



SLAVIJA HOTELS BELGRADE

Belgrade





General Information

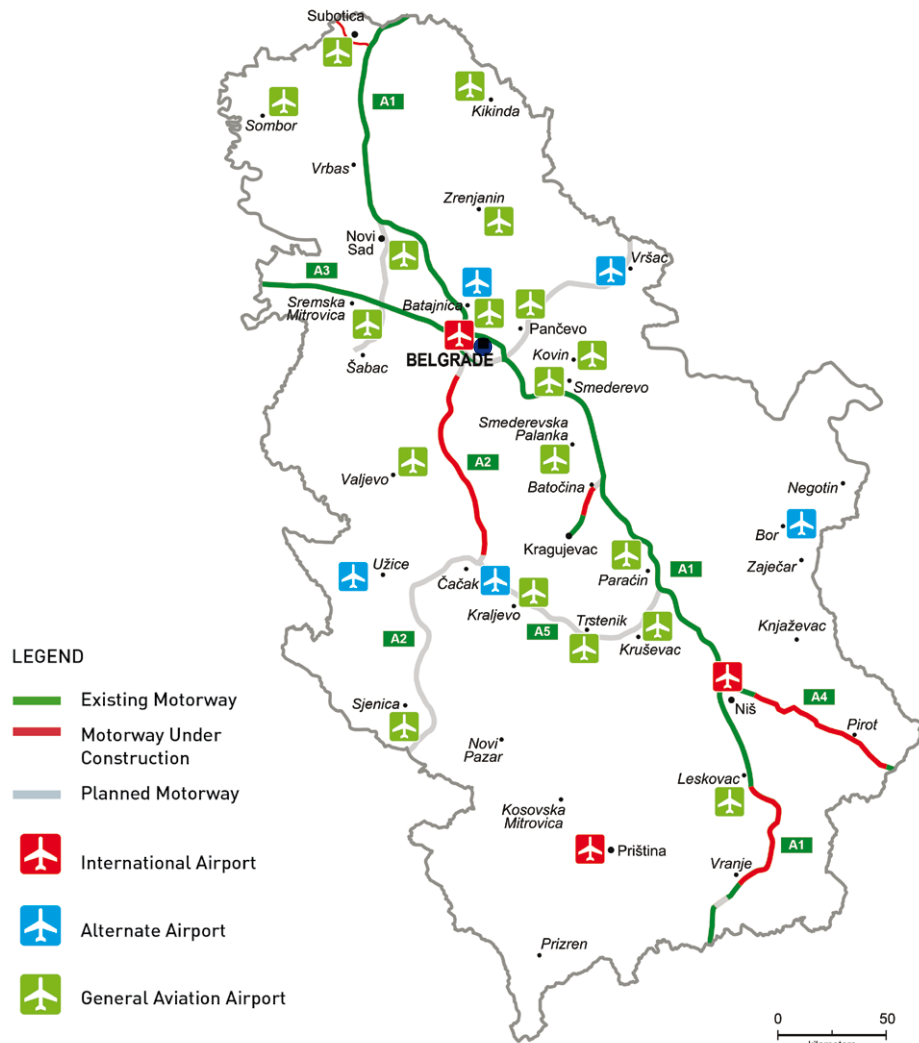
Full legal name	SLAVIJA Hoteli Belgrade
Address	Svetog Save 1-9
Identification Number	20039329
Core activity	Hotels and similar accommodation
Foundation Year	1962
Number of Employees	202



Capital structure (in%)

