

# FPP Review

## 3Q17

***3,000 apartments sold***





*Birds'eye view of Ostoja Wilanów. Warsaw (June 2017).*

## FPP. The Firm

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- FADESA POLNORD POLSKA (FPP).

FPP is a real estate developer deeply rooted in the Polish local market. FPP has been present in Poland since May 2005, focusing on the construction of medium to high-standard apartments. The company has two shareholders: Spanish MARTINSA-FADESA (51% interest) and Polish POLNORD (49% interest). The company operates in Warsaw and Wroclaw. As at 30 September 2017, FPP had sold 3,003 and delivered 2,778 apartments. In the last eight years, the average annual sales revenues totalled 150 million zloty. The financing for FPP projects is provided by local banks. PEKAO S.A. has financed OSTOJA-WILANÓW in Warsaw and OSIEDLE-INNOVA in Wroclaw while GETIN NOBLE S.A. has financed OSIEDLE-MODERNO and currently finances APARTAMENTY INNOVA both located in Wroclaw.

- Promotions:

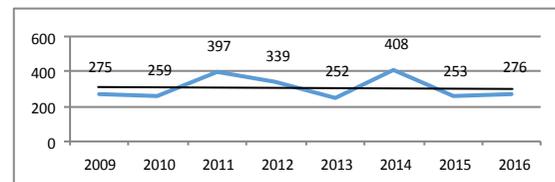
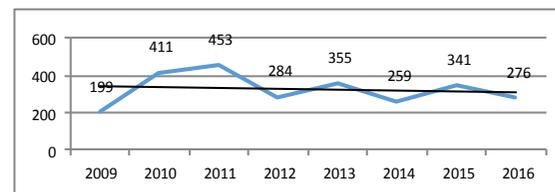
- Ostoja-Wilanów, Warsaw (1,965 units). [www.ostoja-wilanow.com](http://www.ostoja-wilanow.com)
- Osiedle-Innova, Wroclaw (535 units). [www.osiedle-innova.com](http://www.osiedle-innova.com)
- Osiedle-Innova II, Wroclaw (542 units).
  - *Apartamenty Innova* (buildings 6.4 and 6.5: 210 units). [www.apartamentyinnova.pl](http://www.apartamentyinnova.pl)
  - *Apartamenty Innova II* (building 6.3: 120 units). [www.apartamentyinnova.pl](http://www.apartamentyinnova.pl)
  - *Apartamenty Innova III* (buildings 6.1 and 6.2: 212 units). [www.apartamentyinnova.pl](http://www.apartamentyinnova.pl)
    - Building 6.1: 84 units.
    - Building 6.2: 128 units.
- Osiedle Moderno, Wroclaw (158 units) [www.osiedlemoderno.pl](http://www.osiedlemoderno.pl)
- Villa Botanica, Powsin-Warsaw (343\* units). [www.villa-botanica.com](http://www.villa-botanica.com)

**FPP: comprehensive study of apartment layout, strict cost control, high gross margins.**



## FPP. Key Data

- **3,003 apartments sold** as at 30 September 2017.
- **2,755 apartments sold** from 2009 to 30 September 2017. See chart to the right (presales per year).  
(199 units sold in 2009; 411 units sold in 2010; 453 units sold in 2011; 284 units sold in 2012; 355 units sold in 2013, 259 units sold in 2014; 341 units sold in 2015; 276 units sold in 2016). **AVERAGE (2009-2016): 322 u/y.**
- **1,076 apartments sold in Wrocław** (as at 30 September 2017).
- **2,778 units delivered** as at 30 September 2017.
- **2,602 units delivered** from 2009 to 30 September 2017. See chart to the right (deliveries per year).  
(275 units delivered in 2009; 259 units in 2010; 397 units in 2011; 339 units in 2012; 252 units in 2013, 408 units delivered in 2014; 253 units in 2015; 276 units in 2016). **AVERAGE (2009-2016): 307 u/y.**



From 1st January 2017 to 30th September 2017:

- Presales: 182 units.
- Deliveries: 142 units.

