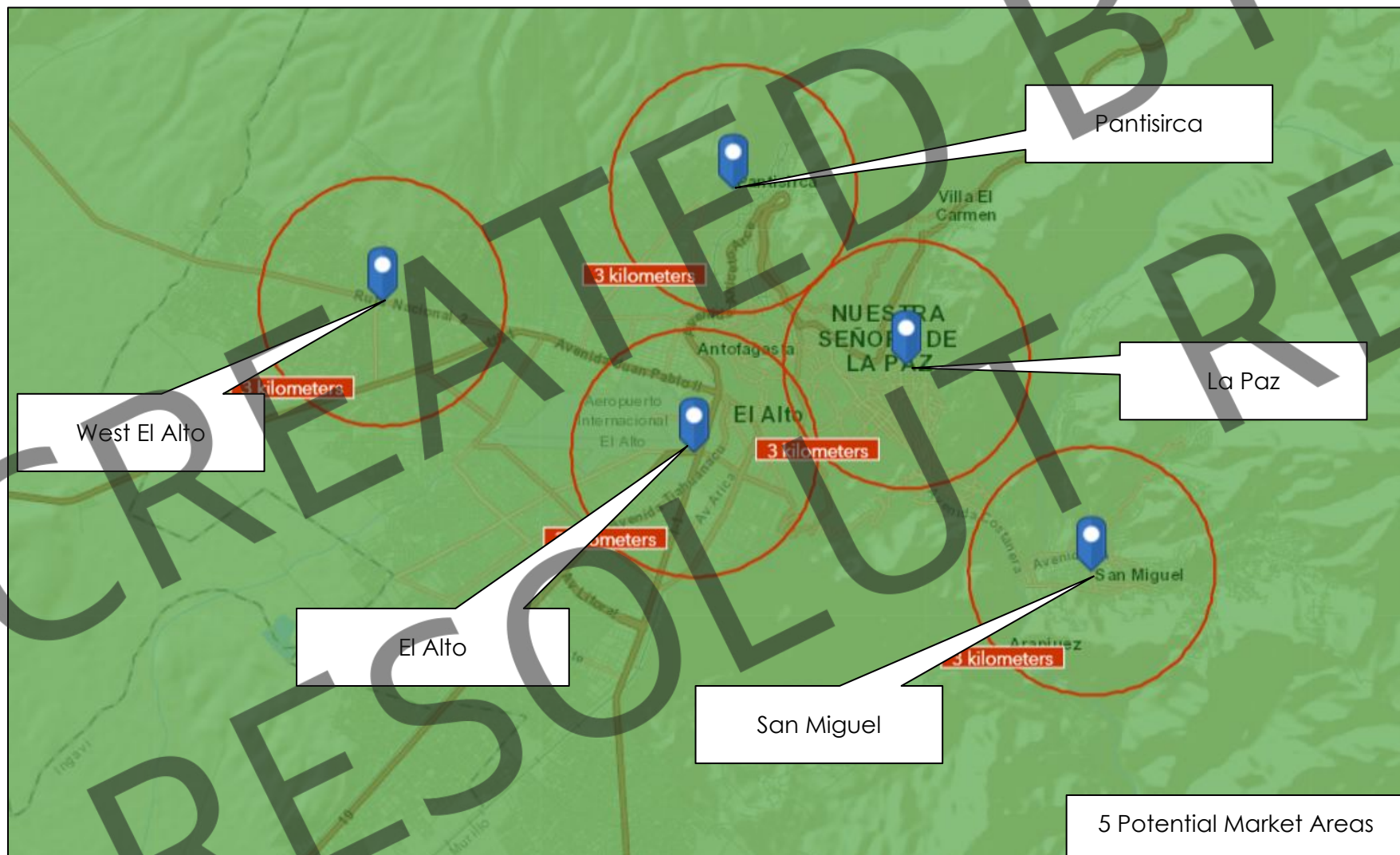
# LA PAZ METROPOLITAN AREA

## BUSINESS SYNERGY LOCATIONS



# LA PAZ METROPOLITAN AREA

## POTENTIAL MARKET AREAS



# LA PAZ MARKET AREA



## MARKET FACTS

2016 POPULATION	384,358
2016 POP DENSITY PER SQ KM	13,600
2022 POPULATION	436,878
ANN. POP GROWTH RATE (MSA)	2.6%
PURCHASING POWER: PER CAPITA	BOB 15,436
PURCHASING POWER: INDEX	108
2016 MEDIAN AGE	24
2016 TOTAL HOUSEHOLDS	121,554

