

COMPANY OVERVIEW

ELIT BLUE

Market Research
Consultancy Services
Multi-Sector Real Estate Agency



An International
Associate of Savills

About Us

Elit Blue Company Overview

Elit Blue is part of the Savills global network, a leading international property services company with a full listing on the London Stock Exchange and in the FT250 group of companies. The network comprises c. 600 offices, located across 70 countries and over 39,000 people, providing services across all aspects of the real estate spectrum, in all use classes.

Being part of a broader family allows us to deliver continued growth, provide top quality professional services, always acting with integrity and adhering to the highest standards of professional ethics.

At Elit Blue, we specialise in the top class of properties, ranging from city apartments to country houses and beachside villas, and have already advised on some of the most exclusive projects on the island.

Our team have extensive experience of property sales. Many have lived, worked or been educated around the world, and each have their areas of expertise.

The extent of our global network of offices and the depth of our knowledge of the local market allows us to confidently offer an all-encompassing service to both buyers and sellers.

Through this presentation, we aim to help you understand the benefits that our unrivaled network can bring, as well as the quality and diligence you can expect across all of our service lines. We aim to be the best real estate adviser in Cyprus (as judged by our clients) in the sectors we serve.

We would be delighted to provide advice, whatever your objectives may be in the Cypriot property market, so please do get in touch to find out more.