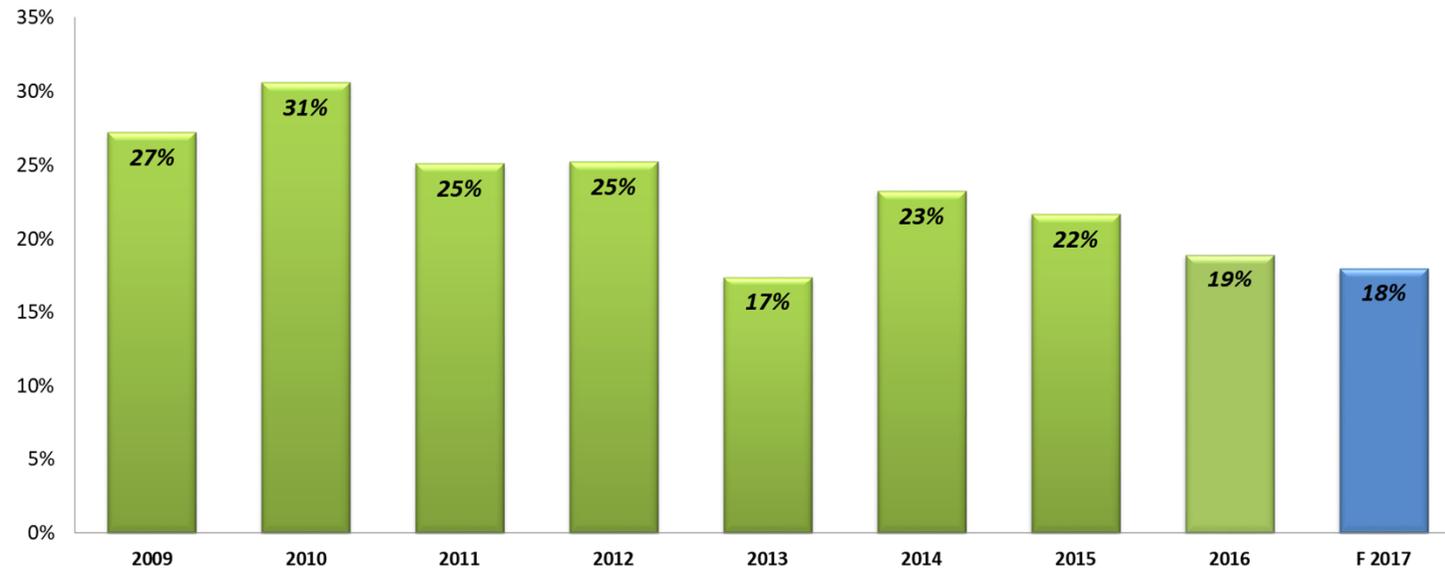
- **Financing:**
  - Bank PEKAO S.A. (Unicredit Group): *Ostoja-Wilanów* in Warsaw (from 2006 to 2016) and *Osiedle Innova* in Wrocław (from 2011 to 2014).
  - GETIN NOBLE S.A.: *Osiedle-Moderno* in Wrocław (from 2013 to 2015); *Apartamenty Innova, buildings 6.4 and 6.5* (from 2015 to 2016), *Apartamenty Innova II, building 6.3* (since May 2016) and *Apartamenty Innova III, buildings 6.1 & 6.2* (since April 2017) as well in Wrocław.



## Relevant information

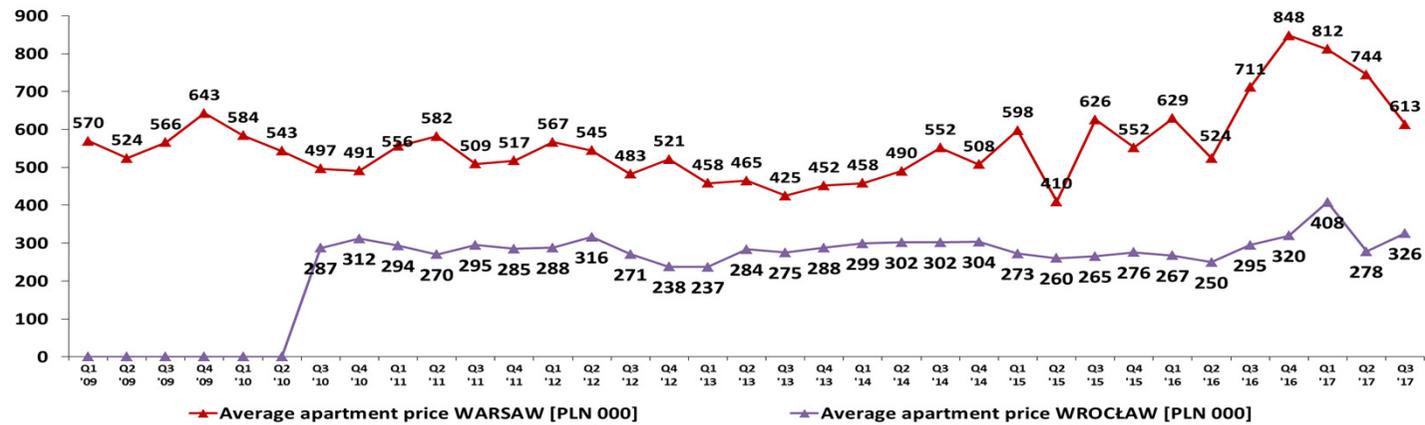
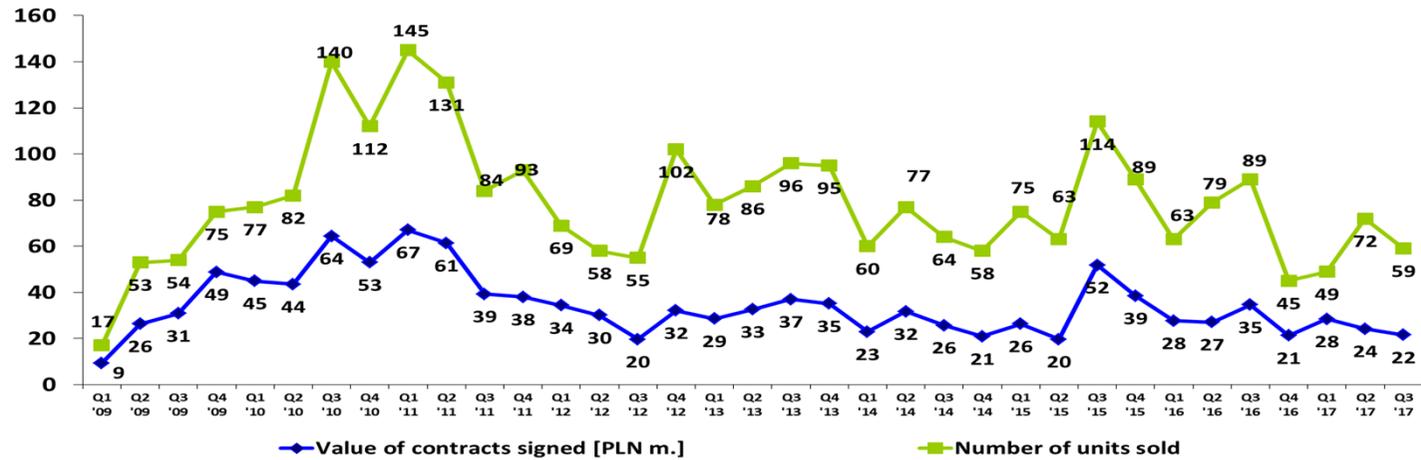
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- **Gross Margin (since 2009).**



