





ENTERPRISE GEORGIA

HOSPITALITY & REAL ESTATE 2019



Area: 69,700 sq. km

Population: 3.7 mln
Life expectancy at birth 2017: 73.5 years
Official language: Georgian

Literacy: 99.8 %
Capital: Tbilisi

Currency (code): Lari (GEL)

GDP 2018: USD 16.2 billions

GDP real growth rate 2018: 4.7% GDP CAGR 2013-2018 (GEL): 4%

GDP per capita 2018: USD 4346

Inflation rate (December) 2018 (Y-o-Y): 1.5%
Total Public Debt to Nominal GDP (%) 2018: 42.2%

ADVANTAGES OF INVESTMENT CLIMATE IN GEORGIA

- A politically stable investment destination
- Efficient, pro-business and corruption-free government
- Free trade agreement with 2.3 billion markets
- Competitive cost of labor and energy
- Entry gate between Europe and Asia
- Stable Macroeconomic situation and solid sovereign balance sheet
- Simple, low and efficient taxation
- 6th easiest country to do business in (World Bank's Ease of Doing Business Report 2019)
- 6th safest country in the world (Numbeo's Crime Index, 2019)

FitchRatings

STANDARD &POOR'S

MOODY'S INVESTORS SERVICE

BB

BB- Stable

Ba2 Stable

WHY INVEST

IN HOSPITALITY & REAL ESTATE IN GEORGIA

- Continuous Increase of International Visitors – 21% average annual growth of international visitors for last five years
- Unique Nature and Culture
- Various Types of Resorts and Investment Opportunities

- No Real Estate Ownership Restrictions
- Governmental Incentives Available
- Visa Free Regime with 98 Countries

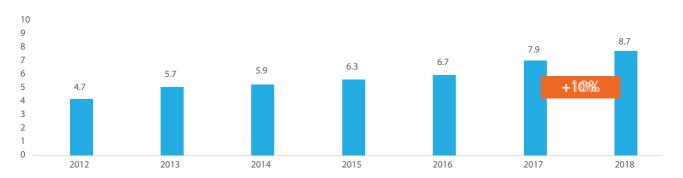






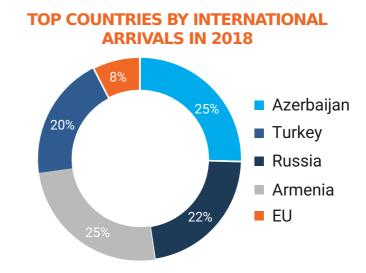


NUMBER OF INTERNATIONAL TRAVELERS HAS BEEN GROWING RAPIDLY



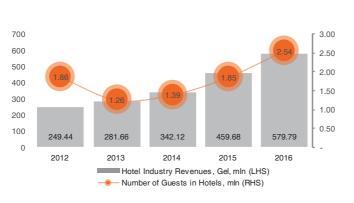
Source: Georgian National Tourism Administration

- Georgia has proved to be a highly desirable location for the hospitality and real estate sector
- Average duration of stay (International visitors) - 4.3 nights, ave rage spend -GEL 1,099
- Number of international tourist arrivals is expected to grow by 8-10% during the next five years (Source: Colliers International)

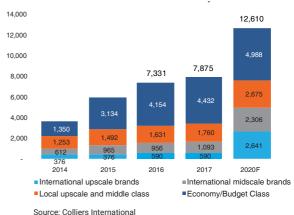


HOSPITALITY INDUSTRY OVERVIEW & KPI'S

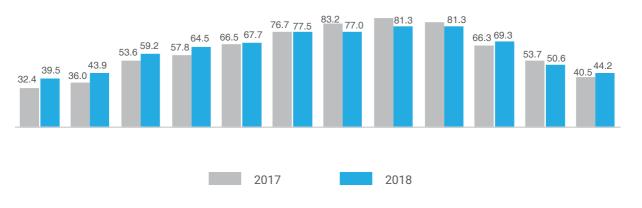
HOTEL INDUSTRY REVENUES



EXISTING AND FUTURE HOTEL ROOM SUPPLY BY TYPE 2014 2020 F

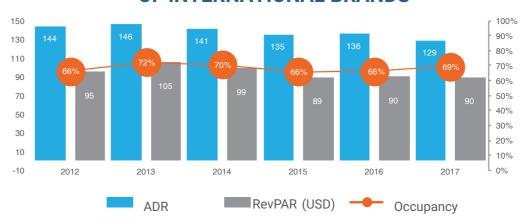


HOTEL OCCUPANCY RATES IN GEORGIA BY MONTHS (%)



