

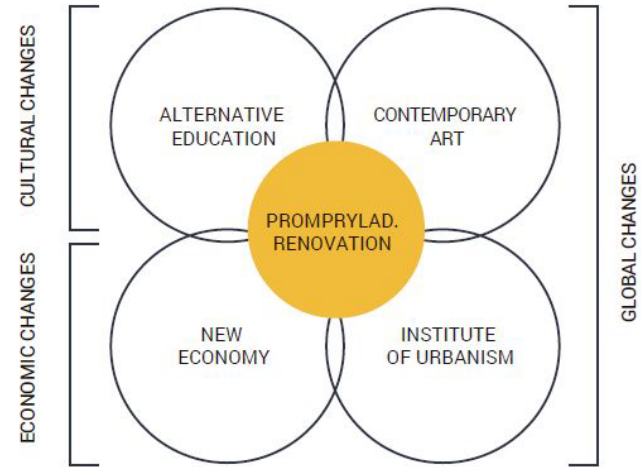



PROMPRYLAD  
RENOVATION

# Investment Presentation

Promprylad.Renovation is an innovation center on revitalized premises of «Promprylad» plant in Ivano-Frankivsk.

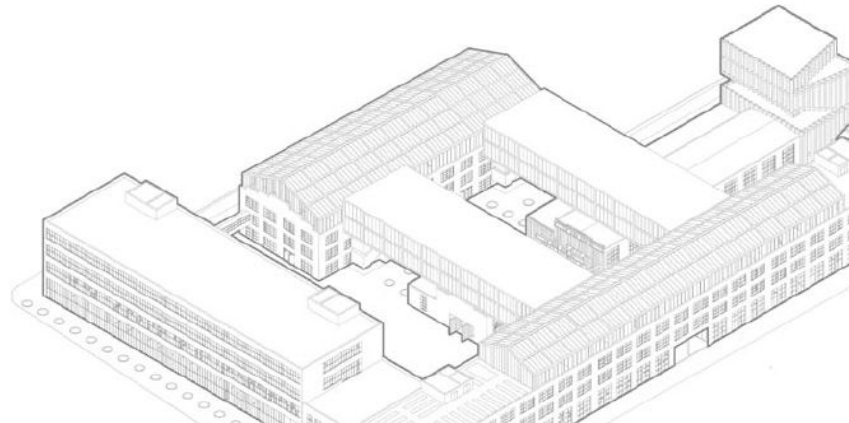
The project of 37.000 m<sup>2</sup> will create conditions for business and social initiatives focused on the development of new economy, urban planning, contemporary art, and informal education in the region.



A red abstract graphic consisting of two overlapping, rounded, teardrop-like shapes on the left side of the slide.

During the next five years, the project is going to raise UAH 700 million from private investors and organizations in order to gradually launch six buildings and a park.

New territory will host a lot of facilities - offices, laboratories, shops, exhibition and entertainment centers, hotel and hostel, farmers' market, restaurants and many more.





Background



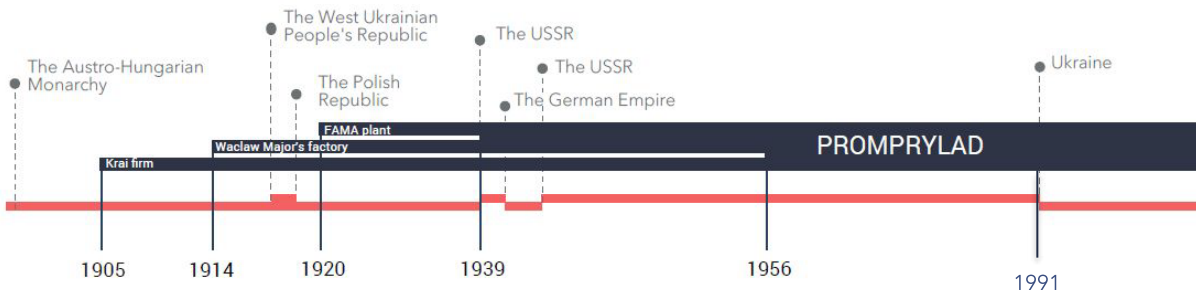


Ivano-Frankivsk is a city located in Western Ukraine, an administrative center of Subcarpathian region with population of 259,4 thousand people.

Extensive business activity and cheap workforce, high quality HoReCa services, regular flights to the capital, over 100 km of planned cycle tracks, close proximity to the Carpathians, and combination of dynamic atmosphere and historic charm attract entrepreneurs, tourists and downshifters to the city.

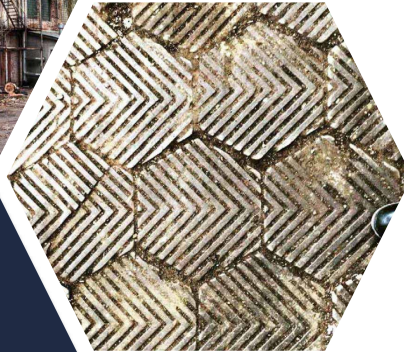


Promprylad is one of the largest industrial facilities in Ivano-Frankivsk originating from the 18th century, when blacksmith's and a locksmith's workshops were founded here. The plant reached its maximum size by the mid-80s when it was named 'Promprylad'.





In the Soviet times, the plant specialized in instrument engineering and consumer goods, produced automatic equipment and commercial rotary gas meters. Small batches are still being produced. However, most of the plant area is no longer used and needs repairing