## Relevant information

- Quarterly Presales (since 2009)



# FPP, Projects in Poland

Ostoja-Wilanów, Warsaw.  
(1,929 residential units + 36 commercial units)



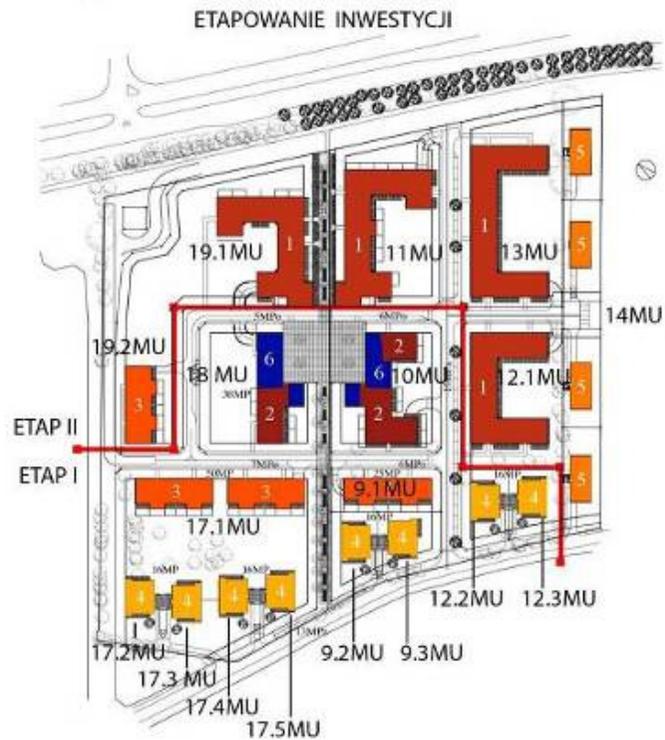
Osiedle-Innova, Osiedle-Moderno & Apartamenty Innova, Wroclaw.  
(1,226 residential units + 9 commercial units)



	LICZBA MIESZKAN	LICZBA LOKALI USŁUGOWYCH	LICZBA MIEJSC POSTOJOWYCH W GARAZU
APARTAMENTY INNOVA	206	4	244
APARTAMENTY INNOVA II	120	-	145
APARTAMENTY INNOVA III	211	1	256
OSIEDLE MODERNO	158	-	189
<b>OSIEDLE INNOVA</b>	<b>531</b>	<b>4</b>	<b>504</b>

# FPP, Projects in Poland

Villa Botanica, Powsin, Warsaw (343\* residential units).



	Stage 1	Stage 2
Number of units	132	211*



*Buildings C2 indoors, Ostoja Wilanów. Warsaw (June 2017).*

## FPP in Usable Floor Area (Polish PUM in square meters).

- **Completed** (as at 30 September 2017):
  - **18 stages:** 9 in Ostoja-Wilanów in Warsaw, and 9 in Wroclaw (7 in Osiedle-Innova; 1 in Osiedle-Moderno and 1 in Apartamenty Innova).
  - **2,824 apartments completed:** 1,929 units in Warsaw and 895 units in Wroclaw.
  - **204,942 sq. m completed:** 159,631 sq. m in Warsaw and 45,311 sq. m in Wroclaw.
- **Units completed and unsold** (as at 30 September 2017):
  - **2,327.79 sq. m** completed and unsold (555,39 sq. m residential and 1,772,48 sq. m commercial).
    - **2 apartments** completed and unsold in Ostoja-Wilanów, Warsaw (195.74 sq. m residential).
    - **6 commercial units** in Ostoja-Wilanów, Warsaw (1,637.62 sq. m commercial).
    - **1 commercial unit** in Apartamenty Innova, Wroclaw (134.86 sq. m residential).
- **Under construction** (as at 30 September 2017):
  - **2 stages** (both in Wroclaw).
  - **331 apartments + 1 commercial premise under construction** (2 stages in Wroclaw, 332 units).
  - **20,797 sq. m under construction.**
- **Under development** (as at 30 September 2017):
  - **2 projects under development** (one new project in Wroclaw and one Project in Powsin-Warsaw).
  - **487 apartments under development** (144\* apartments in Wroclaw and 343\* apartments in Powsin-Warsaw).
  - **38,474 sq. m under development.**



