






Budget Boutique Accommodation



**Good quality
Best location
Affordable price**

The Opportunity

 Twitter |  Facebook |  Google Buzz |  digg it |  LinkedIn

18-40 years old

Urban (Europe, Russia)

University degree

Weekend traveler

Middle manager



Single

Adventurous

Brand conscious

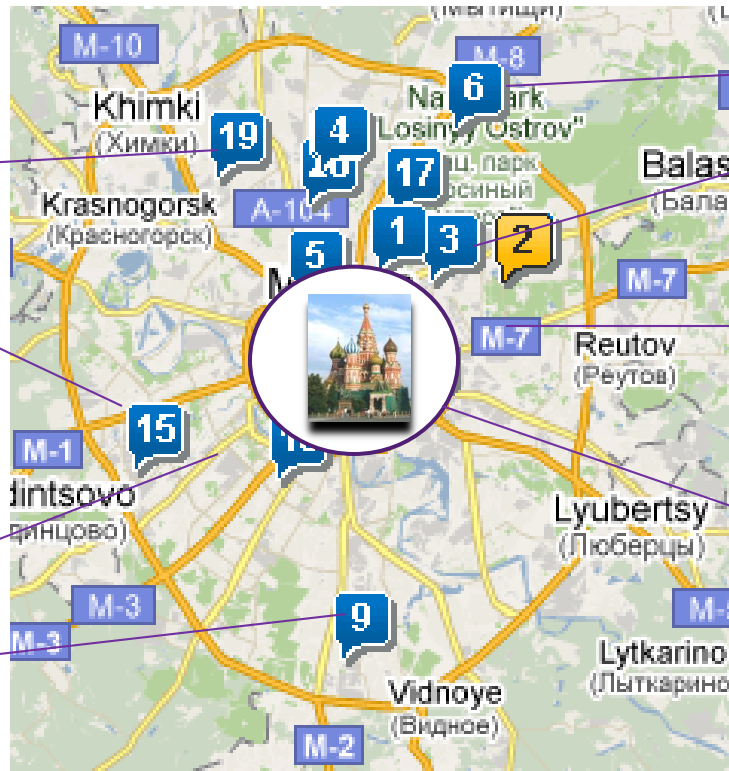
Outgoing

Open minded

The Situation

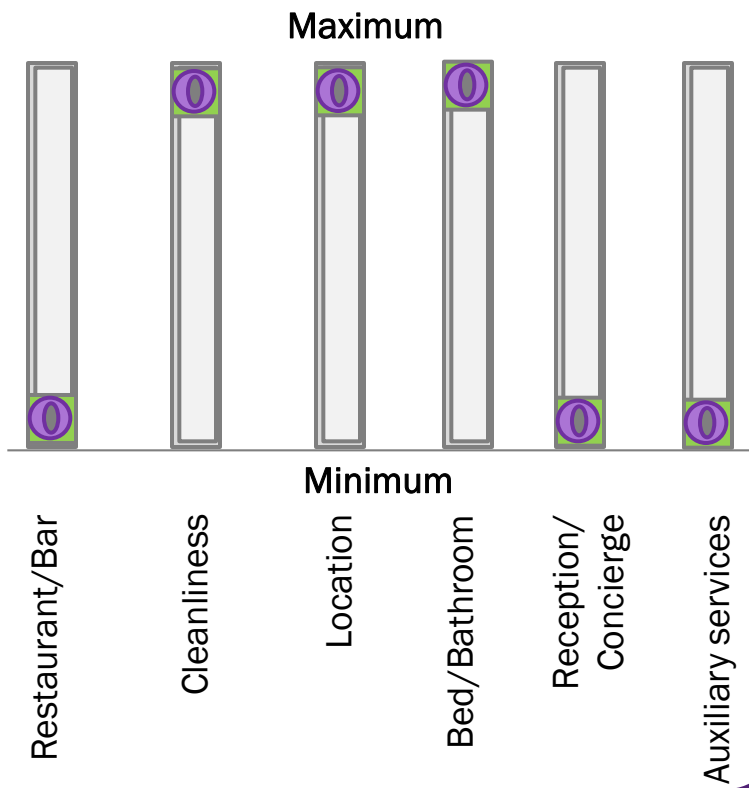


Greater Moscow



The Solution

N anotel Concept



Online Reservation System



Social Travel Network



The Bridge

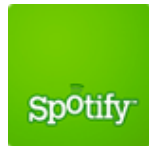
SOCIAL NETWORK

Our guests leave Nanotel talking about their experience on...



