

FINANCIAL SERVICES

REAL ESTATE  
INVESTMENTS

BANKING

**ATLASGROUP**

EDUCATION

MEDICAL SERVICES

MEDIA

PENSION FUND

INSURANCE

BROKERAGE

TOURISM

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CORPORATE PRESENTATION

# Atlas Group



- Atlas Group has over 30 members operating in the area of banking, financial services, insurance, real estate, production, tourism, media, education, culture and sport.
- Our companies have offices in Montenegro, Serbia, Cyprus and Russia
- Atlas Group is organised as a modern management unit with a main objective to increase the value of all member companies by improving performance, investing in new projects and creating of synergy between the member companies.
- Atlas Group operates in line with global trends promoting sustainable development and utilization of renewable energy sources.
- Philanthropic activities conducted through the Atlas Group Foundation, which is a member of the Clinton Global Initiative.
- Atlas Bank was awarded the status of the best Bank in Montenegro, and Atlas Group as best financial group for 2009. by world economy magazine "World finance".
- In order to promote its mission Atlas Group has hosted many famous personalities from the spheres of politics, business, show business and arts.



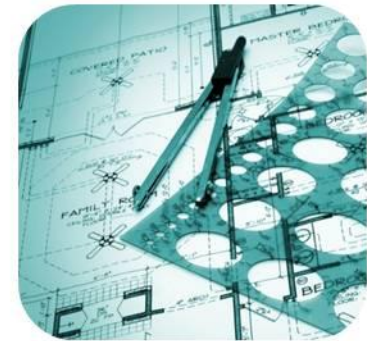
# REAL ESTATE

Atlas Group

# Atlas Group Projects

## Real Estate - Montenegro

- Atlas Group in Montenegro prepares numerous development projects in the field of investments, real estate, tourism and hospitality, with special accent on using sustainable energy sources and creating sustainable development.
- Atlas Group conducts these activities via member company Atlas Invest, that firstly deals with preparation, development, monitoring and execution of investment projects. In that sense, professional team that performs following services is formed: consulting, engineering, analyses and evaluations, managing land and objects, managing and development of projects, managing object construction, financial management, object maintenance management.
- Long business experience in the market and knowledge in investment management speaks volumes of Atlas Invest quality.
- The largest Atlas Invest investments are: Water bottling factory 'Aqua Monta', Kolašin; Business residential object C-15, Bar; Business offices – Northern tribune of city stadium, Podgorica; Reconstruction of hotel Princess, Bar; Business center Kruševac (T-com/Hypo Alpe Group), Podgorica;
- Currently Atlas Invest manages following objects: Atlas Capital Center in Podgorica, Health Tourist complex Meljine and Adriatic Fair in Budva.
- Main partners: Mace, Century21 System.





# About Montenegro

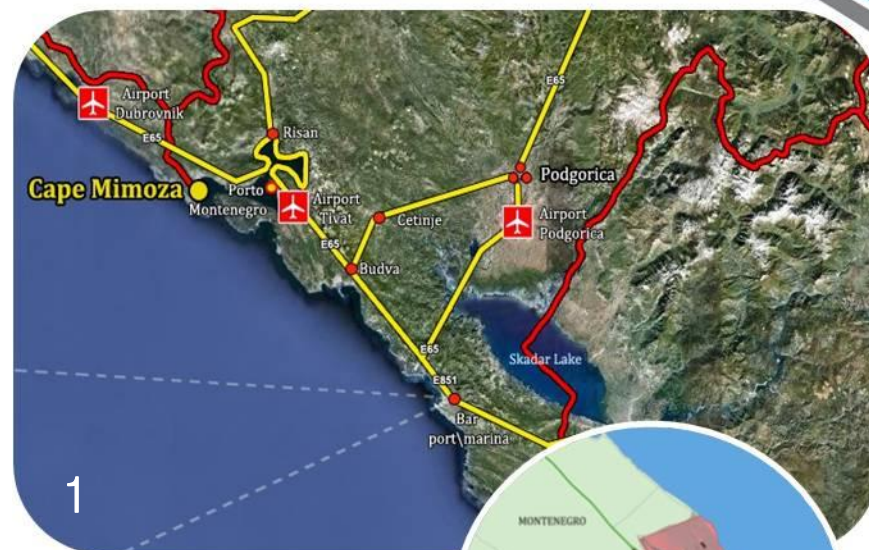


- ◈ Located in Southeast Europe in the heart of Mediterranean.
- ◈ Extreme natural beauty and cultural – historical heritage (4 national parks, Old town Kotor under UNESCO protection).
- ◈ Area: 13.812 km<sup>2</sup>; population: 620.000; climate: continental, mediterranean and mountain;
- ◈ Capital city Podgorica with around 200.000 inhabitants.
- ◈ Borders with Croatia, BIH, Serbia, Albania and South part faces Adriatic Sea.
- ◈ Traffic connection: airports Podgorica, Tivat in Montenegro and airport in Dubrovnik, Croatia, port of Bar and Porto Montenegro, good connection of roads with international traffic.
- ◈ Currency: EUR
- ◈ Achieved political and economic stability – in the process of joining: EU, WTO and NATO
- ◈ Economy is largely oriented towards real estate and tourism development– stimulative investment climate (*income tax 9%, VAT 17%, customs rate 6,6%, tax on real estate transaction 3%*).
- ◈ World Bank in 'Doing business' report for 2012. placed Montenegro per easiness of doing business at 56th position out of 183 countries.
- ◈ Average income of direct foreign investments in Montenegro in past 3 years was app. 850 million EUR.
- ◈ Average GDP in past 3 years is app. 3,1 billion EUR (FOR 2011. increase between 1,5% and 3% is expected); Average inflation rate in past 3 years is app. 3%.

# Cape Mimoza

## Tourist complex

- ▶ Cape Mimoza is located at the mouth of Bokotorski bay, along border line with Croatia; In direct vicinity there is traffic connection of bordering countries BIH, Croatia and Montenegro.
- ▶ There is also good connection via Porto Montenegro (26km), Marina Zelenika (8km) and airport Tivat (30km) and Ćilipi (27km).
- ▶ In investment sense location is very suitable given that it stretches on wide coastal area, that provides wonderful view of mountains above the bay and the sea.
- ▶ At the location there are Austro-Hungarian fortifications and small port that can be revitalized within project.
- ▶ Project has incredible development possibilities because it leaves open space for creation of significant urban unit – ‘small city’, with all auxiliary contents. Project development is divided in two phases:
  - In first phase construction of 46.184 m<sup>2</sup> is planned (building permit obtained)
  - In second phase it is possible to construct additional 160.000 m<sup>2</sup>
- ▶ Due to its position, size, accessibility and good traffic connection future project goes beyond local region and can be positioned as recognizable and important project in wider region.



1. Position
2. Location
3. View from location



Location Parameters	Values
Total location area	309.905 m <sup>2</sup>
Construction possibility - GDCA	app. 200.000 m <sup>2</sup>

# Cape MIMOZA

Project



- Urban project is adopted, pursuant to which it is possible to construct hotel and apartment contents, public areas, objects for recreation and sports, green areas. Total capacity of 2500 beds in apartments and 300 beds and hotels. Project will be conducted via partnership with the State and municipality Herceg Novi.
- Based on market research and future trend projections analysis of urban parameters at location Cape MIMOZA is made and following parameters are obtained:

## RETURN ANALYSIS ( including project value after certain cycle)

Project Budget	€ 503.509.111
Own Equity Investment	€ 201.403.643
Profit (summary cash flow including own equity)	€ 283.677.632
IRR	21%
Number of increase regarding own invested equity	1,4
NPV (as per discount rate of 15%)	€ 41.069.452
Repayment Period (as 0 year 2011 is taken)	3,5



# Meljine

## Health Tourist Complex

- Meljine is located within Herceg Novi, in elite settlement Savina, at the sea promenade.
- Location is directly connected to Adriatic highway and international road that connects Montenegro and BIH; Good connection is obtained via Porto Montenegro (16km), Marina Zelenika (2km) and airport Tivat (20km), Ćilipi (28km) and Podgorica (103km).
- Health complex has sea exit in the length of app. 500 m. Promenade „Pet Danica“ connects location to Herceg Novi and Igalo.
- Total location area is app. 50.000 m<sup>2</sup> where currently first private hospital “General Hospital Meljine” operates in objects of area around 24.000 m<sup>2</sup>, with tradition of over 100 years.
- At location there is Botanical garden more than 100 years old and stretches at around 30.000m<sup>2</sup>.
- Meljine position is pretty suitable for health tourism development given that it is placed in the venue of mountain and sea air mix creating favourable climate conditions for treatment and rehabilitation.
- Hospital segment within project is conducted via private public partnership with State and Herceg Novi Municipality.



