



# AQUAPARK Bratislava

A unique and fascinating Sports & Recreational Park

Project Presentation

Only for internal use of

Developed  
by

AQUAPARKY Slovakia, spol. s r.o., **BRATISLAVA, Slovakia**

# Aquapark Bratislava

Situated in the booming capital of Slovakia



# Aquapark Bratislava

Located in the District of Petržalka





# The Project

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- To build own & operate a large **Sports & Recreational Park** in Bratislava
- To offer a fascinating and highly modern **Infrastructure** for a variety of **Sports and Leisure Activities** in the District of Petržalka;
  - To set up a large **In- and Outdoor Waterpark**;
  - To operate a sophisticated, very specialized **Shopping Center**;
  - To run a **\*\*\*\*Hotel** for Sports- and Business-People;
  - To respond to Bratislava's need for a modern **Sports & Convention Hall**;
  - To build a modern **Physiotherapeutic Center**;
  - To use the existing underground **Thermal Water** reserves
- To serve a **Catchment Area** of about 2,0 MM people; and....
- **To create a viable company yielding interesting returns of investment.**



# The Business Units

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- The Project will consist of nine independently managed Business Units, each having its own Profit Responsibility and covering an area of ca. 200.000 m<sup>2</sup> in total.
- The Managers of each Business Unit will have a broad and international knowledge and expertise in the relevant fields of business. Therefore each of them will be able to implement the relevant strategy and to plan, initiate and control operations.  
The business activities of each business center will be also master coordinated and promoted. There will be organized large events on their support, such as: Megashow programs, presentations of big companies, elections of beauty queens, international sport events, rock concerts, etc.



## The Business Units (continued)

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These Business Units are

- Indoor Aqua Park Water world
- Outdoor Aqua Park Top ARENA
- Aqua Park Hotel
- Aqua Park Multi Purpose Sports & Convention Hall AQUA ARENA
- Aqua Park Sports Training Center Fit ARENA
- Aqua Park Physiotherapeutic Center
- Aqua Park Shopping Centre
- Aqua Park Event Management Group
- Aqua Park Business Center

Its main characteristics are as follows on the next pages.....



# Business Unit: Indoor Aqua Park

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- **Strategy:** to offer a fantastic all year water park for all kinds of visitors from 7.00 a.m. through midnight.
- **Key Figures:**
  - Ground: 11.660 m<sup>2</sup> Useful area 13 470 m<sup>2</sup>
  - Cubature: 184.357 m<sup>3</sup>
  - Pools' surface: 2.450 m<sup>2</sup>;
  - Visitors at a time: 1.000 maximum of 5 – 8 thousand a day
- **High Lights:** 5 Water slides; ocean waves; pools with different temperatures; tropical rain forest landscape; children's pools; romantic grottos; waterfalls; 5 different saunas etc.
- **Staff:** 50 60 + 40 external employees
- **Investment Needs:** EUR 18,000.000 15,153.750
  - Out of which EUR 00,000.000 will be buildings  
Buildings and technology 12,880.688



# Business Unit: Outdoor Aqua Park

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- **Strategy:** to offer a fantastic outdoor water world for all kinds of visitors from 7.00 a.m. through 12.00 p.m. from April - October
- **Size:**
  - Ground: 00.000 m<sup>2</sup> 34390 m<sup>2</sup> Built up land except the pools 1789 m<sup>2</sup>
  - Cubature: 000.000 m<sup>3</sup>
  - Pools' surface: 5.240 m<sup>2</sup>;
  - Visitors at a time: 1.000 2500 – 3000 visitors at the time
- **High Lights:** 7 water slides; ocean waves; different temperatures; large resting lawns; international cuisine cafeterias, sophisticated garden-landscape; children's pools; Olympic pools; romantic tunnel to Indoor Water World etc.
- **Staff:** 50 staff members will secure optimal conditions 30 + 60 external seasonal workers
- **Investment Needs:** EUR 12,000.000 4,174.530
  - Out of which buildings and technology EUR 3,737.037



