

Royal Investement and Redrose Investment Company



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1. Introduction

The country's ambitious objective to be one of the best investment locations on the world map, are reflected in number of different well-recognized international rankings, where Georgia maintains strong positions. For example, Georgia holds 7th position in world Bank's 2020 „Ease of Doing Index“ Foreign-owned businesses make significant contribution to the Georgian economy and its great position for deepening links between Europe and Asia will further raise country productivity – via the transfer of technology, by increased export-oriented investment and stronger regional positions.

Georgia is a great destination for companies from all around the world, whether it's to enter the regional market itself, the European market, or the broader Asian markets. It is a country full of young, dynamic and skilled people and an „open door policy“ to help foreign and local companies grow in and via Georgia. The aim of this is to present current investment portfolio. The projects outlined demonstrate Georgia's strengths and highlight what makes this beautiful, diverse country, such an attractive destination for investment and business

Investment Partnership

The modern business environment is developing dynamically, the timely expansion of the company, the implementation of business ideas and the creation of new businesses for success.

It is extremely important to achieve this, and for this, obtaining funding is a critical and often the most difficult point. Holding Redrose - will help you achieve business success by attracting investment.

Our extensive partnership-investment network allows us to find the right investor for your business, overseas or within the country, with equity or other specific interests in mind. It is possible to attract investment from scratch in order to expand the existing business (partial financing) as well as to fully fund the new business idea.

Before starting to find an investor or partner, we conduct a full study of the project, which includes: risk and benefit assessment, financial modeling, necessary research, technical expertise, profit loss, cash flow modeling and feasibility study. Your project will be commercially attractive and reasonably priced to potential investors, allowing them to make the right decision about risk participation and analysis.

The process of financing a business involves several main stages:

Redrose Interviewing, getting to know the business and the idea - at this stage the overall attractiveness of the idea is assessed, the viability is determined and therefore how realistic it is to find funding;

Redrose In-depth study of the business idea and preparation of the business plan, using all the necessary analytical tools and models;

Redrose Finding potential investors based on their business or sectoral interests;

RedroseOffering and communicating with selected investors;

RedroseAchieving agreement on funding conditions;

RedroseDrawing up a financing schedule and concluding a final agreement in compliance with all legal and procedural norms.

We will help you to turn a business idea into an attractive investment proposal, as well as to find funding and implement a business plan.

General factors for the success of a business idea:

RedroseViability of business idea;

RedroseUniqueness or advantage of a business idea compared to similar ideas;

RedroseExperience in a relevant or similar field;

RedroseTechnical justification of the business idea;

RedroseSpecificity and transparency of the idea.

Each of our created works will be a success if our foreign or local partners are satisfied with our cooperation. We are represented in the United States, Europe, Russia, Kazakhstan, Ukraine, Azerbaijan and Georgia.

The main attraction of our holding is that we will be trustworthy and, most importantly, we will take care of its money as we would like, and more importantly, we will give the money the right direction.

1. Our business experience, business management, every minute control of it will help us in this
2. Negotiate with people who will be able to run a successful business, create marketing or sales moves that are guaranteed to be a prerequisite for success
3. Most importantly with effective or efficient costs, which means that with minimal costs we can get the maximum profit where IRR-40%, NPV, small payback period will be considered.
4. Spend a little on asset purchases and buy promising to make a grand profit
5. It will be the same in the implementation of the project. According to the areas listed below
6. For sale in the case of an imported product or service.

The main areas where investment will be made:

1. Import-export
 - Selling products of foreign firms
 - a. Opening Magazines
 - b. Arranging the distribution
 - i. Construction equipment (heating boilers, tile) and so on
 - ii. Home appliances (computer hardware, TVs, and so on
 - iii. Imports of petroleum products
 - iv. Equipment needed to pave the asphalt
 - v. Car trade, car prophylaxis
 - vi. Clothing business
 - vii. In the field of healthcare (dental technology and equipment
 - viii. Food and Beverage Business (Import-Export)
 - c. and so on
 - 2. Development - construction, repair
 - a. Of the building
 - b. The hotel
 - c. Shopping center
 - d. Of the restaurant
 - e. Office
 - f. Hospital, clinic and so on (health service)
 - g. Buy and sell rental real estate

3. Different service segments
 - a. Business Consulting (Financial, Marketing, Sales, Legal)
4. Production. Opening the production of foreign firms on demand, in free economic zones or where effective
 - a. Establishment or transfer of any new type of production from another country
 - b. Agriculture
 - i. Farms (Livestock, Poultry, Fisheries)
 - ii. Production of lemonade, water, beer, wine
 - iii. Furniture production
 - iv. Clothing production

Essays will be invested

1. Opening a foreign representation according to the perspective business idea according to the areas listed above
 - a. In the form of a branch
 - b. Franchise
 - c. Or other
2. Creation of a venture company and / or an international investment company. Prospective business ideas will be funded according to the areas listed above
 - a. *Startup*
 - b. Acquisition
 - c. and so on
3. An Investment Agency simply helps a foreign partner in doing business and earns a fee, if you wish, you can contact another business partner, solve all kinds of problems, including management, and so on.