## FPP Financial Highlights (PLN)

*Selected financial data FPP Group [in PLN million]*

	2009	2010	2011	2012	2013	2014	2015	2016
<b>Revenues</b>	170.2	172.0	208.8	138.9	93.4	173.9	89.9	136.9
<b>Gross sales profit</b>	47.3	53.4	53.2	35.6	16.2	40.4	19.5	25.9
<b>Gross margin</b>	28%	31%	25%	26%	17%	23%	22%	19%
<b>Profit on operating activities</b>	45.9	32.7	28.0	21.0	3.6	33.2	9.2	14.1
<b>Net profit</b>	7.8	18.1	9.7	16.1	3.5	23.2	4.2	10.7
<b>Assets</b>	596.8	505.4	403.7	385.3	369.3	270.3	305.6	216.7
<b>Equity</b>	31.9	51.6	63.6	78.0	81.5	105.7	109.9	120.6
<b>Credit liabilities</b>	321.3	214.8	91.1	83.5	43.3	6.0	12.5	5.7



## FPP. Completed Projects

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Promotion: **Ostoja-Wilanów (Warsaw)**: 9 stages completed: 1,965 apartments and commercial units.



**Ostoja-Wilanów (stage 1).**  
Date of delivery: 2007  
No. of units: 180 apartments (14,466 sq. m).  
7 commercial units (832 sq. m).



**Ostoja-Wilanów (stage 2).**  
Date of delivery: 2009  
No. of units: 221 apartments (19,944 sq. m).  
4 commercial units (600 sq. m).



**Ostoja-Wilanów (stage 3).**  
Date of delivery: 2009  
No. of units: 231 apartments (19,605 sq. m).



**Ostoja-Wilanów (stage 4).**  
Date of delivery: 2009  
No. of units: 228 apartments (22,336 sq. m).



**Ostoja-Wilanów (stage 5).**  
Date of delivery: 2010.  
No. of units: 178 apartments (16,525 sq. m).  
13 commercial units (1,212 sq. m).



**Ostoja-Wilanów (stage 6, building C3).**  
Date of delivery: October 2011.  
No. of units: 262 apartments (16,278 sq. m).  
10 commercial units (kindergarden).

## FPP. Completed Projects

Promotion: **Ostoja-Wilanów (Warsaw)**: 9 stages completed, 1,965 apartments and commercial units.



**Ostoja-Wilanów (stage 7, building C4).**  
**Date of delivery:** December 2013.  
**No. of units:** 324 apartments (19,688 sq. m).



**Ostoja-Wilanów (stage 6.A, building B4).**  
**Date of delivery:** December 2015.  
**No. of units:** 136 apartments  
and 1 commercial unit (9,217 sq. m).



**Ostoja-Wilanów (stage 6.A, building C2).**  
**Date of delivery:** November 2016.  
**No. of units:** 120 apartments (12,531 sq. m).  
**Presold:** 99% (as at 30 September 2017)



**Ostoja-Wilanów (stage 8, building B2).**  
**Date of delivery:** October 2017.  
**No. of units:** 43 apartments plus 3 commercial  
units (4,981 sq. m).  
**Presold:** 91% (as at 30 September 2017)



**Kindergarden in Ostoja-Wilanów.**  
**Location:** stage 6, building C3.  
**Capacity:** 110 children.  
**Opened in:** September 2012.  
**Indoor area:** 596 sq. m (including the  
garden: 1,375 sq. m).



**Park in Ostoja-Wilanów.**  
**Location:** north-east of Ostoja-Wilanów  
(between building B1 and C6).  
**Total area:** 2 hectares.

## FPP. Completed Projects

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Promotion: **Osiedle Innova (Wroclaw):** 7 stages completed: 531 apartments and 4 commercial units.



**Osiedle-Innova (stage I).**  
**Date of delivery: March 2012.**  
**No. of units: 70 apartments (3,763 sq. m).**



**Osiedle-Innova (stage II).**  
**Date of delivery: June 2012.**  
**No. of units: 71 apartments (3,757 sq. m).**



**Osiedle-Innova (stage III).**  
**Date of delivery: September 2012**  
**No. of units: 94 apartments**  
**4 commercial units (4,833 sq. m).**



**Osiedle-Innova (stage IV).**  
**Date of delivery: September 2013.**  
**No. of units: 92 apartments (4,468 sq. m).**



**Osiedle-Innova (stage V).**  
**Date of delivery: September 2013.**  
**No. of units: 92 apartments (4,468 sq. m).**



**Osiedle-Innova (stages VI and VII).**  
**Date of delivery: October 2014.**  
**No. of units: 112 apartments (6,453 sq. m).**

## FPP. Completed Projects

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Promotion: **Osiedle Moderno (Wroclaw)**: completed (158 apartments).



**Osiedle-Moderno**

**Date of delivery: November 2015.**

**No. of units: 158 apartments (7,243 sq. m).**

Promotion: **Apartamenty Innova (Wroclaw)**: 1 stage completed (206 apartments plus 4 commercial units).