1. Position
2. Location
3. View from location







## Hospital



## Apartments



## Hotel



Obtained urban parameters as per urban design	Values		
	Hospital	Apartments	Hotel
Area of urban lots UP1 and UP4	16.220 m <sup>2</sup> i 1.105 m <sup>2</sup>	17.280 m <sup>2</sup>	14.740 m <sup>2</sup>
Total object area	24.645 m <sup>2</sup>	39.000 m <sup>2</sup>	24.250 m <sup>2</sup>
Capacities	250 beds	250 apartments	150 rooms
Construction coefficient → GDCA	1,48 → 23.862 m <sup>2</sup>	1,80 → 31.103 m <sup>2</sup>	1,09 → 15.983 m <sup>2</sup>
Occupancy coefficient → Area under objects	0,31 → 3.777.77 m <sup>2</sup>	0,30 → 5.133 m <sup>2</sup>	0,22 → 3.163 m <sup>2</sup>
Maximum elevation	Up to Po+Su+P+7	3Po+Su+P+6	Po+Su+P+6, P+1
Parking (not counted within GDCA)	above ground/under ground floors	Under ground floors	Under ground floors
Free areas (terrain around object)	11.305 m <sup>2</sup>	12.147 m <sup>2</sup>	11.577 m <sup>2</sup>

# Meljine

Project



- Adopted urban project envisages construction of new modern hospital, hotel of high category, apartments and beach with all auxiliary contents and port for smaller ships.
- Hospital Project in Meljine is promoted via activities of Clinton Global Initiative.
- Having in mind growing trend of health tourism worldwide, and tourism expansion in Montenegro, we can proudly state that proposed concept of Health Tourist Complex is unique in the the region.
- Based on market research and projections of future trends analysis of urban parameters at location Meljine is made, based on which following parameters are obtained:

RETURN ANALYSIS (including project value after certain cycle)	
Project Budget	€ 165.750.577
Own equity investment	€ 77.920.231
Profit (summary cash flow including own equity)	€ 264.375.994
IRR	20%
Number of increase regarding own invested equity	3,4
NPV (as per discount rate of 15%)	€ 26.197.498
Repayment period (as 0 year 2011 is taken)	7,5

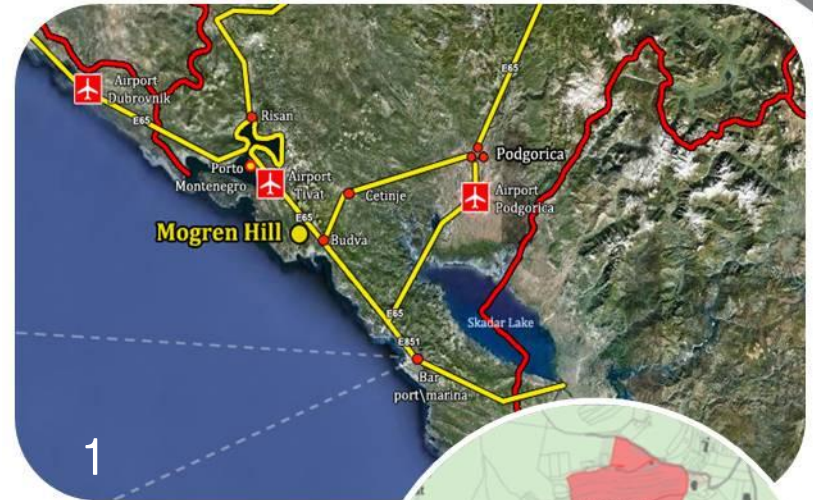


# Mogren Hill

Residential complex with sports contents



- ▶ Location is in Budva, in the back part of sandy city beach Mogren. Southern border of lot faces Adriatic highway and provides good connection of location to Budva's Riviera and other international roads; Good connection is achieved via Porto Montenegro (24km), Marina in Budva (3km) and airport Tivat (20km), Dubrovnik (70km) and Podgorica (63km).
- ▶ There is possibility of indirect access to Mogren beach by means of planned sandy communication (app. 180m) over the land that belongs to Atlas Group (marked on map). Terrain configuration features steep slope and provides spectacular Budva and sea view.
- ▶ Location stretches about 40.000 m<sup>2</sup> and planning documentation is passed – Local location study 'Komoševina 1' Budva.
- ▶ Project envisages construction of residential complex with sports recreational contents.



1



2



3

1. Position
2. Location
3. View from location

Obtained urban parameters as per DUP	Values (Residential)	Values (Sports and recreation)
Area of urban lots	14.564 m <sup>2</sup>	11.851 m <sup>2</sup>
Construction coefficient → GDCA	1,50 → 21.118 m <sup>2</sup>	0,6 → 7.112 m <sup>2</sup>
Occupancy coefficient → Area under objects	0,40 → 5.704 m <sup>2</sup>	0,40 → 3.556 m <sup>2</sup>
Maximum elevation	P+2+Pk	P+1
Parking (not counted in GDCA)	Under ground levels	Above ground/under ground levels

# Mogren Hill

Project



- INVESTMENT ASPECT: Expansion of Budva city zone towards location, enabled realization in phases in accordance with market trends and reduction of investment risk, development of sports recreational complimentary contents within whole zone that will improve the offer to citizens and tourists, possibility of using sustainable energy sources, expected growth of real estate prices in coastal area when in EU.
- Based on market research and projections of future trends analysis of urban parameters is made for location Mogren Hill and following parameters are obtained:

## RETURN ANALYSIS (TOTAL WITH LEFTOVER PROJECT VALUE)

Project Value	€ 58.044.227
Own equity investment	€ 11.608.846
Profit ( Summary cash flow including own equity)	€ 39.837.994
IRR	28%
Number of increase regarding own invested equity	3,43
NPV ( as per discount rate of 15 % )	€ 6.992.219
Repayment period ( as 0 year 2011 is taken )	4,5



# Mogren Garden

## Tourist settlement

- Location is in Budva in the vicinity of Old Town, at the cape where Mogren beach starts, its whole length faces the coast and the North side leans on Adriatic highway that connects it to Budva's riviera and other international roads, along with location Mogren Hill.
- Good connection is achieved via Porto Montenegro (24km), Marina in Budva(1km) and airport Tivat (20km), Dubrovnik (70km) and Podgorica (63km).
- Location has direct access to popular sandy beach Mogren, and terrain provides spectacular sea view, overlooking Budva bay and beach underneath which makes this location unique sightseeing spot.
- Mogren Garden stretches over 6.693 m<sup>2</sup> where it is possible to construct tourist settlement of total area around 30.000 m<sup>2</sup>. For this location planning documentation is adopted – Detailed urban plan Budva Center.
- Proximity to beaches, Old Town Budva, cultural historical contents, restaurants, bars and promenades provides to future visitors of Mogren Garden all contents in one place.



1

1. Position
2. Location
3. Location view



2



3

Obtained urban parameters as per DUP	Values
Area of urban lots	6.693 m <sup>2</sup>
Construction coefficient → GDCA	4,5 → 30.118 m <sup>2</sup>
Occupancy coefficient → Area under objects	0,60 → 4.685 m <sup>2</sup>
Maximum elevation	6-11 floors
Parking (not counted in GDCA)	above ground/under ground floors
Free areas (terrain around object)	2.007m <sup>2</sup>

# Mogren Garden

## Project



- INVESTMENT ASPECT: Location at sea coast; In this zone there is demand for luxury tourist contents branded by well known hotel operators; Possibility of Mogren rent; Possibility of waiving communal charges for hotel capacities of high category; Possibility of using sustainable energy sources.
- Project envisages construction of tourist settlement with following contents: hotel with annexes, apartments, villas and auxiliary commercial content.
- Based on market research and projections of future trends analysis of urban parameters is made for location Mogren Garden and following parameters are obtained:

### RETURN ANALYSIS (total with leftover project value)

Project Budget	€ 61.700.014
Own equity investment	€ 21.102.166
Profit (summary cash flow including own equity)	€ 64.398.384
IRR	20%
Number of increase regarding own invested equity	3,1
NPV (as per discount rate of 15%)	€ 5.680.048
Repayment period (as 0 year 2011 is taken)	10

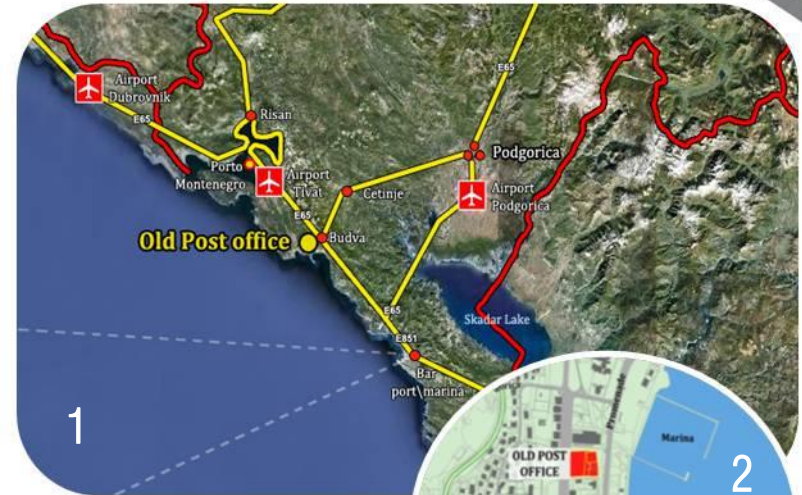


# Old Post Office

## Business commercial object

- ▶ Located in Budva, in the proximity of Old Town, in central pedestrian area, at some 50 meters from city marina. In direct vicinity there are hotels and central city parking lots.
- ▶ Good connection via Porto Montenegro (24km), airport Tivat (20km), Dubrovnik (70km) and Podgorica (63km).
- ▶ Location stretches over 3.150 m<sup>2</sup> and it is possible to construct over 11.000 m<sup>2</sup> of commercial content with appropriate central activities and business apartments in upper floors. Planning documentation is passed.
- ▶ Currently in the location and object features: restaurants, cafes, bank and entertainment contents, all planned to be knocked down.
- ▶ Given the high speed of Budva's development, with accent on zone where Old Post Office is located, planned commercial content and capacities stand out in their function.

Obtained urban parameters as per DUP	Values
Area of urban lots	3.153 m <sup>2</sup>
Construction coefficient → GDCA	3,41 → 10.759 m <sup>2</sup>
Occupancy coefficient → Area under objects	0,58 → 1.836 m <sup>2</sup>
Maximum elevation	do P+8
Parking (not counted in GDCA)	Above ground/under ground floors
Free areas (terrain around objects)	1.316 m <sup>2</sup>



1. Position
2. Location
3. Location view



# Old Post Office

Project



INVESTMENT ASPECT: Location exclusivity; Demand for commercial catering services in zone around Old Town that has adequate capacity and infrastructure, equipment for presentation of luxury world brands; private-public partnership with Budva Municipality; Possibility of using existing object area when calculating communal charges.

Based on market research and projections of future trends analysis of urban parameters is made for location Old Post Office and following parameters are obtained:

## RETURN ANALYSIS (total with leftover project value)

Project Budget	€ 17.252.960
Own equity investment	€ 6.901.184
Profit (Summary cash flow including own equity)	€ 13.868.106
IRR	24%
Number of increase regarding own invested equity	2,01
NPV (as per discount rate of 15 %)	€ 2.140.967
Repayment period (as 0 year 2011 is taken)	5,5





# Adriatic Fair

Multifunctional complex: hotel, apartments, fair

- ❖ Adriatic fair is in central zone in Budva, at sea promenade. Directly connected to Adriatic highway, and via two city boulevards connected to other parts of Budva's Riviera.
- ❖ Good connection via Porto Montenegro (24km), Marina in Budva(1km,) and airport Tivat (20km), Dubrovnik (70km) and Podgorica (63km).
- ❖ Location consists of two urban lots: UP24.1 and UP26.1, for which planning documentation is adopted.
- ❖ At lot UP24.1 it is planned to construct hotels apartment contents, while at lot UP26.1 construction of new fair is planned in Northern part of the lot and hotel in Southern part.
- ❖ Concept design for new fair object is made.
- ❖ Currently at location Adriatic Fair operates with tradition of over 40 years that is also the only fair in Montenegro and is very important for affirmation of domestic economy. Members of: UFI (International Fairs Union), CEFA (Central East Fair Alliance), EASE (Expo Association of South East Europe).