The main areas of operation of our company are the services offered in the real estate market, as well as the opening of foreign firms, our partner companies are successful investment / venture companies in America and Europe, promoting import-export and production are additional priorities in our areas. We have specially calculated the segments where our partner investor will be able to enjoy a high IRR-50%, a small payback period and a favorable NPV. good luck!!!

2. **Royal investment fund/venture company:**

We have also established an investment fund / venture company

We take extra steps to be more deeply involved and committed to each of our investments. In turn, this gives us the information, knowledge and experience we need to yield better results for our investors, our customers and the markets we operate in. Our ability to create value from rapidly changing markets provides our investors with the potential for attractive and stable returns.

Our investment principles

1. Invest for the long-term:

It's not enough for an investment to make short-term sense. We only invest in areas with long-term growth potential.

2. Create real value:

Asset management is at the heart of what we do but is not all that we do. Our vision is simple – to build businesses and create solutions that improve the markets we operate in, benefiting both our customers and investors.

3. Strength in depth:

We believe in gaining a deep understanding of a few chosen markets. This allows us to identify new opportunities to generate attractive returns. It's investing, the way it should be.

The team's reputation for being transparent, fair and entrepreneur-friendly gives it access to the best investment opportunities. With a deliberate balance of skills and a collegiate ethos, it has a track record of turning these opportunities into exceptional global businesses. Over time this has created a virtuous circle where the best management team repeatedly return to REDROSE for funding. A significant part of their portfolio now consists of referrals from teams they have already invested in or serial entrepreneurs who have been backed previously. We are proud to be recognized and we are always striving to do better for our customers.

Redrose is venture capital investor that seeks to create lasting success for rapidly scaling entrepreneurial companies. We provide patient and intelligent capital and a global footprint to back founders throughout their journey, helping them overcome barriers to scale and build international success stories. Our track record of three decades of successful investing across a wide range of sectors has inspired our own entrepreneurial ethos; cultivated an exceptional community of entrepreneurs and investors; and fostered the experience required to create substantial businesses and deliver value for shareholders in our funds.

What are we looking for?

- Passionate management teams
- High growth potential
- Scalable business models
- Businesses operating in our core sectors of TMT, business services, healthcare and education and consumer.
- Whether you're looking to sell a stake, accelerate your business's growth or fund a buy and build strategy, we focus on supporting your ambitions and help you build the infrastructure to make it a reality. We have a bank of growth accelerators we have developed as core value creation capabilities designed to unlock your business' potential and help you take that next step.

Getting to know you and your business

Meeting inspiring entrepreneurs and finding ways to help is what drives us. We like to take the time to get to know you and your business and so whether it's through a site visit or a chat over a cup of coffee, we're always keen to catch up and learn more about your business and your ambitions.

It's just as important that you get to know our team, values and culture. We're happy to introduce you to our current investees and alumni so that you can ask them about how we work and what we're like.

Structuring a deal

Our first step is to understand your motivations for a deal. Do you want to sell a stake but keep running the business? Are you ready to step away and hand over to your management team? Are you looking for the capital and support to make acquisitions? Or do you simply want to sell? Together, we can explore these options and create a deal structure that satisfies everyone's objectives. We're a flexible investor and happy to take either a minority or majority stake – for us it's all about the ambitions of the team, the growth opportunity and how we can fulfil the business' potential.

Due diligence

We'll make every effort to minimize disruption while we do our diligence and with a team of over 45 investment professionals we're able to commit the necessary resource to an efficient transaction. Well-prepared financial information and easy to digest reporting can make this stage of the process even smoother so if you can provide this, we're well positioned to get going.

Deal

Now is the time to celebrate as the next stage in your business's growth journey begins!

Laying the foundations for growth

Our work prior to investment means that we can hit the ground running post-transaction. Together, we'll develop a growth strategy tailored to your ambitions.

Growth acceleration

To support this strategy, you can make use of our bank of growth accelerators – core value creation capabilities which enable our investees to fulfil their potential and become exceptional businesses. These include: international growth, corporate development, customer acquisition and retention, talent, and technology. Our in-house growth acceleration team made up of market experts will work with you to build these capabilities, transform value and develop long term sustainable growth.

Joining the Redrose network

As part of the company you'll have access to your peers across more than 30 businesses. We host events throughout the year, such as our Marketing Leaders' summit, CFO Seminars and investee networking evenings. These provide a chance to discuss opportunities and challenges with individuals from businesses of different sizes and from different sectors who are often able to provide a different perspective.

Realizing value

Like any other investor, there'll come a time when we will be looking to realize the value that we have created together. On average, our investments span c.4 years but we have flexibility to adjust this to fit your business's situation. We recognize that we are just one part of a business's growth journey and we work towards an exit together at a time that's right for you.

We've sold over 75 businesses and whether it's an IPO, trade sale or a sale to another private equity house, we've got the experience to help plan for and navigate the complexities of realizing an exit.

The Redrose family extends beyond exit and we work with many of our former investees again. Our investees are part of our success story, just as we are part of theirs.

If you're interested in learning more, or to set up a meeting with one of our team, please don't hesitate to contact us.