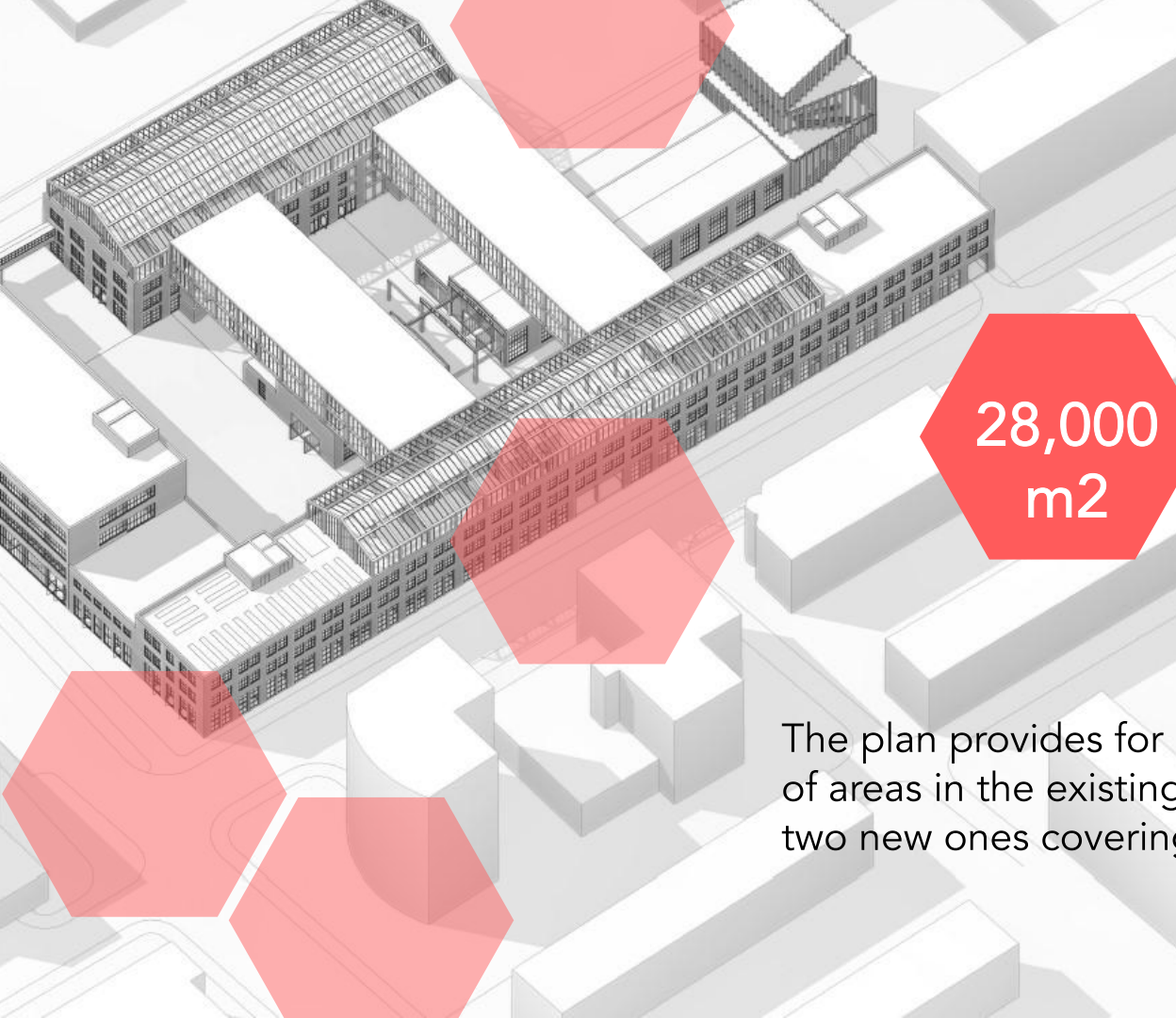


Renovation





The plan allows for building up of economic and educational environment at the territory of the former plant to promote development of important business areas and create value for the city residents.



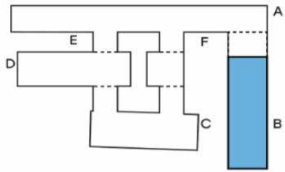
28,000  
m<sup>2</sup>

10,000  
m<sup>2</sup>

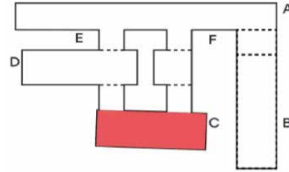
The plan provides for renovation of 28 thsd m<sup>2</sup> of areas in the existing buildings and construction of two new ones covering 10 thousand m<sup>2</sup>.

# Reconstructions is planned gradually accordingly to investment attraction\*

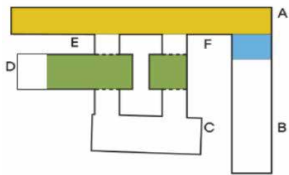
Stage 1. 2020.



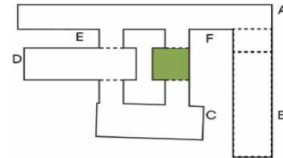
Stage 2. 2020-2021



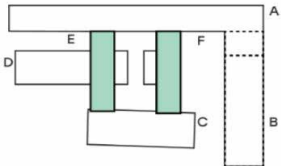
Stage 3. 2020-2021



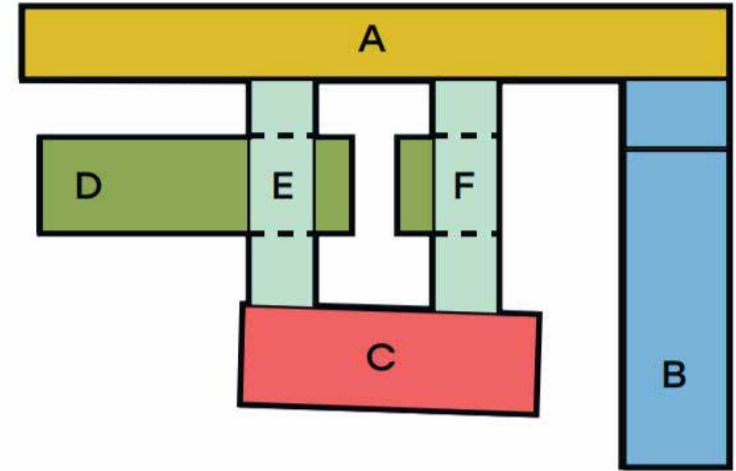
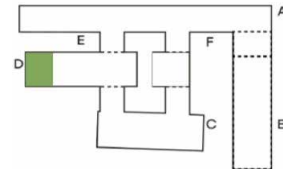
Stage 4. 2021-2022