# Business Unit: Aqua Park Hotel

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- **Strategy:** to offer a modern, welcoming 4-star hotel for all kinds of visitors with a focus on sports and business people, and also for participants of conventions in the Aqua Park Sports & Convention Hall
- **Key Figures:**
  - Land needed: 1.435 m<sup>2</sup> Useful area 9990 m<sup>2</sup> underground parking lot 3792m<sup>2</sup>
  - Cubature: 39.700 m (+ 15.168 m for underground parking of 126 cars)
  - Floors: 15 12
  - Capacity: 330 guests (150 double and 30 single rooms)
- **High Lights:** 3 restaurants, 2 cafeterias, Convention Center, free access to Indoor and Outdoor Water World; "Planters' Club" Bar; high class casino(?)
- **Staff:** 120 150
- **Investment Needs:** EUR 12,000.000 10,637.250



# Business Unit: Shopping Center

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- **Strategy:** to create a modern shopping center with a variety of international branded products and three large hyper markets for food, electronics and men's & women's dresses; open from 9.00 a.m. through midnight.
- **Size:**
  - Land 20.700 m<sup>2</sup> Useful area 62,100 m<sup>2</sup> + underground parking lot 24,065 m<sup>2</sup>
  - Cubature: 362.250 m<sup>3</sup> (plus 15.168 m<sup>3</sup> underground garages)
  - Floors: 3
  - Selling space 40.400 m<sup>2</sup> (250 retail shops, 3 hypermarkets)
  - Public space including offices: 20.300 m<sup>2</sup>
- **High Lights:** large food courts, 2 indoor restaurants, roof top garden + 1 restaurant, free access to Indoor and Outdoor Water World after a minimum purchase of EUR 100.- (name it) Bonus ticket
- **Staff:** 1400
- **Investment Needs:** EUR 12,000.000 50,835.500  
buildings and technology EUR 42,701.820



## Business Unit: Sports + Convention Hall

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- **Strategy:** to create a modern multi purpose indoor sports hall with a strong focus on Ice Hockey, Basket Ball, Volley Ball, Skate Board etc; also for large national and international conventions and events;
- **Key Figures:**
  - Land used: 14.080 m<sup>2</sup> Useful area of parking lots 32,567 m<sup>2</sup>
  - Cubature: 352.000 m<sup>3</sup> (plus 87.140 m<sup>3</sup> car park for 725 cars)
  - Olympic size; seating 12.000 visitors; 13,000
- **High Lights:** free access to Indoor and Outdoor Water World after each visit (via ticket);
- **Investment Needs:** EUR 12,000.000 31,933.230
- Building and technology EUR 26,823.630



## Business Unit: Sports Training Hall

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- **Strategy:** to create a modern multi purpose indoor training hall with a strong focus on Ice Hockey, Basket Ball, Volley Ball, Skate Board etc; also for medium size conventions national and international;
- **Key Figures:**
  - Land used: 2730 m<sup>2</sup> + parking lot
  - Cubature:
  - Capacity: seatings for 1.000 visitors
  - Investment Needs: EUR 2,000.000 1,569.720
- **High Lights:** free access to Indoor and Outdoor Water World after each visit (via ticket);



## Business Unit: Physiotherapeutic Center

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- **Strategy:** to create a modern physiotherapeutic center, integrated in the activities of the other Business Units; well trained national and international doctors and staff
- **Key Figures:** Useful area 4290 m<sup>2</sup>
  - Land used: 1.430 m<sup>2</sup> (plus 100 m<sup>2</sup> outdoor parking lots)
  - Cubature: 21.450 m<sup>3</sup>
  - Amount of Floors: 3
  - Capacity: 80 indoor patients; 200 ambulatorium treatments
  - Staff: 60 (out of which 5 medical doctors) 30 (out of which 5 doctors)
  - Total Investment: EUR 2,000.000 2,681.250
- **High Lights:** will apply modern physiotherapy with a focus on thermal water treatment.