Making successful acquisitions

Acquiring other businesses when the time is right can have a transformational effect. We can provide both the capital and the experience to help make business acquisitions successful – enabling you to grow faster and take opportunities that could otherwise be out of your reach.

Of course, many acquisitions fail to deliver, sometimes because of inadequate financing, or poor integration, or because the company's platform struggles to support the sudden increase in business. Our team will continue to work with you after the acquisition to make sure you get the most from it, providing value far beyond our initial capital investment.

Taking you to the next level-1

We understand what it takes to grow a business, whether through organic development or acquisition or both. But we also understand that situations change and external pressures can arise – and we can help you adapt your strategy where you need. With in-depth sector knowledge and a network of highly experienced contacts, we can help you overcome challenges and identify opportunities to grow your business in a robust and sustainable way, ready for whatever the future holds.

Buying equity in the business you've helped to build can be a daunting prospect. Most people don't have the funds at the ready – and some feel that their lack of experience owning a business could be a disadvantage.

This is where Redrose can help, by advising and supporting you and the business far beyond the initial capital investment. We've been investing in and working with growing businesses for twenty years, so we know what it takes to help management teams make the transition to business ownership.

The right private equity investor can act as a catalyst for positive change. As well as an injection of capital, you'll get the benefit of ongoing strategic advice from experienced growth specialists. That should give you the confidence to make bold decisions that can transform your business – such as entering new markets, making acquisitions and hiring new key people.

Taking you to the next level-2

We'll invest time and hard work getting to know you and the business thoroughly. This will help us to understand your team's management capabilities and whether you'll benefit from additional key people post buyout. It also means we can get a clear picture of your market and key drivers of growth, so we can help you develop your strategy.

After your management buyout, you'll benefit from ongoing support. For example, we can:

- introduce an experienced chairman and add to the management team if needed
- introduce a network of relevant contacts and advisors
- help you expand into international markets
- work with you to invest in infrastructure to develop a scalable platform
- support new approaches to talent management or product development
- help you refine your growth strategy and adjust it to face new opportunities or challenges
- help you develop with a view to you selling the business in future.

Sell part of my business

Selling a stake in your business to Redrose could lead to exciting new opportunities. It doesn't need to mean giving up ownership or losing control. Unlike some private equity houses, we're as happy with minority stakes as we are majority ones. We can help you re-balance your wealth or shareholder base without an 'all or nothing' choice.

Achieving what's right for you and your company

You might want to make braver decisions for your business, without the personal financial risk.

It may be that your business is too reliant on you personally; and you're so involved in the day-to-day operations that you don't have time to think about the long term.

You might have been approached by interested buyers but don't yet feel ready to sell.

We can give you the confidence and capital to make bold decisions. With strategic support from specialists and less personal financial risk, you'll be in a position to take your business further. You can also release some of the hard-earned money which has been tied up in growing your company.

Private equity can be a catalyst for change

Working with Redrose can also act as a catalyst. You could expand your product range or facilities, or grow internationally, while stopping what's no longer essential. Now might be a good time to add to your management team, and private equity involvement can help attract top caliber executives. New investment could be a way of allowing some shareholders to exit and others to increase their holdings. Or you could help senior management to buy into the business so they can benefit from future success and help you start to plan your succession.

Realizing value now while working together on the future

We take a flexible approach to partnerships. This means you can realize some of the value you've created in your business, secure the capital you need to accelerate growth and hire more talent, and still hold onto a significant (often majority) stake.

You can draw on our 20 years' experience, and you'll be able to access our network of people who've built or managed businesses themselves and can provide a different view.

There's no formula. We'll tailor the investment to your requirements, matching our goals with yours. We have invested in over 100 businesses. No two investments are the same, just as no two companies are the same, but we can help achieve what's right for your business and for you

IRR 50%, da NPV Favorable and low payback period 2-5 years.

3. *Royal foreign firms representations*

Opening the representative offices of international network marketing companies, managing sales of their products or services

- a. We will offer companies to sell their products or services across the region successfully because we will have better contacts than others and most importantly a wider choice of different products or services better than others. (It will be possible to sell products from one foreign country to another)
- b. We offer to open your branch, subsidiary or franchise with you
- c. Venture capital / investment company
 - i. Attracting the finances of various international companies as a partner because we will be the most reliable and successful partner in the field of investment-intermediation both in the region and internationally, because we partners will reduce our success in all successful countries and sell products or services to partner companies.
 - ii. We partner companies will have the opportunity to go out on venture companies through us which is the dream of almost every developing firm, and to achieve great success.
 - iii. Legal, marketing, financial services

We will always be by your side to create a successful business and, most importantly, to build a friendly relationship. good luck!!!

4 .Royal real estate Real estate & hospitality

Georgia has predominantly proved to be a highly desirable location for hospitality and real estate sectors. Currently, hospitality and real estate sectors are one of the main drivers of Georgia's economy. There are no real estate ownership restrictions and Georgia offers considerable potential to develop city sites and entertainment centres, medical, wellness, winter-ski and beach resorts, four season destinations and gaming facilities.

Over the recent years, Georgia has seen a dynamic growth of international visitors. Georgia received only 2 million international visitors in 2010, but in 2018 reached a record high of 8.7 million international visitors (10% y/y growth). Taking into consideration the fact that the population of Georgia is only 3.7 million people, it is that the country is a very attractive tourist destination. Due to high demand and occupancy rates, international brand hotels are rapidly expanding in Georgia.

