

ALPHA HOTEL MANAGEMENT - ABOUT US

VISION

Founded by Mr. Nikola Avram, who has an extensive experience in hospitality industry and development of hospitality properties.

Our vision is to be the best local partner and the first choice of investors in hospitality real-estate and reputable international hotel management companies in South-East Europe, providing exceptional hotel management service.

MISSION

Our mission is to deliver exceptional guest service, aligned with the standards and requirements of our international partners for each brand we represent.

Having a profound knowledge of the local and regional markets, we guarantee property owners and our international partners the highest value from each project – from the conceptual phase to the hotel operations.

KEY VALUES



We believe that our guests come first. We deliver the highest standard of service and create unique environment for memorable experiences, respecting the tradition of each destination and authentic appeal of our hotels.

Our core value is our human capital / our people; they are our key strength and our look to the future.

Why Alpha Hotel Management?

Our experience is mostly based on development of capital hotel projects and, at the same time, on our strong support for destination development in terms of creating products and content, marketing and branding destinations, as well as valorization of unused potentials. The best example for this is Kopaonik and MK Resort - the largest hotel complex on the destination, that, at the time of the takeover, had the worst image and business performance since the establishment of the tourist center, with decreasing trend of attendance, only 30 days of the main season, negative balance throughout the year and the lowest value of real estate - only 800 EUR/sqm. In a short time Kopaonik became and has remained the leading mountain center in the region, with 120 days of winter and 60 days of summer season, with developed MICE tourism, and with constantly growing trend of attendance, including new foreign markets. At the same time, MK Resort is recognized as a brand with the highest standards and service excellence and as leader in the domestic and regional hotel industry. Together with the development of the destination, both hospitality business and entire local economy are rapidly developing, which has resulted in the increase of the price of a square meter up to almost 5,000 EUR/sqm and the business of MK Resort having an EBITDA margin of close to 4 mil. EUR (39%).

- 01** EXPERIENCE IN THE DEVELOPMENT OF HOTEL PROPERTIES
- 02** EXPERIENCE IN HOTEL OPERATIONS
- 03** PARTNERSHIPS WITH GLOBAL HOTEL CHAINS
- 04** PARTNERSHIPS WITH LEADING COMPANIES IN HOTEL & TOURISM INDUSTRY

Selected References

HOTEL DEVELOPMENT 01

Kopaonik - MK Resort, Novi Sad - Sheraton, Belgrade - 88 Rooms, Istria - Golf & Spa Savudria, Banja Luka - Courtyard by Marriott

20 years of experience of Mr. Avram: Valamar Hotels & Resorts, Vienna Internartional, Adriatic Luxury Hotels, Avala Resort & Villas, MK Resort Kempinski Portoroz Kempinski Savudria

MANAGEMENT 02

PARTNERSHIPS 03

Alpha Hotel Management is certified by Marriott International and already operates Courtyard by Marriot in Banja Luka (under franchise agreement)

COOPERATION 04

Alpha Hotel Management has established cooperation with the key development companies, consultants, financing entities and investors in South-East Europe

Alpha Hotel Management Business Area

Global Partnerships



Nikola Avram
CEO & Founder
Alpha Hotel Management

10th July 2019

Dear Nikola,

Further to our screening meeting and the conditions detailed below, I am delighted to confirm that Marriott International accepts Alpha Hotel Management as an approved operator of Marriott's Premium and Select, Franchise Brands.

Conditions for Consent for Franchisee to Operate our Hotels

Franchisor may, by providing Franchisee with 30 days' notice in its sole discretion require Franchisee to engage in additional training and receive additional support services reasonably required by Franchisor (the reasonable costs of which Franchisee will pay), if any of the following occurs within the first 24 months after the Opening Date:

1. Franchisee fails to employ a General Manager for the Hotel(s) with international hotel chain experience as a general manager (ideally, but not necessarily from a Marriott full service hotel) who is fluent in business English.
2. Franchisee fails to achieve a Brand Standards Audit (BSA) overall score of "clear" or above for four consecutive six-months track periods;
3. for more than any two consecutive months the monthly GuestVoice Intent To Recommend (ITR) score is less than the Minimum ITR Score.

Subject to individual Franchise Agreements, Alpha Hotel Management is authorised to operate our Hotels under license across Europe.