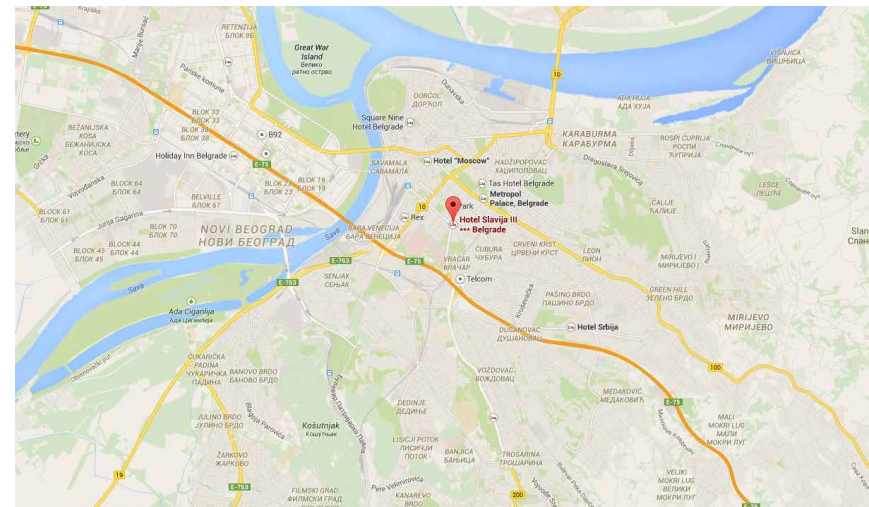
Republic of Serbia	100.00 %
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General Information



Distance form the Company to:

Belgrade	-
Belgrade Airport	16.0 km
Main road	1.0 km
Port	2.5 km
Railway	0.8 km



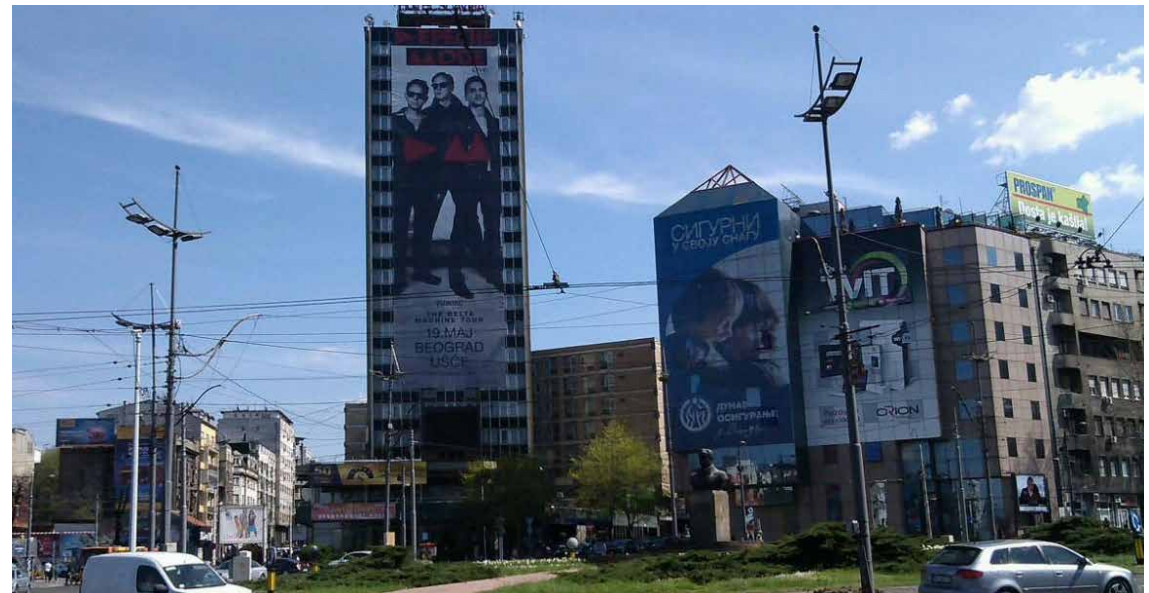
Location



Pan-European Transport Corridors

Hotels “Slavija” are located in downtown Belgrade, the business, commercial and administrative part of the town and in the immediate vicinity of largest Orthodox Church in the world – Church St. Sava, on Slavija Square, opposite to the new building of the National Bank of Serbia. Slavija Square is the most traffic-frequent square in Belgrade from which 7 important Belgrade streets radiate.

The area around Slavija Square, based on its urban characteristics, has been envisaged as a business-commercial zone for building new facilities and as such represents the most attractive business location in the city center.