Urban parameters	Values	
	UP24.1	UP26.1 (expo)
Area of urban lot UP24.1	8,717.05 m <sup>2</sup>	6.885 m <sup>2</sup>
Total object area	app. 51.500m <sup>2</sup>	app. 26.000 m <sup>2</sup>
Maximum construction coefficient → GDCA	4,5 → 39,258.72 m <sup>2</sup>	2,01 → 13,849.97 m <sup>2</sup>
Occupancy coefficient → Area under objects	0,6 → 5.226 m <sup>2</sup>	0,55 → 3,777.77 m <sup>2</sup>
Maximum elevation	P+Mz+9	P+Mz+9
Parking	Part above ground and under ground floors (not calculated in GDCA)	12,693.75 m <sup>2</sup>
Free areas (terrain around object)	3,490.08 m <sup>2</sup>	3,107.23 m <sup>2</sup>



1

1. Position
2. Location
3. Current state



3

2

# Adriatic Fair

Project



- INVESTMENT ASPECT: Zone in which there is high demand of luxury commercial, hotel and apartment contents because it is located right next to sea; Connection of hotel and fair contents in narrow zone; Possibility of leasing part of beach for project needs; The only fair in Montenegro– when in EU it will become trading gate of Montenegro; Possibility of waiving communal charges for high category hotels; Montenegro as top 10 congress event destination; New modern Budva zone.
- Based on market research and projections of future trends analysis of urban parameters is made for location Adriatic Fair – **Urban lot UP24.1** and following parameters are obtained:

## RETURN ANALYSIS (including project value after certain cycle)

Project Budget	€ 89.780.933
Own equity investment	€ 24.371.732
Profit (summary cash flow including own equity)	€ 105.769.119
IRR	21%
Number of increase regarding own invested equity	4,3
NPV (as per discount rate of 15%)	€ 11.280.763
Repayment period (as 0 year 2011 is taken)	10

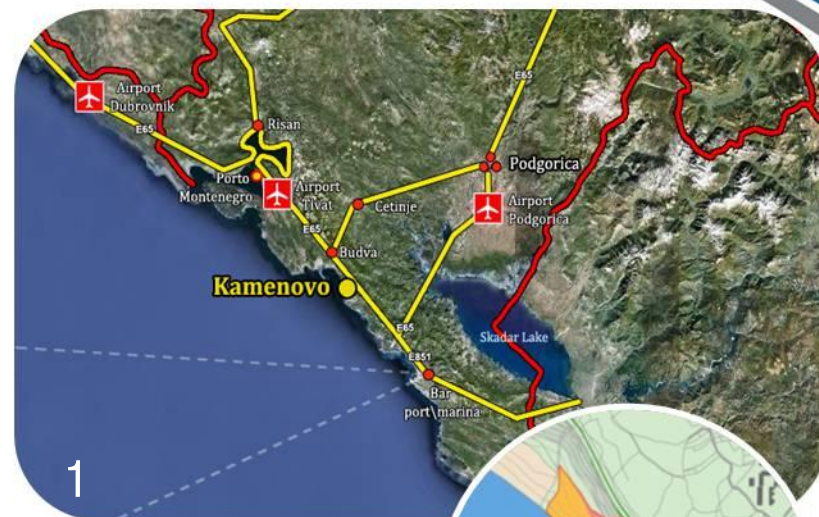


# Kamenovo

## Tourist complex

- Location Kamenovo belongs to Budva Municipality and is placed within namesake beach at the beginning of Saint Stefan Riviera. It is directly connected to Adriatic highway, and via promenade to Bečići and Budva.
- Good connection via Porto Montenegro (29km), Marina in Budva(7km) and airport Tivat (25km), Dubrovnik (76km) and Podgorica (58km).
- Location stretches over 33.200m<sup>2</sup> with belonging part of sandy beach of area 6.000m<sup>2</sup>.
- Process of planning documentation is in course, with envisaged function – tourist settlement: lux hotel, wellness&spa, villas, apartments, beach bar and swimming area. Minimum hotel content – 13.282m<sup>2</sup> and maximum apartment area of part with villas – 13.282m<sup>2</sup>.
- Near Kamenovo there is peninsula Saint Stefan with Miločer complex, currently leased by well known global operator Aman Resorts.
- At present location features abandoned objects of former tourist settlement envisaged to be knocked-down.

Obtained urban parameters as per DUP	Values
Area of urban lot	33.209 m <sup>2</sup>
Construction coefficient → GDCA	0,8 → 26.564 m <sup>2</sup>
Occupancy coefficient → Area under objects	0,2 → 6.640 m <sup>2</sup>
Maximum elevation	For villas P+1 above ground/underground floors
Parking (not counted in GDCA)	
Free areas (terrain around object)	26.569m <sup>2</sup>



1

1. Position
2. Location
3. Location view



2



3

# Kamenovo

Project



INVESTMENT ASPECT: Location is in the most exclusive part of Montenegrin coast; Possibility of branding the tourist complex by well known hotel operators; Possibility to lease beach in whole length of 300 m; Possibility of waiving communal charges for high category hotels; Preserved greenery and wonderful sea view;

Based on market research and projections of future trends analysis of urban parameters is made for location Kamenovo and following parameters are obtained:

## RETURN ANALYSIS (including project value after certain cycle)

Project Budget	€ 103.346.256
Own equity investment	€ 41.338.502
Profit (summary cash flow including own equity)	€ 127.382.874
IRR	23%
Number of increase regarding own invested equity	3,1
NPV (as per discount rate of 15%)	€ 17.027.688
Repayment period (as 0 year 2011 is taken)	7,5



# Pržno

## Business residential object

- Location Pržno belongs to exclusive zone of Budva's Riviera near Saint Stefan. Directly connected to Adriatic highway, and good connection via Porto Montenegro (30km), Marina in Budva (10km), and airport in Tivat (26km), Dubrovnik (77km) and Podgorica (57km).
- Adopted planning documentation and Concept solution is made, that envisages construction of business residential object with underground garages of area around 7.900m<sup>2</sup>.
- Terrain is in slope, and it provides open view to place Pržno, sea and Budva's Riviera.
- Project is designed so that in ground floor there are business areas with pool and square, and in upper floors there are residential units with sea view. Fitting the object into environment will be achieved by using natural materials.
- Currently at the location there is commercial business object of small capacity envisaged to be knocked down.



1

1. Position
2. Location
3. View from location



3



Obtained urban parameters as per concept solution	Values
Urban lot area	4.132,08 m <sup>2</sup>
Construction coefficient → GDCA	1,27 → 5.254 m <sup>2</sup>
GDCA residences → GDCA business	4.368 m <sup>2</sup> → 886 m <sup>2</sup>
Occupancy coefficient → Max. area under objects	0,4 → 1.768 m <sup>2</sup>
Maximum elevation	up to P+3
Under ground object area → Number of parking lots	2.740 m <sup>2</sup> → 81
Max. free area (terrain around object)	2.364 m <sup>2</sup>



INVESTMENT ASPECT: Exclusive location and high demand of luxury contents; Restrictive and limited construction conditions in Pržno region make this Project with stated capacities and function very interesting for investments; Possibility of combining apartment areas and business offices in accordance with market demand; Settlement that 'lives' throughout whole year.

Based on market research and projections of future trends analysis of urban parameters is made for location Pržno and following parameters are obtained:

### RETURN ANALYSIS (total with leftover project value)

Project Budget	€ 14.073.774
Own equity investment	€ 3.518.444
Profit ( Summary cash flow including own equity)	€ 6.879.715
IRR	25%
Number of increase regarding own invested equity	1,96
NPV (as per discount rate of 15 % )	€ 1.176.150
Repayment period (as 0 year 2011 is taken)	3,0



# Petrovac

## Business residential objects

- ▶ Petrovac is tourist settlement within Budvan's Riviera, and location itself is in central part of settlement in the position of current bus station, where main traffic lines meet, that are directly connected to Adriatic highway, and via other parts of region with beaches nearby.
- ▶ Good connection via Porto Montenegro (41km), Marina in Budva (15km), and airport Tivat (37km), Dubrovnik (88km) and Podgorica (45km).
- ▶ Adopted planning documentation and concept solution created, that envisages construction of two separate objects with function of residential, business and commercial activities, along with under ground garages.
- ▶ Object is designed in a way that in under ground levels there are garages, business commercial content with plateau for internal and public purposes, and in above ground levels residential units with sea view.



1

1. Position
2. Location
3. Location view



2



3

Obtained urban parameters as per concept solution	UP27	UP76
Area of urban lots	785 m <sup>2</sup>	1.907 m <sup>2</sup>
Total object area	app. 2.600 m <sup>2</sup>	app. 8.300 m <sup>2</sup>
Construction coefficient → GDCA	1,59 → 1.250 m <sup>2</sup>	1.73 → <b>3.305</b> m <sup>2</sup>
Occupancy coefficient → Area under objects	0,37 → 290 m <sup>2</sup>	0,61 → 1.163 m <sup>2</sup>
Maximum elevation	4 floors	3 floors
Parking (not counted in GDCA)	under ground levels	under ground levels
Free areas (terrain around object)	495 m <sup>2</sup>	744 m <sup>2</sup>



INVESTMENT ASPECT: Construction expansion in Petrovac and huge interest of foreign buyers; strategically good position regarding coastal and central part of Montenegro; Possibility to combine apartment and business areas in accordance with market demands; Planned roundabout right next to location that will additionally concentrate vehicle and pedestrian movement in this zone.