**Apartamenty Innova (stage I).**

**Date of delivery: December 2016**

**No. of units: 206 apartments plus  
4 commercial units (10,274 sq. m).**

## FPP. Projects under Construction

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- 2 stages under construction (both in Apartamenty-Innova, Wrocław).
- 331 apartments plus 1 commercial unit under construction in Wrocław.
- 20,797 sq. m under construction



### **Apartamenty-Innova II, Wrocław (Building 6.3)**

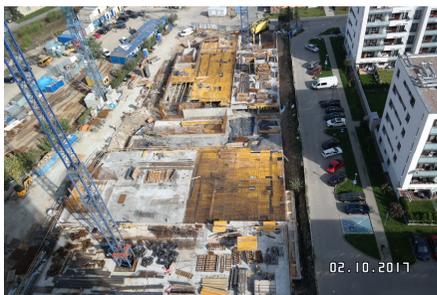
**No. of units: 120 units (8,335 sq. m).**

Breaking ground: April 2016.

Progress to date: 89% (as at 30 September 2017).

Delivery date: Q1 2018.

On sale since: June 2016 (71% presold as at 30 September 2017).



### **Apartamenty-Innova III, Wrocław (Building 6.1 & 6.2)**

**No. of units: 211 apartments plus 1 commercial unit (12,462 sq. m).**

Breaking ground: March 2017.

Progress to date (building 6.1): 28% (as at 30 September 2017).

Progress to date (building 6.2): 22% (as at 30 September 2017).

Delivery date: Q1 (building 6.2) & Q2 (building 6.1) 2019.

On sale since: April 2017 (Building 6.2: 46% presold as at 30 June 2017; building 6.1: 45% presold as at 30 June 2017).



*Bird's eye view of Osiedle-Innova (foreground), Osiedle-Moderno (on the right side of the picture) and Apartamenty Innova (towers in the background). June 2017*

## FPP. Projects under Development

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**487 residential units** under development in Powsin-Warsaw (343\* units; 29,974 sq. m) and Wroclaw (144 units; 8,500 sq. m).



### **Villa Botánica, Powsin (Warsaw).**

No. of units: 343\* units in 2 stages.

Stage 1 (13,071 sq. m)

Stage 2 (16,903 sq. m)

TTL: 29,974 sq. m



### **New project, Wroclaw.**

No. of units: 144\* units.

TTL: 8,500 sq. m



**Wrocław**  
**Regional Office**  
 Projects: (1) Osiedle Innova, (2) Osiedle Moderno and (3) Apartamenty Innova  
**Sales Office**  
 • 1,379\* units  
 • Home Broker Sales Offices

**Warsaw**  
**Company's Head Office**  
 Project – Ostoja Wilanów  
**Sales Office**  
 • 1,965 units

**Powsin**  
 Project – Villa Botanica  
 • 343\* apartments

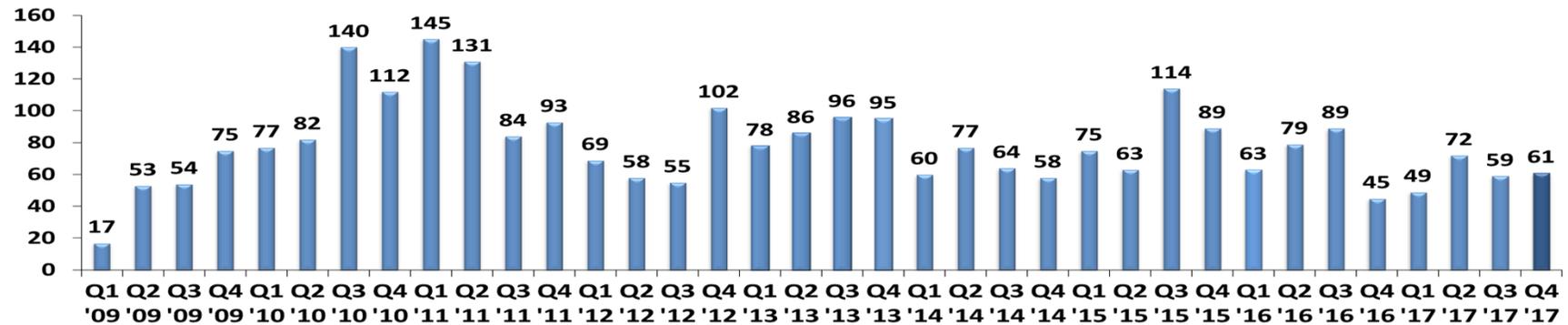


## FPP Quarterly Presales & Deliveries (since 2009)

### Presales since 2009

2009				2010				2011				2012				2013				2014				2015				2016				F 2017			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4																												