HOSPITALITY INDUSTRY OVERVIEW & KPI'S

PERFORMANCE INDICATORS OF INTERNATIONAL BRANDS



Source: Colliers International

HOTEL ADRs BY YEARS (USD)

2016	2017	2018
268.43	281.83	292.72
289.31	268.43	281.83

*All hotel types

Source: Georgian National Tourism

Administration (GNTA)

MAIN TOURIST DESTINATIONS

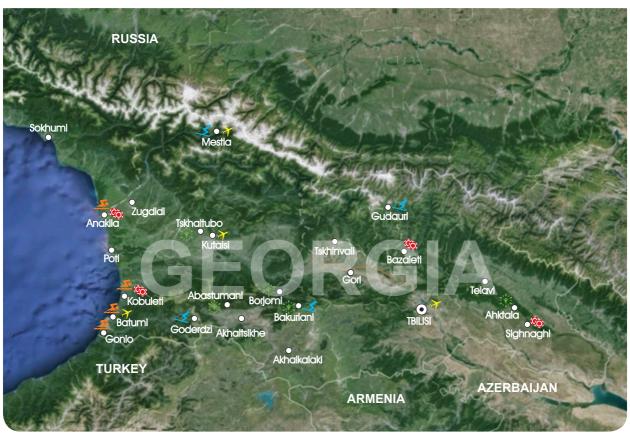












HOSPITALITY & REAL ESTATE INVESTMENT OPPORTUNITIES

- Home to more than 12,000 historical and cultural monuments including several UNESCO World Heritage Sites
- 3 8 national parks and 84 different categories of protected areas

"SUN-BEACH"
RESORTS

WINTER SKI RESORTS

FOUR SEASON RESORTS

MEDICAL & WELLNESS RESORTS

GAMBLING











Mixed and allinclusive seaside resorts

Winter resorts with wide range of activities including freeride and heliskiing

Majestic landscapes allow four season tourism activities

Unique water and mud resources provide opportunities for SPA resort development

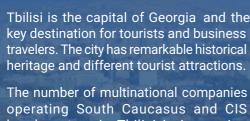
Development of large-scale integrated casino complex

LOCATIONS

- 😘 Batumi
- Gonio Gonio
- Anaklia
- Kobuleti
- Other Black Sea locations
- Mestia
- Bakuriani
- Gudauri
- Goderdzi

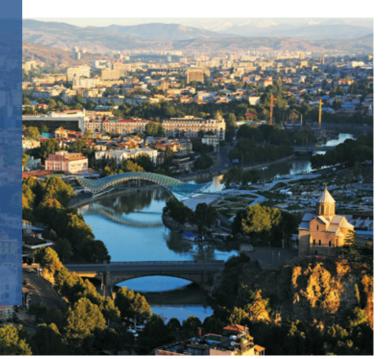
- Mestia
- Bakuriani
- Goderdzi
- Kazbegi, etc.
- ♂ Tskhaltubo
 ♂ Akhtala
- . .
- Borjomi
- Abastumani, etc.
- Batumi
- Anaklia
- 3 Tbilisi
- Tskaltubo
- Bakuriani
- Sighnaghi
- 8 Kobuleti, etc.

TBILISI CAPITAL OF GEORGIA



operating South Caucasus and CIS headquarters in Tbilisi is increasing steadily, which ensures Tbilisi's position as a regional business hub.

The city benefits from growing international, regional and local visitors. Over the last 5 years, hotel annual occupancy rates in Tbilisi have been around 70%.



REAL ESTATE

INVESTMENT OPPORTUNITIES

Development of "A" class office buildings

MICE (conference facilities) and entertainment centers

Development of middle & high class hotel locations

Development of retail center premises

STATE OWNED PROPERTIES ARE AVAILABLE FOR SALE AND FURTHER DEVELOPMENT IN TBILISI'S CENTRAL LOCATIONS

INVESTMENT OPPORTUNITIES IN TBILISI

GPB Building

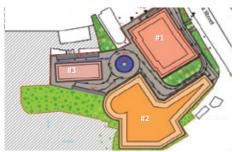
MIXED-USE DEVELOPMENT

Located in the Center of Tbilisi GPB Building can be developed into mixed use with 4-star Hotel, Co-Working space, Retail area and Hostel Components.