Based on market research and projections of future trends analysis of urban parameters is made for location Petrovac and following parameters are obtained:

### RETURN ANALYSIS (total with leftover project value)

Project Budget	€ 9.738.003
Own equity investment	€ 3.895.202
Profit (summary cash flow including own equity)	€ 3.664.984
IRR	35%
Number of increase regarding own invested equity	0,9
NPV (as per discount rate of 15%)	€ 1.253.653
Repayment period (as 0 year 2011 is taken)	1,5





# Sutomore

## Business residential objects

- ▶ Sutomore is tourist settlement that belongs to Bar Municipality (transit center of Montenegro).
- ▶ Locations in Sutomore on Southern side face the coast and promenade, and on North side they face directly Adriatic Highway, which enables good connection to Railway station Sutomore and surroundings.
- ▶ Good connection via Porto Montenegro (54km), Port of Bar (8km), airport Tivat (50km), Dubrovnik (101km) and Podgorica (36km).
- ▶ Currently at location Sozina there is operating namesake hotel, member of Atlas Hotels Group, with 32 keys and restaurant and bar, constructed some 30 years ago, while at location Zlatni nar there is operating catering object that is also used for commercial purposes.
- ▶ Planning documentation is in adoption phase and pursuant to Investor's expectations at location Sozina it will be possible to construct apartment units with commercial catering activities with possibility of keeping current function of hotel content with certain improvements. At location Zlatni nar it is envisaged to construct apartment content with commercial catering activities.



1

1. Position
2. Location
3. Location view



2



3

Planned urban parameters as per concept	Values	
	Sozina	Zlatni nar
Urban lot area	1.360,85 m <sup>2</sup>	1.831,48 m <sup>2</sup>
Construction coefficient → Object gross area	3,95 → 5.387,41 m <sup>2</sup>	2,61 → 6.423,26 m <sup>2</sup>
Occupancy coefficient → Area under objects	0,64 → 866,80 m <sup>2</sup>	0,57 → 1.049,90 m <sup>2</sup>
Maximum elevation	up to P+8	up to P+6
Parking	above ground/under ground floors	above ground/under ground floors
Free areas (terrain around objects)	474 m <sup>2</sup>	781 m <sup>2</sup>

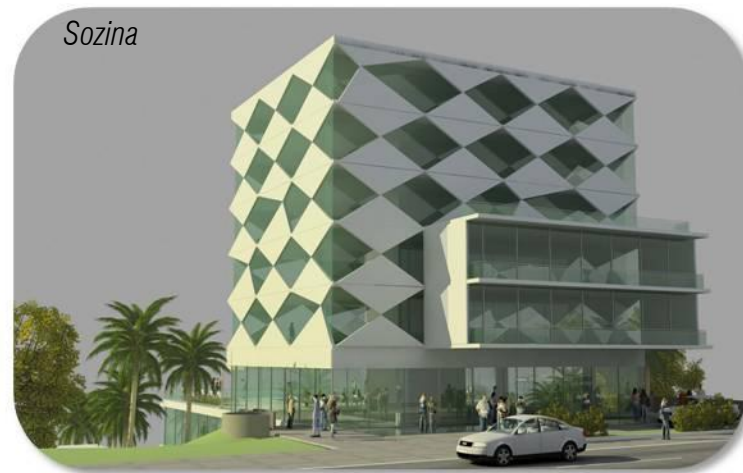


INVESTMENTI ASPECT: Locations are in the first coastal belt where there is high demand for residential and catering capacities; Possibility of leasing the beach in front for the needs of object operation; Possibility of using sustainable energy sources; strategically good position regarding coastal and central part of Montenegro; Extraordinary sea view.

Based on market research and projections of future trends analysis of urban parameters is made for locations Sozina and Zlatni nar and following parameters are obtained:

## RETURN ANALYSIS (total with leftover project value)

	Sozina	Zlatni nar
Project Budget	€ 5.250.480	€ 7.158.565
Own equity investment	€ 2.100.192	€ 2.863.426
Profit ( Summary cash flow including own equity)	€ 2.538.320	€ 6.925.006
IRR	64%	105%
Number of increase regarding own invested equity	1,21	2,42
NPV (as per discount rate of15 % )	€ 1.079.931	€ 2.756.647
Repayment period (as 0 year 2011 is taken)	1,5	1,5



# Topolica

## Hotel and business residential complex



- Location Topolica is at the very entry to city of Bar coming from Sutomore, and its whole Southern part faces promenade and coast. It is directly connected to Adriatic highway, and the city features biggest Montenegrin port and transit center – Port of Bar.
- Good connection via Porto Montenegro (62km), Port of Bar (500m), Railway station Bar (700m) airport Tivat (63km), Dubrovnik (108km) and Podgorica (45km).
- Currently at the location there is modern operating city Hotel Princess, member of Atlas Hotels Group, reconstructed in 2007, after which it was awarded 4+\*.
- In direct vicinity there is King Nikola's castle with wonderful park forest, along with terrains for outdoor sports, new sports arena and city center.
- Planning documentation is in adoption phase, and Concept solution that envisages construction of annexes to hotel Princess, business tower object and business residential object is created.



1



2

1. Position
2. Location
3. Location view



3

Planned urban parameters as per Concept solution		Hotel	Tower	Residential object
Land area		16.277,36 m <sup>2</sup>	4.315,12 m <sup>2</sup>	5.363,45 m <sup>2</sup>
Project area	Existing Capacities	17.916,16 m <sup>2</sup>		
	New capacities	8.480,30 m <sup>2</sup>	10.732,08 m <sup>2</sup>	29.473,97 m <sup>2</sup>
Garage		above ground	5.945,14 m <sup>2</sup> under ground floors	5.877,59 m <sup>2</sup> under ground floors



- INVESTMENT ASPECT: High demand of business, commercial, residential and hotel capacities in this zone; Strategically good position regarding coastal and central part of Montenegro; Possibility of leasing the beach in front for the needs of object operation; Proximity of administrative Bar center; Possibility of phase planning and construction in accordance with market trends and reduction of investment risk.
- Based on market research and projections of future trends analysis of urban parameters is made for location Topolica and following parameters are obtained:

RETURN ANALYSIS (total with leftover project value)	
Project Budget	€ 66.238.273
Own equity investment	€ 22.109.093
Profit (summary cash flow including own equity)	€ 22.340.775
IRR	22%
Number of increase regarding own invested equity	1,0
NPV (as per discount rate of 15%)	€ 4.002.478
Repayment period (as 0 year 2011 is taken)	2,5



# Eastern tribune

## City stadium

- Eastern tribune represents integral non finished part of City stadium in Podgorica, in the city center, at meeting place of main traffic lines, that lead further out of town.
- In the vicinity of location there is administrative center of Montenegro, Parliament building, Government and couple of Ministries, and besides there are schools, cultural centers, Gorica hill with terrains for recreation, so the concentration of people in this zone is pretty high.
- City stadium represents central place for all important football games, given that representation of Montenegro plays all matches there, along with city club Budućnost. Current stadium capacities, that meets UEFA standards, is about 12.000 seats .
- Planning documentation “DUP Nova Varoš 2” is adopted, it allows project realization. Project of Eastern Tribune will be carried out via private-public partnership with Podgorica Municipality, where Capital provides land and communal charges and the Investor object construction.

Obtained urban parameters as per Concept Solution	Values
Urban lots area	9.633 m <sup>2</sup>
Total area above ground	23.805 m <sup>2</sup>
Total area under ground	20.845 m <sup>2</sup>
Garage lots number	526 pm
Maximum elevation	2S+V+4+T



1

1. Position
2. Location
3. Location view



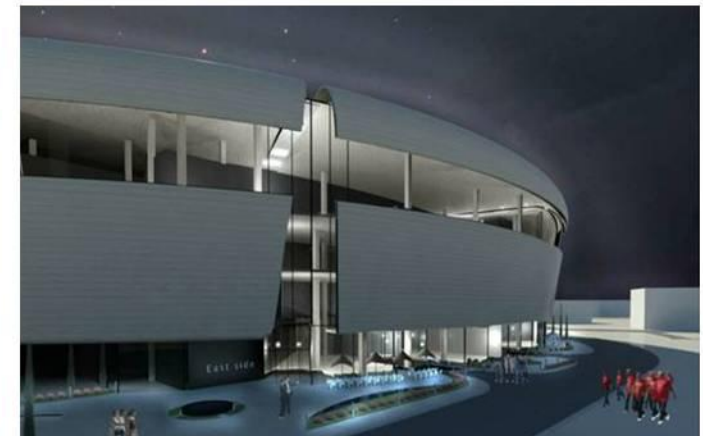
2



3



- INVESTMENT ASPECT: Possibility to use sustainable energy sources; Strategically good position regarding other city parts; Private public partnership with Podgorica Municipality; Possibility of organizing many manifestations within planned object; Unique development possibility of this project type in Montenegro; Podgorica as capital of Montenegro with extensive development dynamics.
- In the vicinity of location construction of Olympic square with traffic communications is planned, that will enable additional presence of people in this zone.
- Project concept is such that meets all standards prescribed for organization of sports events at highest level.
- Investment project value is 34.250.000 € , non including land value and communal charges.



# Project under construction

## Atlas Capital Center



- Atlas Capital Center (ACC) is an object that Atlas Group is realising in cooperation with partners and is in final construction phase.
- Object is located in business – administrative Podgorica zone at the meeting place of main traffic lines.
- ACC is characterized by unique location, architecture, modern design and impeccable quality of construction, materials and equipment that is installed.
- Gross object area is 93.000 m<sup>2</sup>, it has four underground levels, while above ground is functionally designed in following manner: business apartments, commercial zone, office area and hotel.
- While designing ACC the EU directive on energetic efficiency is met by using sustainable energy sources, so in the function of object heating and cooling of heat pumps a significant, sustainable resource will be used – under water.
- Project management for the is cooperation of Atlas Group member – Fin Invest and British company Mace.
- Total investment value is app. 120 mil €.
- Object sale and rent is entrusted to well known real estate agency Century 21 Capital Real Estate from world chain Century 21 agencies.



