



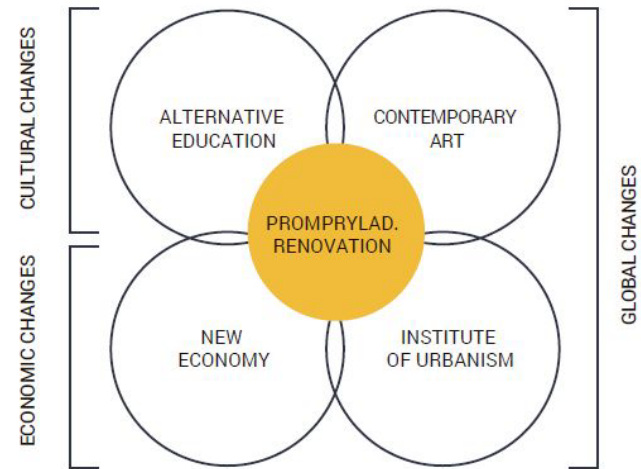
PROMPRYLAD
RENOVATION

Investment Presentation

www.promprylad.ua

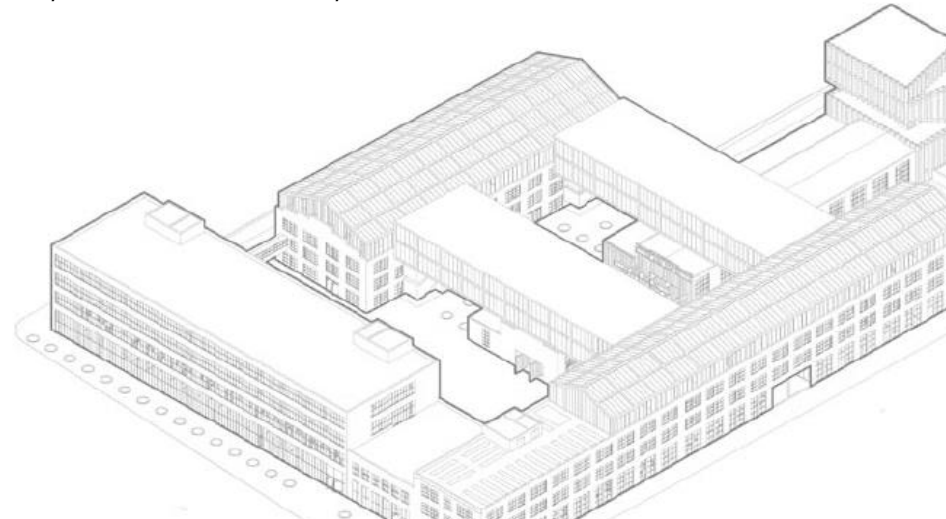
Promprylad.Renovation is an innovation center on revitalized premises of «Promprylad» plant in Ivano-Frankivsk.

The project of **37.000 m²** 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.



During 2019-2023 the project is going to raise UAH 700 millions from private investors and organizations 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

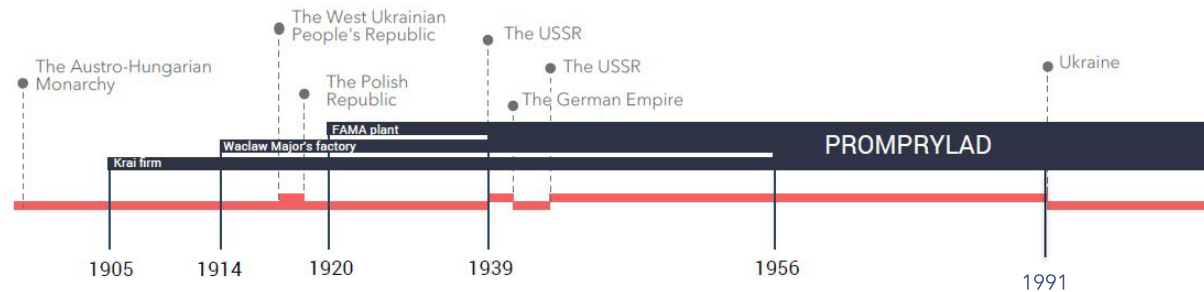
Ivano-Frankivsk is a city located in Western Ukraine, an administrative center of Subcarpathian region with population of 259,4 thousand people.

