



**DIHAEDRA LTD**  
PUBLIC COMPANY



**DOUBLE 5 STAR LUXURIOUS VILLAS RESORT IN  
PSARROU, MYKONOS**



AUGUST 2017

# THE ISLAND OF MYKONOS

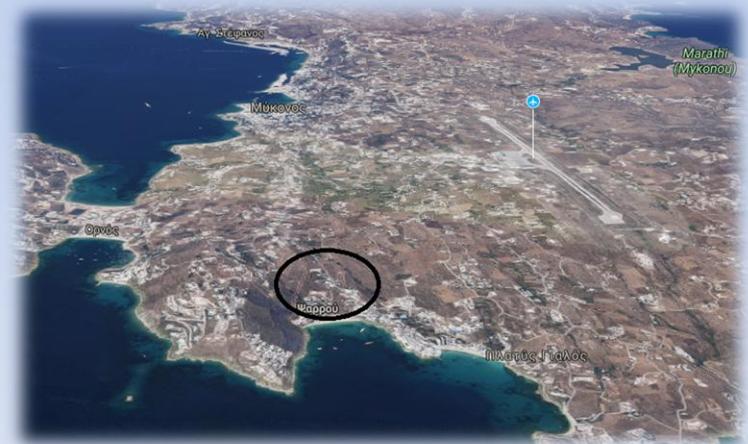


Mykonos, usually referred to as the "jewel" of the Aegean Sea, is the quintessence of the true Greek island in the Mediterranean: with charming, colorful towns and houses built in the island's traditional architectural style. It is world famous for its natural beauty, marvelous sandy beaches with crystal clear water, unspoilt landscape and secluded bays. It is the closet island to Delos, the historic treasury of ancient Greece and birthplace of Apollo, the God of light and beauty.

Due to its constantly increasing value, Mykonos has become one of the most desired destinations in the world for high net worth individuals and personalities of worldwide renown, primarily as a preference for investment in real estate.

# LOCATION

- A handful of upscale villas on a prime location, an entire promontory of 5.679m<sup>2</sup> regal above the cerulean Aegean Sea, a land protected for its exceptional natural beauty.
- At the neighborhood of the famous NAMOS complex.
- Location: Psarrou, Mykonos
- Distance from Mykonos Town, port and airport: 3kms
- Distance from Athens/Greece: 90 Miles (3h30' by high speed boat, 30' by plane).



# PROJECT PHILOSOPHY



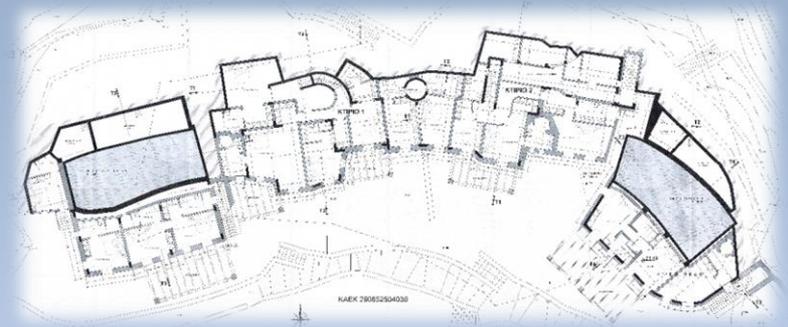
Our design philosophy is a mixture of traditional Cycladic style and minimalism. Contemporary materials and modern technology are combined with traditional architecture.



