

VALAMAR RIVIERA

· JANK A

Mediterranean Tourism Gem October 2020

Valamar Marea Suites 5* - Poreč

1 Valamar Riviera Overview

- 2 H1 2020 & COVID-19 Overview
- 3 Share RIVP

Introduction



Valamar Riviera 2019

Note: All historical values have been converted from HRK to EUR according to the respective average yearly FX rate, while EUR/HRK = 7,5 was used from 2020 onwards.

Leading tourism company in Croatia by revenues, capacities and number of destinations

Strongest Croatian hotel brand

12% of categorized capacities

Largest portfolio of camping in Croatia (15% of categorized camping in Croatia)

EUR 298mn (+11% yoy) 2019 operating income

EUR 104mn (+11% yoy) 2019 EBITDA

34,8% 2019 EBITDA margin

11% revenue and 20% EBITDA 11y CAGR (2009-2019)



≈ 6,8mn overnights ≈ 1,2mn arrivals

Capacity of:*



investments in the past 16 years (incl. acquisitions) 2020 asset portoflio: EUR 875mn 54% Premium & Upscale balance sheet 46% Midscale & Economy ≈ 22.000

shareholders

Attractive destinations:*

Obertauern, Hvar

Poreč, Rabac, Krk, Baška, Rab, Makarska, Dubrovnik,

EUR 395mn Mcap (Oct 2020)

 \approx 2.000 permanent employees ≈ 7.000 employees in peak season 2,85x net debt / EBITDA



36 hotels and resorts* 15 camping resorts

History of Valamar Riviera

						RESULT AND GROWTH (2015) Reorganization of the company and growth of financial results.
						MERGERS & ACQUISITIONS 2015: Acquisition of the majority stake in Hoteli
					LISTING ON ZAGREB STOCK EXCHANGE (2011 – 2015)	Baška Plc (est. 1949) 2016: Merger of Hoteli Baška Plc (est. 1949)
		INTENSIVE CONSTRUCTION			2011: Zlatni otok Plc (est. 1956), Rabac Plc (est. 1961)	2016: Acquisition of 54,71% of Imperial Rab Plc (est. 1965)
BEGINNINGS OF TOURISM IN POREČ 1895 = First public bathing	BIRTH OF THE COMPANY	1967 = Hotels and apartments Luna 1968 = Hotel Neptun and the tourist village Lanterna			2013: Dubrovnik-Babin kuk Plc (est. 1971) 2014: Valamar Adria holding Plc (est. 2003) and Valamar grupa Plc	2018: Acquisition of 100% of Mathhias Aichmann GmbH – (property in Obertauern
area on Sv. Nikola Island, Bagno Parentino 1910 = Hotel Riviera in Poreč opens after which the company is named 1913 1923 = Hotels	1953 = Founding of Riviera Poreč, a predecessor of Valamar Riviera Plc Management of hotels, bungalows and restaurants	of 1971 = Hotels Crystal and Rubin 1976 = Hotels Diamant and Zagreb, and the pavilion Solaris otels, 1979 = Hotel Pical, first hotel of the highest category in Poreč	FOUNDING OF THE DOM FOND 1999 = Establishment of the largest privatization investment fund during the voucher privatization period in Croatia	MANAGEMENT COMPANY VALAMAR HOTELS & RESORTS BEGINS TO MANAGE HOSPITALITY OPERATIONS Introduction of the first tourism brands Valamar Hotels & resorts and Camping on the Adriatic	(est. 2005) – reverse vertical merger. The consolidated company started operating under the name Valamar Riviera Plc and was listed on the official market of the ZSE in Dec 2014.	est. 1950) 2019: Acquisition of 23,61% of Helios Faros Plc NEW STAGE OF BUSINESS New strategic goals to be achieved by 2020
Venezia and Parentino opened, owned by the company to this day	in Poreč and on the Sv. Nikola Island				2015: Valamar hoteli i Ijetovališta (est. 2000)	
1895-1950 CROATIAN TOURISM HISTORY	1950-1965 RIVIERA POREČ	1965-1990 CROATIAN TOURISM DEVELOPMENT	1990-2000 PRIVATIZATION & OWNERSHIP TRANSFORMATION	2000-2010 BUSINESS & PORTFOLIO DEVELOPMENT	2010-2014 BUSINESS CONSOLIDATION	2015 - NEW STAGE IN GROWTH AND ACQUISITIONS

Valamar Riviera Overview

RECORD BUSINESS

Our Mission, Vision and Core Values

MISSION

To create unforgettable guest experiences by using innovative services in leisure tourism.