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 downshiffters 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.

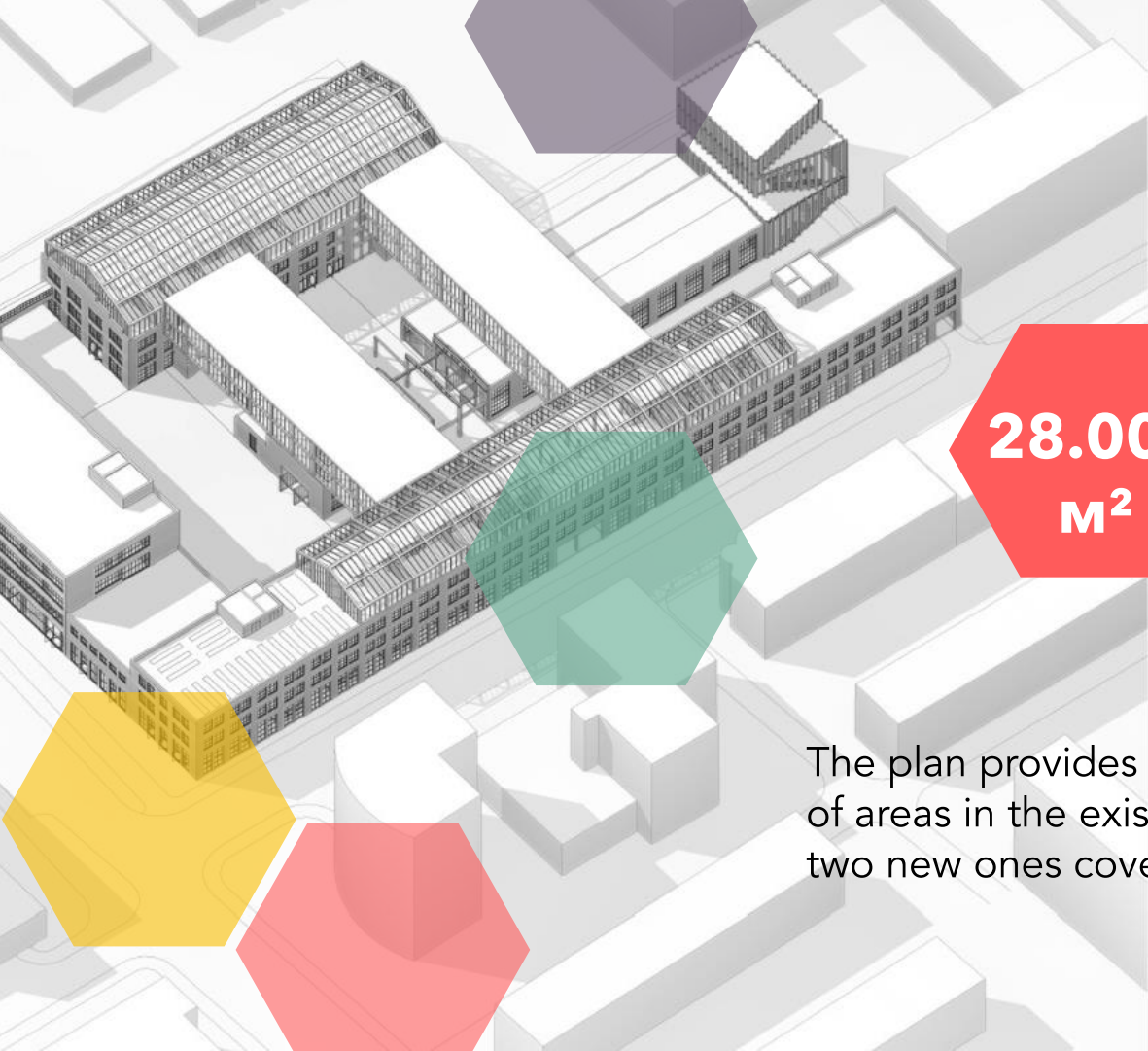




Renovation



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.