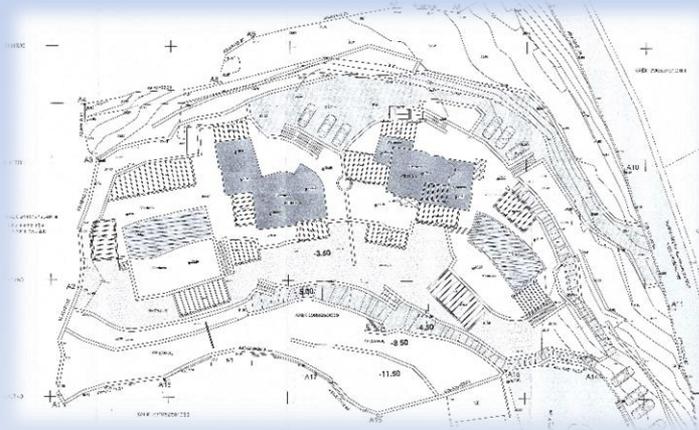
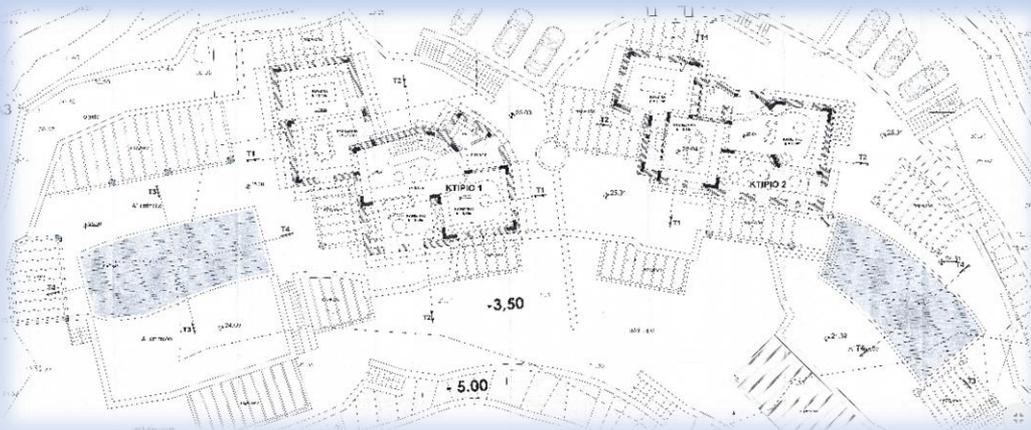
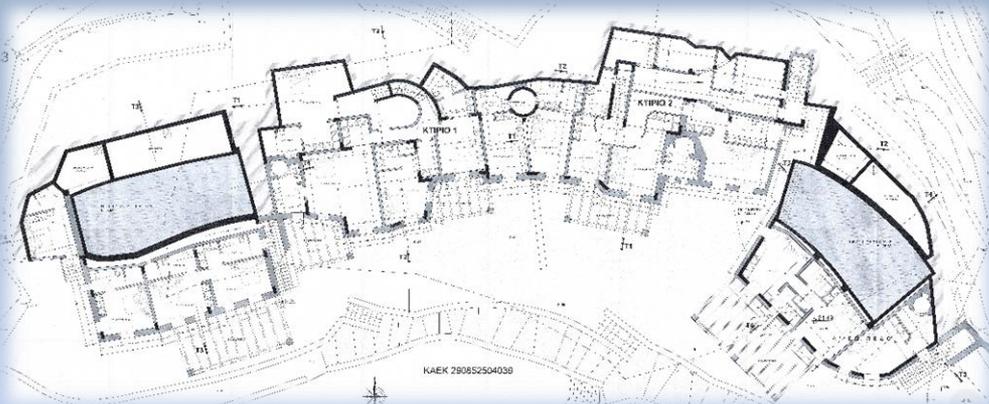
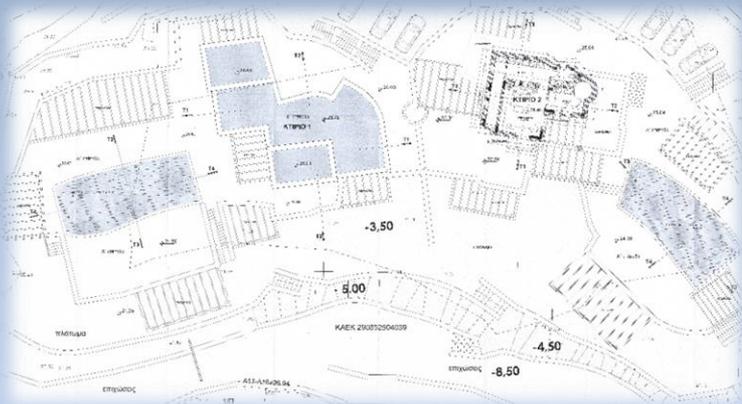
Our aim is to provide full comfort services from a central hotel building that will serve villas residences with a five star facilities.

# VILLAS DESCRIPTION

- Properties' distance from shoreline 70m.
- 2-storey villas plus basements of total 750m<sup>2</sup> each.
- Maximum villa height 7.5m,
- Traditional style of architecture (reductions, curves, arches, built-in areas, rough/irregular surfaces, arches).
- Several levels not higher than 1m from natural ground.
- Asymmetrical openings on the elevations.
- Verandas, balconies & outdoor living spaces have direct sea views.
- Exteriors of stone, white plaster and wood.
- Floors of marble, stone, ceramic tiles and wood.
- All bedrooms with en-suite bathrooms.
- Saunas, steam baths, hot tubs, gyms, playrooms and garages.
- Private swimming pool for every villa with automatic booster.
- Insulation in concrete of both walls and terraces.