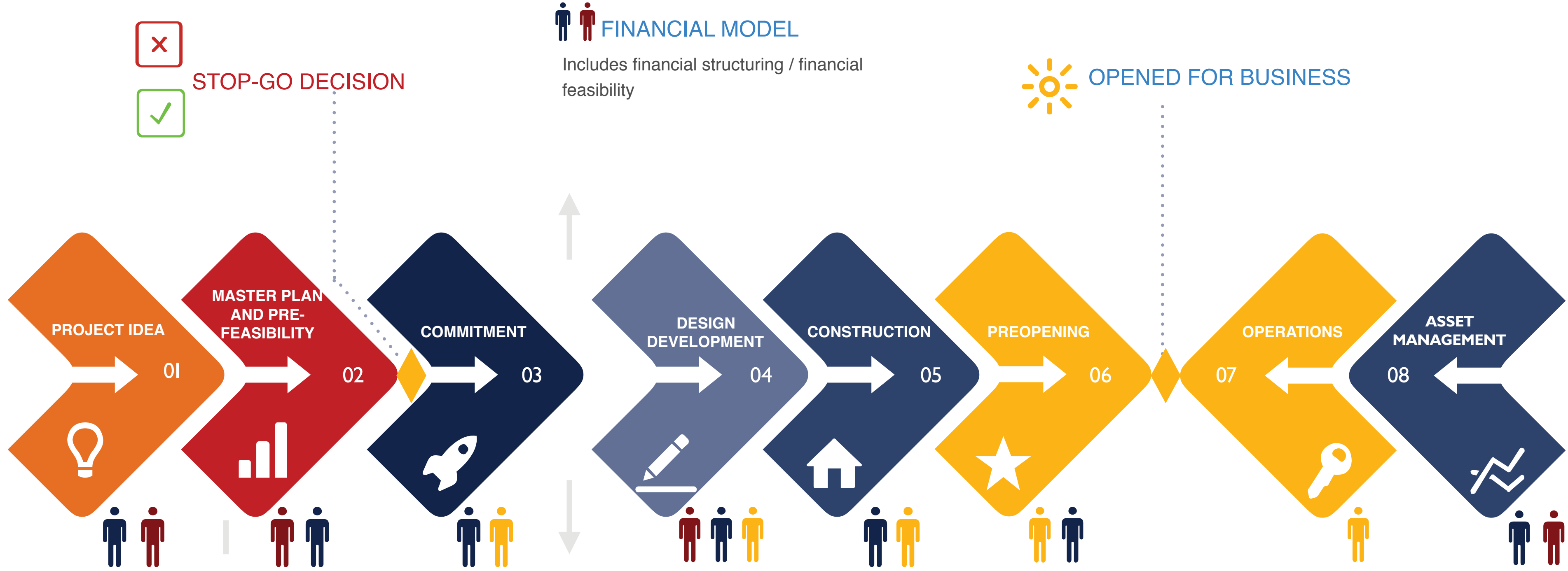
Yours sincerely

Matt Hughes
Senior Director, Franchise & Owner Services

- Alpha Hotel Management operates in the region of South-East Europe, currently with projects in Serbia, Montenegro, Bosnia and Herzegovina, Slovenia and Croatia in various phases of development.
- Alpha Hotel Management is certified by Marriott International, currently finishing negotiations and certification with Accor Hotel Group and Nikki Beach