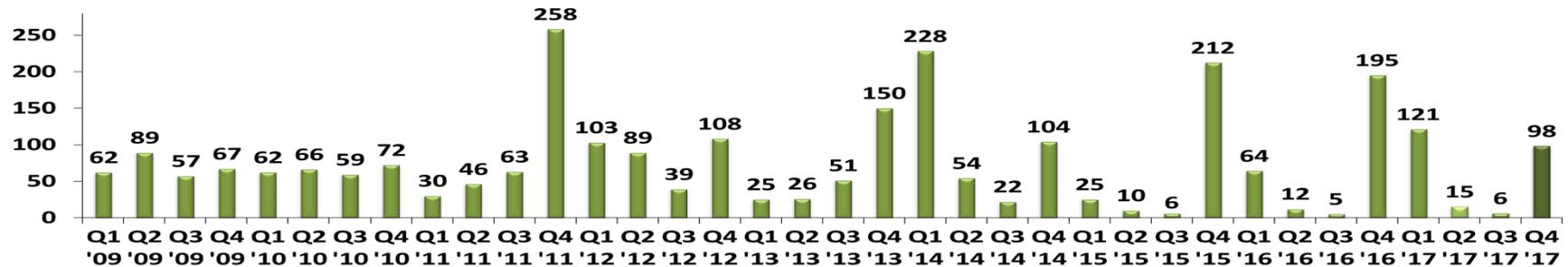
Units 17 53 54 75 77 82 140 112 145 131 84 93 69 58 55 102 78 86 96 95 60 77 64 58 75 63 114 89 63 79 89 45 49 72 59 61



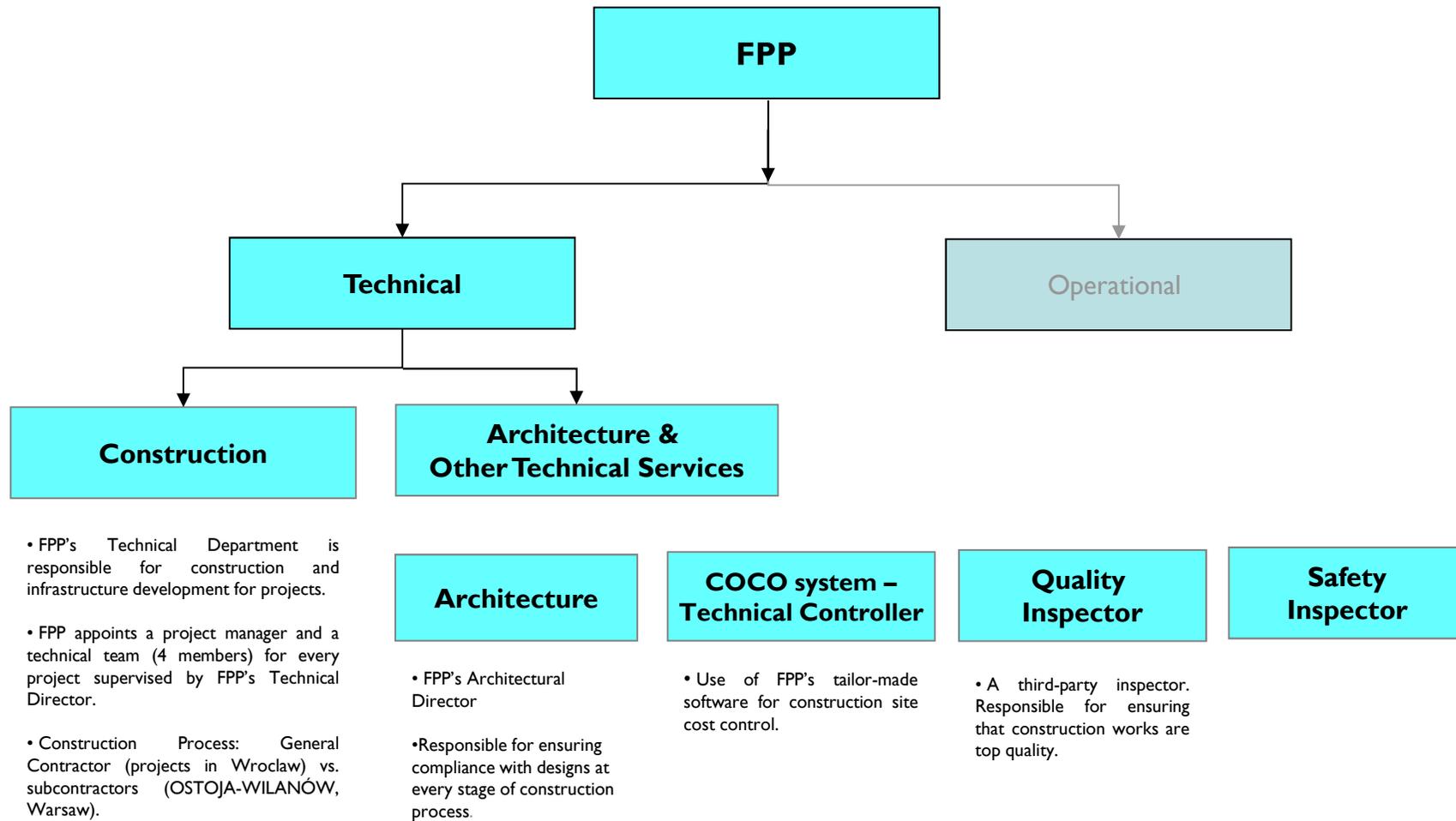
### Deliveries since 2009

2009				2010				2011				2012				2013				2014				2015				2016				F2017			
Q1	Q2	Q3	Q4																																

Units 62 89 57 67 62 66 59 72 30 46 63 258 103 89 39 108 25 26 51 150 228 54 22 104 25 10 6 212 64 12 5 195 121 15 6 98