INVESTMENT OPPORTUNITIES

Designated Uses	Units/Sellable Area	Building #	Required Investment (USD)
4-Star Hotel	250 Keys	Building #1	~ 33.8 mln
Co-Working Space	2,000 sq.m.	Building #1	~ 33.8 mln
Retail Area	33,750 sq.m.	Building #2	~ 50 mln
Hostel	350 Beds	Building #3	~ 5 mln



BUILDING #	Building #1	Building #2	Building #3
IRR	19.7%	18.47%	18.51%
NPV (USD)	8,453,024	3,140,080	332,124
Payback Period	9 years	4 years	4 years









INVESTMENT OPPORTUNITIES IN TBILISI

Radio City TBILISI

URBAN REGENERATION PROJECT

Development opportunity of former radio factory located on 12 ha land plot.

Multi-functional project includes entertainment areas, hotel, F&B, children zone, sport and workshop facilities for creative industries, areas for cinema, swimming pool, concert and exhibition venues.





IRR	16%
NPV (USD)	959 000
Development Cost	USD 18 million
Number of visitations /annual	2.3 million

INVESTMENT OPPORTUNITIES IN TBILISI

Tbilisi TV Tower

Tbilisi TV Tower represents one of the main landmarks of the city. Investment project foresees development of a concept restaurant, visitor's center, panoramic viewing platform and different tourism related attractions at +70 m.







INVESTMENT OPPORTUNITIES

Development Cost	USD 10 million
Number of Visitors/Annual	350,000

HOSPITALITY & REAL ESTATE OPPORTUNITIES AT THE BLACK SEA

ADJARA REGION

Due to the growing number of international visitors, commercial real estate, including international brand hotels are rapidly developing in Georgia's Black Sea resorts. Sun-Beach resorts are one of the largest and fastest growing touristic destinations in Georgia.

Ajara Region, located in southwestern corner of Georgia, is known for its admirable seaside journeys and experiences. Ajara region had more than 1.6 million international visitors in 2017.

Batumi, Administrative Center of Ajara Region is the second most visited city in Georgia.

Ajara is rich with water resources including rivers, springs, mineral and ground waters. The richness of natural resources is also evident by the great number of protected areas, which make up to 15% of the area: Kintrishi Nature Reserve, Mtirala National Park, Kobuleti Nature Reserve, Machakhela Protected Area.

Population:

 $\sim 400\,000$

Area:

2 900 km²

International Border.With Turkey to the South

Coastline Length: 57 km









BATUMI

ADJARA REGION

- Batumi is the second largest city and the most popular seaside destination in Georgia
- The city is famous for its fusion of historical and modern architecture, high-rise landmark buildings, sandy and stony beaches and admirable landscapes
- Existing and upcoming International hotel brands include: Marriott, Radisson, Sheraton, Divan, Crowne Plaza, Best Western, Swissotel, etc.
- Batumi international Airport currently serves more than 30 destinations through 22 different airlines, including Turkish Airlines, Georgian Airways, Belavia, Air Arabia, and etc.



INVESTMENT OPPORTUNITIES IN BATUMI, ADJARA



Location - Batumi, City Center, 25 M. Abashidze str. Land area - 905 m² Building area - 25 000 m² Cadastral Code - 05.22.26.009 Owner - Adjara AR Government

Location - Batumi, Center of the city, 40 M. Abashidze str.

Land area - 0.1128 ha

Building area - 664.8 m²

Cadastral Code - 05.22.12.012

Owner - Adjara AR Government



INVESTMENT OPPORTUNITIES IN KOBULETI, ADJARA

KOBULETI

ADJARA REGION

Kobuleti is one of the most popular seaside resort in Georgia.

Kobuleti municipality has bio-diverse nature, with Kintrishi Protected Landscape and Kobuleti Managed Reserve being part of it. Number of visitors in Kobuleti hotels approximately amounts to 60,000 yearly.

Distance from Airports:

- » Batumi International Airport 39 km
- » Kutaisi International Airport 89 km
- » Tbilisi International Airport 353 km

INVESTMENT OPPORTUNITY AT BLACK SEA COAST IN ADJARA REGION

Situated along the Black Sea coast on the wide strip of the beach, the property has the magnificent views over the sea and is ready to be renovated into a resort with a hotel and residential components, casino, Food and Beverage and the outdoor pool.