1. As mentioned above, one of our priorities is to invest in real estate
 - a. Connecting foreign companies with locals or vice versa. Our services are intermediate. We have grand or small scale ideas that guarantee guaranteed success
 - b. Our services in the real estate sector consist of: Development, Construction-Architecture, Repair-Design, Furniture Production
 - c. Buying, selling, renting real estate
 - d. Appropriate legal services

How to make a valuable investment in Tbilisi?

A tourist entering the country is a potential investor. One satisfied tourist will share his or her positive impressions with many people. Then some of them will visit Georgia for tourist purposes, and some of them will plan a large or small investment project in the country. All this is clearly confirmed by the official statistics, according to which the number of both tourists and foreign direct investment in Georgia is growing steadily.

Tourists and investors in Georgia are fascinated by many factors. In this regard, visa-free travel with the European Union or other Eastern countries is especially noteworthy. This is an added convenience for those who want to invest in Georgia and therefore often visit.

Doing business in Georgia is quite simple. This is confirmed by international ratings. Georgia ranks 16th among 190 countries in the World Business Ease Rating. This means that registering or operating a business in the country is associated with minimal problems and costs. The interests of the investor are also considered at a high level in the legislation. At the same time, the geographically advantageous location and temperate climate are particularly attractive to investors.

Georgia is a very safe country. The economy is stable and its steady growth trend is unequivocal.

Another important factor that investors in Georgia especially like is the friendly society. Any visitor who comes on a business or just a business trip notes that the local community is always ready to help them.

With all this in mind, investing in real estate in Georgia is becoming more and more valuable for foreign nationals. In a country where the sea and mountains are the shortest distance from each other, foreigners often buy houses to spend their holidays, for seasonal vacations. Acquired real estate purchased throughout Tbilisi has become a really valuable investment. For foreign citizens who buy a house in Tbilisi only for seasonal use, this real estate can also be a source of some income. In the city there is a steady increase in apartment rent and price, which is caused by increased demand. Increased demand is due to several factors. Among them: the possibility of getting a high level of education, high standard medical institutions. Taking into account these and other factors, the workload of apartments for rent or lease in Tbilisi is quite high.

This trend has not really gone unnoticed by citizens of foreign countries and especially Eastern countries. They are more and more actively acquiring real estate in Georgia and mostly in Tbilisi. This is confirmed by the statistics of the construction company Redrose. The number of homeless residents between the old and new residential complexes of the company has significantly increased.

Foreign real estate experts also confirm the growing trend of the demand for housing from foreigners in Tbilisi and especially in new residential complexes. According to them, the demand for apartments in Tbilisi from foreigners is growing. Taking into account these factors and statistical data, it is clear that the purchase of a high-quality and European standard apartment in a green residential complex in Tbilisi is one of the most valuable investments that a foreigner can make throughout the city.

Redrose LLC has been established in 2005, Tbilisi, Georgia. Company covers range of widespread activities, like e.g.: Construction buildings and houses, advising on investment opportunities, renovating homes and premises, manufacturing furniture. Besides that, company is an asset and property manager specialized in the creation of high-yielding portfolios in Georgia, providing integrated services along the entire value chain of commercial property investments.

Redrose LLC is working on both private and public sector projects. Since 2005 Company has undertaken projects of different clients, like e.g.: Bank of Georgia, TBC Bank, Valero & Boch, EVEX Medical Corporation, Casino Victoria, Hotel in Gudauri, Embassy of Hungary in Tbilisi, Head office of HR.ge and etc... Herewith Company has built and renovated living houses in the center of Tbilisi and also in resorts of Georgia.

In 2016 Company has broadened its activities and introduced new business model. Particular attention is now on assisting foreign companies to establish in Georgia, providing them consultancy, business planning and projecting activities especially in hospitality and real estate sector. Company is now a platform for people willing to co- invest in real estate. Lots of people are not satisfied with bank deposits lately since interest rates have gone down; they're looking for different options to put their money in. Some people purchase apartments but this does not come without related problems, people have to face issues like unfinished apartments, renovation, finding tenants – lots of administrative headaches. We take all these issues in our hands. Mainly we invest in commercial properties/offices and the investors have two benefits: every year they get dividends from the rent income and the market price of the property increases over the years, so that there is an upside profit potential when selling the property upon maturity of the Fund.

If you take a look at the economic environment in the region, you'll see that currently Georgia performs better than most of the countries around. Real Estate and Hospitality are one of the fastest growing sectors of Georgian Economy. Over the recent years Georgia has seen a dynamic growth of international visitors, in 2015 the number of international visitors reached 5.9 million while the population of Georgia is 3.7 million people. Number of international tourists' arrivals is expected to grow by 8-10% during the next five years (Source: Colliers International Georgia, Hospitality & Real Estate Sector Research 2015). Overall, the profit yields for Georgian real estate investments are probably 3-times higher than in Western-Europe

Company

LTD REDROSE is a financial and professional services firm specializing in real estate advisory and management consultancy services.

it is one of the leading real estate advisory and management consultancy service companies for commercial and investment property in Georgia.