## FPP. Internal Organisation: Technical Department (Construction, Architecture & Consulting)

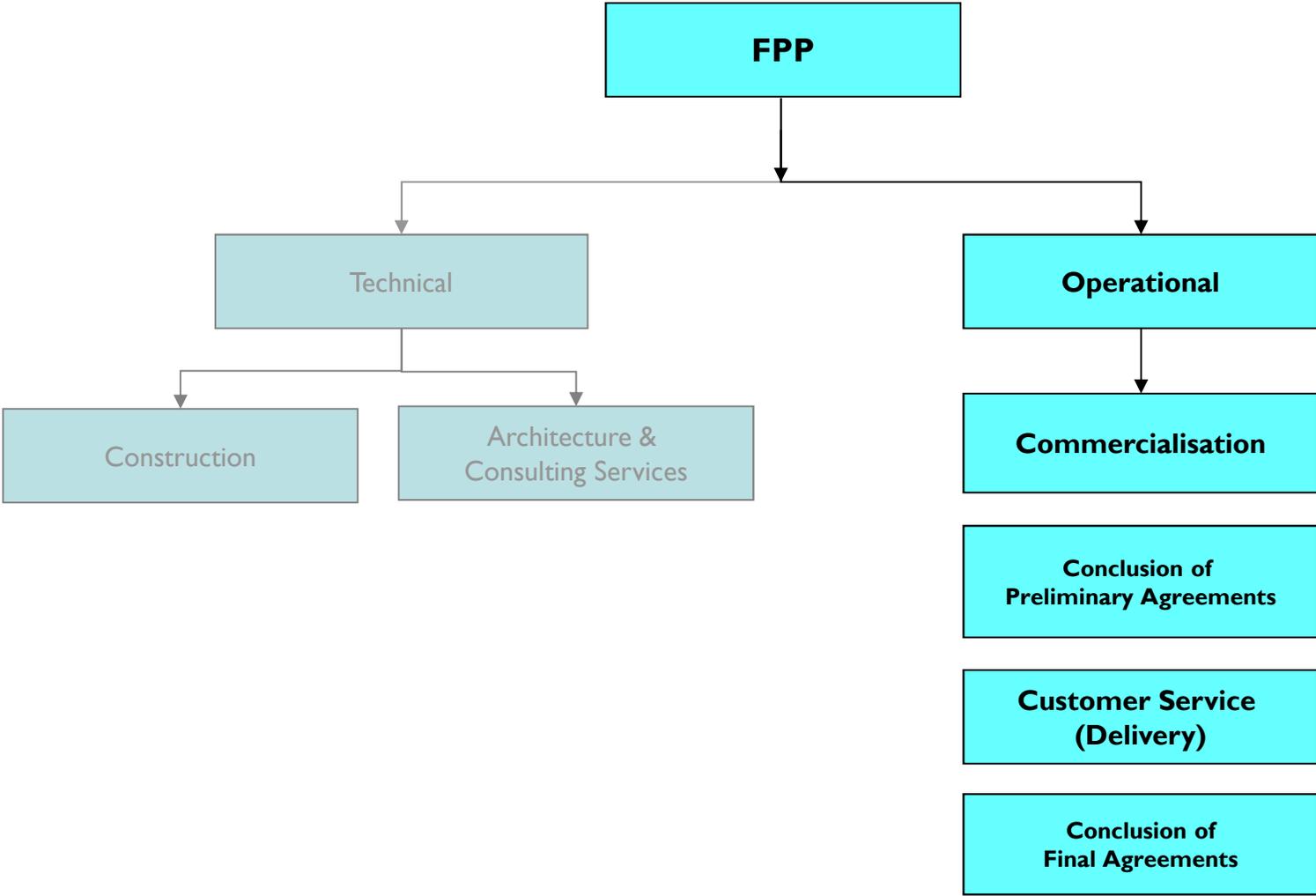


- FPP's Technical Department is responsible for construction and infrastructure development for projects.

- FPP appoints a project manager and a technical team (4 members) for every project supervised by FPP's Technical Director.

- Construction Process: General Contractor (projects in Wrocław) vs. subcontractors (OSTOJA-WILANÓW, Warsaw).

FPP. Internal Organisation. Operational Department



## FPP. Internal Organisation

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### Back Office Services

#### **New development:**

- Technical, legal, and commercial review of potential plots/projects.
- Design of the product (on offer).
- Full study of pricing policy.
- Appraisals.

#### **Financial Controller**

Monthly review of project costs and profitability.

#### **Technical Controller**

(COCO system).  
Monthly review of costs of works using tailor-made software.

#### **Marketing**

FPP general and special marketing campaigns.

### Sales Management

#### **FPP commercial team.**

Additional external team (agents).

### Financial & Other Services

#### **Sales Administration management:**

- Preliminary and final agreements.
- Negotiations of agreements with customers.
- Management of payments from customers.
- Project Prospectus.
- All administrative work is in compliance with the new Act on Protection of Consumers (effective since 29 April 2012).

#### **Customer Service management.**

- Day-to-day assistance to customers.
- Direct telephone line.
- Delivery of apartments.
- Follow-up on customer claims, if any, relating to apartments.

