

VII International Property Abroad Fair

10-11 March, 2012
Hyatt Regency Hotel
Kiev, Ukraine


dec
property



Economic Overview of the Ukrainian Market

1. What is the tendency of real estate purchasing transactions for Ukrainians in 2011? And what are the reasons?

The number of foreign property transactions has been increasing every year which indicates positive dynamics. There was the increase by 28.5% due to its tendency in comparison with the results of 2010. The main reasons for it are unstable political and economic situation in Ukraine, mistrust of our citizen in bank system, intention to invest and preserve their savings. Furthermore foreign property attracts the attention not only for its quality, but for its reasonable prices.

2. What countries are in demand and why?

The main tendencies of 2011 are the increase of purchase average price, the rise of transactions' volume, the shift of interest towards the European market, the redistribution of the target appropriation.

2011

UK	Spain	Cyprus	Italy	Germany	Czech Republic	Bulgaria	France	Turkey	USA	Other countries
19%	16%	13%	11%	10%	7%	5%	4%	4%	3%	8%

3. What is the average price for a transaction?

The dynamics of average transaction price increase

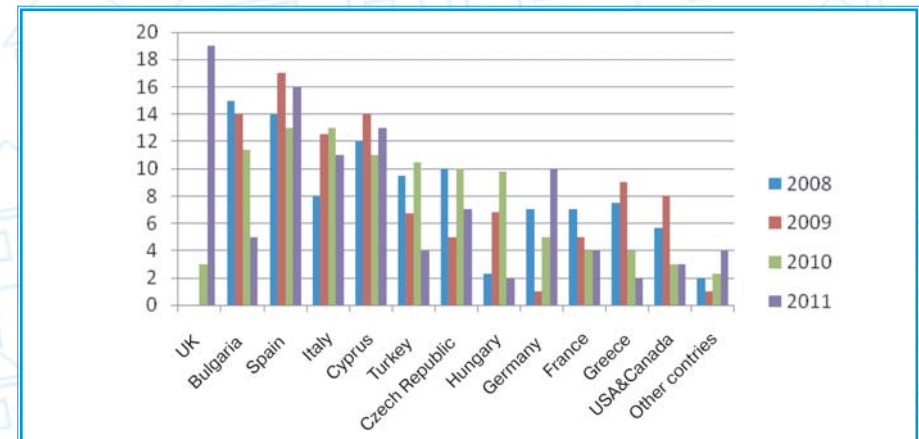
2008	2009	2010	2011
125 000 EUR	180 000 EUR	230 000 EUR	335 000 EUR

4. Who are the customers of foreign real estate in Ukraine?

As a rule these are well-off people such as business owners, senior managers.

The main purchasing interest goes to Kyiv (up to 70%) and the rest is distributed between the following megacities - Donetsk, Dnipropetrovsk, Kharkiv, Lviv.

Indicators of Ukrainian customers of foreign property's preferences concerning different countries for 2008-2011



5. What are the main reasons for purchasing?

Data according to 2011:

Permanent Residency - 32%

Education of children - 28%

Investing - 18%

Crisis avoid - 11.5%

Recreation - 6%

Ukrainians are mainly guided by two goals while purchasing foreign property: to improve the standards of their kids' and their own life; to invest i.e. to preserve and multiply their funds by purchasing real estate objects. The notion "Living standards improvement" includes permanent residency, education of children, recreation categories which is approximately 70% from the total amount of transactions.

Safety and high profitability are main factors that make Ukrainians invest in foreign property. It goes without saying that in order to invest in foreign property one should choose the country with stable economic growth and with lower price fluctuation rate than that of Ukraine. Economic stability is of great importance in terms of purchasing foreign property on the long-term investment basis. It's much easier to preserve the funds by means of purchasing foreign property because its market tendencies are more predictable. Foreign property is a good opportunity to reduce the risks of capital losses through diversification of investments, which is the distribution of the latter to property in different countries.