LTD REDROSE offers access to a broad spectrum of proprietary tools, resources, and industry research, and provides a wide array of client services, including:

- Agency & Brokerage
- Asset Management
- Real Estate Management / Property Management
- Distressed Asset Services; Repositioning, Recovery, Restructuring and Interim Management
- Development Consultancy Services
- Project & Construction Management
- Market Research & Analysis
- Advisory Services
- Valuation & Appraisal
- Financial & Capital Markets, Institutional Debt & Equity

- Investment Consultancy
- Brand Selection

As a full-service commercial real estate firm, we handle a wide variety of property types – from the common to the unique – across all industries.

Main areas of specialty are:

- Agriculture
- Dry & Cold - Storage
- Gated Communities
- Green Houses
- Green Solutions
- Healthcare
- Hotels, Motels & Resorts
- Golf & Leisure
- Manufactured Housing
- Office
- Restaurants & Bars
- Retail
- Self-Storage
- Senior Housing
- Ski Slopes and Resorts
- Student Housing
- Tourism

REDROSE provides its services in Georgia and Worldwide.

In Georgia our main focus is on:

- Tbilisi and Batumi - all segments of commercial real estate
- Hospitality and Tourism - regional capitals and resorts
- Agriculture - Kakheti and South Georgia

Asset Management

We approach each asset or portfolio knowing that every client has a unique set of investment goals.

We work closely with you to develop and manage tailored asset management strategies that integrate proactive property management, focused marketing and leasing, cost-efficient operations, reducing expenses and increasing tenant retention, to achieve your investment goals and objectives.

We handle a wide variety of property types – from the common to the unique – across all industries.

We recognize that each property requires unique skills and know-how.

Our main areas of specialism are in Hotels, Offices, Retail and Mixed- use Properties.

Our expertise, combined with the expertise and knowhow in our international networks specialty service groups ensures that you as a client are presented with the most desirable solutions to their real estate needs.

We apply skills derived from our and our international partner's ongoing asset management services of a diverse range of properties across all segments. This gives you access to market information and best practice

Services include:

- Building Operations and Maintenance
- Cash Flow Analysis, Pro-forma Analysis and Financial Modeling
- Compliance with Sustainability Issues
- Due Diligence
- Employment of any on Site Staff
- Financial Management
- Health & Safety and Risk Management
- Insurance Management
- Investment Strategies
- Lease Compliance, Analysis, Supervision and Administration
- Procurement and Contractor Management
- Product Marketing and Leasing
- Property Accounting and Financial Reporting
- Property Management Supervision
 - Rent collection
 - Service Charge Budget and Expenditure Management
- Property Operations, Maintenance and Management Supervision
- Service Charge Consultancy
- Technical Services - the technical section of Asset Services provide
 - Routine Repairs and Maintenance
 - Building Condition Survey
 - Project Consultancy Services.



Asset Services

We approach each asset or portfolio knowing that every client has a unique set of investment goals for its real estate assets.

We work closely with you to develop and manage tailored asset management strategies that integrate proactive property management, focused marketing and leasing, cost-efficient operations, reducing expenses and increasing tenant retention, to achieve your investment goals and objectives.

Our expertise ranges from Hotels, Offices, Retail, and Residential Properties.

Services include:

- Asset Management inclusive or exclusive Property and Facility Management
- Development Management
- Project/Construction Management
- Distressed Asset Services

Project Management

We provide comprehensive project management services to property owners, developers of and investors in commercial properties

We provide sound professional and commercial advice,

We deploy multi-functional teams to manage projects on your behalf and ensure delivery on time and on budget.

We bring together project managers, building and quantity surveyors, architects, interior designers and your in-house expertise and resources to support you in the construction, refurbishment and maintenance aspects of their property.

Services include:

- Strategic Project Consulting
- Management from start-up till construction stage



Market Research and Analysis

We have access to the latest commercial real estate information and trends.

We track the performance of markets and provide forecasts of key indicators.

We collect, monitor and maintain historical transaction and market data, such as: rents, yields, take-up, stock, availability, new supply and development pipeline

We analyze and research economic and property market conditions and evolving trends and create practical and useable outputs on current and future property market conditions, ranging from data collection to comprehensive market analysis, for – investors, developers, financial intermediaries and occupiers.

Reports and studies we do are amongst others:

- Market Analysis
- Location Analysis
- Feasibility Study
- Business & Marketing Plans
- Concept of Use
- Highest & Best Use
- Special Studies
 - Local vs. International Building Codes
 - Legal Support



The basis of all good decisions is accurate market intelligence.

No guesswork. No assumptions. No qualifier filled footnotes. Just solid, objective commercial property market intelligence the way you want, where you want it.

Capital Markets and Financing

Working across the real estate investment sector, we create market leading financial strategies.

We employ an analytical approach in order to develop unique financial solutions for each client. From senior debt to joint venture equity, we can help to achieve the optimal capital structure for any real estate asset.