Computer Generated Image of
Symbols Residences, Limassol

70

Offices

300+

Services to fulfil your needs

39,000+

Employees

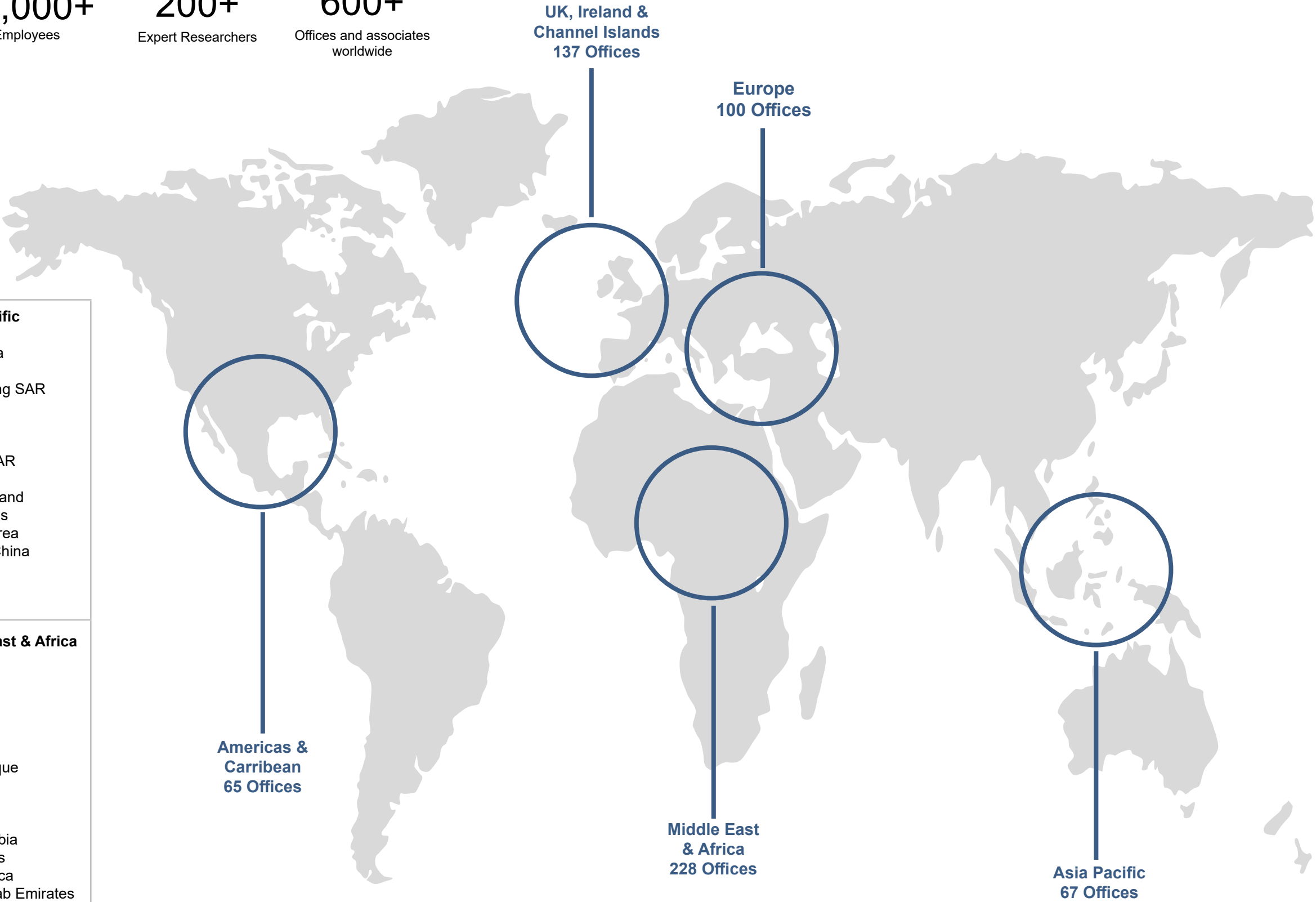
200+

Expert Researchers

600+

Offices and associates worldwide

Americas & Caribbean Antigua United States Canada Mexico Bahamas Barbados Turks & Caicos	UK & Channel Islands England Guernsey Jersey Scotland Wales	Asia Pacific Australia Cambodia China Hong Kong SAR India Indonesia Japan Macau SAR Malaysia New Zealand Philippines South Korea Taiwan, China Thailand Vietnam
Europe Andorra Belgium Croatia Cyprus Czech Republic Denmark Finland France Germany Gibraltar Luxembourg Greece Hungary Ireland & Northern Ireland	Italy Monaco Montenegro Netherlands Norway Poland Portugal Russia Romania Serbia Spain Sweden Switzerland	Middle East & Africa Bahrain Botswana Egypt Israel Kenya Mauritius Mozambique Namibia Oman Qatar Saudi Arabia Seychelles South Africa United Arab Emirates Zambia Zimbabwe



Agency Services

Our specialist knowledge and experience in the new build and resale residential and commercial property sectors means we are able to offer high level residential and commercial consultancy, sales and marketing advice.

Our sales team are a highly experienced, passionate team of experts who specialise in delivering small to large-scale residential or commercial properties to the marketplace.

Marketing

We employ an effective online and offline marketing strategy that enables us to quickly identify the target market for your property thus maximizing its selling potential and saving you valuable time. This could be done on a local and / or international remit.

Following on from lead generation, we will aim to maximise sales values through:

- Brochure design and distribution to the relevant buyer markets
- Advice on marketing suites, data rooms site branding, Search Engine Optimisation, identity advice, show homes and target markets
- Creation of sales models and contracts
- Designing and operation of sales offices
- Selection of expert personnel to run and act as points of contact for the on-site office
- Coordination of Global and local PR strategy and delivery

Sales Monitoring

- Consistent management means we can pre-empt difficulties, implement regular progress chasing and maximise information exchange
- Management of purchase negotiations, and structuring of acquisition contracts
- Management of the due diligence process

Web

Our website is optimized to capture valuable leads, and attracts views both locally as well as internationally.

Our site is also linked with Savills.com, the most visited estate agency website (in the UK), with over 1.2 million visits per month from all over the world.

We will ensure that your property receives extensive exposure.

International Marketing

The network and expertise amassed by our team through over 25 years of combined experience, in conjunction with the Savills Global Network, allows us to claim a vast client base in the Cypriot market.