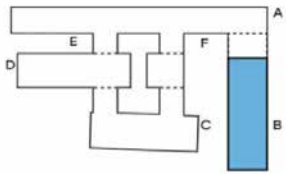
28.000
M²

10.000
M²

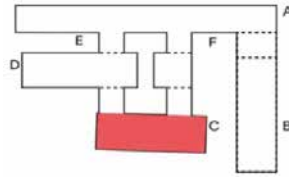
The plan provides for renovation of 28 thsd m² of areas in the existing buildings and construction of two new ones covering 10 thousand m².

Reconstructions is planned gradually accordingly to investment attraction*

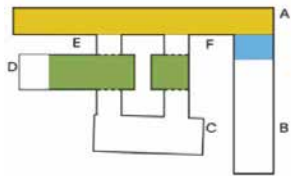
Stage 1. 2020.



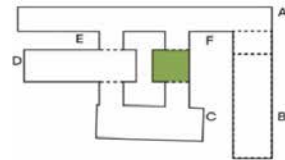
Stage 2. 2020-2021



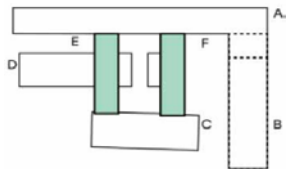
Stage 3. 2020-2021



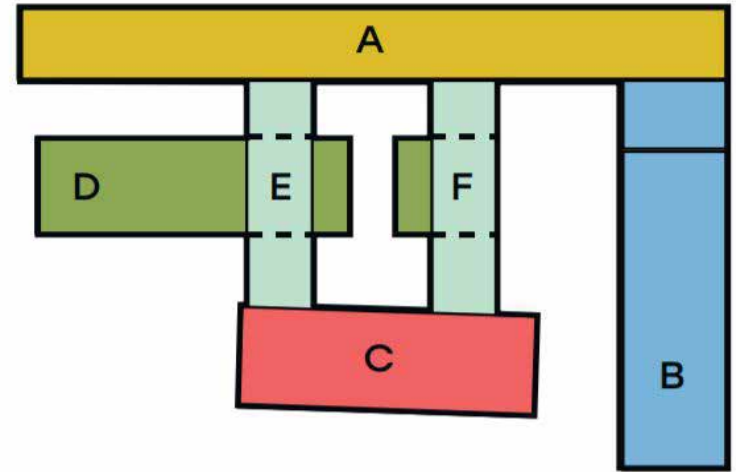
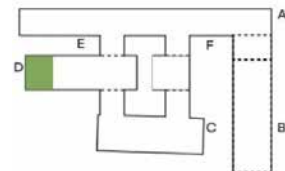
Stage 4. 2021-2022



Stage 5. 2022-2023



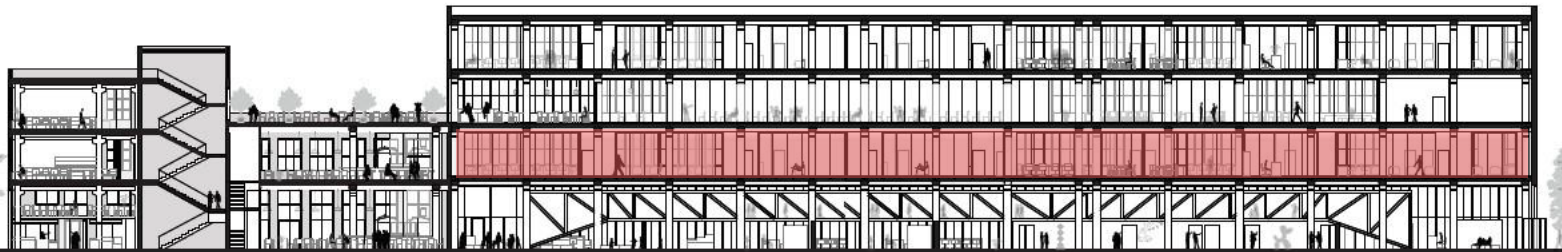
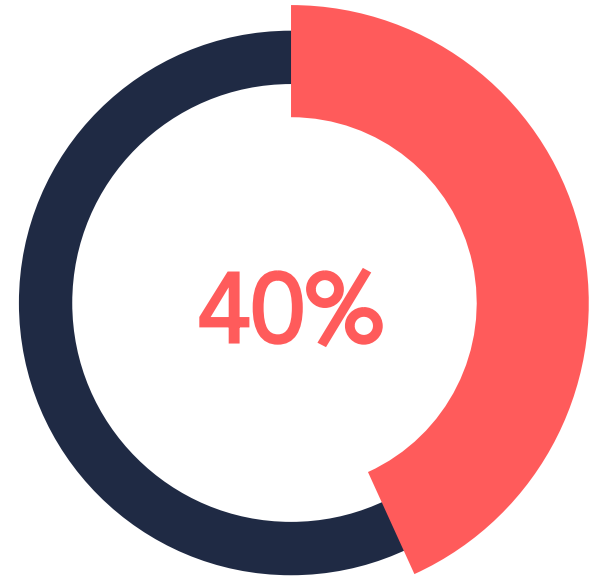
Stage 6. 2023