We offer expertise in:

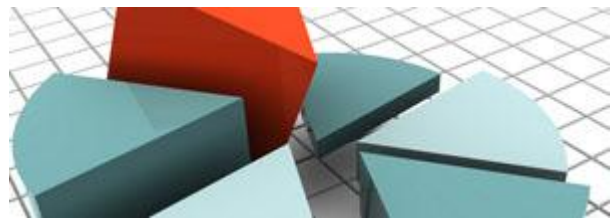
- Development/Redevelopment Financing
- Debt Financing
- Acquisition Financing
- Recapitalization Strategies
- Partnership & Joint Ventures
- Note sales
- Fund Raising

We in addition provide a full range of complementary transaction and consultancy services.

Sector Groups

Main areas of specialty are:

- Agriculture
- Dry & Cold Storage
- Gated Communities
- Green Houses
- Green Solutions
- Healthcare
- Hotels, Motels & Resorts
- Golf & Leisure
- Manufactured Housing
- Office
- Restaurants & Bars
- Retail
- Self-Storage
- Senior Housing
- Ski Slopes and Resorts
- Student Housing
- Tourism



Service List

Our clients are private and institutional investors, landlords, tenants and occupiers, developers and corporations.

We offer wide range of Agency services, Brokerage, Asset Management and Research and Appraisal services and integrated services for specialty groups/sectors:

Agency & Brokerage

- Landlord and Tenant Representation
- Investment Consulting
- Relocation Services
- Corporate Services
- Brokerage

Asset Services

- Facility Management
- Asset Management
- Development Management
- Project/ Construction management
- Distressed Asset's management

Valuation and Advisory

- Property Appraisals
- Property Valuation
- Business Valuation
- Insurance Valuation
- Sales/Leaseback Valuations
- Legal and Technical Due diligence

Market research and analysis

- Location and Concept Studies
- Market research: demand and supply
- Market Reports
- Market overview and market study
- Highest and Best Use studies
- Financial and Technical Feasibility Studies
- Benchmarking Studies

Capital markets & Financing

- Development/Redevelopment Financing
- Debt Financing
- Acquisition Financing
- Recapitalization Strategies
- Equity Fund Raising

Brand Selection

- Identify the right Brand of Lessee, Operator, Franchisor
- Obtain, analyze and evaluate the Proposals
- Assist in negotiation of Agreements

The company pays great attention to attracting foreign investment in Georgia. We not only provide investors with complete and up-to-date information about the market, but also help them find profitable facilities to invest in and complete the investment project.

The company Redrose Group consists of highly qualified, young employees who aspire to new ideas and constantly evolve.

We are proud of our profession and are always happy to work with you.

Our customers are and might be:

Embassies, Consulate:

USA, Germany, Britain, Sweden, Hungary, Bulgaria, France, Israel, Iraq, Lithuania, Latvia, Estonia, Poland, Romania, Japan, Malta, Holland, Iran, Turkey, Russia, Czech Republic.

International organizations

UN, OSCE, Council of Europe, European Commission, Council of Europe, Peace Corp, Red Cross, USAID, GTZ, IBRD, UNDP, UNHCR, Rescue Corps, Danish Refugee Council, NDI, Monetary Fund.

Rakin, Arsi, Nike, Geo-Esti, Bani, Tiflis Development, Logos, Magi Style, Georgian Construction, Center Point, Tsavkisi Valley, Pixel, Redix, Development Solutions, EcoFleet, EuroBrald Magdalen, Libo, Ebris, Ebris .

Companies and banks

PricewaterhouseCoopers, Deloitte Touche Tohmatsu Georgia, Ernst & Young Georgia, Avon Georgia, Rompetrol, SOCAR, British American Tobacco, GMT, Goodweel, Heidelberg Cement, Heidelberg Press, Bank of Georgia, TBC Bank, Liberty Bank, Tao Bank, Bank Republic, ProCredit Bank, Standard Bank, Imedi TV, TAV Georgia, Blacksee Group, GRDC, ArtX, Beeline, Magti, Fiat, Kaztransgaz, IMMS, MCG, Seacor, Maersk, Balt speed, etc.

5. *Royal import-export.*

1. By placing products or services of foreign partner companies on our website according to the areas listed above, we will enter a network that will be competitive in terms of price, quality and other features from the beginning in Georgia and beyond.

2. Financial, marketing, sales and legal services in all areas

3. Investments in import-export (those sectors on which orders will be promising in our view and we will also take care of the service)

- a. promoting imports
- b. Promoting exports
- c. Study the requirements of partner companies (contact buyer and seller and service)

- d. Connecting foreign companies with local firms (intermediary services)
- e. Transportation
- f. Legal services