Our clients can utilise the strength of our premium associate superbrand and our unparalleled position in the market in terms of expertise, and global network access. This is particularly the case for resale properties, making us the only resale specialist in Cyprus backed by an international network of associates.

Savills has extensive experience in marketing developments to markets in the Middle East, South East Asia, South Africa and Russia, through a combination of targeting our local contacts, presenting market research, undertaking private presentations and staging exhibitions. We work closely with the teams in our associate offices to refer buyers and add profile to your scheme. The method, and style of communication will adapt in order to suit each target market based on local buyer knowledge.

All global activity related to the project will be managed and reported on by one centralised point of contact. This will ensure a holistic approach is communicated and applied.



Aerial Image of the Limassol coastline

Market Research & Consultancy

The Elit Blue team works hand-in-hand with other Savills teams across the globe and have a combined unrivalled experience at every stage in the development process.

Our services are structured to assist clients across various stages of the development process. These services are of a bespoke nature, and can be tailored to each individual client's under a flexible fee structure. We are able to assist clients across the following stages, amongst others:

Market Research

- Knowledge of residential and tourism demand characteristics. We utilise our global research team to a great effect to analyse market conditions, investment appetite and trends
- In-depth local market research, specific to the project concept and positioning
- Analysis including demand and supply dynamics and a review of the local market development context

Target Market Analysis

- International purchaser profile (where external investment is coming from and what type and specification of product these purchasers desire)
- The specific pricing thresholds of residential sales for particular nationalities identified
- Preferred sizes, specification and amenities
- Review of proposed hotel operator and brand awareness analysis

Project Feasibility Analysis

- Site assessment and analysis, including advice on land assembly and acquisition
- Creation of project concept and strategy
- Development options viability (unit mix, size, target market, phasing, absorption and pricing)



Computer Generated Image of Paralimni Marina, Paralimni

Financial Viability

- Indicative valuation of the value of the project and site
- Estimation of the project's Gross Development Value, being the aggregate of the sales and capitalised income of the commercial elements of the scheme
- Indicative recommendations on the saleability, and annual absorption of the scheme. Expert driven consultancy advice feeds into sales and marketing strategies, so as to maximise the project's value

Development Sales & Marketing Strategy

- Programme timing and analysis of the likely funding requirements
- Identification of the optimal market route
- Recommendations on marketing strategy, focussing on target markets, timing, marketing materials, marketing budgets and PR

‘You can expect from us nothing less than outstanding customer service, delivered by qualified and experienced professionals’

Branding Advice

Being market leaders in the branded residential research and consultancy sectors, Savills can provide insight and recommendations on elements of brand strategy, such as:

- Brand suitability / marketability
- Sector analysis by geography, number of schemes, brand presence et al.
- Expected values derived from brand association
- Sourcing of operators, and negotiations of management agreements

Development Funding:

Closely integrated with our International Investment teams, we provide three business streams that facilitate the delivery of residential development:

- Capital raising – Provision of debt or equity brokerage and arrangement of new joint ventures on a project or platform basis
- Forward commitment – Securing forward purchase or forward funding for developments, or blocks within larger developments
- Advisory – Our expertise within the sector enables us to provide advice to developers seeking to deliver the most appropriate product and development strategy

Savills Track Record in Cyprus (the list is non - exhaustive)



Elea Estate

Paphos

Approximately 90ha of land in Pafos, Cyprus, including a signature golf course with a clubhouse, a planned hotel component, extensive commercial facilities and over 175 residential units.

Services Provided: Pre-disposal (vendor) due diligence, including Market Research, Development Consultancy, Financial Appraisals and Capital Markets / Investment Sales Advice.



Sofitel

Limassol

Mixed-use development in Limassol, Cyprus, consisting of a 250-key hotel, 107 residential units in two towers, a beach club and F&B facilities.