* 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.







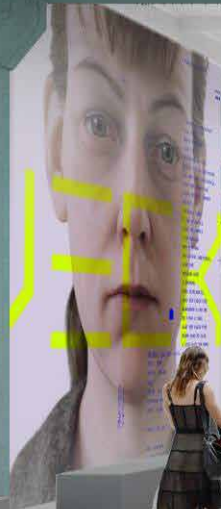














Pilot Project

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



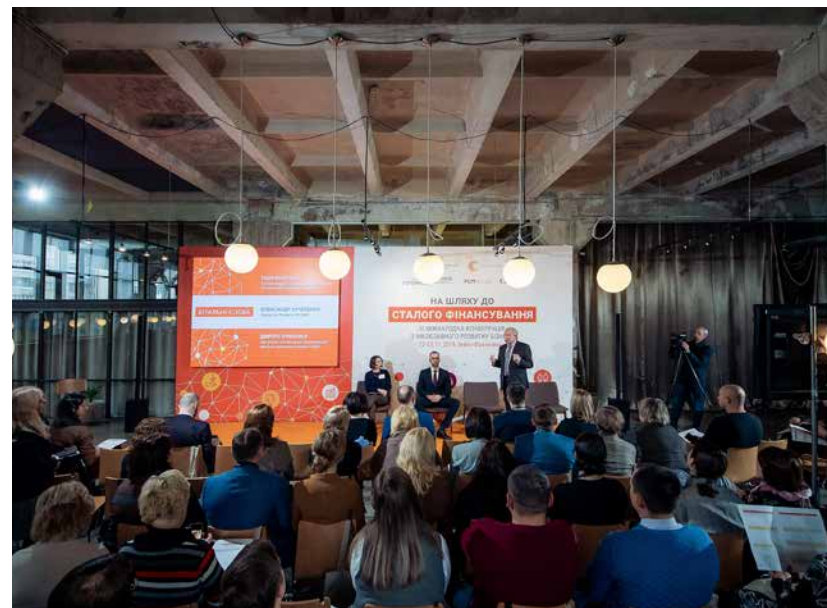
155 PEOPLE

work on the floor in administrative office and functional areas



USD 1.3 M

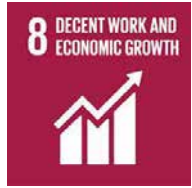
were invested by partners and investors for research and launch of the pilot project



During the first two years of operation, the pilot floor held **1300 events** visited by **45,000 people**. The space also held **24 exhibitions** at the contemporary art gallery, **70 big conferences, over 400 lectures** and educational events, several concerts and hackathons.



Promprylad.Renovation 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.