# Atlas Capital Center

Site March 2012





# Finished objects



University Mediterranean , Bar



Hotel '13 July', Virpazar



C-15 Bar



Hypo Group / T-com, Podgorica



Hotel Princess, Bar



Water bottling factory Ropušica, Kolašin



# Projects of Atlas Group

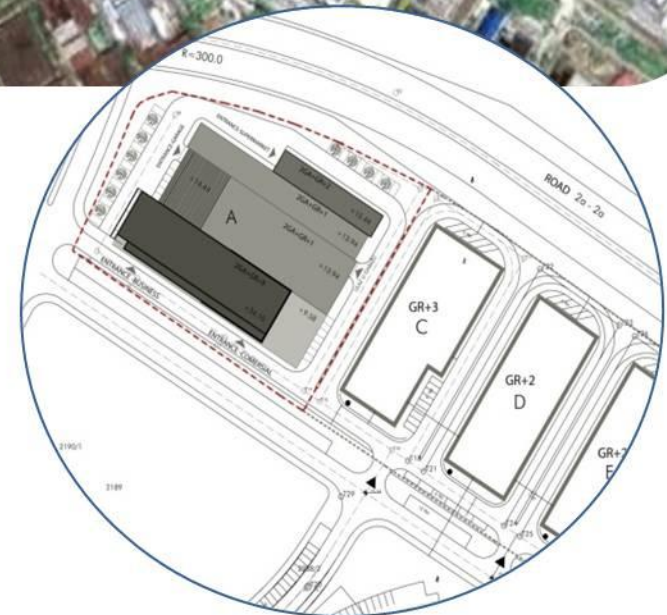
## Real estate - Serbia

- Atlas Group in Serbia prepares a number of development projects in the field of investments, real estate and hospitality in Belgrade, with special accent on using sustainable energy sources and establishing sustainable development.
- Business focus of Atlas Group - Serbia is in Belgrade, where currently several projects of various functions and size are being prepared, in accordance with market projections. Also, dealing with finances, tourism, hospitality and education.
- Locations of future projects are in attractive zones of old and new Belgrade with huge development potential. Belgrade is global metropol of dynamic growth and development that offers numerous possibilities for business and affirmation of Atlas Group in the region.
- Previous years of growth, development, brave ideas and achieved goals are only proof that vision, decisiveness, cooperation and good business ethics lead to success and ensure good potential in future.

# Park 65 AG

## Commercial business complex

- Location Park 65 AG is in Block 65 in New Belgrade, in the vicinity of Belgrade-Zagreb motorway. It is well connected to main traffic lines that provide connection to central city zone and blocks of New Belgrade and Zemun.
- In the vicinity of location there are huge shopping malls, Belgrade arena, business park "Airport City Belgrade", representatives of world brands Zepter, Mercedes Benz, Daimler Chrysler, Intercommerce, hotels etc.
- Currently there is debris of former industrial objects that are to be removed, and the location has all infrastructure connections.
- All communal charges for Park 65 AG are covered. Besides, location has right of aerial space usage over the lot for indefinite time period.
- Planning documentation is adopted and urban technical conditions are issued based on which Concept solution is created, that envisages construction of commercial business complex.



Park 65 AG	DESCRIPTION
Lot area	8.833 m <sup>2</sup>
Layout of future object	4.150 m <sup>2</sup>
Allowed elevation	3Po+P+6+Pk
Occupancy coefficient	0,75
Total above ground construction	30.915,5 m <sup>2</sup>
Total under ground construction	6.624,8 m <sup>2</sup>

# Park 65 AG

Commercial business complex



# Rad Block 65

## Business residential object



- Location Rad Block 65 is in Block 65 in New Belgrade, in the vicinity of Belgrade – Zagreb motorway. Good connection with all main traffic lines that provide connection to central city zone and blocks of New Belgrade and Zemun.
- In the vicinity of location there are huge shopping malls, Belgrade arena, business park “Airport City Belgrade”, representatives of world brands Zepter, Mercedes Benz, Daimler Chrysler, Intercommerce, hotels etc.
- Location has infrastructure connections and is free for construction.
- Planning documentation is adopted and it envisages construction of business residential object of total area app. 30.000m<sup>2</sup>.
- The Design envisages construction of business apartments with services up to 50 % of total object area, and in remaining part residential units are planned.



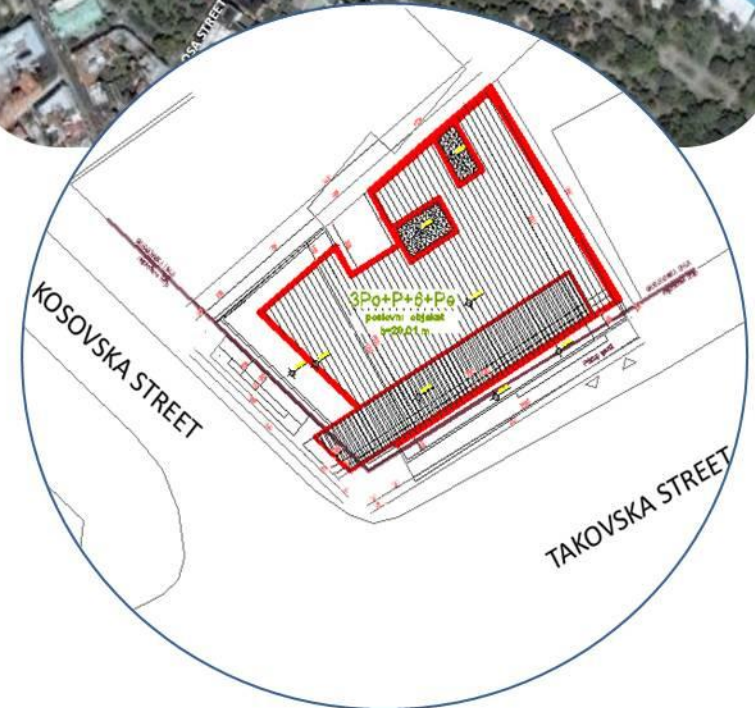
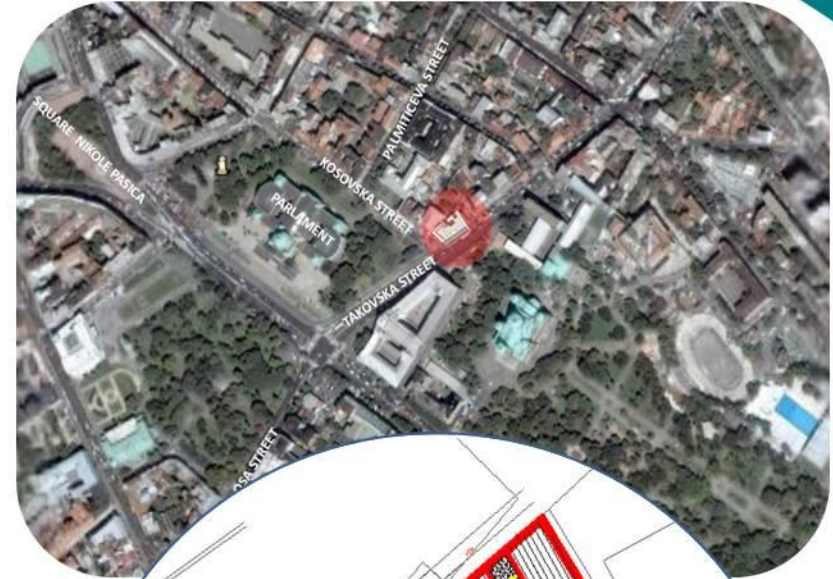
RAD Block 65	Description
Lot area	11.600 m <sup>2</sup>
Future object layout	5.800 m <sup>2</sup>
Allowed elevation	P+8
Occupancy coefficient	0,5
Total above ground construction	20.000 m <sup>2</sup>
Total under ground construction	10.000 m <sup>2</sup>

# Atlas business center – Takovska 1

## Business commercial object



- Location Takovska 1 is in Belgrade center – Old city, at the corner of Takovska and Kosovska street.
- In the vicinity there is motorway E75 that leads to Zagreb, Novi Sad and Niš and provides direct access to Belgrade airport at 15 minutes drive. Good connection via main city bus and railway station nearby.
- Land has infrastructure connections, and for project Takovska 1 communal charges are covered.
- In this zone there are authentic architectural objects from the beginning of XX century, all significant administrative, business and cultural contents, promenades and city parks, squares, shopping malls, hotels etc.
- Planning documentation adopted, pursuant to which concept solution is made that envisages construction of business object with commercial contents in lower floors and modern automated garages.



Takovska 1	DESCRIPTION
Lot area	455 m <sup>2</sup>
Future object layout	395 m <sup>2</sup>
Allowed elevation	3Ug+Gr+6+Attic
Land coverage	75%
Total above ground construction	3,571.9 m <sup>2</sup>
Total under ground construction	1,363.14 m <sup>2</sup>

# Takovska

Project

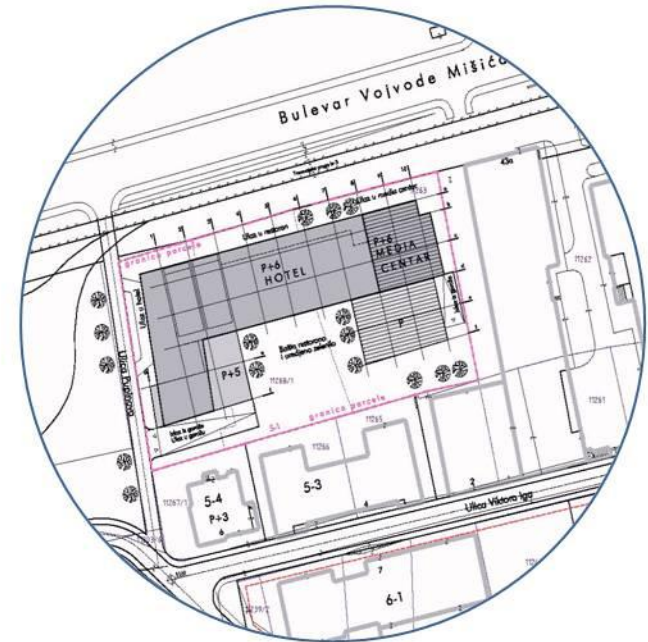


# Vojvode Mišića Boulevard

Hotel and media center



- Location 45 Vojvode Mišića Boulevard is in Belgrade center – Old city, at namesake boulevard.
- Good connection via Mostarska loop where main regional roads meet, motorway Niš–Belgrade–Zagreb, Ibarska highway, main bus and railway station, and new traffic artery T6 that goes around city center.
- In the vicinity there is Belgrade fair, the biggest expo center in whole Serbia, river Sava and popular river island Ada Ciganlija, along with numerous business commercial objects.
- Currently at the location there is industrial building of 3.000 m<sup>2</sup>, with all infrastructure connections apart from heat pipe, that will be knocked down. Communal charges for this project are covered.
- Planning documentation is adopted and urban technical conditions are issued that envisage construction of hotel and media center.

