



INVESTOR'S FACT SHEET: DEVELOPMENT OF BELGRADE WHOLESALE MARKET

The City of Belgrade and PUC Belgrade Green Markets together with prospective investors from the public and private sector are developing the first wholesale market in Serbia for trade and distribution of fresh fruit and vegetables, meat, fish and flowers through recapitalization of the company Belgrade Wholesale Market LLC. According to the Serbian Trade Law, the wholesale market will serve as the only point of wholesale trade in Serbia for both legal entities and physical persons.

Basic company information	
Company name	Belgrade Wholesale Market LLC
Ownership structure (before recapitalization)	City of Belgrade – 100 %
Annual income	2.5 mil EUR (2010)
Asset value* (est. Faculty of Economics)	24.5 mil EUR in total; land – 19.5 mil EUR, infrastructure – 5 mil EUR
Land area (1/1 owned by City of Belgrade)	18.5ha – as defined by the General urban plan and Detailed plan of regulation
Position	New Belgrade – Block 53 (premium business location)
Market size in 60 km radius	4 mil people
Traffic connections	Direct access to Highway E75 (Corridor X), 5 km from international airport, 15 km from Belgrade Port (Corridor VII)
Infrastructure	Truck parking lot (5ha), business premises and storage (3,000 m ²), electricity, water, sewage, telecommunications, access roads
Market share	2,000 corporate buyers daily on average – volume of corporate buyers projected to double upon completing Phase 1 Growing number of individual buyers due to vicinity of the City



Investment overview	
Timeframe	Phase one: developing 10,400 m ² pavilion for fruit and vegetables, 62,549 m ² of SNB asphalt parking lots for trucks, adequate infrastructure, new entry gates and fencing (Nov 2011 – Jul 2012) Phase two: developing pavilions for meat, fish and flowers (end 2012 – May 2013) Phase three: developing additional pavilions for fruit and vegetables (timeline depends on market needs)
Expected level of investments (in total)	18 mil EUR (phase one - 8 mil; phase two and three - 5 mil each)
City of Belgrade investing	6 mil EUR (for the completion of phase one)
Individual investment range	150,000 EUR (min); 450,000 EUR (max)
Hall space range	Minimum lease includes – 150 m ² of warehouse and 25 m ² of exhibition space (min) and 25 m ² of office space
Lease fees	5 EUR / m ² for shareholders; 10 EUR / m ² for other (commercial)
Share in the company	0.5 % on average/150,000 EUR investment (upon completing phase 1)
Projected annual income	3.5 mil EUR (upon completion of phase 1)
Expected profit return* (est. Faculty of Economics)	6% dividend (worst case scenario) plus 4% from lease savings
Credit line for investors	4% interest rate, 12 year term, 2 year grace, investment share pledged as collateral