



VISIONAPARTMENTS

Your first address.

MILESTONE CEE: CHALLENGES AND OPPORTUNITIES WHILE EXPANDING ABROAD



VISIONAPARTMENTS

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ABOUT ME

Anja Graf **CEO, Founder and Chairwoman of** **VISIONAPARTMENTS**

1999: Foundation of VISIONAPARTMENTS

Today: VISIONAPARTMENTS is the Swiss market leader in the Serviced Apartments sector

One of the five lions of the show "Höhle der Löwen Schweiz" by TV24





ABOUT VISIONAPARTMENTS

Founded in Switzerland, the company specialises in developing and renting furnished apartments with service and style.

ABOUT VISIONAPARTMENTS

- Management office in Zurich
- Support center in Warsaw
- Business Development Center in Bucharest
- Customers: 80% business travelers, 20% leisure travelers
- Average length of stay: 1 month

PORTFOLIO

Apartments

Over 1,800 apartments in Zurich, Zug, Lausanne, Vevey, Berlin, Frankfurt, Vienna, Warsaw.



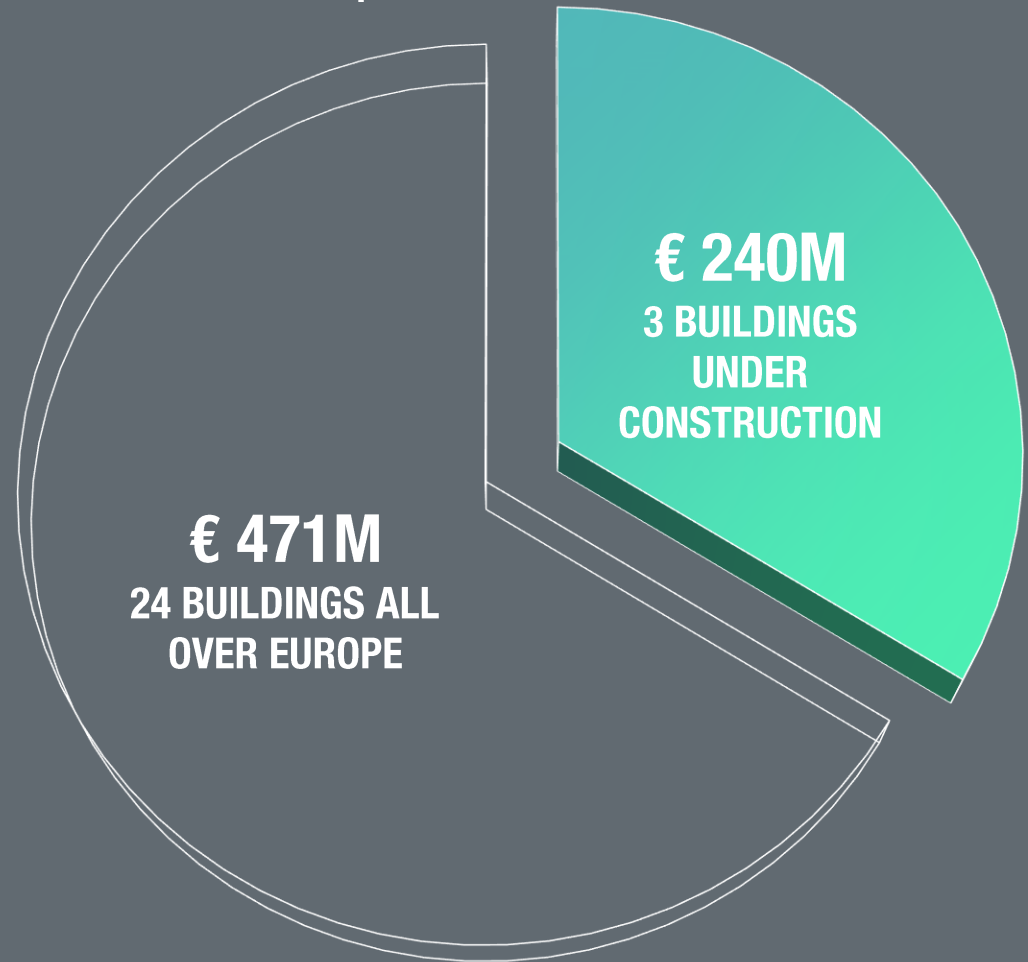
Average occupancy

95%



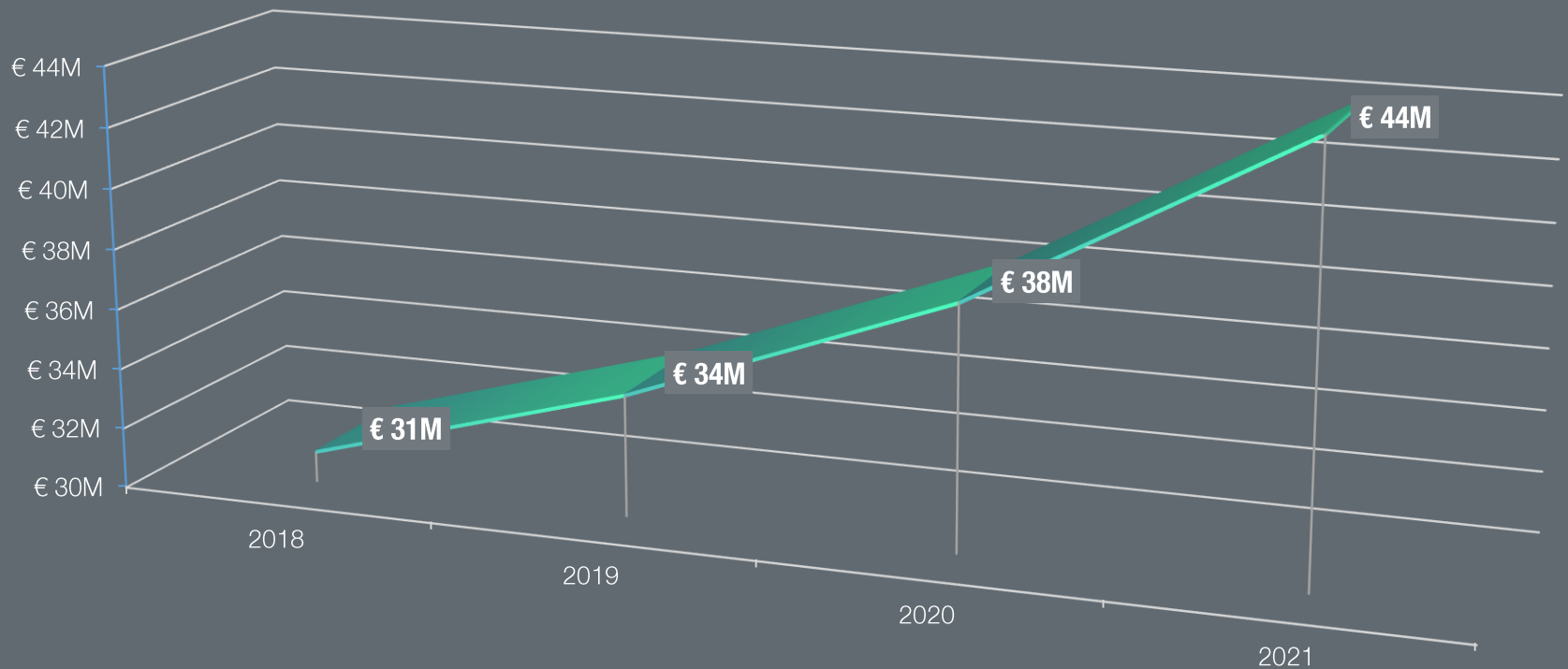
INVESTMENT VOLUME IN REAL ESTATE

CHF 471M in apartment buildings / real estate
+ CHF 240M real estate under construction / development