## MARKET PENETRATION

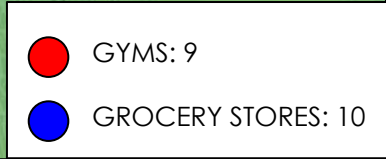
STRATEGY	# OF STORE(S)
Conservative	1
Aggressive	4

# LA PAZ MARKET AREA

## EXISTING JUICE COMPETITION



## BUSINESS SYNERGY LOCATIONS



# EL ALTO MARKET AREA



## MARKET FACTS

2016 POPULATION	213,637
2016 POP DENSITY PER SQ KM	7,559
2022 POPULATION	242,892
ANN. POP GROWTH RATE (MSA)	2.6%
PURCHASING POWER: PER CAPITA	BOB 14,436
PURCHASING POWER: INDEX	98
2016 MEDIAN AGE	25
2016 TOTAL HOUSEHOLDS	67,563

## MARKET PENETRATION

STRATEGY	# OF STORE(S)
Conservative	1
Aggressive	2

# EL ALTO MARKET AREA

## EXISTING JUICE COMPETITION



# EL ALTO MARKET AREA

## BUSINESS SYNERGY LOCATIONS



# WEST EL ALTO MARKET AREA



## MARKET FACTS

2016 POPULATION	283,245
2016 POP DENSITY PER SQ KM	10,022
2022 POPULATION	322,032
ANN. POP GROWTH RATE (MSA)	2.6%
PURCHASING POWER: PER CAPITA	BOB 14,406
PURCHASING POWER: INDEX	95
2016 MEDIAN AGE	25
2016 TOTAL HOUSEHOLDS	89,577