Historical background



Company JAT – Hoteli “Slavija” d.o.o. was established by the public enterprise “JAT Airways” Managing Board Decision no. 50, of April 9, 2005.

On June 14, 2005, Managing Board of “JAT Airways” adopted the decision based on which the entire share and foundation rights of the Company were transferred to the Republic of Serbia free of charge.

The Company was established by registration in the Serbian Business Register on May 20, 2005 under the registration number BD 23331.



Facilities



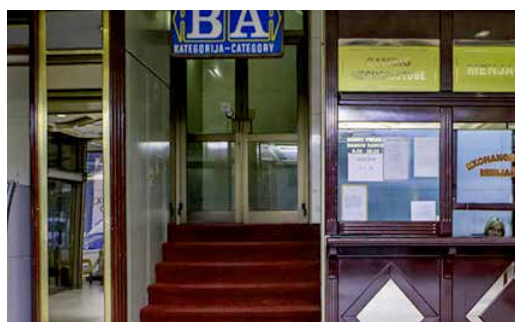
The Company complex consists of three buildings constructed in different periods:

1. Hotel Slavija I - ("Tower") was built in 1962. It was built as a hotel of "B" category with two basements, ground floor, mezzanine and 17 floors.
2. Hotel Slavija II - built in 1973, as "A" category hotel with two basements ground floor, mezzanine and 7 floors.
3. Slavija III or Slavija Lux, built in 1989, with two basements, ground floor and 7 floors. Today Slavija I and II are 2 stars hotel and Slavija III - 4 stars hotel.

Slavija I and II are one complex, connected by the mezzanine level and together with garden complex, has an area of cca. 2.9 ha.



Capacities



HOTEL SLAVIJA * has a total of 460 rooms in two sections, and 11 suites comprising:

- **HOTEL SLAVIJA I * (SECTION B – TOWER)**

303 Economy rooms, average size 18 m²

- **HOTEL SLAVIJA II * (SECTION A)**

- 64 Comfort rooms, average size 29 m²
- 67 two-bed rooms with separate beds, average size 22 m²
- 2 - 6 single rooms, average size 18 m²
- 5 Junior suites, average size 43 m²,
- 6 Senior suites, average size 51 m²,

All rooms in Hotel Slavija I * (section A) have TV with cable channels and telephone.

Hotel Slavija II * (section A) has 11 comfortable suites, comprising Suites have TV with cable channels, telephone.

The following amenities are also available to guests:

- underground garage with 24/7 surveillance, 1000 rsd/day
- laundry, ironing and dry-cleaning services
- car washing
- beauty salon
- hand and hydro massage

Hotel Slavija I * (section B - tower) is suitable for younger guests and larger groups (school excursions, students, backpackers, etc.), while Hotel Slavija II ** (section A) has for years traditionally accommodated individual guests and smaller groups.

Capacities



HOTEL SLAVIJA GARNI * HAS 80 COMFORTABLE, 24 m² rooms available, and 11 suites comprising:**

- 54 two-bed rooms with separate beds
- 26 double rooms
- 5 Junior suites, average size 46 m²,
- 6 Senior suites, average size 57 m²



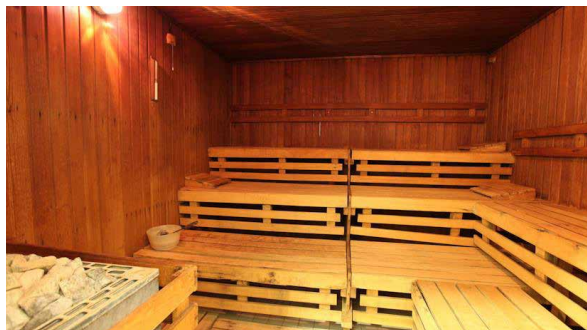
All rooms have central air-conditioning which can be adjusted manually, LCD TV with cable channels, telephone, mini-bar and fan. All suites have central air-conditioning which can be adjusted manually, LCD TV with cable channels, telephone, mini-bar and fan