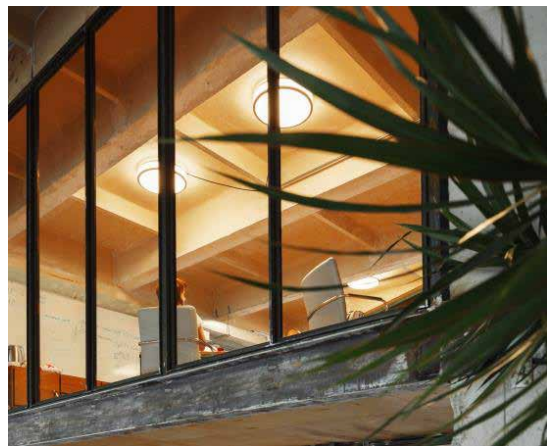
Measurable impact

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 several students working at computers. A man in an orange hoodie is standing in the center, looking towards the right. The room is equipped with professional lighting, including long fluorescent lights and a large softbox. The wall features a logo consisting of three white triangles of varying sizes, with the text "multimedia lab" below it. The students are seated at long white tables, and the overall atmosphere is professional and creative.

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 other operational activities of the project

Area of new buildings

10 862 m²



Exhibition centre

2 443 m²



Hotel rooms

4 523 m²



Office spaces

16 450 m²

Total project area

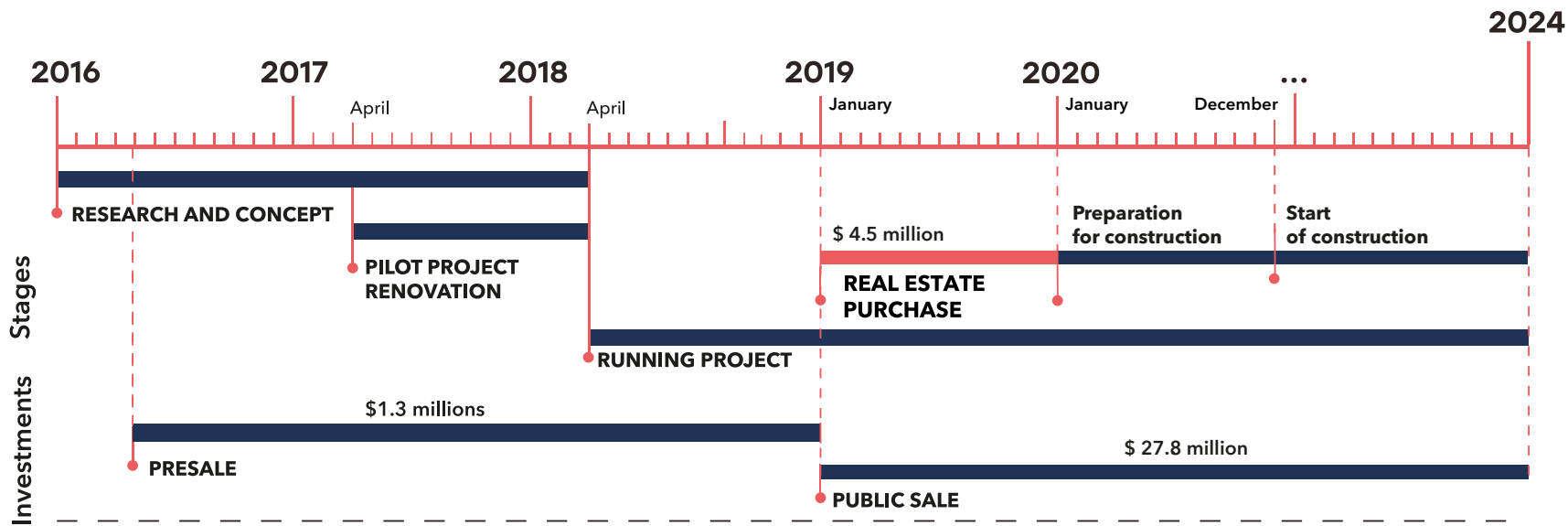
37 871 m²

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
reconstruction is
9-11% yearly*

***For the inverstors of second stage**



Total funds raised as of June 2020

Organizations and funds



13 investors

\$758 722

Private investors



425 investors

\$5 022 074

Total \$5 780 796

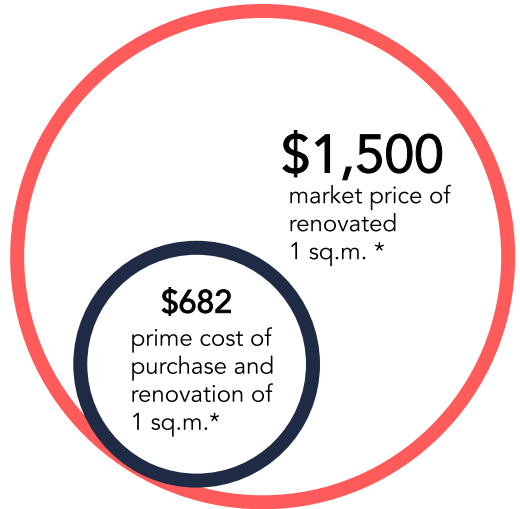
Why is it smart to invest in the project?

