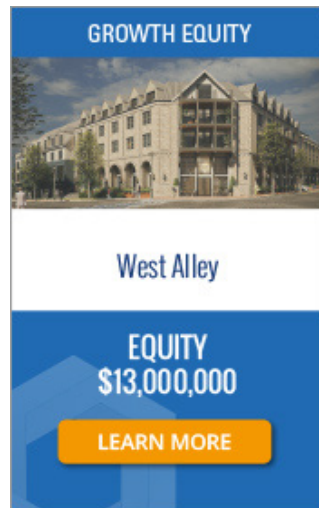


Exclusive \$13MM Investment Opportunity in Premier Hotel Development in Roswell's Historic District in Georgia



Explore an exclusive investment opportunity in West Alley, a premier mixed-use development in the heart of Roswell, Georgia, designed to blend Southern charm with modern elegance.

SAN FRANCISCO, FEBRUARY 2025 – US Capital Global Securities LLC, an SEC-registered affiliate of renowned global financial group **US Capital Global**, is pleased to present eligible investors with a unique investment opportunity to participate in an investment round of up to \$13 million for West Alley, a landmark development in Roswell, Georgia.

West Alley, located in the heart of Roswell's Historic District, is set to redefine luxury and community engagement with the development of a premier mixed-use boutique hotel. The project, spearheaded by True North Holdings and HEI Hotels & Resorts, will feature a full-service Kimpton Hotel, retail spaces, a rooftop bar, and a luxurious spa. Positioned near the lively Canton Street, this landmark development aims to enhance Roswell's charm by blending modern hospitality with Southern heritage, while leveraging 20 years of property tax abatement and strategic brand partnerships.

"We are thrilled to reach this significant milestone in the development of West Alley, a project that embodies our vision for a truly exceptional mixed-use destination," said Walt Gill, CEO of True North Holdings. "The prime location in the heart of the Historic District, surrounded by thriving shops, restaurants, and new developments, positions West Alley as a unique asset that will offer both locals and visitors an unparalleled experience. We look forward to seeing this project transform the area and contribute to the continued growth and revitalization of Roswell."



"West Alley is set to become a cornerstone of Roswell's vibrant Historic District, offering a unique combination of luxury, community, and business potential," said **Charles Towle**, CEO of US Capital Global Securities LLC. "With its prime location, strategic mix of hospitality and commercial spaces, and the expertise of True North Holdings and HEI Hotels & Resorts, West Alley is poised to make a significant impact on the local economy. We are proud to support this exciting development and **invite eligible investors to participate in this dynamic opportunity.**"

About West Alley

West Alley is a collaborative effort between True North Holdings and HEI Hotels & Resorts, bringing together their expertise in real estate development and hospitality management to create a premier hotel destination. This innovative partnership blends world-class accommodations with thoughtfully designed spaces for work, dining, and leisure, setting a new benchmark for integrated community living. Together, they are shaping West Alley into an exciting, sophisticated hub that seamlessly combines modern conveniences with an inviting, community-focused atmosphere. To learn more about True North Holdings, visit **www.true-north-holdings.com**.

About US Capital Global

US Capital Global Securities LLC ("USCGS") serves as the FINRA-member broker-dealer division of US Capital Global, specializing in facilitating growth-stage investments. Since 1998, US Capital Global has been dedicated to providing lower middle market businesses and investors with sophisticated investment opportunities. For further details about US Capital Global Securities or this investment opportunity, contact Pankaj Vashisth, Managing Director of Capital Markets and Partner, at **pv@uscapital.com** or call +1 415-999-0310.

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