#### **Legal Back Office.**

#### **Financial Services.**

- Financing for projects.
- Financial management.

#### **Accounting Services.**

- All accounting work handled at the FPP Head Office in Warsaw.

#### **Interior Design management.**

- Management of conversions in units if requested by customers.

## Case Study: FPP Model

Under FPP's current model, 80% of residential units are sold during the construction period. As soon as the construction is complete, 80% of units are delivered within 60 days of obtaining the (final) occupancy permit. Final sales agreements are signed within 60 days of the delivery of the apartment.

**FPP has successfully applied the model to all the projects since 2009, that is for the total of 14 projects (1,632 apartments):** five in Warsaw, Ostoja-Wilanów, building C3 (262 residential units, 2009-2011), building C4 (324 apartments, standard part - 170 units, 2011-2013), building B4 (136 residential units, 2014-2015), building C2 (126 residential units, 2015-2016) and building B2 (43 residential units, 2016-2017); nine in Wrocław, Osiedle-Innova, stage I (71 residential units, 2010-2012), stage II (70 units, 2011-2012), stage III (96 units, 2011-2012), stage IV (92 units, 2012-2013), stage V (92 units, 2012-2013), stages VI and VII (112 units, 2013-2014); Osiedle-Moderno (158 residential units, 2014-2015) and Apartamenty Innova, stage I (206 residential units, 2014-2016).

The gross margin (business plan) of at least **20%-25%**.

Case study: building C3 (262 units, October 2009 - December 2011), Ostoja-Wilanów (Warsaw).

The data below shows FPP's 2011 performance. In total: 453 presales, 397 deliveries, and 411 final sales agreements. As indicated above, the model was repeated 9 times afterwards. In order to meet the above targets for building C3 (262 units) in Ostoja-Wilanów (Warsaw), FPP sold 9.8 units monthly during the construction period, delivered 7.15 units daily, and signed 5 final sales agreements (as notarial deeds) daily during Q4 2011. The promotion for building C3 in Ostoja-Wilanów involves a 262-apartment residential building located in Warsaw (Wilanów District). Ground was broken in October 2009, following the 2008 financial crunch. The building is located in an area (Miasteczko Wilanów) where several of FPP's competitors also operate.

Similar performance figures have been achieved as recently as in December 2016 with the completion of the first stage of APARTAMENTY INNOVA (206 apartments) in Wrocław (94% of the apartments presold by the end of the construction) and in September 2017 with the completion of the last stage of OSTOJA WILANÓW (42 apartments) in Warsaw (95% of the apartments presold by the end of the construction).

**CONCLUSION: WITHIN A MAXIMUM PERIOD OF 42 MONTHS, we achieve a return on our investment** (from project concept to delivery of units to customers).

		2009												2010												2011												2012					
		1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6
Units	Months																																										
262	Construction	[Grey bar]																								[Blue bar]												[Grey bar]					
258	Sale	[Grey bar]																								[Blue bar]												[Grey bar]					
258	Delivery	[Grey bar]																								[Grey bar]												[Brown bar]					
245	Final sales agreements	[Grey bar]																								[Grey bar]												[Green bar]					

## FPP Contact Details

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### I. Company's Head Office:

1. **Address:** Aleje Jerozolimskie 94, 00-807 Warszawa (Śródmieście)
2. **Tel.:** + 48 22 24 28 888
3. **Email:** [biuro@fadesapolnord.pl](mailto:biuro@fadesapolnord.pl)
4. **Website:** [www.fadesapolnord.pl](http://www.fadesapolnord.pl)

### 2. Sales Office in Warsaw:

1. **Address:** ul. Hlonda 10 B/UI3, 02-972 Warszawa (Miasteczko Wilanów)
2. **Tel.:** + 48 22 550 13 70
3. **Email:** [ostojawilanow@fadesapolnord.pl](mailto:ostojawilanow@fadesapolnord.pl)
4. **Website:** [www.ostoja-wilanow.com](http://www.ostoja-wilanow.com)
5. **Sales & Marketing Director:** Malgorzata Gryc

### 3. Regional Office Wroclaw:

1. **Address:** ul. Nyska 50, 05-505 Wroclaw (Krzyki)
2. **Tel.:** +48 71 712 04 02
3. **Regional Director:** Krzysztof Winnicki

### 4. Sales Office in Wroclaw:

1. **Address:** ul. Nyska 50, 05-505 Wroclaw (Krzyki)
2. **Tel.:** +48 71 712 04 02
3. **Email (Osiedle-Innova):** [osiedleinnova@fadesapolnord.pl](mailto:osiedleinnova@fadesapolnord.pl)
4. **Email (Osiedle-Moderno):** [osiedlemoderno@fadesapolnord.pl](mailto:osiedlemoderno@fadesapolnord.pl)
5. **Website (Osiedle-Innova):** [www.osiedle-innova.com](http://www.osiedle-innova.com)
6. **Website (Osiedle-Moderno):** [www.osiedlemoderno.com](http://www.osiedlemoderno.com)
7. **Website (Apartamenty Innova):** [www.apartamentyinnova.pl](http://www.apartamentyinnova.pl)





*Bird's-eye view of Ostoja-Wilnaów at night, Warsaw (June 2017).*

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