# VILLAS PLANS



# VILLAS DEVELOPMENT



# HOTEL MARKET IN GREECE

## HOTEL TURNOVER TABLE

Table 1. Evolution of the Turnover Index in Accommodation and Food Service Activities Sector (groups 55+56 of Nace rev.2)

Base year: 2010=100.0

Year	Quarter	Index	Year on Year growth rates (%)	Quarter on quarter growth rates (%)
2010	A	64.0	2.9	-18.5
	B	103.3	-10.2	61.5
	C	166.6	-7.5	61.2
	D	66.1	-15.8	-60.3
	Annual mean	100.0	-8.2	
2011	A	50.8	-20.6	-23.1
	B	101.0	-2.2	98.8
	C	164.7	-1.2	63.0
	D	54.0	-18.2	-67.2
	Annual mean	92.6	-7.4	
2012	A	38.6	-24.0	-28.5
	B	80.0	-20.8	107.0
	C	145.7	-11.5	82.2
	D	42.3	-21.7	-70.9
	Annual mean	76.7	-17.2	
2013	A	32.1	-16.9	-24.1
	B	84.2	5.2	162.0
	C	147.5	1.2	75.3
	D	57.6	35.9	-61.0
	Annual mean	80.3	4.8	
2014	A	46.5	44.9	-19.2
	B	89.8	6.7	93.1
	C	158.8	7.6	76.7
	D	64.1	11.3	-59.6
	Annual mean	89.8	11.8	
2015	A	48.1	3.5	-24.9
	B	97.6	8.6	102.7
	C	166.4	4.8	70.5
	D	58.3	-9.1	-65.0
	Annual mean	92.6	3.1	
2016	A	42.8	-11.2	-26.6
	B	96.3	-1.3	125.2
	C*	171.3	2.9	77.8
	D	60.8	4.3	-64.5
	Annual mean	92.8	0.2	

\* Revised data

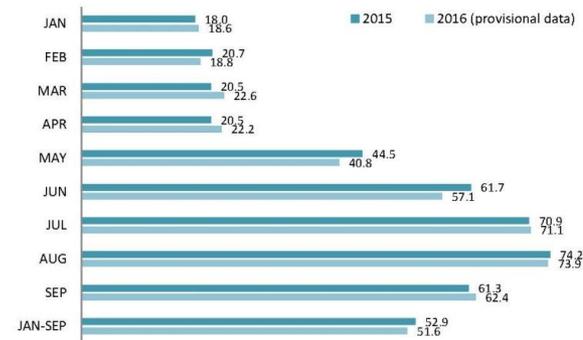
## HOTEL OCCUPANCY TABLE

Table 3. Occupancy of the bed-places that were in operation in hotels and similar establishments, by month, January – September, 2015 and 2016

Month	2015	2016*
Jan - Sep	52.9	51.6
January	18.0	18.6
February	20.7	18.8
March	20.5	22.6
April	20.5	22.2
May	44.5	40.8
June	61.7	57.1
July	70.9	71.1
August	74.2	73.9
September	61.3	62.4

\*provisional data

Graph 4. Occupancy of the bed-places that were in operation in hotels and similar establishments, by month, January – September, 2015 and 2016



- Hotel business is the most profitable industry in Greece.
- The occupancy rates reach the very high average of 51.6%

- Hotel industry already recovers from the Greek crisis
- The number of tourists every year is increasing

# KEY POINTS

- **DESTINATION**

Greece is one of the top tourist destinations in the world. Especially Mykonos is the most popular island in Greece. It may be the most popular island in the world. There are few travel destinations that combine beautiful beaches, spectacular scenery, ancient cities and amazing restaurants and nightlife.

- **ADVANTAGES**

Quiet, isolated location, through not far from the island's most frequented spots. Only a few neighboring villas at a distance. The whole area's natural environment is now protected by law for its natural beauty. Therefore, further development in the area beyond the already issued permits is not allowed, so that the natural beauty is preserved. Two sandy beaches at both sides of the promontory on which the villas are located.

- **KNOW HOW**

Our institution, a Cypriot listed public company is compiled by top experts in the business and hotel industry.

# ABOUT T&M PHAEDRA LTD

**Our company is a Cypriot listed public company dealing with financing and development in the hotel industry.**

- Deeply knowledgeable affiliate persons
  - **DR. EMMANUEL ROGDAKIS** FOUNDER – CHAIRMAN, DR.CIVIL ENGINEER , [e.rogdakis@phaedraltld.com](mailto:e.rogdakis@phaedraltld.com)
  - **GIANNI RIATSCH** HOTEL EXPERT, [g.riatsch@phaedraltld.com](mailto:g.riatsch@phaedraltld.com)
  - **ANASTASIOS MOLYVAS** FINANCIAL CHIEF EXECUTIVE, [a.molyvas@phaedraltld.com](mailto:a.molyvas@phaedraltld.com)
  - **IOANNIS MAKRYNIOTIS** GENERAL DIRECTOR, ASSET MANAGEMENT DIVISION, [y.makryniotis@phaedraltld.com](mailto:y.makryniotis@phaedraltld.com)
  - **YORGOS KYRIAKOPOULOS** GENERAL DIRECTOR, CONSTRUCTION DIVISION, [y.kyriakopoulos@phaedraltld.com](mailto:y.kyriakopoulos@phaedraltld.com)
  - **PETROS PAPADAKIS** GENERAL DIRECTOR, DEVELOPMENT DIVISION, [papadakis@phaedraltld.com](mailto:papadakis@phaedraltld.com)
  - **DEMETRA BALLA** BOARD MEMBER , MANAGING DIRECTOR, [d.balla@phaedraltld.com](mailto:d.balla@phaedraltld.com)