Stage 5. 2022-2023



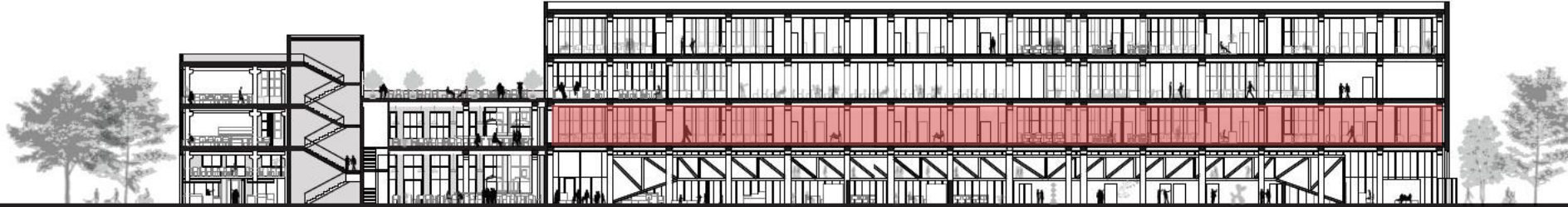
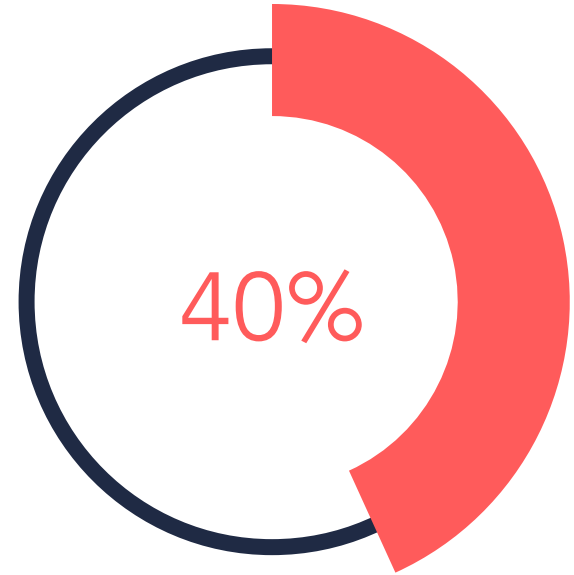
Stage 6. 2023



\* In case of quicker investment raise reconstruction plan may be shorter

40% of the area will be  
occupied by office space

The rest will be given to workshops,  
educational and child centers, hotels,  
restaurants, non-governmental initiatives  
and many more.





























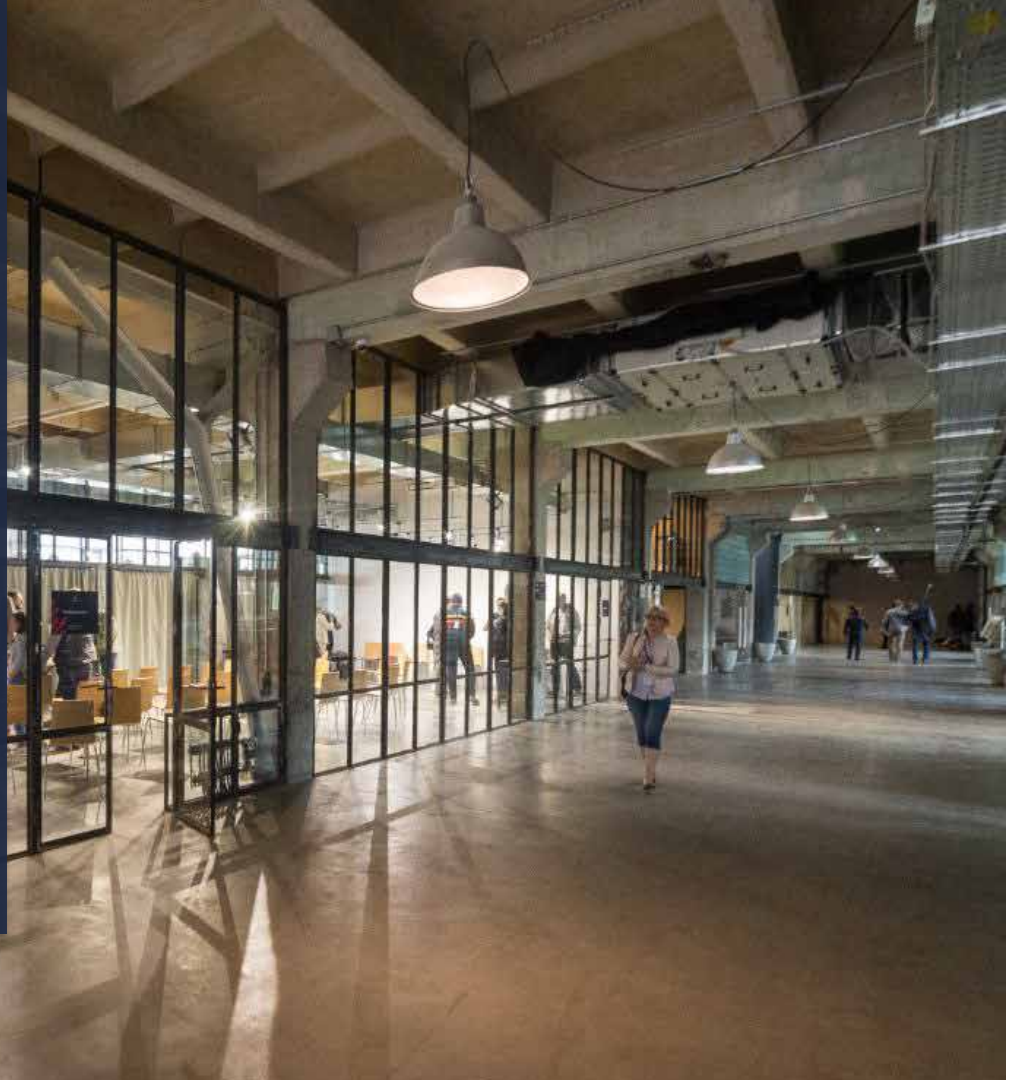


# Pilot Project



Reconstruction of the third floor of the building on Sakharov Street began in June 2017 as a pilot project to test the hypotheses and work out the reconstruction process.

The first event within the pilot floor took place in September 2017.



# Pilot floor has proved project assumptions

Child center, office spaces and a co-working area, dancing school, bar, conference hall, robot club, craft workshop, barber academy, multimedia lab, urban center, showroom and Investment Policy Department of the City Council – this set of functional areas proves the importance of cooperation between community, business and authorities.