## MARKET PENETRATION

STRATEGY	# OF STORE(S)
Conservative	1
Aggressive	3

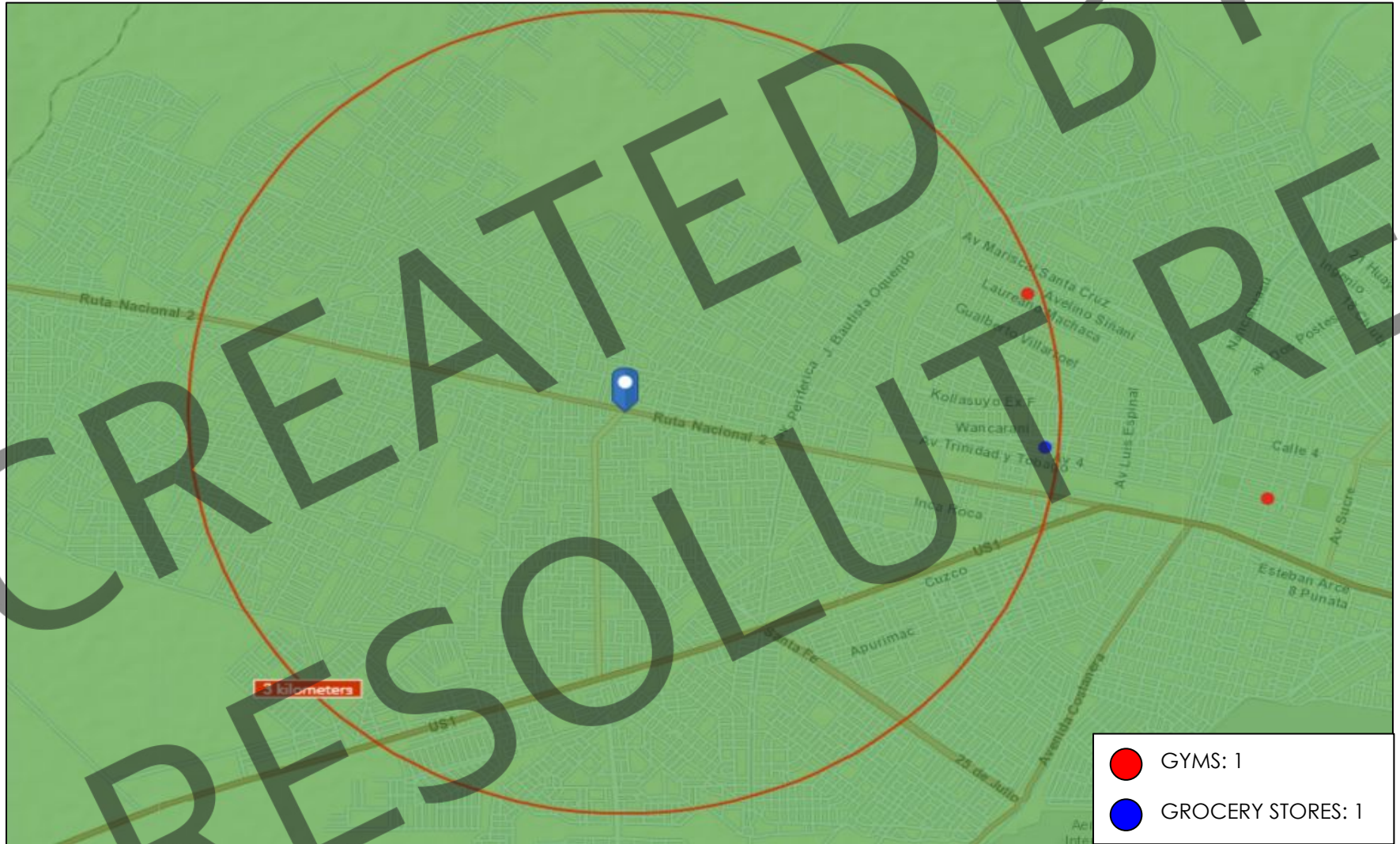
# WEST EL ALTO MARKET AREA

## EXISTING JUICE COMPETITION



# WEST EL ALTO MARKET AREA

## BUSINESS SYNERGY LOCATIONS



# PANTISIRCA MARKET AREA



MARKET FACTS	
2016 POPULATION	139,363
2016 POP DENSITY PER SQ KM	4,931
2022 POPULATION	158,447
ANN. POP GROWTH RATE (MSA)	2.6%
PURCHASING POWER: PER CAPITA	BOB 14,402
PURCHASING POWER: INDEX	97
2016 MEDIAN AGE	24
2016 TOTAL HOUSEHOLDS	44,074

MARKET PENETRATION	
STRATEGY	# OF STORE(S)
Conservative	1
Aggressive	1

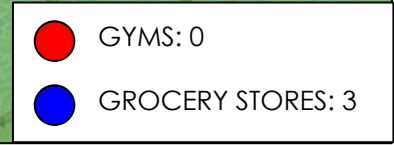
Note: The Conservative Store Capacity strategy recommends the opening of 1 store in each market area. The Aggressive strategy examines the market facts alongside the competition and business synergy; the number of stores outlined in the Aggressive strategies vary depending on the above factors. It would also be advisable to consult with someone with intimate local knowledge of the markets.