The following amenities are also available to guests:

- room service 07:00 to 22:00
- laundry, ironing and dry-cleaning services
- car washing
- underground garage with 24/7 surveillance, 1000 rsd/day
- hair salon
- beauty salon
- sauna
- hand and hydro massage
- solarium



Capacities



Land and Buildings



Land	Surface in m2
Construction land	4,025

Main buildings	Surface in m2
Slavija I	11,948.23
Slavija II	11,841.45
Slavija Lux	6,361.00
Total	30,150.68



Certificates

Quality assurance certificate ISO 9001

Company does not own quality assurance certificate ISO 9001.

HCCP system certificate pending.

Ecology

According to applicable regulations, the requirements for environment protection are not fulfilled.

Production and Capacity



Product / service	Unit	Quantity			Value in EUR		
		2011	2012	2013	2011	2012	2013
accommodation services	rooms	42,916	56,060	58,619	149.043	184.350	1.920.010
catering services					517.025	557.685	578.889
rental income					342.419	286.154	328.954
room's rental income					155.379	131.623	258.919

Capacity utilization

Machine (Production line)	Unit	Installed capacity	Real capacity	% of utilization		
				2011	2012	2013
Slavija I	rooms	120,815	44,905	9.00	12.00	9.00
Slavija II	rooms	64,970	61074	37.00	48.00	59.00
Slavija III	rooms	35,040	33259	44.00	55.00	55.00



Realization



Movement in sale volume

Product/service	Unit	Quantity sold			Value in EUR		
		2011	2012	2013	2011	2012	2013
accommodation services	overnight accommodation	66,446	87,699	88,902	149.043	184.350	1.920.010
catering services	N/a				517.025	557.685	578.889
rental services	N/a				342.419	286.154	328.954
hire services	N/a				155.379	131.623	258.919
TOTAL:					2.505.254	2.818.966	3.086.772

Sales structure

Sales structure in %	2011	2012	2013
Domestic market	100.00	100.00	100.00
Foreign market	0.00	0.00	0.00
TOTAL :	100.00	100.00	100.00

Distribution channels

Distribution channels	% of share
Direct sale	60.00
Wholesale	0.00
Retail	0.00
Intermediaries	40.00



Organization



EMPLOYEES



Number of employees

Working	210
Paid leave	0
Unpaid leave	0
Other (sick leave, vacation, etc.)	0
TOTAL NUMBER OF EMPLOYEES	210

Age structure of employees

Age	-25	25-35	35-40	40-45	45-50	50-55	55+
Number	4	54	28	25	27	43	29

Average salaries in EUR

(gross and net) in 2011, 2012 and 2013

Year	Gross	Net
2011	410	295
2012	440	317
2013	445	321



Assets Overview



	31/12/2011	31/12/2012	31/12/2013
CURRENT ASSETS	1.195.383	1.288.860	1.066.502
NON-CURRENT ASSETS	15.388.753	14.068.765	16.316.859



A) Information contain in this document is based on the data recieved from the company, and as such has not been verified by the Privatization Agency. Accordingly, the Privatization Agency shall have no liability with respect to the accuracy and validity of the information contained here in.

B) Pursuant to the law, enterprises from the Republic of Serbia were obliged as of 2004 to prepare Financial Statements in accordance with the International Standards of Financial Reports (ISFR).

SWOT Analysys

STRENGTHS:

According to the General Urban Plan, Slavija Square is envisaged to be the business and commercial zone of the city. The construction of new buildings is planned. Slavija Square is the most attractive location in downtown Belgrade. Highly experienced and dedicated staff. Possibility of expansion of the type and scope of services owing to ample capacity.

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WEAKNESS:

Undecorated buildings, mostly used furniture both in rooms and hotel premises, lack of international operation procedures. Investments in the hotel are necessary in order to attract guests.