The proposed mixed-use real estate project includes hotel with 80 standard rooms, a residential component with 160 apartments (an average size of 40sq m.), casino and integrated F&B.

Location: 313 David Aghmashenebeli Avenue, Kobuleti's main street.

Land area: 3.8 ha

Development Costs (incl. land): \$ 11.2 m

EBITDA margin: 65.1%

IRR (equity): 20%.



HOSPITALITY & REAL ESTATE INVESTMENT OPPORTUNITIES

GONIO

BEACH RESORT

The Site at Gonio is strategically located just south of the city of Batumi and Batumi Airport. It lies along the beach of the Black Sea, and is bordered by a highway on its eastern side. The highway links Batumi, the airport and the Turkish border at Sarpi.

The main part of the site – currently known as 'the Polygon' - was a former military base. Bordered by a pebbled beach to the west and the Chorokhi River to the north, the Polygon has a flat and sparse landscape.

The Small Chorokhi River separates the Polygon from the beach plots, which are located between the highway, Gonio Fortress and Gonio beach promenade.

The Chorokhi River attracts a large amount of migrating birds, so much so that the whole area is renowned for bird-watching activities and is considered a bird sanctuary.

The natural aspects of the site constitute indeed an opportunity for the preservation of habitat and the additional potential of attracting bird-watching tourists.



REAL ESTATE AND HOSPITALITY DEVELOPMENT OPPORTUNITIES

Gonio territory includes an untouched 315 ha land on Black Sea coast and government plans to develop it as a new Sun-beach resort. The main areas are:

- » 50 ha front line beach land plot and an additional 267 ha untouched land plot – which could be developed separately or as single project across different phases.
- » Together, Gonio Resort will create additional ~1050 rooms (hotels and aparthotels) and more than 8000 living units. Alongside the core components of the resort, there will be cafes, bars and restaurants, recreational zones, retail units and social infrastructure.

INVESTMENT OPPORTUNITIES IN IMERETI REGION KUTAISI

Kutaisi is located in Imereti region, west part of Georgia. The city is just 23 km away from Kutaisi International Airport

- Kutaisi city center, including monuments of cultural heritage, were reconstructed in early 2008-2012
- The first internationally-branded 3-star hotel, Best Western Kutaisi, was opened in 2017, another international brand, Ramada Encore, is expected to open in 2019
- Direct flights to 27 destinations of 17 countries: Paris, Basel, Brussels, London, Eindhoven, Copenhagen, Barcelona, Vienna, Berlin, Dortmund, Munich, Rome, Milan, Bari, Prague, Budapest, Vilnius, Riga, Warsaw, Wroclaw, Krakow, Gdansk, Katowice, Larnaca, Tallinn, Athens, Thessaloniki
- Kutaisi airport served 617,373 passengers in 2018 (52.4% y-o-y growth)
- Kutaisi has good connection to the country's main transport links: east-west highway and railroad.







PROXIMITY TO GEORGIA'S SIGHTSEEINGS







INVESTMENT OPPORTUNITIES IN KUTAISI, IMERETI

KUTAISI MIXED-USE DEVELOPMENT



The property includes four main buildings, two of which are cultural heritage sites.

The total floor area of cultural heritage sites is 1,037 sqm and the rest two buildings make up to 1,517 sqm.

Location: 9 Tamar Mephe Street,

Kutaisi, Georgia Land area: 6,234 sqm

Total Building area: 3,220 sqm Status: Cultural Heritage Site

INVESTMENT OPPORTUNITIES

The proposed mixed-use development comprises a hotel, office and a retail area to form a Food and Beverage (F&B) cluster. The hotel accommodation is to include 80 standard rooms. The office component comprises approx. 20 offices with an average size of 150 sqm, including parking space. The internal landscaped yard is proposed to form an outdoor seating for the F&B units and thus create a citywide dining destination.