Export-Import-Re-Export and Domestic Trade

- The company Redrose carries out export-import-re-export consulting activities.
 - Our services include:
 - RedroseConsultations on the certification of agricultural and other products in accordance with the legislative requirements of the destination country;
 - RedroseLogistics planning;
 - RedroseAnalyze the legislative requirements related to the export-import of Georgia and abroad and prepare recommendations;
 - RedroseAnalysis of Georgian and foreign customs tariffs and preferential taxation regimes;
 - RedroseOrganizing issues related to customs procedures;
 - RedrosePromoting participation in international exhibitions and selecting exhibitions;
 - RedroseRepresentation of the company in Gez (economic zone of registration).
 - In 2018, re-exports from Georgia exceeded all previous years, increased by 66% and amounted to 1,065.1 million US dollars, accounting for 32% of total exports. At the same time, the bulk of re-exports to the CIS countries account for 79% of total re-exports.
 - The importance of Georgia as an international transport hub allows for successful re-exports to the countries with which Georgia has free trade agreements. Re-exported goods are not subject to customs duties. we offer:
 - RedrosePreparation of documents required for re-export;
 - RedroseDeclaration of re-export;
 - RedroseLogistic planning.
 - Our experts with many years of experience will help you to carry out all import and export procedures as quickly as possible.
 - We also offer analysis and consultation of the situation in the domestic market of Georgia, which includes:
 - RedroseAssess market potential;
 - RedroseSearching / evaluating distribution channels;
 - RedroseRecommendations for pricing;
 - RedroseCompetitive analysis;
 - RedroseLogistics consultations.
2. Opening the representative offices of international network marketing companies, managing sales of their products or services
 - a. We will offer companies to ensure that their products or services are sold successfully across the region better than others because we will have better contacts than others and most importantly a wider choice of different products or services better than others. (It will be possible to sell products from one foreign country to another)
 - b. Network marketing
 - c. Branch, subsidiary, franchise
 - d. Venture capital

- i. Attracting the finances of various international companies as a partner because we will be the most reliable and successful partner in the field of investment-intermediation both in the region and internationally, because we have partners in all successful countries and will sell products or services to partner companies.
- ii. We partner companies will have the opportunity to get out of venture companies through us

6. *Royal manufacturing Manufacturing & agrobusiness*

Strategically located at the crossroads of trade and commerce routes between east and west, Georgia is ideally positioned to access markets of Asia and Europe, as well as the middle East and the CIS countries. Business-friendly regulations, a favorable tax and customs framework and relatively low-cost work environment have played a key role in developing the manufacturing sector in Georgia.

The food, metals and non-metallic mineral products provide the largest industrial base for Georgia, while apparel, automotive, electronics and plastics are the fastest growing industries. Thus, the country offers plenty of opportunities within the manufacturing industry. Georgia's natural resources and various micro-climatic zones are perfect for producing a wide range of grains, vegetables, fruits, etc.

Georgia enjoys Deep and Comprehensive Free Trade Agreement with the EU, Turkey, EFTA countries, China, USA, Canada, Japan and others.

Low tax rates and transparent tax system make Georgia the most attractive tax regime in the region. Additionally, Georgia has 4 Free Industrial Zones (FIZs) in Poti (sea port), Kutaisi (second largest city) and Tbilisi (capital city). Business registered in Free Industrial Zones benefit from certain tax exemptions: if a company produces goods for export in FIZ, it is exempt from all taxes except Personal Income Tax (20), which is paid from employees' salaries.

We are ready to help you implement your idea in Georgia and abroad, to help you both in the establishment of production and in the transfer of production from other countries and in the management of its functioning. In addition to the areas listed above, it is possible to consider any idea that we think will be successful

7. *Royal consulting:*

e. **Marketing** is an ultimate image-making tool and sales communicator, aimed at creating and developing positive, harmonious environment for the dialog between a brand and a customer. It's your next-door baker, enticing you to his bakery with the delicious smell of hot buns and telling that he added some currant that day. It's your postman, who brought you some fresh newspapers this morning, or your neighbor, who recommended you to come around the haberdashery shop nearby for umbrella sale. Marketing takes care of business and pushes it forward, focusing on the needs of core market. Marketing creates an effective strategy for brand formation.

What we offer?

- Building, developing and implementing the marketing strategy
- Determining the position of the company on the market
- Determine the competitive advantages of the company
- Constant, direct communication with the target audience
- Social media marketing
- Digital marketing
- Remarketing
- Planning/implementing interactive projects and events

Sales

Successful sales are fundamentally essential for every company's success. Customer never buys product separately, but they buy information received about the product, the benefits they will get by purchasing the product or service and definitely they buy relationships with the salesperson. Therefore, sales are an art of exploring, creating and expressing the advantages of the product or service, that will turn the potential customers into loyal customers.

For instance, if you sell a coffee for 0.5 GEL, we can sell the same coffee for 5.0 GEL in a luxury restaurant. Why do people pay 10 times more? The answer is that they pay 5 GEL for service, environment, emotional benefits and not just for the product separately.

What we offer?

- Attract the target audience with the most efficient channels
- Attract and maintain the potential customers
- Constant connection with them gives us possibility to know and satisfy their needs and wants.
- Order getting, processing and phone sales

Develop a business plan

Successful investment and business start with the right business plan.

The business plan is a standardized document of the business idea provided by the customer, which describes the management and financial characteristics of the implementation of the business idea. Creating a business plan can serve a variety of purposes: starting a new business, attracting an investor, attracting finances, expanding a business, and so on.

The company Redrose offers business plans in compliance with all modern standards, which is a prerequisite for the success of your business. A well-written business plan, which includes all the key details of the production and shows the attractiveness of the activity, will help you not only to attract investors, but also to better understand your own business.