Value of shares is increasing
as the project advances

Number of requests for rent has already
exceeded the planned area

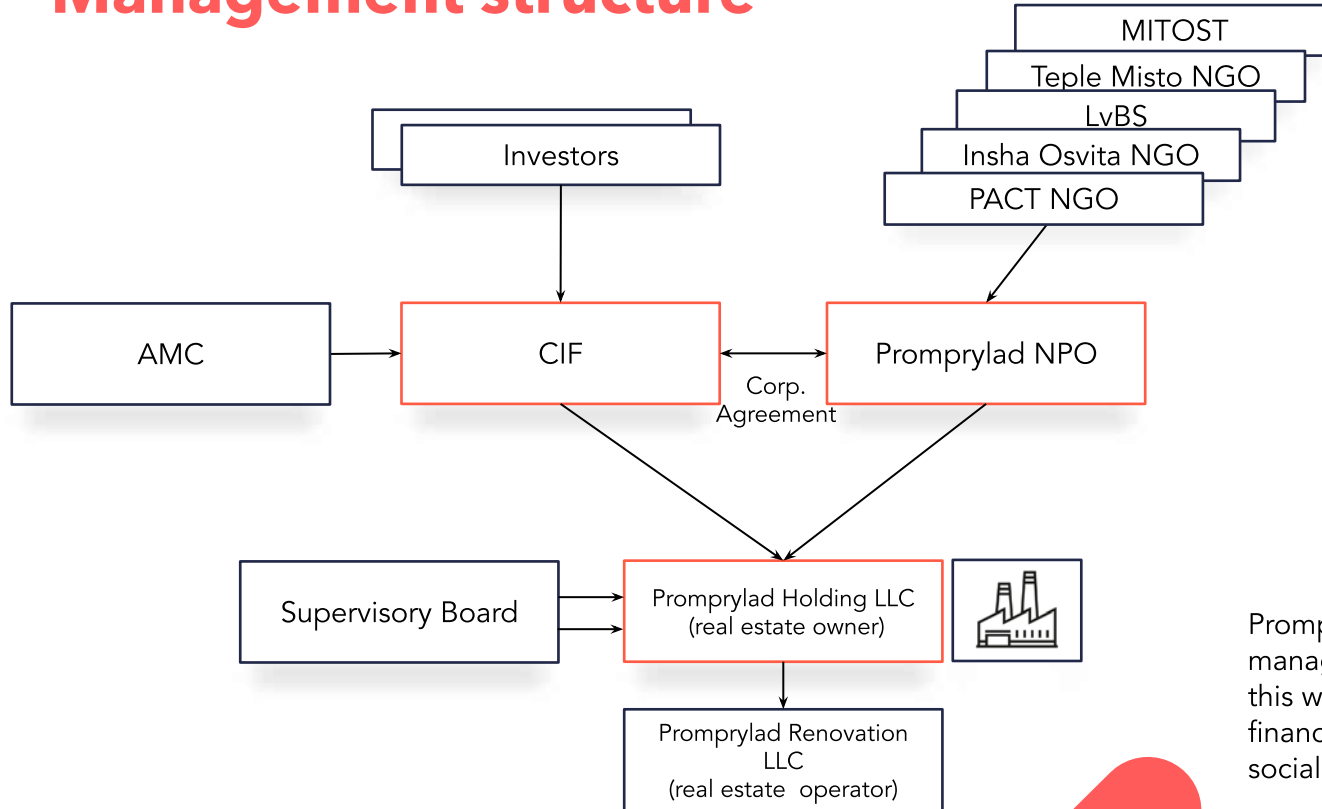
Facilities are located in the central
part of the city with high traffic flow