INVESTMENT OPPORTUNITIES IN TSKALTUBO, IMERETI

TSKALTUBO SPA & WELLNESS RESORT



- Tskaltubo is located in Imereti region, west part of Georgia. The city is just 9 km away from Kutaisi International Airport
- Famous spa brand in CIS countries the unique balneal and spa resort in the region
- Vast reserve of mineral and thermal waters with unique therapeutic qualities - best for treating problems of locomotor system,

INVESTMENT OPPORTUNITIES

Renovation of 14 state owned sanatoriums into luxury hotels, medical and wellness centers

Potential to develop gambling facilities, sport tourism centers, amusement parks, shopping and retail centers

Well developed outdoor infrastructure

Outdoor infrastructure was fully renovated by the World Bank project





heart, bronchial asthma, digestive, diabetes, nervous systems, hypertension, gynecological, musculoskeletal system

- Established infrastructur e & several existing hotels
- Subtropical climate and rich nature, 2000 hours of sunshine annually



INVESTMENT OPPORTUNITIES IN TSKALTUBO, IMERETI

PROPERTY PROPOSALS	Hotel Imereti	Hotel Savane	Hotel Filiali	Hotel Megobroba	Holiday Village in Tskaltubo
No. Of ROOMS	100	80	60	110	250
Building Area	10,666 sq.m.	6,796 sq.m.	4,347 sq.m.	104,176 sq.m.	N/A
Land Area	41,150 sq.m.	14,440 Sq.m.	34,023 sq.m	106,925 sq.m.	250,768 sq.m.
Approximate Investment Size	USD 10 mln	USD 8 mln.	USD 6 mln.	USD 11 mln	USD 30 mln.













GUDAURI

MOUNTAIN RESORT

- Gudauri located on the southern slopes of the Caucasus Mountain Range, is a unique ski resort and a famous brand name in CIS countries. 5 months of permanent snow and elevation of 2,196 m terrain create ideal conditions for further development of Gudauri resort. The resort is just 1.5 hour drive from capital city Tbilisi
- Ski facilities in place Ski cable way of 20+ km; ski trails, ice rink, bike route
- Real estate and hospitality development opportunities - Creation of new hotels, aparthotels and entertainment centers









GODERDZI

MOUNTAIN RESORT



- Goderdzi is ideally situated at an elevation of 2000m in Adjara region. The resort offers an attractive and welcoming environment throughout the year. Untouched mountains and wilderness create a fantastic setting in the winter and summer. 5-6 months of permanent snow, elevation range of 1700-2400m and 150 hectares of skiable terrain create ideal conditions for further development of Goderdzi resort
 - 2 hours drive from Batumi International Airport and 3 hours drive from Tbilisi International Airport
 - Ready utilities water, sewage, electricity

REAL ESTATE AND HOSPITALITY DEVELOPMENT OPPORTUNITIES



INVESTMENT PROPOSAL

GODERDZI MOUNTAIN RESORT DEVELOPMENT







Location - The property is located in Goderdzi, in a mountainous part of Adjara Region

Land Area - 5 488 m²

Cadastral Code - 23.14.36.224

Goderdzi resort's development began in 2011 and was opened in December, 2015. It is projected that the resort will accommodate 7 000 tourists at a time.

The resort has two ski tracks, with a total length of 8 km.

Goderdzi's geographical location makes it a great place for a year-round mountain resort.

Performance	USD`000
EBITDA	4,760
Development costs	-5,529
Terminal value	6,857
Total CF	49%
Project IRR	12%

Development Quantum	#
Standard room	30
Family room	20
Cottages	32

SVANETI

FOUR SEASON RESORT DEVELOPMENT



- Svaneti (regional center Mestia) is a historic region in the northwestern part of Georgia
- Svaneti is becoming a place for year round fun and adventure with an array of rare wildlife, flowing rivers and lakes, majestic alpine plateaus next to UNESCO heritage sites
- Winter in Svaneti offers ideal ski slopes, 6 months of permanent snow, elevation range of 1400 – 2500m, and Olympic standard downhill
- INVESTMENT OPPORTUNITIES IN REAL ESTATE AND HOSPITALITY

 Creation of new hotels, aparthotels and entertainment centers

- track with 988m vertical drop. Highest peaks for skiing to include Tetnuldi (4,974m) and Hatsvali (2347m)
- Ushguli, Svaneti is the highest settlement in Europe
- Infrastructure Mestia domestic airport and ski lifts



RACHA

SUMMER MOUNTAIN RESORT DEVELOPMENT



Racha is located in the north-western part of Georgia on the southern slopes of the Central Caucasus. Racha is famous for its mountains, mineral waters, "Khvanchkara" wine region and cultural monuments. Racha has three main tourism destinations: Shovi. Utsera and Shaori