**12 TENANTS**

were the first to use the renovated space of the 3d floor of one of the plant buildings



**1,800 m2**

were renovated in the course of pilot project renovation



**155 PEOPLE**

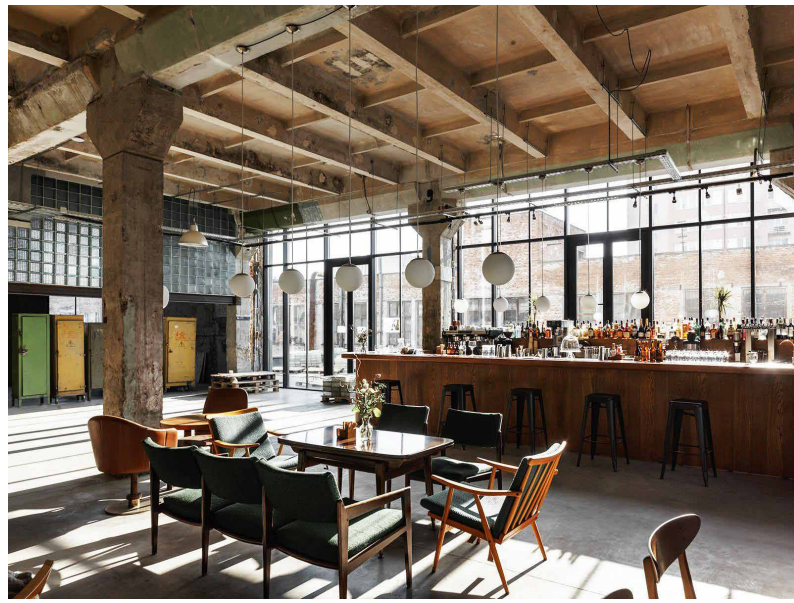
work on the floor in administrative office and functional areas



**USD 1.3 M**

were invested by partners and investors for research and launch of the pilot project





During the 6 months of operation, the pilot floor held 565 **events** visited by 20,000 **people**. The space also held 12 exhibitions at the contemporary art gallery, 30 big conferences, **over 200 lectures** and educational events, several concerts and hackathons.



# Promprylad.Renovation is is meant to implement the following Sustainable Development Goals\*



The 17 Sustainable Development Goals (SDG's) are the world's best plan to build a better world for people and our planet by 2030 adopted by all United Nations Member States in 2015.

**\$1 = \$5**

An important part of the investment project is its social contribution to the development of the city and the community.

**Every dollar invested into the project will make 5 dollars worth of social impact. According to SROI calculations by PACT Ukraine.**

## Measurable impact

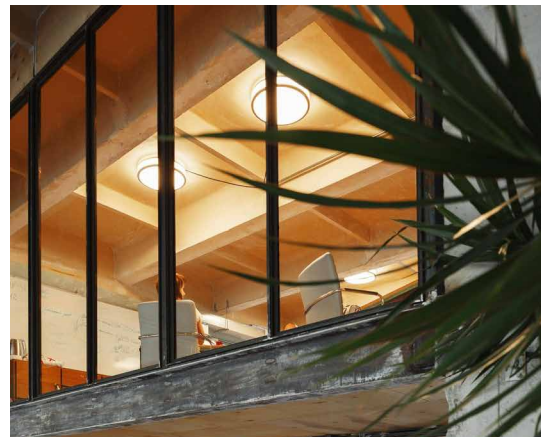
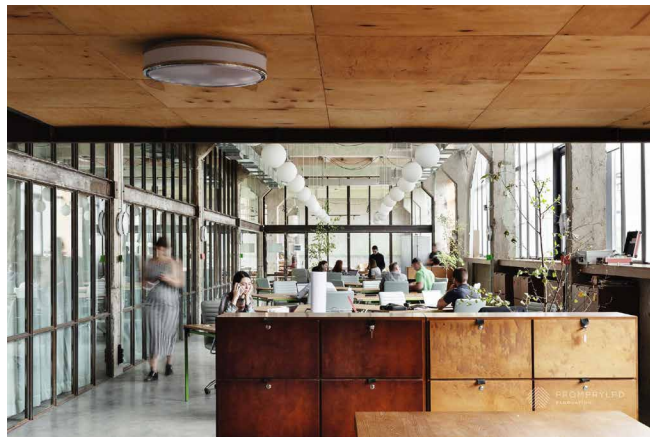
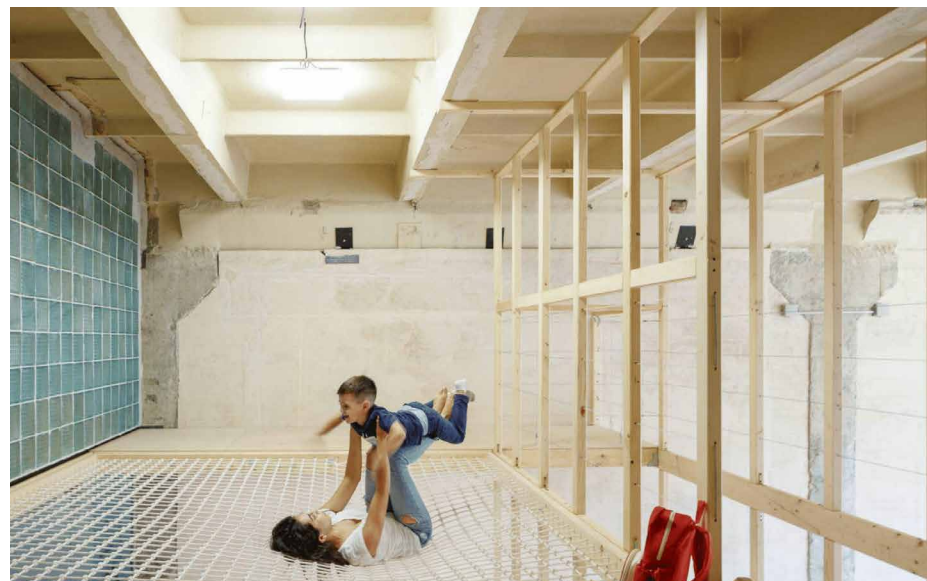
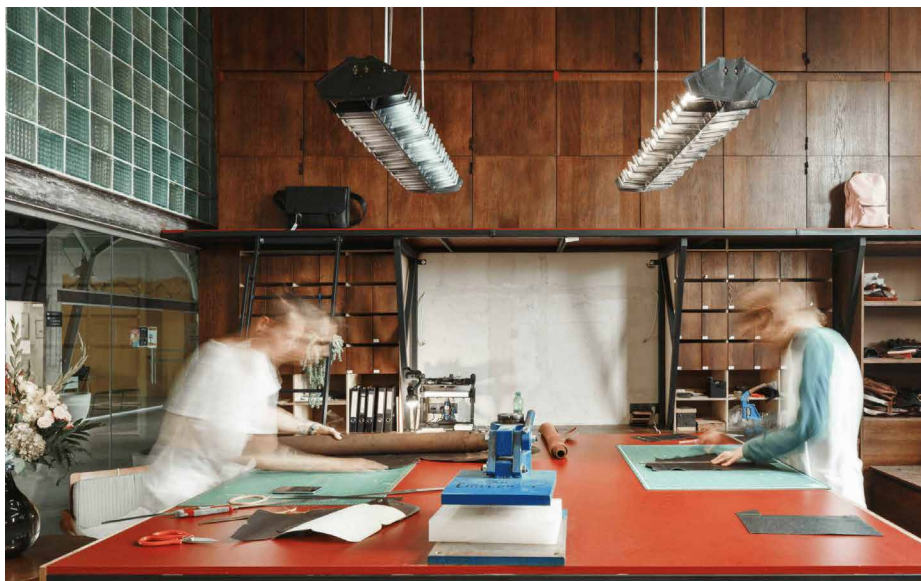
The project will employ Social return of investment (SROI), a method of measuring social impact.