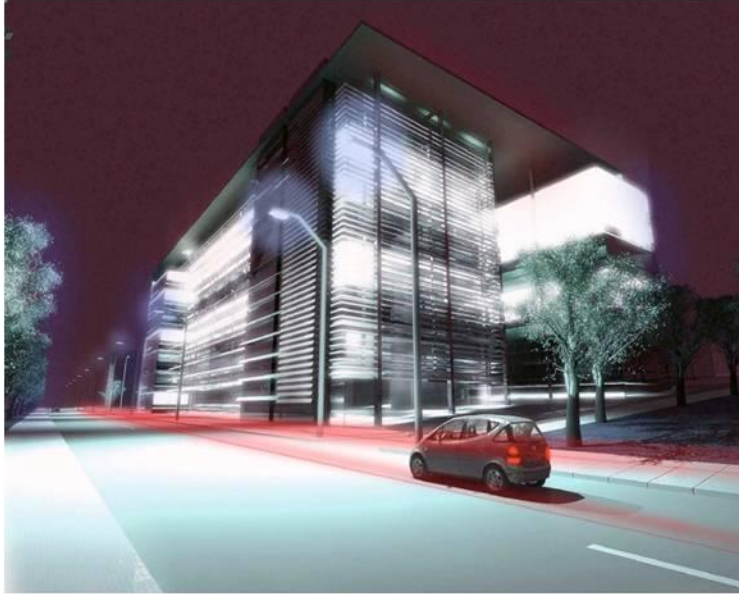


Vojvode Mišića Boulevard	Description
Lot area	4.797 m <sup>2</sup>
Future object layout	2.065 m <sup>2</sup>
Allowed elevation	2Po+P+4+Pk
Total above ground construction	23.400 m <sup>2</sup>
Total under ground construction	6.000 m <sup>2</sup>



# Vojvode Mišića Boulevard

Project



# Exit strategy

Real estate sale and rent

Century 21 Real Estate LLC is world's biggest company in the industry of franchise business in the field of real estate. System gathers over 7.700 independent agencies in over 73 countries worldwide. **Century 21 Serbia**, Atlas Group member, seated in Belgrade represents Master franchise for the area of Serbia, Montenegro and Kosovo. Goal of Master franchise opening is promotion of Century 21 brand, development of business network in the region and connection to world sale network of local real estate agencies. Company Century 21 is dedicated to provide best trainings and most modern systems to real estate professionals so they could serve their clients in best possible way, which is a Gold standard service.

**Century 21 Capital Real Estate** is the first Century 21 agency in Montenegro that operates in franchise system Century 21, and has leading position in real estate market in Montenegro. Given that it is the first Century 21 agency in Montenegro market they achieved significant results in promotion of Montenegro real estate globally. The sale and rent of biggest real estate project in Montenegro and the region, Atlas Capital Center, is entrusted to this agency, of total area of around 93.000m<sup>2</sup>. Apart from this object agency will be in charge for promotion, sale and rent of other Atlas Group development projects along with other real estate.

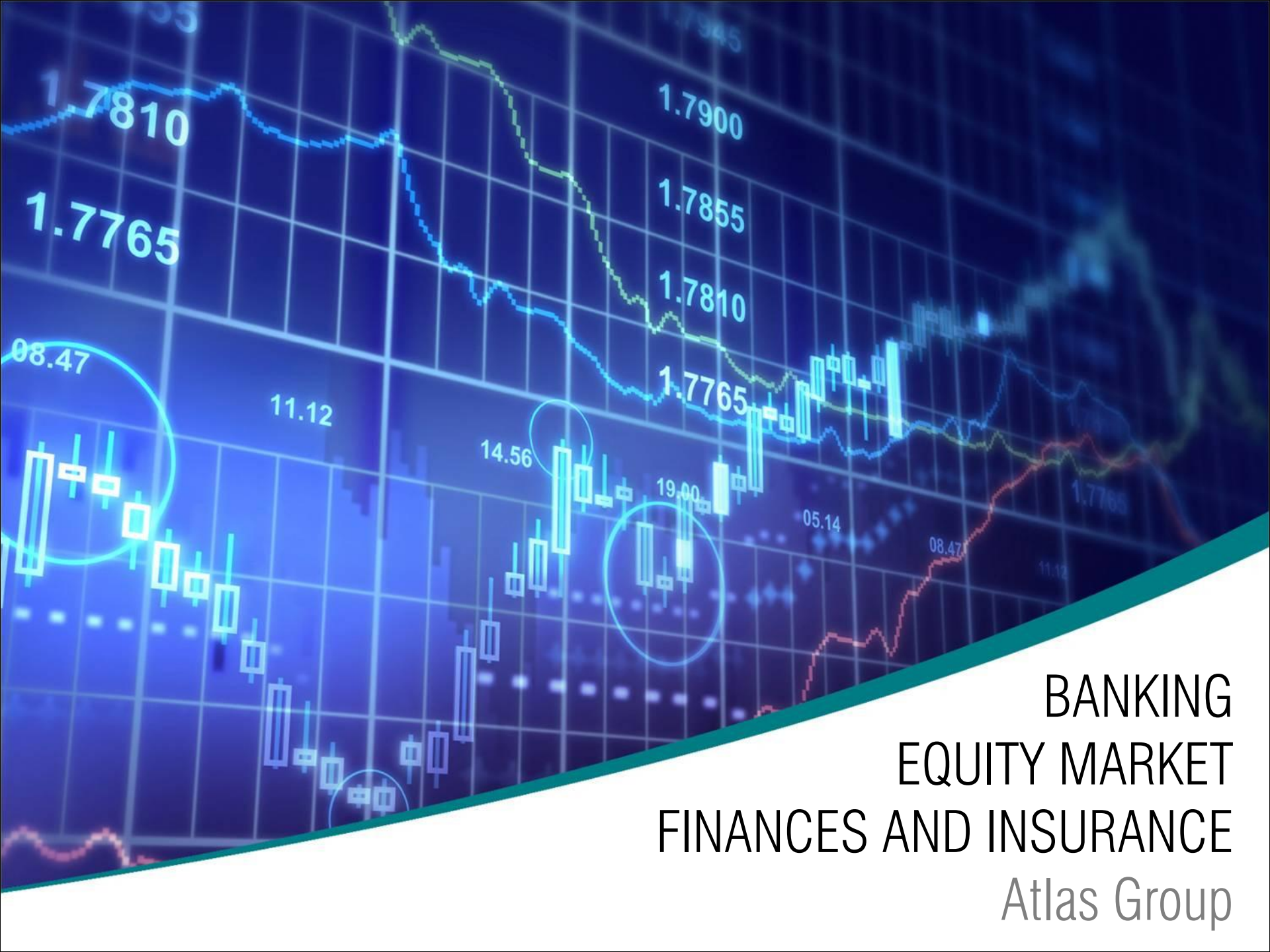


[www.century21.rs](http://www.century21.rs)



[www.c21cre.me](http://www.c21cre.me)





BANKING  
EQUITY MARKET  
FINANCES AND INSURANCE  
Atlas Group



# ATLASGROUP

- ❖ In the field of finances, insurance, banking and participation in equity market Atlas Group operates in Montenegro, Serbia Cyprus and Russia for many years now.
- ❖ In Montenegro Atlas Group performs these activities via: Atlas bank – commercial banking; Invest bank Montenegro – Investment banking; Atlasmont fund – Investment fund; Pension Plus – private pension fund; Atlas Life – Insurance company; CG Broker – Brokerage company; Montenegro stock exchange – Montenegro equity market.
- ❖ Atlas Group in Serbia operates via professional team that is in charge of coordination of group activities in the field of finances, investments, real estate, education, sports and tourism. Besides, in the field of education there is Belgrade banking academy, and in hospitality field Hotel Majestic.
- ❖ In Cyprus Atlas Group focus is on provision of custody services, representation in world stock exchanges for own and the needs of clients, managing portfolio and investment consulting, trade on currency markets, carbon, oil and noble materials, securities and financial instruments. This specter of services is carried out via member companies Atlas Capital Financial Services and ACFX.

# Atlas Bank

Montenegro, Serbia, Cyprus, Russia

- Atlas Bank was founded in 2002. with the aim to become the most successful financial organization in Montenegro. Contemporary approach and efficient organization enabled the Bank to have recognizable image and business in the market.
- Operating in high banking stands Atlas Bank confirms reputation of modern banking institution, that provides quality support to its clients.
- Basic directions of Bank development include development of business with population and economy, transactions in country and abroad, along with intensive work on development paying cards business.
- Atlas Bank was awarded the status of the best Bank in Montenegro, and Atlas Group as best financial group for 2009. by world economy magazine "World finance".
- In the mission of responsible banking we succeeded in achieving international recognition and influence, that can be seen in founding financial institutions - daughter companies: Atlas Bank Cyprus, Atlas Bank Moscow and Atlas Bank Belgrade.



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



# Invest bank Montenegro

Investment bank



- Tradition of Invest Bank lasts from 1961 when it was founded by the name of Pljevaljska Bank. Within Atlas Group, that sees fast growth, task of Invest bank is to serve as financial control center and gate towards global financial markets, increasing group expansion.
- Invest Bank Montenegro is first investment bank in Montenegro, with the goal to be positioned among first three investment banks in the Balkans. In accordance with group philosophy "Always with the best", we have excellent international team of people and developed global network.
- Investment banking in Montenegro and region has chances of huge prosperity taking into consideration suitable regional tendencies and activities in equity market.
- Invest Bank Montenegro defines its role as a bridge that connects the Balkans to global financial markets, with the aim to open the Region to foreign investments on one hand and enable Balkan population access to world financial markets on the other.