To develop a stimulating corporate culture where guests and employees come first.

To deliver new value for shareholders through corporate responsibility by promoting sustainable development and supporting local communities.

VISION



To be the leader in leisure tourism and create authentic guest experiences in partnership with our destinations.

WELCOMING

We make our guests feel very

welcome and highly appreciated.

PROUD

We take pride in our destinations and in being part of the Valamar family.



INNOVATIVE

We engage in collaborative innovation to improve our performance, stay alert and always remain open to change.



We are a responsible business partner, a caring employer, supportive towards the community and committed to preserving the environment.



We set challenging goals and strive for excellence in everything we do.



Management of the Valamar Brand

First Internationally Recognized Brand in Modern Croatian Tourism

- The Valamar Hotels & Resorts brand was introduced in 2004 and very soon it became the first internationally recognized brand in modern Croatian tourism
- Camping Adriatic by Valamar was introduced two years later
- Over time, the brand architecture was supplemented and modified, adapting to the changes within the company, and in 2016, the process of redefining the existing brand strategy began

Valamar Brand Overview

- In 2018 existing Valamar brand architecture has moved from a system with two main product brands to a system with five main product brands closely linked to Valamar's core culture and values
- Each property in the portfolio is linked to one of the product brands and has had specific positioning, USPs, target markets and sales channels defined specifically for it
- Valamar Collection and Valamar Collection Resorts are brands of strategic importance and are the closest to Valamar's core values; they include the best products in the portfolio
- Valamar Hotels & Resorts is a brand covering the largest portion of the company's capacities and includes both upscale and midscale properties; specific labels will be introduced through this brand, depending on the special characteristics of each product
- Sunny by Valamar is the economy brand that includes both midscale and economy portions of the portfolios
- Camping Adriatic by Valamar is lifted to a higher level and is more strongly linked to the Valamar brand; additionally, it has been divided into three categories – Premium Resorts, Resorts and Sunny



Awards & Recognitions and Business model

Awards & Recognitions

 On an annual basis, Valamar receives more than 50 international awards for quality, including most prestigious awards such as "World Travel Awards" as well as those given by Tripadvisor, ADAC, TUI, ANWB, Leading Campings of Europe, World Luxury Hotels and others





TU GROUP



Kinderijatels



LeadingCampings

Business Model: Asset, Hospitality and Destination Management Company



Organizational and Ownership Structure



Overview

Asset Portfolio 2020

Note: All historical values have been converted from HRK to EUR according to the respective average yearly FX rate, while EUR/HRK = 7,5 was used from 2020 onwards.



Destinations and Asset Management

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ISTRIA



- The most prominent tourist region in Croatia (30mn of overnights p.a.)
- Valamar's destinations: Poreč, Tar, Funtana, Vrsar, Pula-Brioni, Rabac
- 15 hotels and resorts and 7 camping resorts

ISLAND OF KRK



- The biggest and most populated island in Croatia (1mn of overnights p.a.)
- The key advantage is a bridge connection with the mainland and international airport
- 5 hotels and resorts and 5 camping resorts

ISLAND OF RAB

LONG-TERM ASSET

BOOK VALUE

EUR

781mn



59%

Hotels &

Resorts

- 2mn of overnights, i.e. 230 thousand guests (50% of guests from GER and AUT)
 - Imperial hospitality company has a dominant position in the island's hotel and campsite offer
 - 5 hotels and resorts and 2 camping resorts

25%

resorts

16%

Other

Camping



MAKARSKA

- One of the best-known tourist destinations on the Croatian coast that attracts visitors with its natural features and climate, diverse tourist offers and hospitable hosts (1,5mn of overnights, i.e. 159 thousand guests)
- 3 hotels and resorts

DUBROVNIK



- UNESCO's World Heritage Site and picturesque coastal resort on the Adriatic make Dubrovnik the globally recognized tourist destination (6mn of overnights p.a.)
- 5 hotels and resorts and 1 camping resort

OBERTAUERN



- Austria's snowiest winter sports destination at an altitude of 1.740 meters – "guarantee of snow"
- 950 thousand of overnights
- 1 hotel



2019 Growth Drivers

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STRONG 2019 BUSINESS RESULTS

EUR 104mn EBIDTA

Key Financials

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H1 2020 Balance Sheet Structure





■ CF from operations ■ CF from investing ■ CF from financing ■ CF eop

Guests Structure

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30%	15%	7%	7%	6%	5%	5%	25%
Germany	Austria	Slovenia	ик	Italy	The Netherlands	Czech Republic	Others



Valamar Riviera Overview

Investments

Note: All historical values have been converted from HRK to EUR according to the respective average yearly FX rate, while EUR/HRK = 7,5 was used from 2020 onwards.