## Advantages for community

Part of the profits of the innovation center will fund projects focused on four areas of regional development;

**30%** of the area will be rented out at a reduced rate to art, educational, and urban studies initiatives.











The image shows a multimedia lab with a black wall featuring a white logo consisting of three stylized mountain peaks above the text "multimedia lab". Several students are seated at long white tables, working on computers. A man in an orange hoodie and blue pants stands in the background. The room is equipped with professional lighting, including long fluorescent tubes and a large softbox. A white screen is visible on the left side of the frame.

**multimedia lab**











Business



As a business,  
Promprylad.Renovation is a  
multifunctional commercial property  
aimed to generate income from  
operational activities.

Promprylad.Renovation is an impact investment project  
aiming to provide compulsory payback and return on  
investments alongside with generating a measurable,  
beneficial social impact and value for the community.



# Main sources of income:

Income from renting out  
office spaces and special  
purpose areas



sale of tickets to events, short-term  
renting out of exhibition and  
conference complexes

hotel complex operation



income from project franchise sale  
to other cities



Exhibition center

2,443 m<sup>2</sup>



Hotel rooms

4,523 m<sup>2</sup>



Office spaces

16,450 m<sup>2</sup>

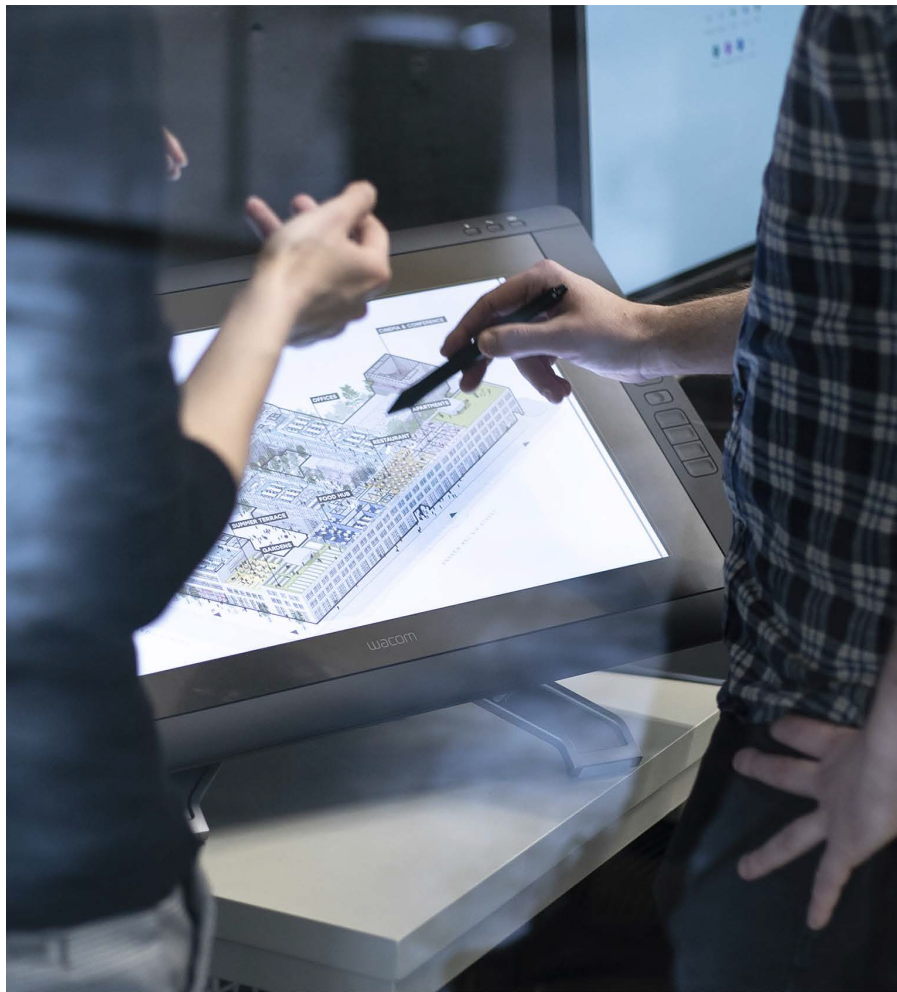
Area of new buildings

10,862 m<sup>2</sup>

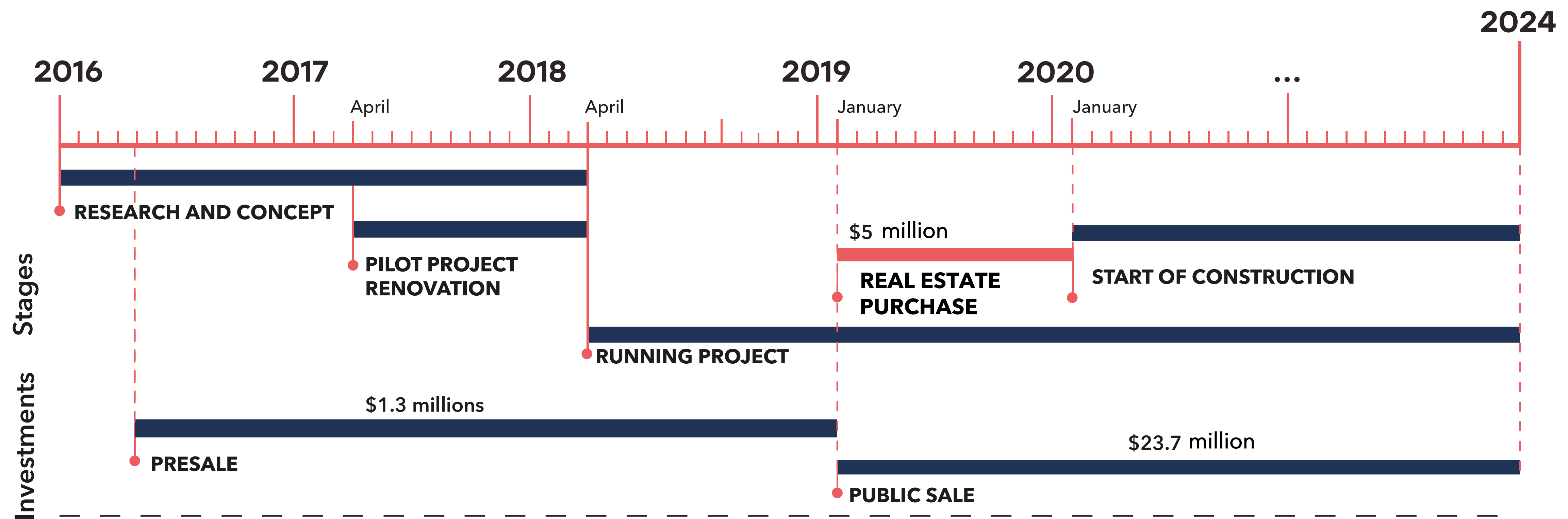
Total project area

37,871 m<sup>2</sup>

1/3 of the area will be rented out at a reduced rate to non-governmental, cultural and social initiatives, whose profile coincides with the visions of the project.