WEB PAGE

Advertising on...



BLOG

Branding, Co-Branding and More Branding...



PROMO



PEOPLE



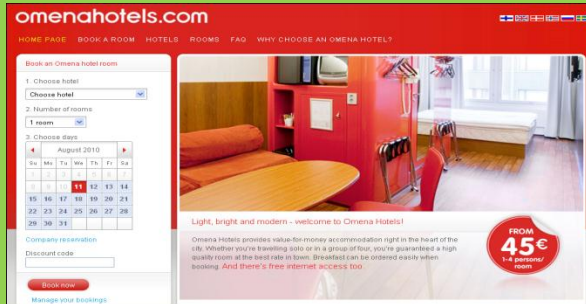
READERS



EXPERIENCE

The Partnership Model

Nordic Hotel Chain



➔ Hotel Concept

Russian Strategic Investor(s)



➔ Funding, Brand & Connections



Outsourced services



➔ Security, maintenance, cleaning

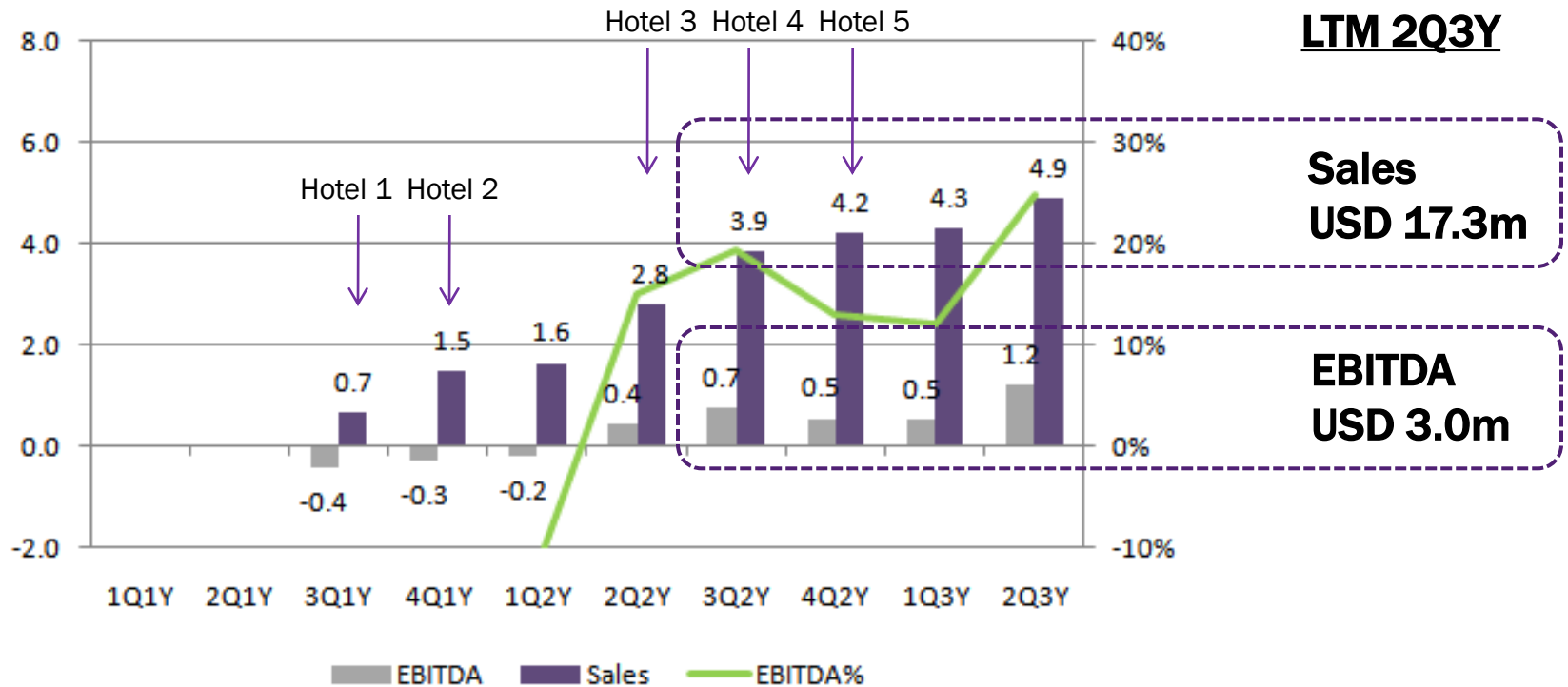
Real Estate Developer



➔ Real Estate Renovation

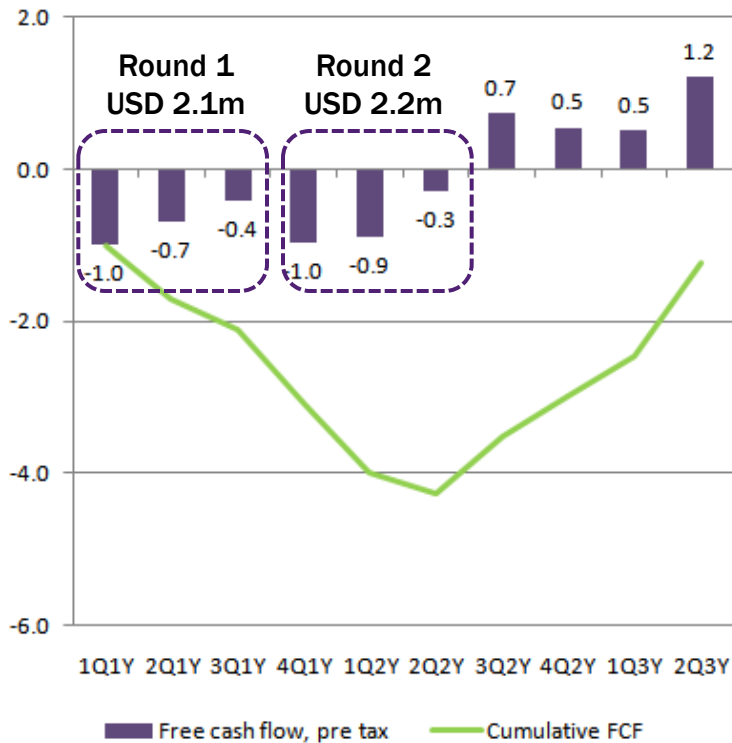
The Roll-out

P&L Summary



The Funding

Cash Flow Summary



ROUND 1			
Sources	USDm	Uses	USDm
Founders	0.6	Hotel 1 fixed installations	0.7
Investor(s)	1.5	Technology platform	0.3
		Working capital	0.4
		Hotel 2 fixed installations	0.7
Total	2.1	Total	2.1
ROUND 2			
Sources	USDm	Uses	USDm
Bank financing (revolver)	0.5	Hotel 3 fixed installations	0.7
Bank financing (term loan)	0.5	Hotel 4 fixed installations	0.7
Investor(s)	1.2	Hotel 5 fixed installations	0.3
		Working capital	0.5
Total	2.2	Total	2.2

The Team

Sebastian Schauman
Investment Manager
Finland | Venture Capital & Private Equity

IB

Brand

PE

Law

PR

Current	<ul style="list-style-type: none"> Investment Manager at CapMan (Buyout team)
Past	<ul style="list-style-type: none"> Finance Intern at Procter & Gamble Law Intern at Dittmar & Indrenius Law Intern at Tarja- Riitta Teinilä Attorneys
Education	<ul style="list-style-type: none"> Helsingin yliopisto Hanken Svenska handelshögskolan
Connections	135 connections
Public Profile	http://fi.linkedin.com/pub/sebastian-schauman/2/456/2a

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The Summary

1. Demonstrated market need for budget quality hotels
2. New hotel concept for a net generation urban traveler
3. Innovate operational model

Do not miss the opportunity to enter the Russian hotel business:



Appendix 1

Key assumptions	Unit									
Key drivers										
Capacity	50.0	rooms								
Room price	250.0	USD/day								
Rent monthly	85.0	USD/m2								
Room size	20.0	m2								
Space rooms	1000.0	m2								
Space common	500.0	m2								
Maintenance, supplies room	25.0	USD/day								
Hotels	1Q1Y	2Q1Y	3Q1Y	4Q1Y	1Q2Y	2Q2Y	3Q2Y	4Q2Y	1Q3Y	2Q3Y
Hotel 1	0.0	0.0	675,000	731,250	819,000	936,000	972,000	850,500	882,000	1,008,000
Hotel 2				731,250	819,000	936,000	972,000	850,500	882,000	1,008,000
Hotel 3						936,000	936,000	819,000	819,000	936,000
Hotel 4							972,000	850,500	850,500	972,000
Hotel 5								850,500	850,500	972,000
Total	0.0	0.0	675,000	1,462,500	1,638,000	2,808,000	3,852,000	4,221,000	4,284,000	4,896,000
Occupancy rate	1Q1Y	2Q1Y	3Q1Y	4Q1Y	1Q2Y	2Q2Y	3Q2Y	4Q2Y	1Q3Y	2Q3Y
Qtr avg	0.0%	0.0%	60.0%	65.0%	70.0%	80.0%	80.0%	70.0%	70.0%	80.0%
Room price	0.0	0.0	250.0	250.0	260.0	260.0	270.0	270.0	280.0	280.0
				0.0%	4.0%	0.0%	3.8%	0.0%	3.7%	0.0%
Capex	1Q1Y	2Q1Y	3Q1Y	4Q1Y	1Q2Y	2Q2Y	3Q2Y	4Q2Y	1Q3Y	2Q3Y
Fixed assets, beginning of period	0.0	975,000	1,632,500	1,590,000	2,230,000	2,852,500	3,457,500	3,362,500	3,267,500	3,172,500
Capex	1,000,000.0	700,000.0	0.0	700,000.0	700,000.0	700,000.0	0.0	0.0	0.0	0.0
Depreciation	-25,000	-42,500	-42,500	-60,000	-77,500	-95,000	-95,000	-95,000	-95,000	-95,000
Fixed assets, end of period	975,000	1,632,500	1,590,000	2,230,000	2,852,500	3,457,500	3,362,500	3,267,500	3,172,500	3,077,500

Appendix 2

P&L summary	1Q1Y	2Q1Y	3Q1Y	4Q1Y	1Q2Y	2Q2Y	3Q2Y	4Q2Y	1Q3Y	2Q3Y	LTM
Sales	0	0	675,000	1,462,500	1,638,000	2,808,000	3,852,000	4,221,000	4,284,000	4,896,000	17,253,000
- Rent	0	0	-382,500	-765,000	-795,600	-1,147,500	-1,588,846	-1,912,500	-1,983,333	-1,912,500	-7,397,179
- Maintenance	0	0	-112,500	-225,000	-234,000	-337,500	-467,308	-562,500	-583,333	-562,500	-2,175,641
Gross profit	0	0	180,000	472,500	608,400	1,323,000	1,795,846	1,746,000	1,717,333	2,421,000	7,680,179
<i>Gross margin</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	26.7%	32.3%	37.1%	47.1%	46.6%	41.4%	40.1%	49.4%	44.5%
- Sales, marketing	0	0	-300,000	-300,000	-300,000	-300,000	-300,000	-300,000	-300,000	-300,000	-1,200,000
- Utilities	0	0	-50,000	-100,000	-100,000	-150,000	-200,000	-250,000	-250,000	-250,000	-950,000
- Security	0	0	-50,000	-100,000	-100,000	-150,000	-200,000	-250,000	-250,000	-250,000	-950,000
- Other (mgmt, general, admin)	0	0	-200,000	-250,000	-300,000	-300,000	-350,000	-400,000	-400,000	-400,000	-1,550,000
EBITDA	0	0	-420,000	-277,500	-191,600	423,000	745,846	546,000	517,333	1,221,000	3,030,179
<i>EBITDA margin</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	-62.2%	-19.0%	-11.7%	15.1%	19.4%	12.9%	12.1%	24.9%	17.6%
- Depreciation & amortization	-25,000	-42,500	-42,500	-60,000	-77,500	-95,000	-95,000	-95,000	-95,000	-95,000	
EBIT	-25,000	-42,500	-462,500	-337,500	-269,100	328,000	650,846	451,000	422,333	1,126,000	
<i>EBIT margin</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	-68.5%	-23.1%	-16.4%	11.7%	16.9%	10.7%	9.9%	23.0%	
Cash flow summary	1Q1Y	2Q1Y	3Q1Y	4Q1Y	1Q2Y	2Q2Y	3Q2Y	4Q2Y	1Q3Y	2Q3Y	
EBITDA	0	0	-420,000	-277,500	-191,600	423,000	745,846	546,000	517,333	1,221,000	
- Capex	-1,000,000	-700,000	0	-700,000	-700,000	-700,000	0	0	0	0	
- Increase / decrease WC	0	0	0	0	0	0	0	0	0	0	
Free cash flow, pre tax	-1,000,000	-700,000	-420,000	-977,500	-891,600	-277,000	745,846	546,000	517,333	1,221,000	
<i>% of sales</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	-62.2%	-66.8%	-54.4%	-9.9%	19.4%	12.9%	12.1%	24.9%	
Cumulative	-1,000,000	-1,700,000	-2,120,000	-3,097,500	-3,989,100	-4,266,100	-3,520,254	-2,974,254	-2,456,921	-1,235,921	