Depending on the purpose and the idea of the activity, the structure of the business plan may be different, but the main parts are:

1. General description;
2. feasibility study;
3. Sales channels and marketing strategies;
4. Market and competitor analysis;
5. Analytical models (SWOT, PESTEL, BCG Matrix and so on)
6. Financial part and cash flow analysis

Also, depending on the specific business idea, the business plan can include architectural sketches, technical descriptions, recipes, technology cards, and so on. With.

Our company develops high-quality business plans for start-ups and existing entrepreneurs to effectively implement their ideas. The timing and cost of drawing up a business plan depends on the nature and complexity of the business plan, its components, and so on.

Legal services

- The company Redrose offers result-oriented and dynamic legal services for the success of your business. Our qualified lawyers will advise you on the proper and profitable management of the business, the protection of regulatory requirements, the consideration of costs and the increase in the volume of investment. We will help you to develop effective strategies and tactics, as well as to develop and implement an effective organizational structure, standards and procedures, and to establish an internal control system.
- Redrose offers qualified legal services related to business issues, which includes:
 - RedroseRegistration of commercial and non-commercial legal entities;
 - RedrosePreparation of legal documents, including: agreements, memoranda, agreements;
 - RedroseConsultations on tax and entrepreneurial / civil issues (in the legal field of business);
 - RedroseOptimizing tax and taxation regimes in accordance with existing legislation;
 - RedroseBusiness start-up consultation;
 - RedroseCorporate law:
 - o the company's charter;
 - o Preparation of founding documents;
 - o Preparation of other corporate documents;
 - RedroseBanking consultations;
 - RedroseLoan consulting;
 - RedroseDevelop a complete package of documents required for reorganization (transformation, merger, division, separation) and liquidation of legal entities;
 - RedroseParticipate in pre-contractual relations and prepare various types of contracts;
 - RedroseLegal analysis, conclusions and recommendations based on the study of legal documents.

Preparation of tender documents

State and public legal entities purchase several billion GEL worth of products and services each year.

Purchasing facilities include: construction work, software, insurance, oil products, cleaning, tools, office equipment, vehicles, furniture, food products, building materials, clothing, and more. Holding Redrose will advise you and help you prepare the tender documents.

After selecting the desired tender, our team will help you to prepare all the necessary documents to participate in the tender, including:

RedrosePrepare and compile the relevant documentation certifying the qualification requirements;

RedroseFind and request the necessary documents from government agencies, banks and other organizations (if necessary);

RedroseSpecify the terms and conditions of the tender.

In parallel with the preparation of the documentation, we provide general consultation and evaluation based on the tender conditions, which significantly increases the probability of winning the tender. Our services also include monitoring of desired tenders and analysis of ongoing tenders to monitor price or other commercial interests.

If necessary, we can register your company in the Unified State Procurement System and also participate in the trade as a person with your trust. Set a price based on your interests and goals.

Upon successful completion of the tender, we will make a contract-adjustment agreement in accordance with your interests. We will also help you to appeal the results of the tender in compliance with all legal norms, if there is an objective need and justification for it (unscrupulous trade).

8. *Royal business turizm:*

- f. Business Travel Agency
 - g. Tour planning
 - h. Introduce opportunities for a potential partner to know where and how a successful investment can be made
 - i. Which sub-brand will make the brand successful
2. Or what production will be better here. Business tour in an investment company

Planning a business tour in the international investment, intermediary, consulting company "Royal Development" or with us. A company representative will be able to discuss with us the business potential of Amatui in the field or in the company, so that together we can determine where it is better to invest capital and how. Or where to deliver it. Considering the IRR, NPV, ROI, ROE ratios. The legislation of our country is very attractive for businesses. We also have free economic zones, which is an ideal option for head offices, at least for the branches.

MICE Tourism - Meetings, Incentive, Conferences, Exhibitions

The experience of Redrose starts from 2010 and includes many important events. We create services tailored to you, depending on individual requirements.

MICE tourism includes:

RedroseMeetings;

RedroseExcursions and tour packages;

RedroseIndividual and group offers for your company employees;

RedroseAir tickets;

RedroseTranslators;

RedroseTranslator-guides;

RedroseTransfers;

RedroseConferences and exhibitions

RedroseTeam-building and quest

Why us?

RedroseOperationality and reliability;

RedroseBest price;

RedrosePersonal Manager;

RedroseTranslator-guide services in almost all languages;

RedroseMake the best route for your business trip;

Redrose+ Photographer service as a gift!

Redrose

Mountains, the sea, delicious cuisine, a mix of oriental and western cultures, hospitable and friendly people - are what make Georgia. We create unforgettable impressions!

. Event Management

Redrose offers to organize any event for your successful business. Georgia is an ideal location for a business conference, seminar, corporate evening, gala dinner. Our highly qualified managers will help you create an individually tailored event for you.

Redrose's standards and approach take into account the unique organizational culture and characteristics of each company. In addition, we actively cooperate with both the public and business sectors, chambers of commerce, which is a guarantee of high involvement and interest in your event.

Advantages of cooperating with us:

Redrose Experienced and highly qualified team;

Redrose Ideal location;

Redrose Individual approach;

Redrose Active cooperation with business and public sectors;

Redrose Versatile business development opportunities.