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FAUX HAUSE

PRESS RELEASE

DECEMBER 2021



HAPPY NEW YEAR

Faux Hause would like to wish all of our clients, customers, and greater community a very happy new year for this coming 2022. Times have been hard, for all of us, over this last year however we firmly believe that together we can all get through this!

This year, Faux Hause hopes that everyone will share some love and compassion for those that need it, and hope for an expedient return to normal!



UPCOMING EXPANSION IN FRANCE

In what is expected to improve relations between France and Australia, Faux Hause founder, and owner of the luxury fashion house 'Maison Mills', Mr. Jared Mills is expected to travel to Paris this coming February to lay the groundwork for further corporate expansions into the region.

The expansion, projected to cost upwards of \$100,000,000.00 AUD (€64 Million), is set to involve the acquisition of both industrial locations for cosmetics and luxury consumer goods manufacturing, as well as residential property acquisitions.

Mr. Mills has expressed concerns however, that the restrictions in place on travel out of Australia and the unstable situation in France may interfere with these plans. Mr. Mills has stated -

“Out of all the likely factors to interfere with the French investment, the two most likely situations are that either the Australian Government will not authorize me to leave the country due to the outbound travel restrictions, or that the French Government will implement further travel restrictions on entry. Either of these scenarios, which are also tragically the most likely scenarios, would seriously jeopardize the plan.”

Should this expansion go ahead as planned, this would provide significant employment and economic benefits to both the Australian and French economies. However, if the expansion is inhibited, there are concerns that this will exacerbate the current tensions.



MOVES IN CANADA

Canadians may be excited by the news, while tentative at this stage, that in addition to February plans in France, Mr. Mills has announced preliminary plans to expand residential acquisitions in Canada in 2023.

Targeting the Ontario Province, preliminary plans at the time of this release indicate a potential investment budget of \$80,000,000.00 AUD (approximately \$72.2 Million CAD).

Mr. Mills has continued to advise a more tempered excitement towards these plans in Canada, as they are still over a year away and there is a significant amount of ground work to groundwork to be completed prior to any confirmed investment.



SUPPLY INTERFERENCE

Across the globe, there are increasing supply difficulties across all sectors. These are largely caused by disruptions in shipping and transportation sectors as an indirect result of the COVID-19 situation.

Currently, there is a global shortage of truck drivers and delivery drivers as they are forced to take time off of their work either through direct infection or through being classified as a close contact individual. This has been exacerbated by the continued border restrictions both between nations as well as inside nations between states and provinces.

On a whole, Faux Hause has remained only mildly impacted by these shortages, though several merchandising options remain out of stock as raw material supplies are currently awaiting delivery to the factories. However, customers in New Zealand should expect extensive delays for delivery due to the New Zealand Government's 'heightened' border controls.

Overall, Faux Hause expects a slight increase in delivery times across the board on orders to customers, though this varies depending on where the delivery is to be made. Clients are advised that bulk orders of merchandise may suffer further delays if requiring dedicated shipping, due to the shortage of drivers.



NON-FUNGIBLE-TOKENS

Faux Hause would like to address the topic of non-fungible-tokens (NFTs), and whether Faux Hause will be providing NFT products and services. At this current time, the firm is not inclined to engage in the sale of NFTs, nor engage in services to that effect, due to the current legal ambiguity of the NFT industry.

While the firm sees a potentially great future for NFTs, the leadership of the firm maintain substantial concerns pertaining to intellectual property and copyright law. At this time, it does not appear clear to the firm that the purchase of an NFT is by its nature substantially different to the purchase of any other digital file. In the opinion of the firm, the sale of an NFT has limited value to the customer unless the sale of the NFT includes the sale of the underlying intellectual property rights, and is not substantially different to the purchase of a digital product by traditional means; barring the additional complexity.

In the opinion of the firm, a purchase of an NFT without the corresponding IP rights is not dissimilar to the purchase of a poster; the customer owns the poster, but not the rights to the image on the poster. A seller may print as many posters as they wish, and sell as many NFT codes, however the underlying IP rights remain in their possession.

Until such a time as the firm is able to effectively facilitate the sale of intellectual property, Faux Hause will abstain from the sale of NFTs.

In addition to these concerns, there is currently significant legal ambiguity around the world regarding how NFTs are to be treated. In several countries, NFTs are not legally recognized at all, in others this is even more severe to the extent that NFTs and crypto products as a whole are considered illegal, and in

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more still NFTs are subject to the same capital gains taxes as other investments. All of these factors must be accounted for by Faux Hause, in addition to the concerns held for the well being of customers, before Faux Hause may consider supporting NFTs.

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FAUX HAUSE SOCIALS

The social media visibility for Faux Hause accounts has remained inconsistent, as have the direct shopping features. This has been in spite of efforts from clients and members of the social media team to publish content that is in no risk of violating terms and conditions of these social media sites, including the use of censoring tools.

In spite of these changes, Faux Hause remains difficult to search for for new users, and posts appear to show in 'feeds' disproportionately less than other followed accounts. With this in mind, Faux Hause encourages clients to actively promote their merchandise on their own social media rather than relying on customers from the Faux Hause feeds.

This does appear to be ongoing fallout from the 2016 blacklisting of the Chinese market after the financial attacks on Faux Hause backed by a Chinese State owned banking institution, and the subsequent 2018 blacklisting of the Hong Kong market by Faux Hause after Hong Kong was 're-acquired' by the Chinese Government.

Faux Hause is constantly working to work around this issue, and as such we are moving into more and more new social media platforms. So keep a look out for us!