FORECASTED REVENUE OF OWN PROPERTIES



**Forecasted
revenue
of own properties**

2018: CHF 30M (EUR 31M)
2019: CHF 40M (EUR 34M)
2020: CHF 45M (EUR 38M)
2021: CHF 52M (EUR 44M)



WORLDWIDE NETWORK

131,000 apartments

850 cities

87 countries



PRODUCT

- Furnished apartments with service and style, incl. completely furnished kitchen/-ette
- Excellent city locations
- Attractive price / quality ratio

TYPES OF ACCOMMODATION

- Studios
- Duplex apartments
- Accommodation with several bedrooms
- Attic apartments
- Luxurious mansions





SERVICES

- Weekly cleaning
- Weekly change of bath towels and linen
- Internet and TV
- Free use of the laundry facilities
- Final cleaning when moving out
- Professional support helpline

ADDITIONAL SERVICES AVAILABLE

- Laundry service
- Other VIP services





WHY DID WE EXPAND INTERNATIONALLY?

- Increase sales and profits
- Benefit from comparably low wages
- Access to new markets
- Risk diversification





ADVANCED
ECONOMY



ADVANCED
INFRASTRUC-
TURE

WARSAW



COMPARED TO
OTHER PLACES:
SMALL REAL
ESTATE BUBBLE

%

HIGH INTEREST
RATES:
CONSEQUENCES
OF CRISIS
LIMITED



BUSINESS STRATEGY

Registration of the
company

2006

**SET FOOT IN
WARSAW**



BUSINESS STRATEGY

- Vision Warsaw
- We hired the first four people.
- We wanted to buy single apartments, renovate them and rent them out.

2006

**SET FOOT IN
WARSAW**

2009

**SEARCH:
SINGLE
APARTMENTS**

CHALLENGES

- Management of single apartments turned out to be too difficult, due to large distances in the city.



BUSINESS STRATEGY

- Opening of call center.
- English became the company language.
- We started to write down all processes and established guidelines / standard procedures.
- We brought our IT infrastructure to Warsaw.

2006

**SET FOOT IN
WARSAW**

2009

**SEARCH:
SINGLE
APARTMENTS**

2010

**OPENING OF A
CALL CENTER**

OPPORTUNITIES

- High level of education
- Most people speak minimum 2 languages
- Easy to find qualified staff
- Comparably low salaries



BUSINESS STRATEGY



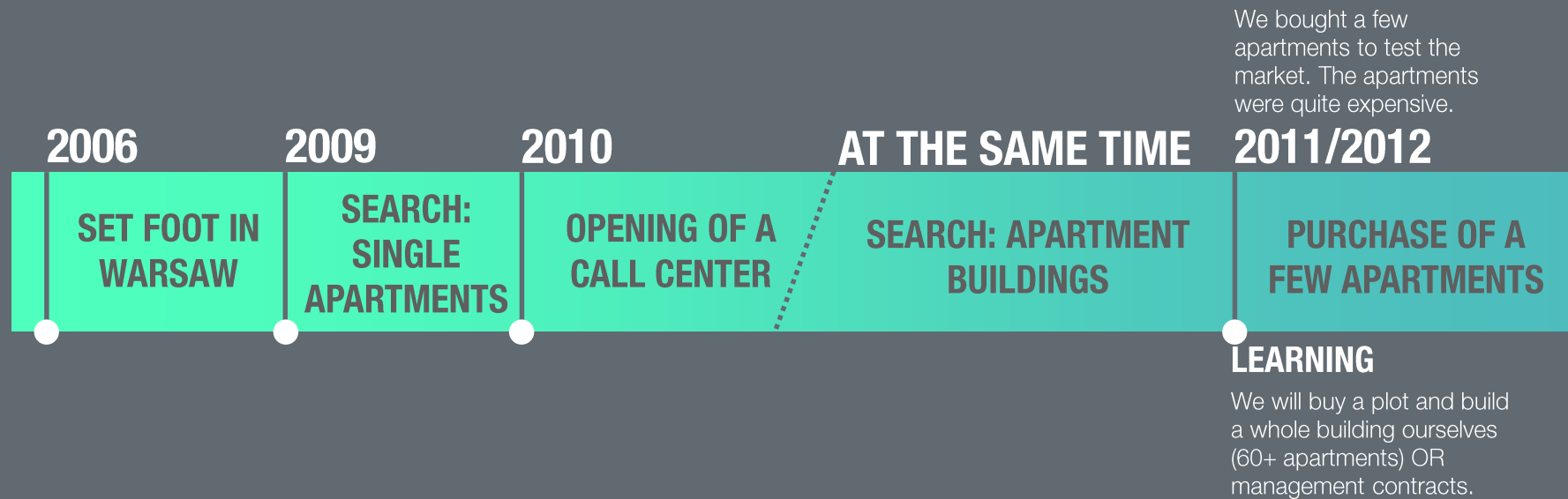
We wanted to buy complete buildings, renovate the apartments and rent them out.