Investments (2004 – 2019)





Key Portfolio Investments 2018/19

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EUR 85mn - Valamar Riviera: Istra Premium Camping Resort - II phase, Valamar Collection Marea Suites 5*, staff Residence, Lanterna Premium Camping Resort 4*, Ježevac Premium Camping Resort 4*, other smart projects

EUR 19mn – Imperial: Valamar Carolina Hotel & Residence 4*, Padova Camping Resort 3*, other smart projects

EUR 2mn - Hoteli Makarska: Valamar Hotel Meteor 4*, other smart projects

Istra Premium Camping Resort by Valamar (II phase), Poreč



- Top-class camping resort with a wide range of amenities and excellent service
- New camping plots, new glamping tents (9), a variety of new camping homes (135), as well as new luxury camping homes (5) with private pools

Valamar Collection Marea Suites 5*, Poreč



Designed for families with children where they will have an opportunity to enjoy V level service, luxury suites with a sea view (108 rooms), pools, sandy beach, restaurants, sport facilities and Maro amenities for children of all ages

Lanterna Premium Camping Resort by Valamar 4*, Poreč



• Further developing of the premium camping by installing new camping homes with a sea view (12), rearranging three camping zones with new camping homes (136) and repositioning a part of the existing camping plots

Valamar Carolina Hotel & Residence 4*, Rab



 Repositioned to a family hotel under TUI Sensimar brand; the investment will comprise: capacity increase (22 new rooms), upgrade of accommodation, restaurant, lobby bar, public spaces, new adult swimming pool, wellness and fitness zone

Padova Camping Resort by Valamar 3*, Rab



 Further upgrade towards the upscale segment improving the accommodation facilities and investing in additional amenities

Other investments and maintenance and FF&E



 Accomodation and services upgrade, staff residences, beach improvements, digitalization, bike products, safety & parking, project management, energy savings projects, etc.

Key Portfolio Investments 2017/18

Note: All historical values have been converted from HRK to EUR according to the respective average yearly FX rate, while EUR/HRK = 7.5 was used from 2020 onwards.

Valamar Collection Girandella Maro Resort Hotel 5*, Rabac Ježevac Premium Camping Resort by Valamar 4*, Krk EUR 15mn EUR 3mn First Kinderhotel in Valamar's portfolio Further development and finalization of Lungomare Premium village, expansion of the existing Family oriented hotel resort concept restaurant (Craft and Beer concept), new pools with 149 new premium accommodation units waterslides, finalization of family beach, etc. Zablaće Camping Resort by Valamar 4*, Krk Valamar Argosy Hotel 4*, Dubrovnik EUR 3mn EUR 8mn 308 units Repositioning to "adults friendly" Premium accommodation with new facilities and

- Upgrade to 4* camping by installing new Premium camping homes, building new sanitary unit and other facilities, further development of camping

Imperial investments



- Grand Hotel Imperial 4* repositioning = EUR 3mn
- Camping Padova 3* new MH zones = EUR 2mn
- San Marino Camping Resort 4* MH zone finalization = EUR 2mn
 - Other investments = EUR 3mn

Other investments and maintenance and FF&E



 Staff residences and offices projects, beach improvements, digitalization, bike products, safety & parking, branding & signage, project management, energy savings projects, etc. = EUR 29mn

Valamar Riviera Overview

Lanterna Premium Camping Resort by Valamar 4*, Poreč

services

- EUR 9mn
 - Further development of premium accommodation: camping homes&glamping tents, a new thematic Premium Maro Village, enlargement of existing Premium Marbello Village and finalisation of glamping tents village

Istra Premium Camping Resort by Valamar (I phase), Poreč



FUR 8mn

phase of Istra Camping Resort project: development of main infrastructure, new 117 plots, reconstruction of one sanitary unit and development of Family sandy beach (I phase)









Key Portfolio Investments 2016/17

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EUR 36mn

Valamar Collection Girandella Resort 4*, Rabac

- 242 keys
- New service concepts: premium villas, "family-only" and "adult-only"
- Strategic partnership with DER Touristik Köln