# PANTISIRCA MARKET AREA

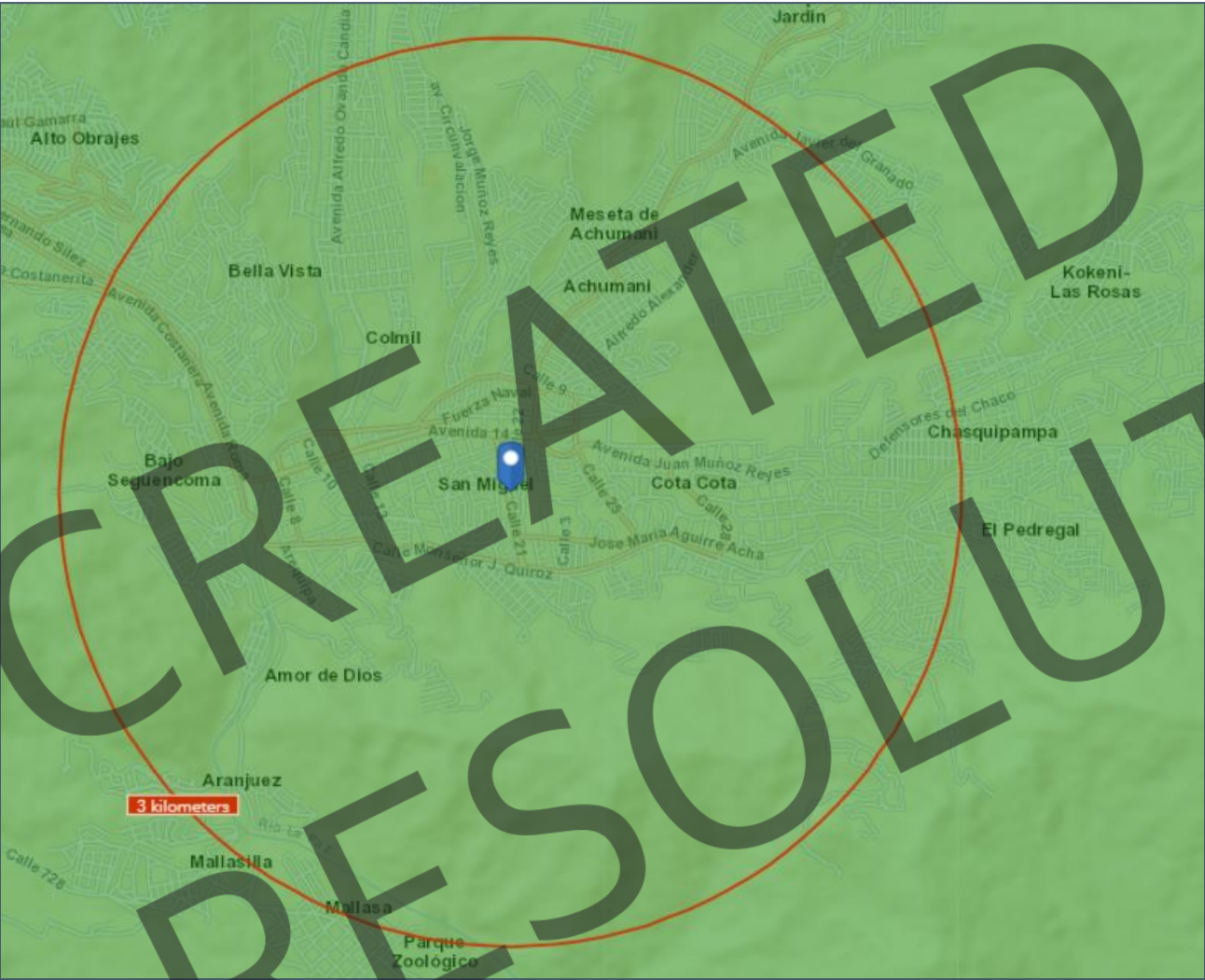
## EXISTING JUICE COMPETITION



## BUSINESS SYNERGY LOCATIONS



# SAN MIGUEL MARKET AREA



## MARKET FACTS

2016 POPULATION	110,134
2016 POP DENSITY PER SQ KM	3,897
2022 POPULATION	125,216
ANN. POP GROWTH RATE (MSA)	2.6%
PURCHASING POWER: PER CAPITA	BOB 14,232
PURCHASING POWER: INDEX	98
2016 MEDIAN AGE	24
2016 TOTAL HOUSEHOLDS	34,830

## MARKET PENETRATION

STRATEGY	# OF STORE(S)
Conservative	1
Aggressive	2

# SAN MIGUEL MARKET AREA

## EXISTING JUICE COMPETITION



# SAN MIGUEL MARKET AREA

## BUSINESS SYNERGY LOCATIONS



# LA PAZ MARKET AREAS

## SUMMARY

Market Area	Population [2016]	Pop. Density Per Sq. KM [2016]	Population [2022]	Annual MSA Pop. Growth Rate ['17-'22]	Purchasing Power: Per Capita [BOB]	Purchasing Power: Index	Median Age [2016]	Total Households [2016]	Store Capacity
La Paz	384,358	13,600	436,878	2.6%	15,436	108	24	121,554	1-4
El Alto	213,637	7,559	242,892	2.6%	14,436	98	25	67,563	1-2
West El Alto	283,245	10,022	322,032	2.6%	14,406	95	25	89,577	1-3
Pantisirca	139,363	4,931	158,447	2.6%	14,402	97	24	44,074	1
San Miguel	110,134	3,897	125,216	2.6%	14,232	98	24	34,830	1-2

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