[www.invest-banka.com](http://www.invest-banka.com)



# Atlasmont fund

Management company & Joint investment fund



- Management company Atlas Mont was founded in December 2000. as institutional support to mass voucher privatization (MVP). Uniqueness of this company is in its base activity, which is founding and management of investment funds in Montenegro.
- In the process of Mass voucher privatization (MVP), started by Government of Montenegro, 209.509.650. voucher notes were gathered from Montenegrin citizens.
- Atlas Mont sees its mission as leader in creating and implementation of skill to manage securities and companies that fall within its portfolio.
- Vision of Atlas Mont is improving the efficiency of Montenegrin companies and economy individually and in general, with strong incentive for development of trading and equity market in Montenegro.
- This company manages Joint investment fund Atlas Mont, that had several transformations. Firstly it operated as privatization fund, thEn as privatizing investment fund and now as joint investment fund.



[www.atlasmont.co.me](http://www.atlasmont.co.me)

# Atlas Pension

Private pension fund



[www.atlaspenzija.me](http://www.atlaspenzija.me)

- Private pension fund Atlas Pension and Company for fund management are founded in 2008. after improving of Law regulation when our State joined huge number of countries that started the reform of its system due to unfavourable demographic trends and constant deficit of state pension fund.
- Aim of Atlas Pension is to stimulate citizens regardless of employment and activity that they perform, to make their future more clear by investing in private pension fund.
- Management company Atlas Pension is specialized company for organization and management of private pension funds, whose goal is achieving optimal profit on disposable funds and provision of safe future for fund members.
- Fund investment policy is pretty conservative and before investing firstly it is taken care of security of the Fund, and then profitability of investment in accordance with principles of safety, liquidity and risk sharing. All gained profit belongs to fund members and goes to their personal accounts that are separate from company management fund.





# Atlas Life

Insurance company



[www.atlaslife.me](http://www.atlaslife.me)

- Atlas Life is insurance company that deals with life insurance.
- Following the basic principle of business philosophy, Atlas Group via organization of complimentary activities, by means of Atlas Life, offers to Montenegro market modern approach in the sphere of life insurance and provides NEW PERSPECTIVE.
- Understanding the significance of timely planning of family obligations via life insurance, and in the aim of minimizing sudden life situations, that can cause financial instability, Atlas Life offers products of life insurance that creates the policy upon your wish and future plans. Right planning of life insurance is of vital importance today, because it provides tomorrow's financial stability.
- Atlas Life offers products of group and individual insurance.
- Having in mind and respecting standards in the insurance field Atlas Life is reinsured at well known Austrian company Gen re.



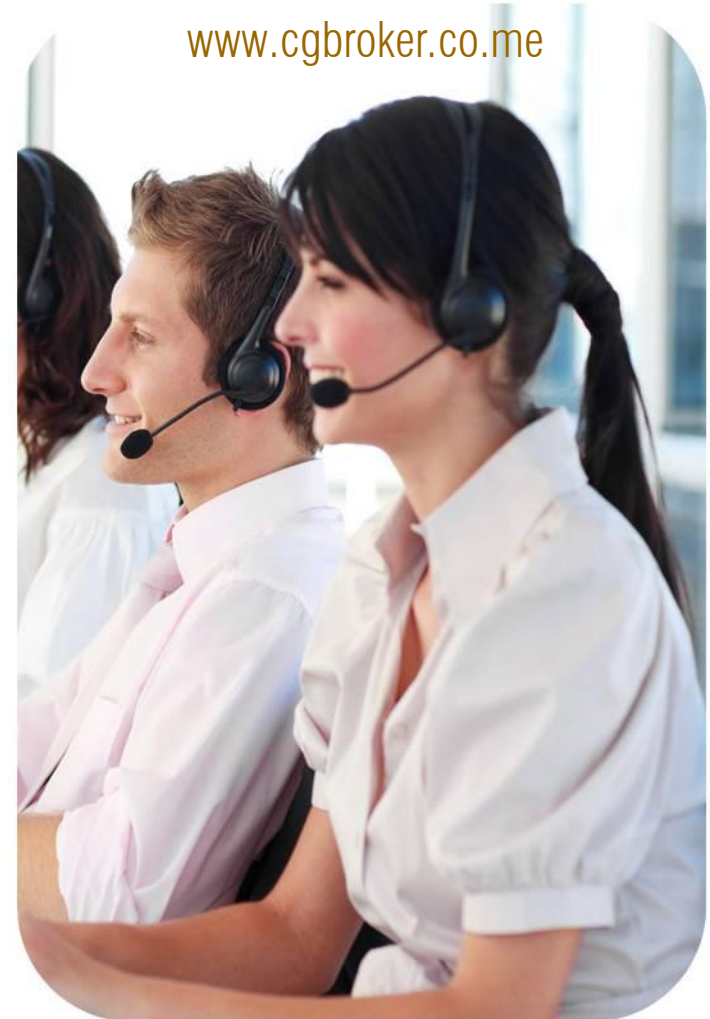
# CG Broker

Brokerage company



[www.cgbroker.co.me](http://www.cgbroker.co.me)

- CG Broker is one of the first brokerage companies in Montenegro founded in 1996.
- CG Broker-Dealer has long experience in doing business with securities and from founding it is among leading brokerage companies per number of stock exchange transactions.
- Achieved results in previous work can be seen via created business image and professional reputation of CG Broker-Dealer.
- Founders and share holders of CG Broker-Dealer are strong financial institutions successful economy subjects, which represents warranty for further success of this brokerage company, and provides additional confidence to our clients.
- CG Broker - Dealer is member of Montenegroberza a.d. and one of founders of Broker association Montenegro.
- Basic activity is Mediation in securities transactions.



# Montenegro stock exchange

“Montenegroberza”



- Montenegroberza is founded in June 1993. and up to 2010. it operated in Montenegrin equity market along with Nex Montenegro Stock Exchange.
- On 31.12.2010. there was merging of two Montenegrin stock exchanges NEX Montenegro was merged to Montenegroberza. Stock exchange merging enabled increased liquidity and efficiency of equity market, which has positive effect on foreign Investors. In unique stock exchange there are two indices, Moneks20 and Monekspif, in which indices of former Montenegrin stock exchange are merged.
- Montenegroberza is member of world stock exchange Federation from February 2008. and European stock exchange Federation from June 2007.
- Montenegroberza has signed memorandums on cooperation with Vienna stock exchange, Athens stock exchange, all former Yugoslavia stock exchanges, IFC, Italian consultant company „Jadran most“.
- Market at Montenegroberza consists of stock exchange market (»A« and »B« list) and free market.
- Today Atlas Group is majority owner of Montenegro stock exchange.



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



# Atlas Capital

Financial services- Cyprus



- Atlas Capital Financial Services is Atlas Group member, founded in October 2007 seated in Limassol – Cyprus, with the aim to provide additional values in services to its clients that wish to participate in financial markets.
- Huge experience in financial market trading, along with good professional team, enabled Atlas Capital Financial Services to provide high level service in the fields of: Portfolio management, Asset management, Brokerage services, Custody services, Carbon trading, Green Investments, Forex trading, Consulting for legal and other entities.
- Atlas Capital Financial Services enables trading of financial instruments at stock exchanges : Athens, Cyprus, London, New York, Belgrade, Montenegro and Russia.
- Cyprus in last 10 years developed tax system that equally suits European and world Investors. Corporate tax rate is 10% which is the lowest level in European Union, and there is favourable treatment that avoids double taxation, benefits between EU connected companies based on EU directives that enable dividend tax waiving etc.



[www.acfs.eu](http://www.acfs.eu)

# Atlas Capital FX

Forex trading - Cyprus



- ACFX is part of ACFS (Atlas Capital Financial Services) and regulated by Securities Commission Republic of Cyprus. ACFX is also registered at FSA in Great Britain so the operation is in accordance with strict directives passed by mentioned institutions.
- Aim of ACFX is to provide safe trading services to Investors at forex market and other financial markets. ACFX aims at gaining trust of clients via provision of quality services, understanding the needs of clients and constant innovations .
- Meta Trader 4 trading platform that is used by ACFX is the best solution for financial companies and dealing centers. This safe and secure platform disposes of numerous useful tools that include indicators, analyses, newest financial information, professional advising, researches etc.
- Clients' funds are placed on account intended for ACFX. ACFX offers highly competent trading services and offers support to clients via provision of professional assistance in every moment on several world languages.
- ACFX in 2010. received the award as best Forex broker in SE Europe by World Finance Magazine.

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





# EDUCATION

Atlas Group

# University Mediteran

Montenegro



[www.unimediteran.net](http://www.unimediteran.net)

- ❖ University Mediteran-Podgorica is the first private university in Montenegro. Founded on 30. May 2006. From its founding University "Mediteran" Podgorica operates as individual public subject in accordance with Bologna declaration.
- ❖ Within University Mediteran there are six faculties: Faculty of tourism, hospitality and trading Bar, Faculty for business studies "Montenegro Business School", Faculty for visual arts, Faculty for information technologies, Faculty for foreign languages and Law Faculty.
- ❖ University offers three education levels: basic studies, postgraduate studies and PhD studies.
- ❖ University is decisive in systematic and organized improvement of studying quality and in being modern, flexible, comparable, competent and efficient.
- ❖ Following global trends in education University Mediteran was the first to introduce "Distance learning System" in the aim of improving educational process as grounds for new and better means of knowledge handling.



# Belgrade Banking Academy

Serbia

[www.bba.edu.rs](http://www.bba.edu.rs)



- Belgrade banking academy – Faculty for banking, insurance and financing represents special high level education institution that is based on experience of large number of university professors, scientists, experts and entrepreneurs in the field of banking, insurance and finances.
- Academy is equipped with modern teaching aids that enable multimedial presentations, internet access, online stock exchange monitoring and financial markets worldwide. Faculty owns library with over 70.000 titles, Depository library of World Bank, MMF, OECD and UN.
- Banking Academy offers basic and master academy education levels and also highly professional MBA programmes.
- Academy has cooperation with numerous Universities throughout Europe: University in Turin, University Reading, University Freiberg, University Nice, University Seville, Ukrainian banking academy and other.