OPPORTUNITIES:

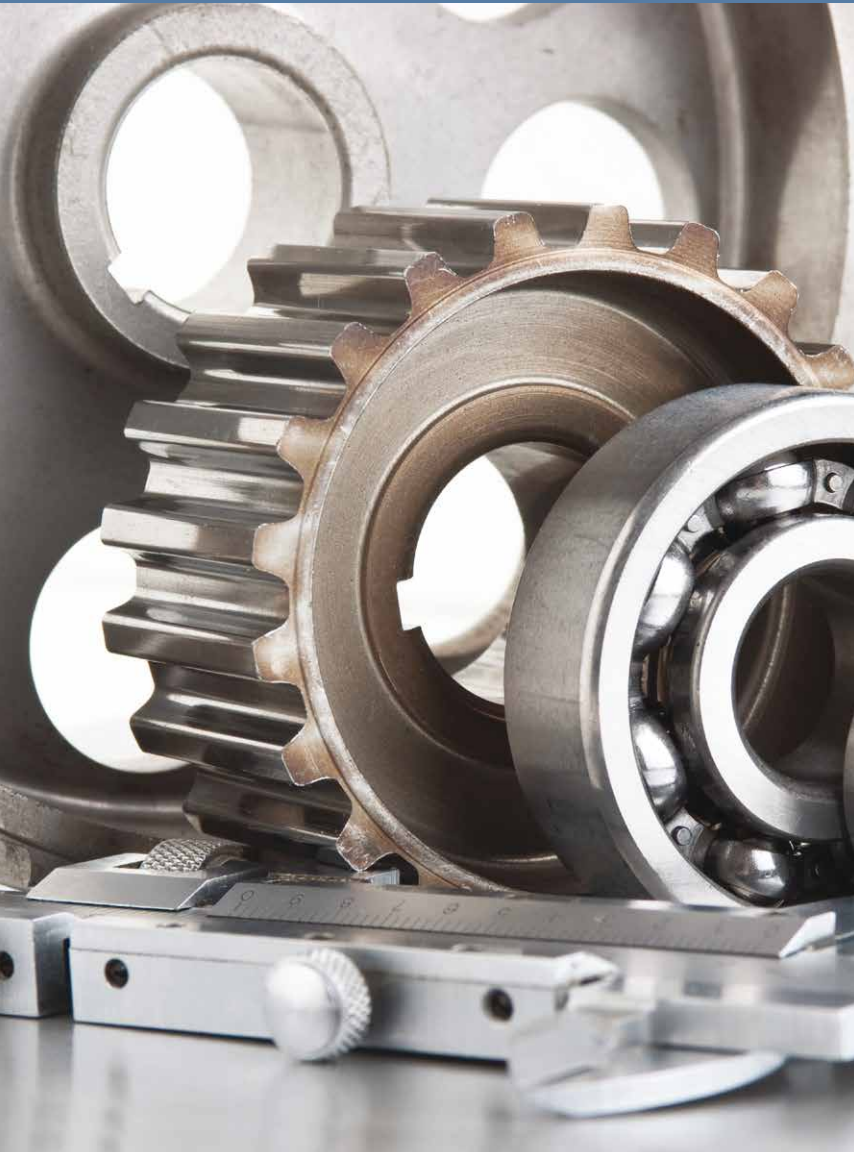
Lack of hotel capacities in Belgrade, every year the Serbian capital attracts more guests.

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THREATS:

Growing competition.

Advantages of Investing in Serbia



Favorable geographic position, owing to which any shipment can reach any location in Europe within 24 hours

Highly educated and cheap labor force

Restructured and stable financial system

Simple procedures for a company start-up and registration

Simple procedures for foreign trade transactions and foreign investments

Several free trade agreements have been signed, ensuring supply of goods to nearly 800 million consumers:

- In March 2012 Serbia was granted the candidates status by the EC
- CEFTA
- Agreement with the EFTA members
- Autonomous trade preferences granted by the EU in December 2000, and implementation of the Interim Trade Agreement with the EU started in February 2010
- Agreement with the Russian Federation, Belarus and Kazakhstan
- Agreement with Turkey

Contact



**PRIVATIZATION
AGENCY**

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