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



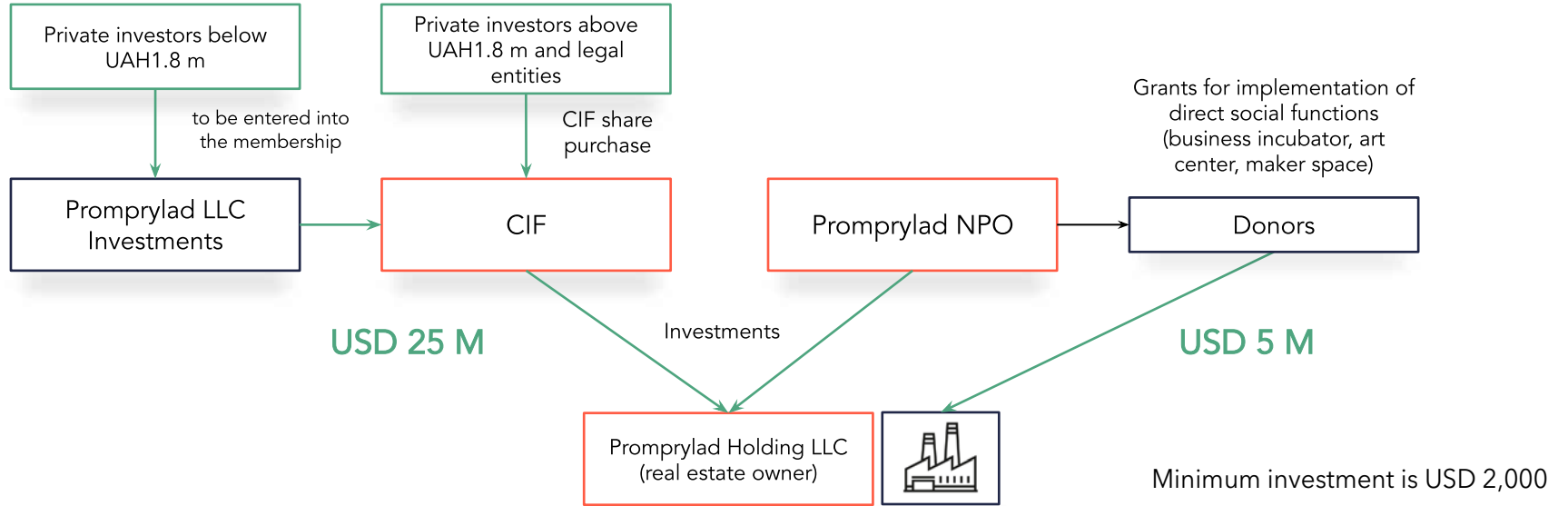
* Approximate average figures for comparison