## Business Unit: Event Management

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- **Strategy:** to organize all kinds of indoor or outdoor events with the goal
  - To generate additional revenues
  - To raise the image of and the interest in the Aqua World
  - To use the existing infrastructure and its own Amphitheatre
- **Key Figures:**
  - Land: 1.030 m<sup>2</sup> (for Amphitheater) Amphitheatre strengthen surfaces 6253 m<sup>2</sup>, useful area of objects 2146 m<sup>2</sup>
  - Cubature: 11.330 m<sup>3</sup> (+ 27.960 m<sup>3</sup> underground parking for 233 cars)
  - Capacity: up to 12.000 visitors (indoors) & 20.000 outdoors
  - Own Staff permanently employed: 30 12 + 30 external
  - Investment Needs: EUR 2,000.000 1,622.635



# Business Unit: Aqua Park Business Centre

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- **Strategy:** to offer a modern business centre to the Administration of the Company and to third parties interested on a long term lease basis
- **Key Figures:**
  - Land used: 2.449 m<sup>2</sup> Useful area of building 10,000 m<sup>2</sup>
  - Cubature: 85.215 m<sup>3</sup> (incl. underground parking for 126 cars)
  - Height in total: 62 m:
  - Floors: 15 above ground
  - Floor Space in total: 10,000 m<sup>2</sup>
  - Staff: 100 employees of Aquapark Slovakia, a. s., 50 employees of AQUA ARENA servis
  - Investment in total: EUR 9,000.000
  - Buildings and technologies 7,560.000



# The Support Centers

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- In addition to the Business Units, a group of Support Centers will be created that will render technical and commercial support to the Business Centers selling their services at competitive market prices.
- The Costs generated by each Support Centers will be allocated to those Business Units (“internal billing”) which receive the work of these Support Centers.
- Each Support Center will be its own Cost Center and will be fully responsible for profit and loss.
- The residence of support centre will be placed in building of the Business centre



# Commercial Support Centers

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- **Commercial Support Centers** will include among others
  - Marketing & Communication Department incl. Info-Services
  - Event Management Department
  - Financial and Tax Services Department
  - Accounting Services Department
  - Human Resources Services Department
  - Commercial Security Services Department
  - Legal and Other Administrative Services Department
  - IT Services Department
  - Residence of CSC will be placed in building of the Business centre
- **Staff:** 100
- **Investments:** EUR 500.000
  - **Out of which for IT EUR 250,000 own TV circuit**



# Technical Support Centers

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- **Technical Support Centers** will include among others
  - Thermal Water Generation and Distribution
  - Spent Water Treatment Department
  - Technical Purchasing Department
  - Energy Supply Department
  - General Maintenance Services
  - Outdoor Infrastructure (Gardens, Parking lots)
  - Technical Security Department
  - Ecological Services
  - Residence of Technical Support Centers will be placed in building of the Business centre
  
- Staff: 250 50 + 200 external contractual employees
- Investments EUR \_\_\_\_\_



# The Business Plan

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- A Business Plan has been developed by the Project Developer, AQUAPARKY Slovakia, spol. s r. o. and Safeguard, that meets international standards and requirements.
- It shows the chances and risks as well as the strong position in the catchment area.



# The Budget

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- Covers the **15-years** 10 – years period from 2006 through **2020**  
**2016**
- Contains P & L. A., Balance Sheets, Cash Flow Calculations
- Is based on cautiously developed Planning Assumptions
- Etc.



# General Planning Assumptions

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- Inflationary Rate has been neglected in the first run for better transparency;
- Beginning from the 4th year all costs and revenues remain stable;
- No dividends will be distributed in the first run for better transparency;
- Etc.
- Etc.



# Individual Planning Assumptions

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- Inflationary Rate has been neglected in the first run for better transparency;
- Beginning from the 4th year all costs and revenues remain stable;
- No dividends will be distributed in the first run for better transparency;
- Etc.
- Etc.



# Human Resources

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- Knowing that the success of each business unit and, by that, of the entire Company will very much depend on its highly experienced and strongly motivated staff, a strong focus will be set on Human Resources Development.
- Continuous Training combined with carefully planned Job Rotation, Job Enrichment and Annual Assessments will be part of the Human Resources Development Plan.
- Interesting salaries and wages combined with a profit sharing program and fringe benefits such as health insurance and old age retirement plans will add to .....

# The Organisation (Scheme)





# The Environment

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- The Project enjoys strong support from the relevant local, regional and governmental authorities of Slovakia:
  - Supporting documents from the District of Petržalka
  - Supporting Documents from the City of Bratislava
  - Supporting documents from the Ministry of Economics
  - Supporting documents from the Slovak Ice Hockey Association
- The Project furthermore has strong support from the European Union (Department of .....