Services Provided: Hotel and Residential feasibility study, including Market Research and Development Consultancy, Pricing Recommendations.



Paralimni Marina

Paralimni

Luxury branded mixed-use scheme under development in Paralimni, Cyprus, to include c. 123 branded residential units, as well as a 300 berth marina and extensive retail facilities.

Savills has been appointed as the global Master Agent



Limni Bay

Paphos

Proposed mixed-use resort comprising hotel facilities, two golf courses, residential units and auxiliary facilities.

Services Provided: Residential and Hotel Feasibility Studies, Market Research, Development Consultancy, Financial Appraisals, Capital Markets.

Some of the above images are Computer Generated Images and are indicative only

Savills Track Record in Cyprus (the list is non - exhaustive)

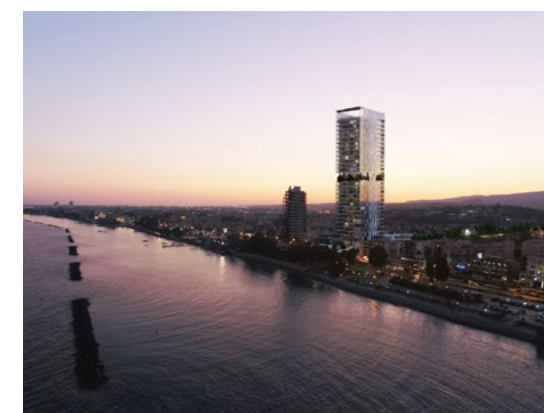


Ayia Napa Marina

Ayia Napa

Luxury mixed-use resort comprising hotel, branded and non-branded residential units, marina and other facilities, with a GDV in excess of €300M.

Services Provided: Residential & Hotel feasibility Study, Development Consultancy, Marketing & Sales Consultancy, Residential Sales.



Olympic Resort

Limassol

Luxury branded resort comprising 182 residential units, retail elements, spa and fitness centre, youth club, MICE and F&B facilities.

Services Provided: Market Research, Development Consultancy and Residential Agency.

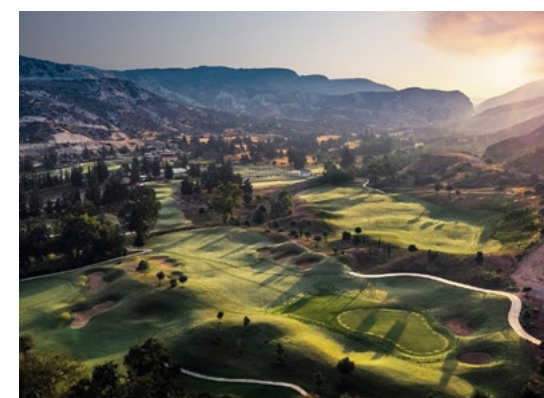


Aphrodite Hills

Paphos

243ha mixed-use resort with a large number of residential units and plots. This scheme also includes a championship golf course, a 290-key hotel and extensive leisure, retail and commercial facilities.

Services Provided: Market Research, Masterplan Review, Development and Marketing Consultancy, Residential Agency.



Secret Valley Golf Resort

Paphos

Over 500ha of land, which includes 2 golf courses, a hotel, over 600 proposed residential units and commercial space.

Services Provided: Pre-disposal (vendor) due diligence, including Market Research, Development Consultancy, Financial Appraisals (9 different scenarios) and Capital Markets / Investment Sales Advice.

Some of the above images are Computer Generated Images and are indicative only



Elit Blue



An International
Associate of Savills

HEAD OFFICE:

Tel.: (+357) 7777 8688

Email: info@elitblue.com

Thanasis Athanasiou
Managing Director

Tel.: (+357) 99 499 091

Email: thanasis@elitblue.com

Alan Quinn:
Business Development Manager

Tel.: (+357) 99 725 822

Email: alan@elitblue.com