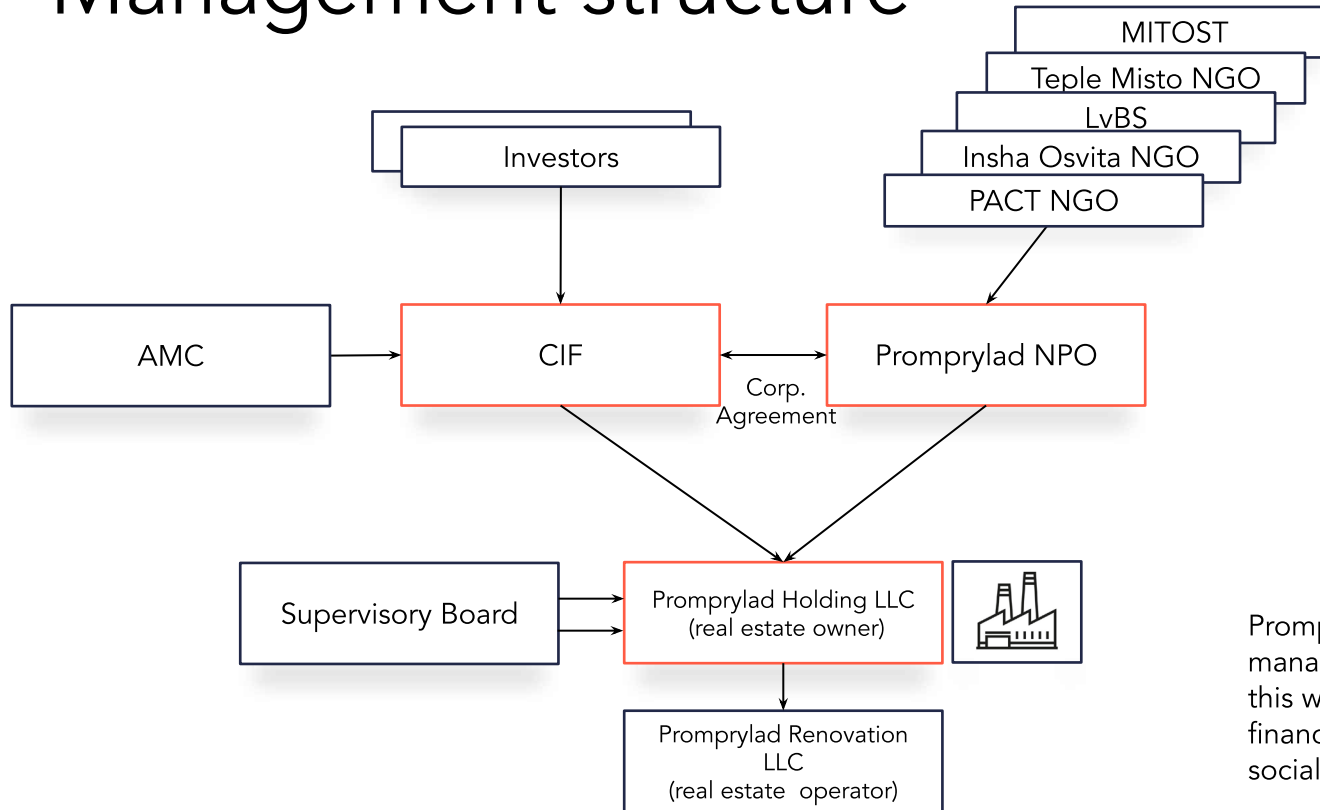


The Project profitability  
after the completion  
of the reconstruction  
is **10-12% yearly**