TUI Family Life Bellevue Resort 4*, Rabac



- EUR 29mn
- 372 units
- Product specialized for families
- Strategic partnership with TUI Northern Europe Limited, TUI UK and TUI Nordic Holding AB

Lanterna Premium Camping Resort by Valamar 4*, Poreč



- EUR 13mn
- 2.966 units
- Premium camping

Zablace Camping Resort by Valamar 4*, Krk



- EUR 5mn
- 704 units
- Upgrading to upscale camping resort

Ježevac Premium Camping Resort by Valamar 4*, Krk

- EUR 4mn
- 712 units
- Upgrading to premium camping



EUR 4mn

Administration building in Poreč & Dubrovnik

Expansion of the corporate building in Poreč and the construction of a staff residence in Dubrovnik in order to meet the needs of additional workspace

Small projects and other investments



Energy saving programs, investments in campings, investments in IT infrastructure, laundry digitalization, beaches,...

Maintenance



EUR 9mn

Investments in maintenance. furniture and equipment and IT infrastructure maintenance and equipment



Key Portfolio Investments 2014 - 2016

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Valamar Collection Isabella Island Resort 4* & 5*, Poreč (2014 - 2016)

EUR 40mn

New service concepts: 270 units at 4* level and 64 units at 5*

Valamar Collection Dubrovnik President Hotel 5*, Dubrovnik (2014/15)

- EUR 20mn
 292 units
 - First 5* property in Valamar

Lanterna Premium Camping Resort by Valamar 4*, Poreč (2014 – 2016)

- EUR 17mn
- 2.966 units
- Premium camping

- Valamar Zagreb Hotel 4*, Poreč (2013/14)
 - EUR 7mn
 - 230 units
 - Resort focused on families in high season

Krk Premium Camping Resort by Valamar 5*, Krk (2014 – 2016)

- EUR 7mn
- 500 units
- Premium camping
- First 5* camping in Croatia



EUR 5mn

Valamar Argosy Hotel 4*, Dubrovnik (2013/14)

- 308 units
- Mediterranean gardens around the resort and new outdoor infinity pool with sea view

Human Resources

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Valamar Excellence

Valamar Education:

specialist programs for jobs in tourism, consisting of two sub-programs (V-Executive and V-Professional)

Valamar Training:

training programs that include individual work with mentors and professional development based on best practices in the company (V-Academy, V-Lead, V-Intern and V-Start)

 In 2019 Valamar launched a life-long learning program, Valamar Excellence and provided 161 thousand hours of education and training for its employees 2019 Average Gross Salary (EUR)



2012 941 2013 965 2014 978 2015 1.041 2016 1.090 2017 1.135 2018 1.224 2019 1.193



*management excluded (motivated through annual bonus programs)

- TOP 5 "Employer Partner" in Croatia
- Best HR Practice: Uplifting Service
- 52% return rate of seasonal workers
- High corporate culture ratings

Sales & Marketing



- actions in a joint effort with destinations and partners
- Brand recognition
- Proactive distribution strategy favouring own channels
- High and growing proportion of online and direct sales

Gain exceptional guest knowledge and establish individual contact points throughout the year to increase guest loyalty and satisfaction

Debt Profile (1)

Note: Financial information until 2014 refers to Valamar Grupa's consolidated statements; thereafter refers to Valamar Riviera's consolidated statements. All historical values have been converted from HRK to EUR according to the respective average yearly FX rate, while EUR/HRK = 7.5 was used from 2020 onwards.

Leverage Ratios

6.0

2,9

2017

5,3

2.9

2019

5.7

3,1

2018

EBIT/Interest cost

6,3

2,7

2016

7.0

2.6

7,0



• 43% of debt pertains to long-term CBRD loans 85% of fixed interest rate loans & loans hedged with interest rate swap



56% 60% .000 47% 48% 44% 46% 44% 800 48% 35% 600 36% 400 24% 12% 0 0% 2019 H1 2020 2013 2012 2014 2015 2016 2017 Current and LT liabilities ----Ratio Assets



Debt Profile (2)

Average

forecasted

annual principal

service to

year 2034

EUR 26mn

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Forecasted Gross Debt Levels Based on Existing Loan Portfolio per 30/6/2020 (EURmn)



Average

forecasted

annual interests

service to year 2034

EUR 3mn

Principal & Interest Payment Projection Based on Existing Loan Portfolio per 30/6/2020 (EURmn)



Pre-tax

cost of

debt

≈2,1%

Debt

portfolio

duration

≈5,9 years

Overview of Croatian Tourism Market

Note: All historical values have been converted from HRK to EUR according to the respective average yearly FX rate, while EUR/HRK = 7,5 was used from 2020 onwards. Sources: National Bureau of Statistics, Horwath HTL.