# FINANCIALS

YEARS	1	2	3	4	5	6	7	8
<b>CapEx</b>								
<b>INVESTMENT</b>	<b>7.000.000,00 €</b>							
<b>OpEx</b>								
EMPLOEES COST	120.000,00 €	120.000,00 €	120.000,00 €	120.000,00 €	120.000,00 €	120.000,00 €	120.000,00 €	120.000,00 €
FOOD AND DRINK SUPPLY	50.000,00 €	50.000,00 €	50.000,00 €	50.000,00 €	50.000,00 €	50.000,00 €	50.000,00 €	50.000,00 €
ELECTRICITY-ENERGY-WATER	20.000,00 €	20.000,00 €	20.000,00 €	20.000,00 €	20.000,00 €	20.000,00 €	20.000,00 €	20.000,00 €
CLEANING	15.000,00 €	15.000,00 €	15.000,00 €	15.000,00 €	15.000,00 €	15.000,00 €	15.000,00 €	15.000,00 €
MAINTAINANCE	34.730,00 €	34.730,00 €	34.730,00 €	34.730,00 €	34.730,00 €	34.730,00 €	34.730,00 €	34.730,00 €
INSURANCES	10.000,00 €	10.000,00 €	10.000,00 €	10.000,00 €	10.000,00 €	10.000,00 €	10.000,00 €	10.000,00 €
SELL COST	100.000,00 €	100.000,00 €	100.000,00 €	100.000,00 €	100.000,00 €	100.000,00 €	100.000,00 €	100.000,00 €
OTHERS	50.000,00 €	50.000,00 €	50.000,00 €	50.000,00 €	50.000,00 €	50.000,00 €	50.000,00 €	50.000,00 €
<b>TOTAL</b>	<b>399.730,00 €</b>	<b>399.730,00 €</b>	<b>399.730,00 €</b>	<b>399.730,00 €</b>	<b>399.730,00 €</b>	<b>399.730,00 €</b>	<b>399.730,00 €</b>	<b>399.730,00 €</b>
<b>INCOMES</b>								
ROOMS&VILLAS	3.000.000,00 €	3.000.000,00 €	3.000.000,00 €	3.000.000,00 €	3.000.000,00 €	3.000.000,00 €	3.000.000,00 €	3.000.000,00 €
BREAKFASTS	50.000,00 €	50.000,00 €	50.000,00 €	50.000,00 €	50.000,00 €	50.000,00 €	50.000,00 €	50.000,00 €
BAR	30.000,00 €	30.000,00 €	30.000,00 €	30.000,00 €	30.000,00 €	30.000,00 €	30.000,00 €	30.000,00 €
RESTAURANT	100.000,00 €	100.000,00 €	100.000,00 €	100.000,00 €	100.000,00 €	100.000,00 €	100.000,00 €	100.000,00 €
<b>TOTAL</b>	<b>3.180.000,00 €</b>	<b>3.180.000,00 €</b>	<b>3.180.000,00 €</b>	<b>3.180.000,00 €</b>	<b>3.180.000,00 €</b>	<b>3.180.000,00 €</b>	<b>3.180.000,00 €</b>	<b>3.180.000,00 €</b>
<b>RETURN ON INVESTMENT</b>	<b>-4.219.730,00 €</b>	<b>-1.439.460,00 €</b>	<b>1.340.810,00 €</b>	<b>4.121.080,00 €</b>	<b>6.901.350,00 €</b>	<b>9.681.620,00 €</b>	<b>12.461.890,00 €</b>	<b>15.242.160,00 €</b>
<b>IRR 66%</b>								

# EXIT STRATEGY

- **Sell the whole project**

Selling the assets to a potential buyer or a hotel chain as a brunch.

- **Sell shares**

We can proceed to the execution of selling the project company shares to competitor company or independent hotel investors.

- **Initial Public Offering – IPO**

By entering the project company to the Greek stock market as a listed company by liquefied the invested assets.

- **Individual Villas disposal**

Additional we can dispose villas to individuals for permanent residences.



T&M PHAEDRA PUBLIC COMPANY LTD

36 Agias Filaxeos

Limassol, Cyprus

Tel. +35722000881

Fax.+35722000465

[info@phaedraltld.com](mailto:info@phaedraltld.com)

[www.phaedraltld.com](http://www.phaedraltld.com)