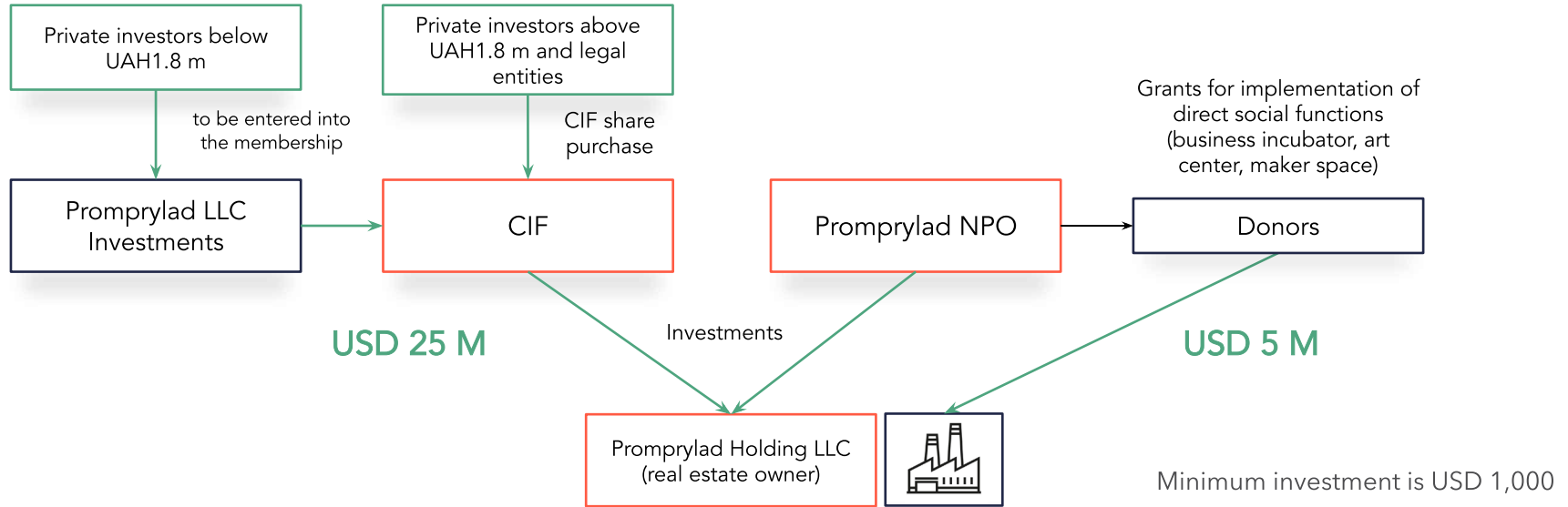


# Management structure

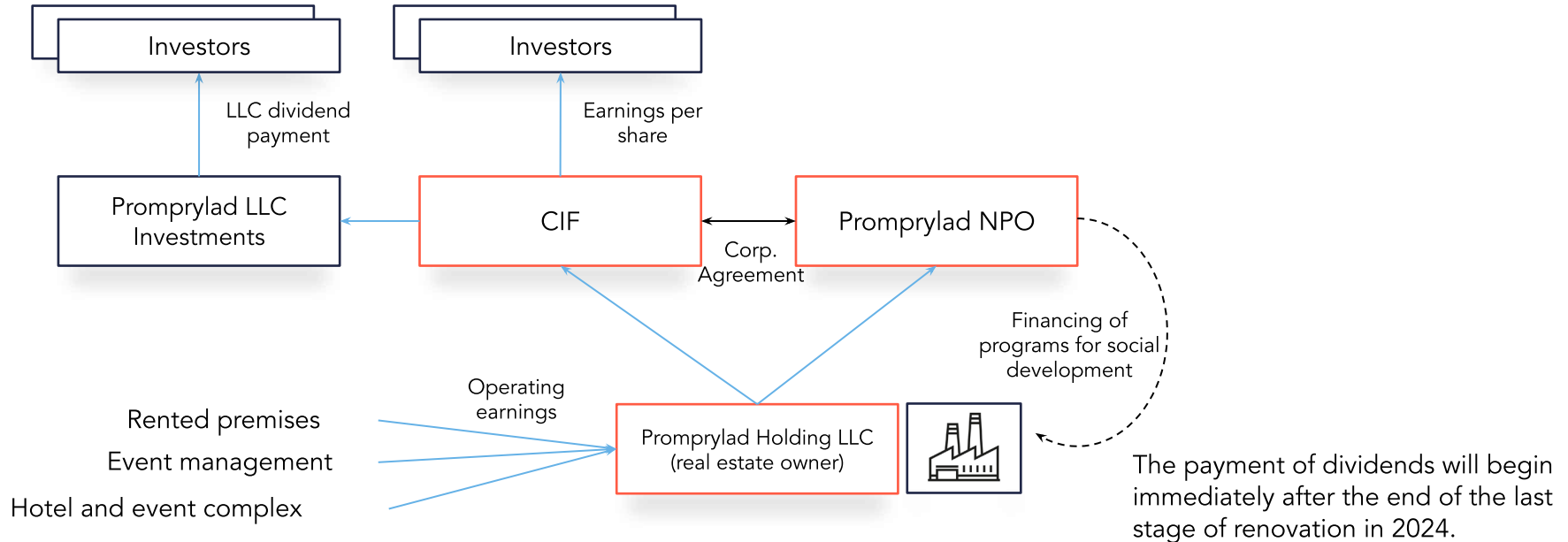


Promprylad.Renovation management structure designed this well-balanced to provide both financial return on investments and social function implementation.

# Investment structure



# Income payment



# Why is it smart to invest in the project?

Value of shares is increasing  
as the project advances

Number of requests for rent has already  
exceeded the planned area

Facilities are located in the central  
part of the city with high traffic flow

One-of-a-kind set of tenants and functional areas  
make the project socially significant

**\$1,500**  
market price of  
renovated  
1 sq.m. \*

**\$682**  
prime cost of  
purchase and  
renovation of  
1 sq.m.\*

\* Approximate average figures for comparison

# Why Ivano-Frankivsk?

**Ivano-Frankivsk region comes second in the Regional Doing Business 2018 rating.**

The rating was made by Better Regulation Delivery Office (BRDO) and the Ukrainian Entrepreneurs Union (Ukrainian — SUP) in October 2018.

Ivano-Frankivsk was awarded PACE's Europe Prize in 2018 as the city most active in promoting the European ideal.

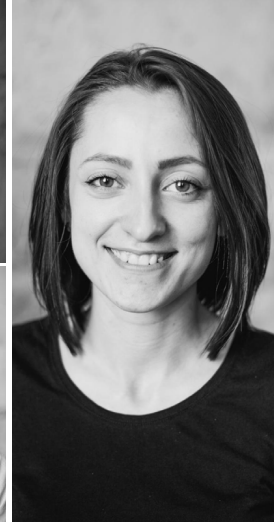
**Ivano-Frankivsk is the most attractive Ukrainian city in terms of investments** according to Transparency International research within Transparent Cities Program 2018.

# Project team

The project team is made up of experts with extensive experience in business and social entrepreneurship background (Teple Misto, Urban Space 100 and others).

Participation of the strategic project partners – Teple Misto (Ukraine), LvBS (Ukraine), Insha Osvita (Ukraine), MitOst (Germany) and PACT (USA) – serves as profound expertise for implementation of the main 4 activities and management support.

The project initiator and leader is **Yuriy Fylyuk** – native Ivano-Frankivsk entrepreneur, restaurateur and founder of social projects, the most famous of which (Urban Space and Teple Misto) are among the best examples of public initiatives in Ukraine.