Valamar Riviera's Seasonality





SWOT Analysis

STRENGHTS

- Top beach front locations in prominent Croatian tourist destinations
- Proximity to key European markets and international airports
- Balanced portfolio of destinations and product types lowers external risk factors
- First and strongest Croatian hotel brand able to command price premiums based on high service quality
- Diversified source markets; high-income markets dominate
- Experienced management team

WEAKNESSES

- High seasonality:
- Low annual occupancy rates due to seasonal operation in most properties
- High exposure to adverse weather conditions in peak season, especially in camping
- Underdeveloped destination products and services outside main season
- Low demand in shoulder seasons
- Predominantly single country exposure

Further upgrade of portfolio towards upscale segment (price premium)

OPPORTUNITIES

- Further growth from value-add services and guest experiences
- Shoulder season growth (sports, adventure, gastronomy, events, MICE tourism, etc..)
- Expansion on local and regional level (acquisition of products that fit the existing portfolio)

THREATS

- Destination management capabilities in Croatia
- Geopolitical and economic challenges in some source markets
- Unstable local economy (public finance – further tax pressures) & unfavorable regulatory, tax and legislative frame (Touristic land law, Maritime domain, etc.)
- Lack of skilled high quality work force
- Growing local, regional and global competition and resulting price pressure
- Natural disasters, pandemics, food shortage, social unrest, wars and other force majeure

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H1 2020 Overview

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FINANCIAL STABILITY TO CONTINUE DEVELOPMENT

EUR -14mn EBIDTA

COVID-19: Operating & State Measures



OPEARTING MEASURES

STATE MEASURES

COVID-19: Investments

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From 2021 CAPEX Mar 23 to May 6 2020 initially Reprogrammed shrinking as the CAPEX modality planned investments temporary stoppage priority is to maximize of construction works: worth EUR 110mn and extent to fully free cash flow in order to decrease the all investment works prepare the 2020 were decreased leverage ratio to were finished tourist season by EUR 17mn pre-crisis levels on time Valamar Riviera **Imperial Riviera** Valamar Collection Pinea Resort 5* (I phase) • Valamar Meteor Hotel 4* Valamar Parentino Hotel 4* • Padova Premium Camping Resort 4* Istra Premium Camping Resort 5* (III phase). **Investment Cycle** • Other smart projects Lanterna Premium Camping Resort 4* • 2019/20 Other smart projects •

COVID-19: Booking Status & "Pause, Restart Program"



BOOKING STATUS

PAUSE, RESTART PROGRAM

COVID-19: Finacial Measures & Outlook

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Performance on the Croatian Capital Market

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Average Daily Turnover (EURk)

1) Hrvatski telekom (HT)	231
2) Valamar Riviera (RIVP)	221
3) Adris (ADRS & ADRS2)	147
4) Podravka (PODR)	77
5) Optima telekom (OPTE)	76
6) AD plastik (ADPL)	71
7) Ericsson Nikola Tesla (ZABA)	69
8) Atlantic grupa (ATGR)	53
B: Period: Jan 2020 – Oct 2020.	dod







RIVP-R-A Insight

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Valamar Riviera Share					
Ticker Zagreb Stock Exchange	= RIVP		Hig	h corporate	
ISIN code:	HRRIVPRA0000			overnance tandards	
Number of issued shares:	126.027.542			tanuarus	
PPS (on 1 October 2020)	EUR 3,2			/	
Date of listing (ZSE):	15 December 2014 (126.027.542 shares)				High transparency
Zagreb Stock Exchange indices in which Valamar Riviera's share is included:	ADRIA Prime CROBEX (portion 9,9%) CROBEXtr (portion 9,9%) CROBEX10 (portion 10,6%) CROBEXprime (portion 24,8%) CROBEXplus CROBEXturist			High	standards
Vienna Stock Exchange indices in which Valamar Riviera's share is included:	SETX CROX (portion 10,9%)	-		relations tandards	
 Valamar Riviera will, in line w financial results on a quarterly presentations for investors, road 	basis, as well as organize				Analytical coverages

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