# Subsidies

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- Subsidies from the City of Bratislava, the Government of Slovakia and the European Union will help to facilitate financing.
- However, due to the fact, that the Trust might prefer not to accept subsidies for internal reasons, this issue has to be dealt with later on.



## The Land

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- The Project uses an area of 20 ha presently privately owned Land
- The Land has been dedicated to Sports, Recreation and Leisure Time by the City Council of Bratislava;
- The Land Use Program of the City Council of Bratislava foresees..
- An Option Agreement for the purchase of the Land has been signed between the Land Owners and Safeguard;
- The Purchase of the Land will be executed asap after signing the Financing Agreements with the Trust;
- The Land is free from contamination or hazardous waste.
- Thermal Water can be produced from underground sources.

# The Site at Petržalka

- View from South





# Ecological Aspects

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- Preliminary Tests have proven that the Land is free of contamination or hazardous waste.



# The Thermal Water

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- Preliminary drilling of 200m depth has shown that a flow of underground thermal water which may be used for
  - Supplying high quality thermal water for the Therapeutic Center;
  - Supplying warm water for the Indoor and the Outdoor Water Parks;
  - Heating of all buildings;
  - Generating electric power for captive use of the individual Business Units.



# Suppliers

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- Suppliers will be engaged on the basis of professionally set up biddings („Tender“).
- Only Companies with a good international experience in the relevant jobs will be taken.
- A focus will be laid on national Slovak Companies provided that they comply with the rules and regulations of the relevant Tenders.
- The General Contractor will oversee all building, contracting and engineering activities.



# The Catchment Area

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- The Catchment Area has a population of 1,550.000 (check!) in total
- It is defined as follows:
  - Catchment Area A: one hour's driving time per car
  - Catchment Area B: between one and two hours driving time per car
  - Catchment Area C: between two and three hours driving time per car
- The Catchment Area consists of
  - South Western Slovakia (Bratislava, Senec...etc)
  - North Western Hungary (Mosonmagyaróvár, Győr, Sopron, Komárom)
  - Eastern Austria (Vienna, Eisenstadt)



# The Purchasing Power of the Region

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Population of the Catchment Area\* is as follows:

- **Western Slovakia**

- Catchment Area A: 300.000 550,000 (including all of Bratislava)
- Catchment Area B: 250.000
- Catchment Area C: 120.000

- **Northwest Hungary:**

- Catchment Area A
- Catchment Area B
- Catchment Area C

- **Eastern Austria:**

- Catchment Area A: 600.000 including Vienna's Northern & Eastern Districts
- Catchment Area B: 400.000 including Vienna's Southern & Central Districts
- Catchment Area C: 300.000 including Vienna's Western Districts



# The Investment

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■ In Total:	EUR 141,000.000	<u>EUR 179,901.310</u>
■ Indoor Water World:	0,000.000	<u>15,153.750</u>
■ Outdoor Water Park:	0,000.000	<u>4,174.530</u>
■ Four Star Hotel:	0,000.000	<u>10,637.250</u>
■ Shopping Center:	0,000.000	<u>50,835.500</u>
■ Sports & Convention Hall:	0,000.000	<u>37,933.250</u>
■ Sports Training Hall:	0,000.000	<u>1,569.750</u>
■ Physiotherapeutic Center:	0,000.000	<u>2,681.250</u>
■ Event Management:	0,000.000	<u>1,622.635</u>
■ <u>Business centre office building</u>		<u>9,000.000</u>



# Management

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- Management of the Company will consist of three individuals, internationally experienced in the type of business:
  - Chairman of Board of Management & Head of Operations
  - Chief Financial Officer
  - Chief Technical Officer
  
- Main task of the Company's Management will be
  - To continuously work on the implementation of the Company's Strategy,
  - To continuously adapt the Company's Strategy to changing of..
  - To offer optimal guidance and support to the Management of the Business Units and Support Centers



# Supervisory Board

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- Members of the Supervisory Board will be individuals who, through their experience, expertise and network will be able to contribute value to the Company and give support to the Management in certain areas



## Advisory Boards:

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- Different Advisory Boards will be set up in due time in order to support the Management in certain important fields of business, such as
  - Marketing & Communication
  - Event Management
  - Physiotherapy
  - Shopping Centers



## Summary:

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- Still to follow