**Belgrade Banking Academy**  
**Faculty of Banking, Insurance and Finance**







# TOURISM

Atlas Group

# Atlas Hotels Group



- ⚡ Within Atlas Group there is Atlas Hotels Group that operates several hotels in attractive coast locations and in central part of Montenegro.
- ⚡ In past 10 years in Montenegro there is significant and constant number of tourist visits and overnights. This trend continued in 2009, 2010 and 2011. despite global crisis effect. Guest in average stay for 6 nights per visit which confirms the fact that Montenegro is excellent relax destination.
- ⚡ Atlas Hotels Group operates with the goal to improve previous hotel operation and create new possibilities for development of hotel business in Montenegro. Management of Atlas Hotels Group has experience and knowledge that guarantee quality of service and clients' satisfaction.
- ⚡ Atlas Group in 2007. reconstructed Hotel "Topolica" in Bar, after which it was renamed into "Princess" and categorized into 4+\*.
- ⚡ In well known Montenegro tourist settlement Sutomore there is Hotel "Sozina". Located at sea promenade, where Atlas Group plans to construct commercial residential object with possibility of keeping hotel activity.
- ⚡ At Skadar lake in traditional fishermen place Virpazar there is Hotel "13 July", adapted in 2010. after which it was categorized into 3\*.

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

# Hotel Princess Bar, Montenegro



Hotel Princess is located in most attractive part of Bar, along sea promenade, surrounded by greenery, museum complex and sports terrains.

Hotel has 4\*, rooms and apartments are comfortable and with modern design, exceptional view of Marina, beach and horizon, castle complex and mountains in the back part. Hotel disposes of 135 rooms that feature: mini bar, air conditioning, satellite and cable programme, safe, room service.



Hotel Princess in restaurants offers Montenegrin and international specialties, quality drinks, good service. Lobby and Piano bar are comfortable places for rest and conversation with business partners, along with Pool bar from where you can go to outdoor pool at large Hotel terrace.

Hotel has Wellness and Spa center with Roman and Finland sauna, Turkish bath, hydro massage programme, beauty saloons, massage, relax; Fitness with modern equipment; three modern conference halls, indoor and outdoor pool.



# Hotel „13 July”

Skadar lake – Montenegro



- ◀ Skadar lake, being the largest lake in the Balkans, represents the biggest challenge for nature lovers. Virpazar is inevitable center of interest for all those who wish to discover beauties and explore the lake, and in its very core there is one of the most important objects that for decades gives important significance to this place– hotel „13 July“.
- ◀ Hotel adaptation is carried out in 2010. after which it is categorized as 3\*.
- ◀ Hotel „13 July“ falls within National park „Skadar lake“ and has 23 keys and 50 beds. Rooms are comfortable, with bathroom, television and refrigerator and each one has lake view. Within hotel there is restaurant, hall in national style – „Odžaklija“ – with terrace, and terrace with 150 seats above the lake.
- ◀ This hotel is starting point for all lake lovers and nature in general, sports fishermen, cyclists, bird watchers, trekkers and mountain hikers, but it also represents basis for explorers and other scientific workers.
- ◀ Hotel „13.July“ can be proud of wide selection of national dishes and specialties, also drinks, typical for region of Crmnica, with many types of fish and wine. Restaurant visitors largely take part in picnics and excursions. In the hotel it is possible to organize small seminars and workshops.



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

# Montenegro Express

Tourist agency



- Montenegro Express is one of the leading tourist agencies in Montenegro whose name is connected to bringing the first organized tourist tours in Montenegro.
- Montenegro Express had important role in development of Montenegrin tourism, especially in promotion of Montenegrin tourist product in international markets.
- Apart from good cooperation with all hotel chains and leading tourist agencies in the country Montenegro Express also cooperates with leading European tour operators. It helped in bringing huge number of visitors to Montenegro throughout whole year and especially during high tourist season.
- Montenegro Express has strong distribution network and modern business premises in Serbia and Montenegro, especially at Montenegrin coast.
- In accordance with quality of service, transport organization and all other services Montenegro Express provides real holiday in all Montenegrin tourist centres.





**MEDIA**  
Atlas Group

# ATLAS

## Radio and Television

- RTV Atlas is modern broadcast and production media house that even though it is young has successful position in media market of Montenegro, as impartial and independent network and medium with highest annual growth.
- RTV Atlas is commercial media network that covers Montenegro via earth cable and via cable distribution Ex Yu territory, its satellite programme covers whole Europe. Also it is first Montenegrin television that by means of web streaming it is possible to follow worldwide. Millions of viewers in auditorium enabled for this television first position in the number of spectators list .
- Programme of Atlas Television is interactive with emphasis on informative-political content, information from world of business, finances and entertainment, that informs the viewers regularly about current situation in business and economy, entertainment, music industry, science, arts and culture.
- Atlas Radio is systematically and network wise connected to Atlas Television which enables interactive integration of programmes of these two media.

[www.rtvatlas.tv](http://www.rtvatlas.tv)



**ATLAS**





HEALTH

Atlas Group



# General hospital Meljine

Private health institution



- General hospital Meljine is first private general hospital in Montenegro, that has tradition longer than 100 years, even from period of Austro Hungarian rule.
- This hospital used to be military medical institution located at slopes of Hercegnovi park forest "Dubrava", whose position is selected based on favourable microclimatic conditions for treatment and rehabilitation of patients. Within complex there is huge botanical garden with most attractive and rare plants from all around the world, and also the residence of former SFRY Josip Broz Tito.
- This hospital, regardless of social changes during its work and existence, ment a lot to population, not only in Herceg-Novi but even wider. This hospital today provides services not only to citizens of Montenegro, but in cooperation with NHS Montenegro also to numerous patients from abroad who pay significantly lower fares for the same or even better service level regarding their home country.
- Hospital disposes of modern medical diagnostics equipment, aids for treatment and rehabilitation, along with competent medical staff whose professionalism, experience and dedication to patients enable using high level medical services. Hospital capacity is 93 beds in medical part and 115 in rehabilitation part.



[www.bolnica-meljine.me](http://www.bolnica-meljine.me)



# TRADE PRODUCTION

Atlas Group

# Water bottling factory

Aqua Monta



- Water bottling factory 'Lipovo' is placed in Plana village, near Kolašin at 950 m altitude where spring water AQUA MONTA is being bottled. Well Ropušica is at 1.350 m altitude, far from civilization, industry and pollution, in severe mountain surrounding. AQUA MONTA is naturally cleaned via soil covered in sand and snow in unreachable parts of Sinjajevina mountain.
- Characteristics of water from Ropušica spring are systematically being monitored by authorized institutions from country and abroad, whereas high and constant level on all parameters of quality levels is established. Most important characteristics of water Aqua Monta are low level of mineralization, low natrium, kalium, magnesium, nitrates, chlorides and sulfates, wit about 30mg/l of calcium and 100gr/l bicarbonates. Temperature of water at spring is about 5°C throughout a year.
- Factory is equipped with conveying belt „Krones“ that provides water bottling in spring conditions, without any chemical-technological treatments.
- With low natrium content AQUA MONTA is extremely good for daily usage. Cardiology experts highly recommend it because it does not affect cardio-vascular system. Low mineralization, when used daily, of AQUA MONTA acts as ideal detoxication of human body.
- Within factory there is water distribution service, whose aim is to expand on local and foreign market.



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

# Adriatic fair

## Expo



- Adriatic fair has more than 40 years of tradition and it is the only fair in Montenegro.
- Adriatic fair organizes 15 specialized fair manifestations and became gathering place of most successful entrepreneurs and companies, representation place for new achievements, innovations, important business contacts.
- Its membership in important organizations: UFI (International Fair Union), CEFA (Central Europe Fair Alliance), EASE (South East Expo Association), Adriatic Fair works on promotion of Montenegro and its economy.
- Adriatic fair has over 22.000 m<sup>2</sup> of land at most attractive position in Budva, at 'Slovenska obala' and uses 11.000 m<sup>2</sup> of expo area while closed expo area is 3.000 m<sup>2</sup>. For manifestations that demand such approach it is possible to arrange 8.000 m<sup>2</sup> of closed expo area (fairs of tourism, furniture and construction).
- Atlas Group plans to construct new Expo hall at the same location which will open additional space for promotion of Montenegrin economy in the region and the world.

[www.adriafair.co.me](http://www.adriafair.co.me)



JADRANSKI SAJAM  
BUDVA





# SOCIAL ACTIVITIES

Atlas Group



## Balkan Networking

Increase of regional cooperation is one of main goals of Atlas foundation. In that direction, our first activity was **Inaugural conference "Balkan initiative for social empowerment of Southeast Europe"** held in Budva in May 2011, under the auspices of Montenegro Government and Atlas foundation, and in partnership with Clinton global initiative.

We see Montenegro as positive force of integrations in the region and we wish to create in it forum for discourse, thinking and development of new ideas that will help neglecting differences in our region. Networking and cross border cooperation are models that we wish to promote, we wish to encourage regional cooperation in our joint road towards ka Euro-Atlantic integrations.



# Atlas Foundation

- Goal of Atlas Foundation is support to creation of new social values and economic strengthening of citizens via promotion of suitable business surrounding, sustainable business practice and corporative social responsibility. We wish to commit to obligations that will improve the lives of our citizens by strengthening positive interconnection and partnership between Governments, companies, non-Governmental organizations and citizens. We wish to help in creating advanced society and enable better living and business standards in society.
- Oriented towards long term action with future perspectives, Atlas Foundation will develop values of private-public partnership and business philanthropy. We connect partners and develop networks, bringing together people and institutions with different views via various disciplines and sectors and we simplify the manner in which they learn from each other.
- We wish to establish sustainable system with clear goal of economic empowerment of our society through development projects mainly in the field of education, health, environmental protection, regional cooperation, empowerment of women and new technologies.



dobitnici  
**ATLAS STIPENDIJA**



Atlas Scholarships for best students of Montenegrin University



Sponsor of water polo club "Jadran" – Herceg Novi



Sponsor of sports events

Marathon Podgorica  
University world karate championship  
Parachuting world championship



Silver sponsor of Serbian Open



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