AREAS OF POTENTIAL COOPERATION


Project Development Process



FINANCIAL MODEL
Includes financial structuring / financial feasibility

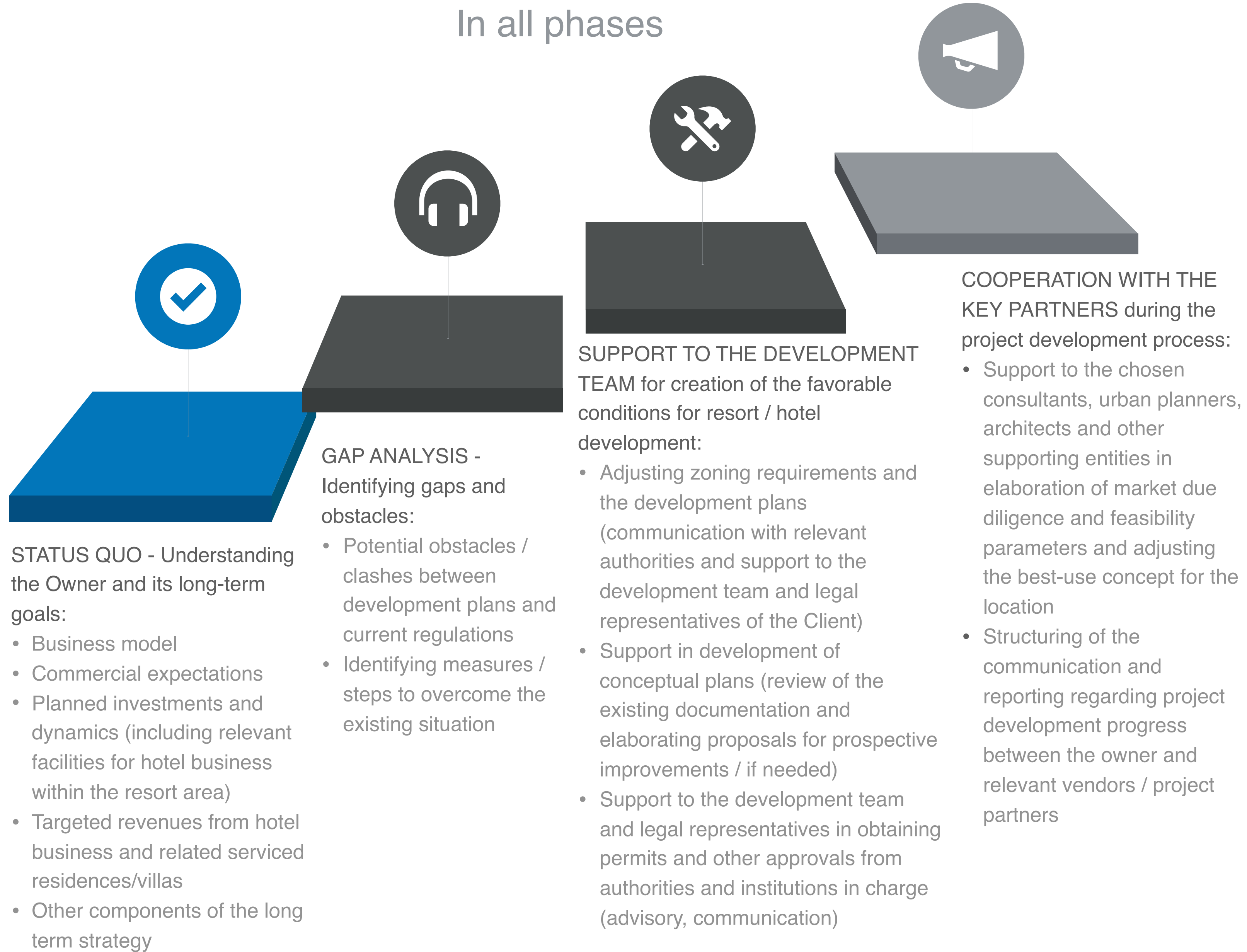
OPENED FOR BUSINESS

OPERATOR / BRAND
Initial negotiations with possible operators / brands for the hotel property

- PARTICIPANTS:**
-  Owner / owner's representative
 -  Management company / brand
 -  Alpha Hotel Management and Consultants / development support