# Our partners



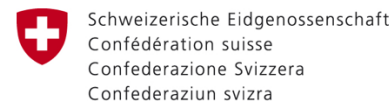
**MitOst**



**Canada**



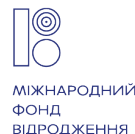
**ФОРМА**



Swiss Agency for Development  
and Cooperation SDC



**23.**



**BMW Foundation**  
Herbert Quandt



# Investors of "pilot"

p r i v a t e  i n v e s t o r s	Yuriy Fylyuk	\$450 000	Iryna Avetisyan	\$14 350
	Oleksandr Buben	\$39 000	Kateryna Prokopenko	\$2 186
	Olga Diatel	\$20 000	Oleksandr Levytskyi	\$1 318
	Andriy Chernikov	\$20 000	Liubov Shlapay	\$618
	Dmytro Lider	\$10 000	Viktor Soroka	\$17 670
	Anastasiya Solyanyk	\$500	Yarema Stecyk	\$1 891
	Kateryna Kotenko	\$500	Tetiana Yatsyuk	\$1 085
	Oleksandr Bohorodov	\$500	Viktor Sarapin	\$11 538
	Taras Tsyupa	\$335	Sergiy Motovylets	\$1 149
	Valeriya Verveda	\$500	Ievgenia Kartushova	\$500
	Ivan Vitenko	\$3 236		
	Total		\$596 876	

o r g a n i z a t i o n s  a n d  f u n d s	NGO "Teple Misto"	\$190 713
	NGO "Insha Osvita"	\$62 832
	NGO "MitOst"	\$59 887
	NGO "Garage Gang"	\$3 733
	IF "Renaissance"	\$86 800
	LTD "23 Restorany"	\$10 000
	PC «Ivano-Frankivskcement»	\$10 300
	Impact Hub Odessa	\$5 000
	NGO "CANactions"	\$20 225
	PACT	\$18 000
	SIDA (Sweden)	\$215 744
Total		\$683 234

**\$1 280 110**

A number of international and Ukrainian organization as well as 22 private investors joined the project. Their contributions made it possible to end up the design stage and launch the pilot floor.

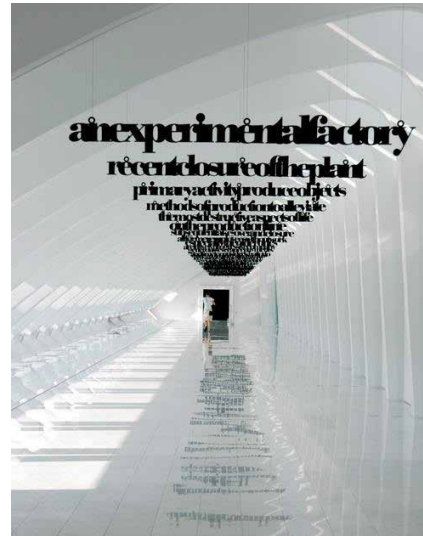
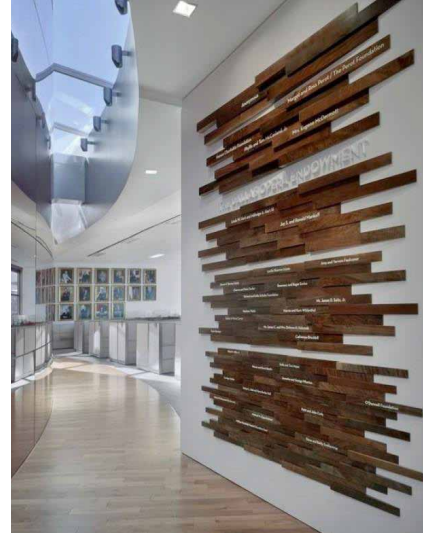
# Total investments in 2019

Organizations and funds	13	\$758 722
Private investors	409	\$5 022 074
<b>Total</b>	<b>\$5 780 796</b>	

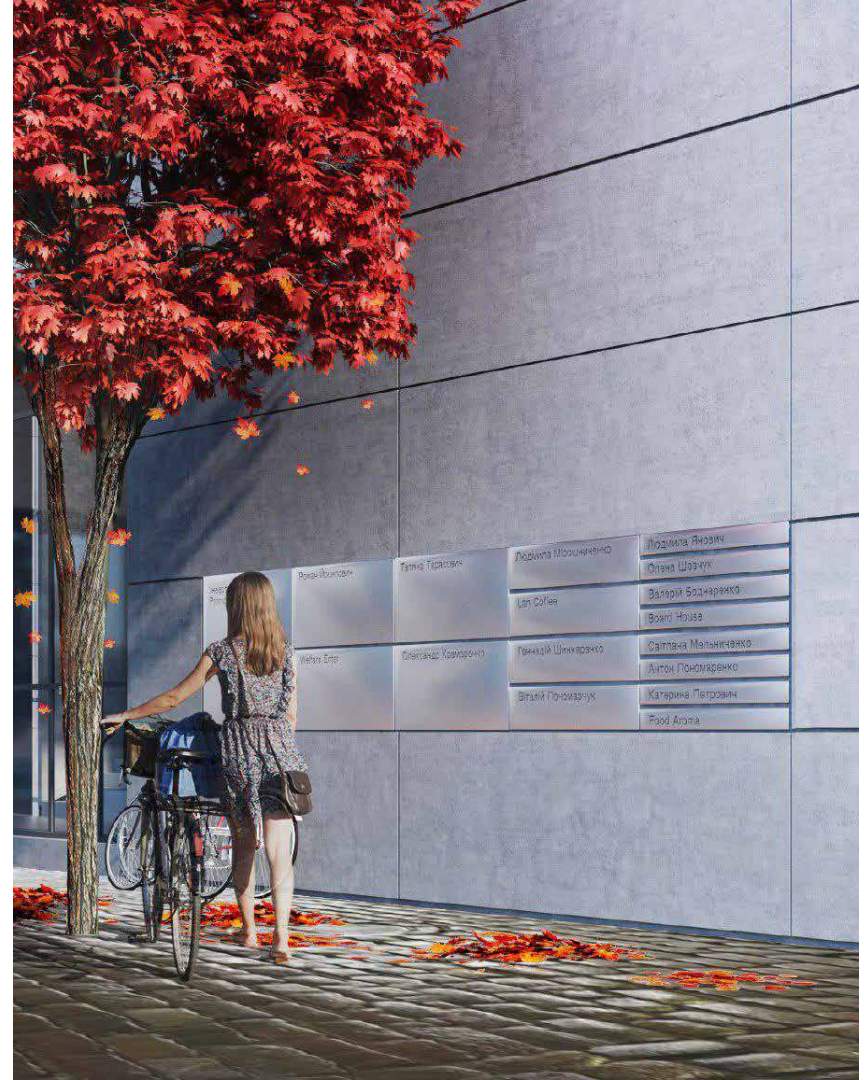


Depending on the amount of investment, we offer a range of personal image benefits and opportunities to make your contribution to the project visible and memorable.

Among other things, Prompylad.Renovation is a significant social project as it will have both significant economic and social impact. Investors who will join the project at different stages deserve to be recognized and respected by business community and Ivano-Frankivsk citizens.



On the first stage of reconstruction investors with significant contribution over 100.000 USD will be acknowledged in memorable exterior complex on the front wall of main building along Sakharova street in Ivano-Frankivsk.



# Invest into Promprylad.Renovation



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promprylad.ua



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