REAL ESTATE & HOSPITALITY DEVELOPMENT OPPORTUNITIES:

- Shaori internationally branded lakeside hotel and spa hotel (lake-view, full-service 4* hotel with 125 rooms)
- Shovi Internationally branded climatic resort hotel and spa hotel (4* with 105 rooms, in and outdoor wellness facilities); 40 private chalets for sale of high build quality with private saunas/hot tubs
- Utsera an 80-key, independent (nonbranded), midmarket hotel with spa and medical department with mineral water based treatment rooms (Medhotel Utsera – House of Gastronomy and Showroom)



INVESTMENT OPPORTUNITIES IN GAMBLING BUSINESS





Gambling is legal in Georgia, that gives the country a unique competitive advantage in a region where other countries ban or restrict gaming business. Visitors from Turkey, Russia, Azerbaijan, Armenia, Israel and the Middle East are already attracted to Georgia for gaming. The gambling business is fully decimalized in Georgia

Permits and Licenses for Casino, Slot Machines, Table Games, Bookmaker, Bingo, Lotto are issued up to 5 years

Annual Casino Fee - 5 000 000 GEL with several exceptions

Exceptions vary according to the location of the company:

- Batumi, Kobuleti, Borjomi, Bazaleti
 Lake, village Katchreti 250 000 GEL
- Akhaltsikhe 100 000 GEL
- Gudauri, Kazbegi, Bakuriani, Sighnagi and Tskaltubo are TOTALLY exempt from annual casino fees
- New hotels with at least 80 rooms in Kobuleti, Khelvachauri, Anaklia, Ganmukhuri and 100 rooms in Batumi are exempt from an annual casino fee for 10 years

ACCESS TO FINANCE



OWNERSHIP:

100% state owned

GOVERNANCE:

supervisory board (4 ministers, 3 heads of commercial banks; chaired by prime minister)

TOTAL ASSETS: 3 bn USD

INVESTMENT MANDATE

- » Equity, Mezzanine & Debt Financing
- » Greenfield & brownfield projects
- » Stable mid-to-long term financing
- » Predetermined exit strategy

INVESTMENT CRITERIA

- » Commercially viable projects
- » Fund's participation up to 50% of project's total equity
- » Experienced partner or availability of operator

PROJECT INITIATION

- » By private investor or Partnership Fund (internally developed feasibility studies)
- » Business Plan and financial model In-depth analyses and evaluation process Final Supervisory Board approval

PARTNERSHIP FUND HOSPITALITY BUSINESS PORTFOLIO



NUMBER OF PROJECTS: 5

TOTAL PORTFOLIO SIZE:USD 443m

FUND'S PARTICIPATION: USD 92m

TOTAL NUMBER OF ROOMS: 800

OPERATORS: Radisson, Best Western, Hyatt etc.

PARTNERS: KazMunayGaz (Kazakhstan), Silk Road Group, Block Invest (Georgia), Lopota Tour Service (Georgia), etc.

CURRRENTLY AVAILABLE FOR INVESTMENT OR CO-INVESTMENT

- » 5 Star hotel with spa, fitness and balneology center
- » On the territory of the well known international resort Borjomi-Likani (150 km from Tbilisi)
- » Number of Rooms: 152» Operator: Rixos Hotels
- » Total Investment Size: USD 48m
 » Fund's Participation: 100% of equity





Lopota Resort



Park Inn by Radisson



Radisson Tsinandali



Hyatt Tbilisi



HOTEL INDUSTRY INCENTIVE

HOST IN GEORGIA

From 2016 the Government of Georgia provides financial and technical assistance to entrepreneurs involved in hotel industry in all regions of Georgia except Tbilisi and Batumi cities



Co-financing of Franchise/Management Contracts and Development of International Brand Hotels

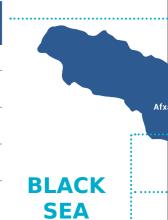
- 6 Government co-finances franchising/management agreement fees for the first 2 years
- Opper limit of the co-financing amount is GEL 0.3 million annually