Management structure

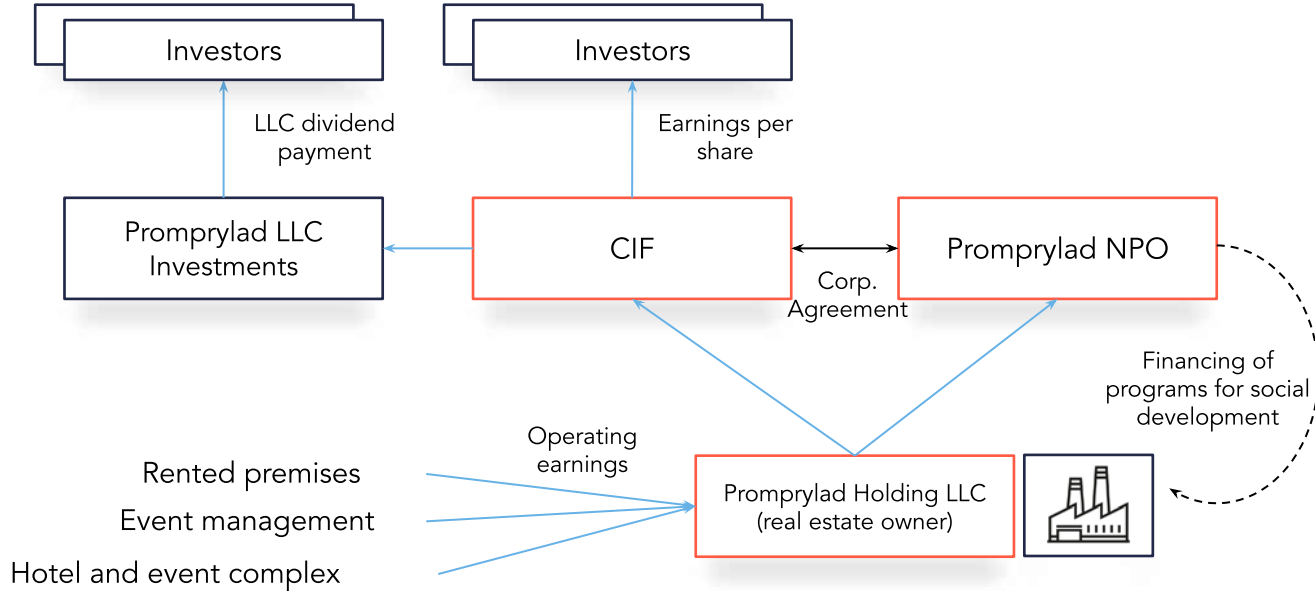


Promprylad.Renovation management structure designed this well-balanced to provide both financial return on investments and social function implementation.

Investment structure

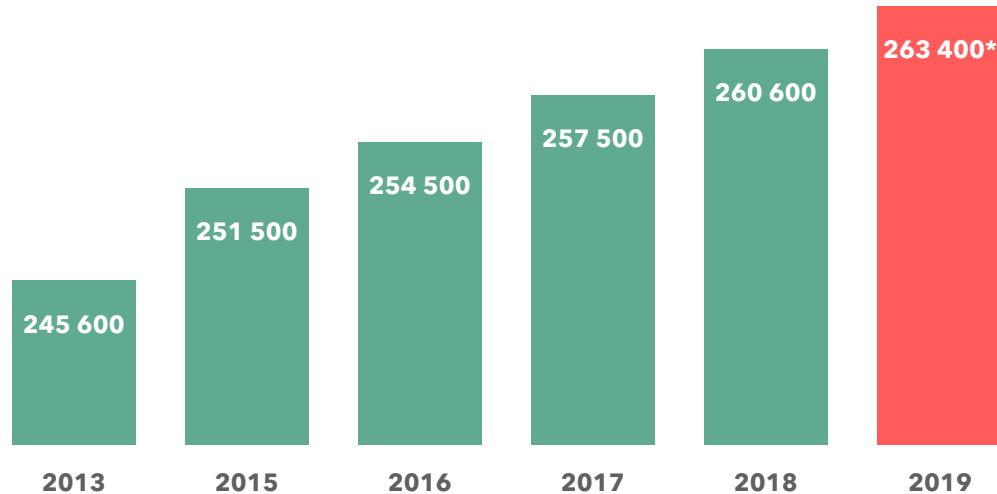


Income payment



Why Ivano-Frankivsk

Growth of population
of the city



*as of January 1 of 2020

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

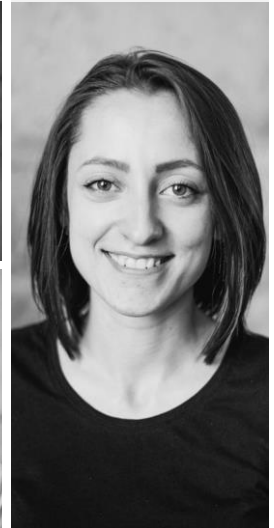
Ivano-Frankivsk is the most attractive Ukrainian city in terms of investments according to Transparency International research within Transparency Cities Program 2018

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



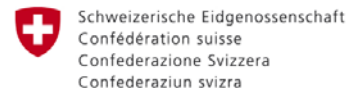
MitOst



Canada



ФОРМА



BMW Foundation
Herbert Quandt



СИМБІОЗНИЦЯ



Swiss Agency for Development
and Cooperation SDC



23.



The 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.







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