Project Development Support

In all phases

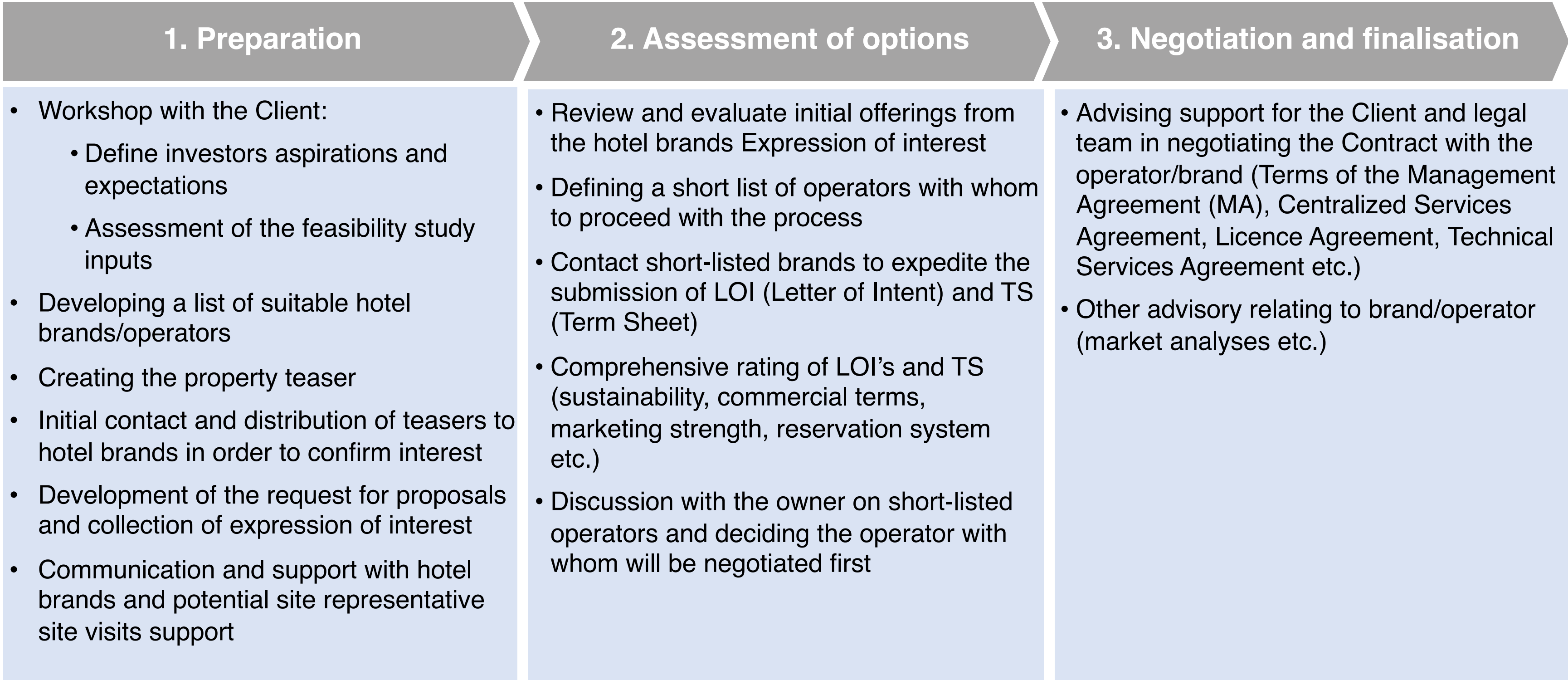


Project Management Support



- Representation of the interests of the investor during the construction and furnishing phase
- Support in the analysis of possible requests for changes in the project and technical documentation for the investor in terms of price, deadlines and feasibility
- Support in obtaining and control of all procedures and documents for ensuring quality compliance to the agreed terms and conditions
- Support in control of interior designer to achieve foreseen dynamics and quality
- Supervision of vendors and suppliers of furniture, equipment and accessories to provide efficient works and synchronization of final activities in construction and furnishing
- Other unspecified project management support activities important for efficient project implementation previously agreed with the Client.

Support in selection of suitable brand(s)



Pre-opening and hotel management services

On behalf of the Client, Alpha Hotel Management organizes and implements the following activities, according to the instructions received from international hotel management company to achieve compliance in all important aspects before official opening of the property (pre-opening):

- Mobilization of human resources (recruitment and coaching of all management levels, setting-up basic standards of work, coordination and training of employees);
- Marketing and sales (corporate identity, campaigning, setting-up of a system of sales and distribution, connecting to GDS, pre-opening sales, preparation of official hotel opening);
- Budget and finance (preparation of the pre-opening budget, budgeting for the first 12 months of operations, budget management, risk management);
- Preparation for all necessary inspections, certifications and official hotel classification (preparation of a hotel for all official inspections, implementation and preparation of HACCP standard certification, preparation for official classification, preparation for inspection by international hotel group for brand compliance).

In addition, we provide hotel management services, aligned with the highest standards of international hotel chains, according terms and conditions agreed between the property owner and international hotel management company(ies).