CO-FINANCING OF LOAN INTEREST RATE

- Government subsidies 10% interest rate for loans in GEL
- On Interest rate co-financing continues for the first 2 years
- Minimum Ioan amount GEL 200,000
- © Government provides collateral guarantee for 50% of the total loan for the first 4 years
- In case the company uses International Franchise/Management Contract, maximum loan amount could be GEL 5 million. If not, maximum loan amount is GEL 2 million
- In case the company uses International Franchise/Management Contract, upper limit of government collateral is GEL 2.5 million. If not, upper limit is GEL 1 million

50 LAND PLOTS FOR DEVELOPMENT OFFERED BY GOVERNMENT (WITH INVESTMENT CONDITIONS)

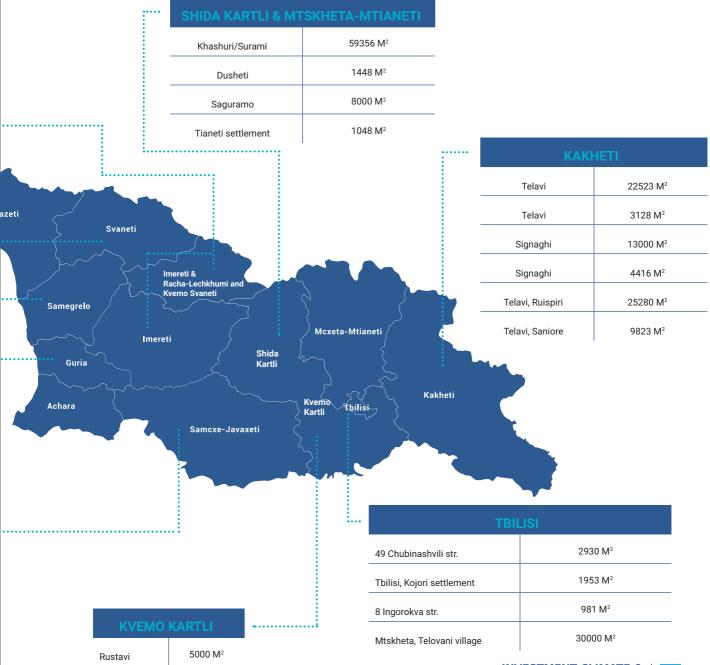
Imereti & Racha-Lechkhumi and Kvemo Svaneti	IMERETI & RACHA-LECHKHUMI AND KVEMO SVANETI						
Zestaponi	14393 M²	Kutaisi, 39a Tabidze str.	9196 M²	Gordi Resort	391535/ 99743 M ²	Tskaltubo, 26 May	12540 M ²
Kutaisi, 2 Agmashenebeli str.	2127 M ²	Kutaisi, 40 Rustaveli ave.	1021 M ²	Kutaisi, 9 April str.	7850 M²	Oni, Utsera resort	14395 M²
Kutaisi, 1 Agmashenebeli	735 M²	Lentekhi, Lemzagori village	1219 M²	Kutaisi, Tamar Mepe str.	5926 M ²	Bagdati, Vartsikhe village	73500 M²
Tskaltubo, 26 Kolkheti str.	2327 M ²	Ambrolauri, Vazha Pshavela str.	912 M²	Tskaltubo, 19 Rustaveli str.	14440 M²	Kharagauli, Ghoresha	19308 M²
Tskaltubo, Tsereteli str.	940 M²	Oni	1259 M²	Tskaltubo, 10 Samakashvili str.	250768 M ²		



SAMEGRELO-ZEMO SVANE	TI & GURIA
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Natanebi	1674 M2
Tsalendjikha	1826 M2
Mestia, Becho village	1957 M2
Natanebi	9757 M2
Maltakva	40000 M2
Kobuleti (Bobokvati)	10495 M2
Chakvi –Buknari resort	7052 M2
Anaklia	4946 M2
Senaki	6302 M2
Abasha	9143 M2

SAMTSKHE-JAVAKHETI	
Borjomi	1370 M²
Borjomi	41625 M²
Ninotsminda	1070 M²
Adigeni settlement	26625 M ²



ENTERPRISE GEORGIA

- LEPL "Enterprise Georgia" operates under the Ministry of Economy and Sustainable Development
- "One-stop-shop" for investors to support companies before, during & after investment process
- Moderator between investors, government and local companies



OUR SERVICES



Information



Communication



Organization



Aftercare

General data, statistics, sector researches

Access to Government at all levels & connection to local partners

Organization of site visits and accompanying of investors

Legal advising & Supporting services

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FOR NOTES



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