

FREE HOLDINGS™

Free Holdings in 2016

In 2010 Free Holdings was established as a limited holding company by David Johnstone and his business partner Lord Stanley Fink. A holding company that is a unique combination of lifestyle, luxury, loyalty and philanthropy ; 30 + brands that interact and support each other, uniting in strength.

Loyalty brands include:

Loyalty
Key-2 Luxury
Champagne for Life
Boutique
Cocktails4Life
Private Dining
Coffee4Life
The Worldwide Golf Club
Wellbeing
The Arts
SUITE

Key-2 Luxury Properties
Bacchus
Private Dining
Interiors
Mothers & Co
Gastro
V-I-P

Premium brands include:

The Global Party
Pearl DME
Gravity

Unity Magazine
Palladium PR
Worldwide Exposure
globalpr.net
Pemberton & Milner
Worldwide Careers

Charity endeavours:

The Global Charity Trust
THE MOVEMENT 365
ChariTable Bookings
Charitabill

Key-2 Luxury

Key-2 Luxury Life is the ultimate lifestyle accessory key ring, complementing and creating loyalty between luxury partners and thousands of high net worth clients by offering key ring holders VIP privileges for life. Since its launch in 2004, the illustrious silver Key-2 Luxury Life key ring has grown globally and increased its resonance. We are proud to announce the launch of Key-2 Luxury Mobile, exclusively for individuals on the go, so as to facilitate a new modern approach based on a 'need to use' bases.

The Global Party

After 5 years, The Global Party has reached over 311 cities – with events taking place in extraordinary locations like, The Orient Express Train to the mountain tops of Ethiopia and from the golden beaches of Miami to dancing with the dinosaurs at London's Natural History Museum. With hundred's of charities including ; The Mayor's Fund for London, and smaller, local charities including Children's Cancer Centre Lebanon, Miami's UCP Baby House Project, The Mexican Red Cross and Singapore's

charity Make a Wish have all benefitted from The Global Party and in some particular cases the charities have even been matched with new patrons.

The mission of The Global Party is to unite the world in a common aim to change the charity initiative by uniting people, locations and charities together ; Uniting the four corners of the globe in a charity endeavor, The Global Party is a worldwide event raising funds and awareness for hundred's of charities large and small.

So far The Global Party is delighted to announce a total of £2 million NET Profit raised for hundreds of charities across the world.

To complete the visionary endeavor and develop on the original concept, The Global Party is proud to announce an exciting development in 2015: The Global Party is partnering with leading restaurants globally. This promises to be a global charity game changer ! .

Champagne for Life

Champagne for Life is the essential female accessory that no lady should leave home without! - by simply flashing your Champagne for Life card, become a true global VIP and receive your complimentary glass of champagne and complimentary entry to all our luxury recommended partnering venues, across the world, every day, for life!

Globalpr.net

Globalpr.net is the essential PR tool for luxury brands. As a comprehensive PR website that allows its clients a concise PR platform, that is easy to update ensuring up to date data exposure and ultimate brand projection. It is also the official PR tool for the Global Party partners, sponsors and press, allowing instant access to information, images and up to date releases, Globalpr.net not only compliments the access of information about The Global Party but allows all involved a forum to showcase individual brands.

Luxury lifestyle expert David Johnstone and hedge fund impresario Lord Stanley Fink first became business partners in 2007, when Lord Fink impressed by the Key-2 Luxury brand teamed his name with Johnstone. The success of which, swiftly led to a productive expansion of brands with the formation of The Global Party and globalpr.net.

Free Holdings is an exciting conglomerate which is forever expanding its boundaries reflecting expertise yet encompassing the unique innovative attitude of its shareholders.

Free Holdings www.freeholdings.net: ever increasing and always surprising, watch this space!