CHALLENGES

- Agencies (different offers/prices for the same object)
- Agency behind agency – no connection to owner
- Non-transparent prices
- Too high prices
- Buildings belonged to several owners
- Some buildings have to be bought with tenants
- Owners must give guarantee through private assets



BUSINESS STRATEGY



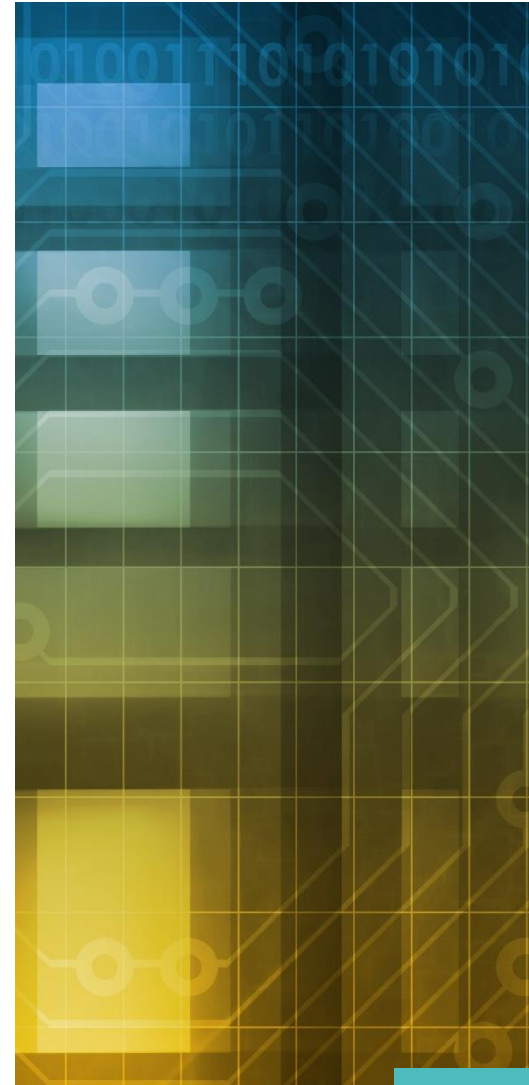


TODAY

Our call center has turned into the backbone of our operations. A crucial step is the digitalization of our business.

We have over 80 employees in Poland. Many of our core business activities are managed in Poland (online marketing, customer service, part of operations, architecture etc.). VISIONAPARTMENTS will grow further in this area.

As the situation in Bucharest improved tremendously over the past few years, we opened this year a business development center in Bukarest. This will become a main pillar for our global sales.





FUTURE PLANS

Corporate agreements for VISIONAPARTMENTS locations and partner locations worldwide.

We already started approaching new corporate clients from Central and Eastern Europe with our business development center in Bucharest.

We are planning on opening further business development centers in other eastern European locations, as well as in Asia (Thailand, Indonesia, Vietnam etc.)





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