6. What should companies pay attention to in order to sell foreign property in Ukraine effectively?

Additional benefits as bonuses to the object of purchase like payment by installments, discounts, mortgage lending may be of greater interest for Ukrainian customers. However, the most distinctive peculiarity today is an offer of complete object of high quality to Ukrainian consumers because investing and incomplete projects seem "scaring" for potential customers. But it all depends on the object, the country and on customer's individual peculiarities.



Press-release of VII International Property Abroad Fair

Date: 10-11 March, 2012

Venue: 5 Ally Tarasovoi str., Hyatt Regency Hotel, Kyiv

Distinctive feature of VII fair: luxury venue and workshop format.

Fair organizer: International Agency for foreign real estate DEC property.

Exponents: development companies, real estate, brokerage agencies and consultancy agencies from all over the world.

Experience: International Property Abroad Fair has been held since 2007. This is the only fair of international standard and scale in Ukraine. In 2009, the fair organizer DEC property has become a nominee of the prestigious International Competition OPP AWARDS as one of the best companies and organizer of international fairs: "For the professional and transparent approach to the growing foreign real estate market in Ukraine".

The aim of the fair for exponents - to introduce the real estate sector to Ukrainian consumers, to demonstrate investment projects and complete objects to target audience, to establish new business relations and make new acquaintances, to improve the image and to make extra promotion of their companies.

The aim of the fair for visitors - to become familiar with the real estate market trends, to obtain reliable information about offers and prices, to have a possibility to analyze and compare the markets of different countries, to make a choice, to get the most favorable terms directly from the

companies' representatives, as well as to ask the advice of mortgage peculiarities, legal aspects, rules of purchasing foreign property.

Main goals of the sponsor: provision of convenient and effective platform for participants and maximum involvement of target audience.

Means of efficiency achievement: full-scale advertising campaign involving mass media, all kinds of traditional and nontraditional communicational channels.



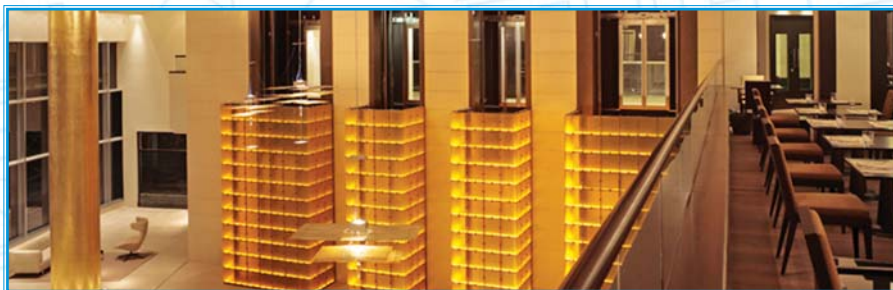
Venue and Format

VII International Property Abroad Fair is taking place at the 5*-hotel "Hyatt Regency", located in the downtown of Kyiv city near the Sofiivska square and St. Michael's Golden-Domed Monastery (Mikhailovsky Cathedral). Business meetings of VIP-level can easily be held due to the hotel facilities. Two showrooms will be available for the fair, which will help the sponsor place exponents and host up to 600 visitor in convenient and presentable way.

The main advantages of the venue

- ▶ The hotel is located in the downtown of Kyiv city not far from the ancient historical monuments and shrines.
- ▶ Convenient traffic system

Format of the fair: the fair will be held in the format of a workshop with the available for exponent workplace to consult visitors. Exponents will be divided by countries, which will help visitors easily find the needed company. New format will allow exponents to give much attention to visitors.



Advertising Campaign

Due to the experience of organizing and holding of fairs and presentation meetings in various formats, it is possible to involve standard communication channels as well as to apply the developments and nonstandard solutions in order to achieve the main goal - target audience involvement.

The following means as leading thematic and specialized business magazines and newspapers, the Internet networks, radio and TV, extensive direct-mail, outdoor advertising, E-newsletters and SMS-sending, promotional stands are involved into advertising campaign of the VII International Property Abroad Fair



Commercial Offer

Fee for the equipped workplace rent (4 sq m) - 1200 EUR
 Registration fee - 300 EUR

The fee for equipped workplace includes:

- ▶ advertisement in the catalogue of the fair 1/1 A5;
- ▶ X-banner with the name and activity description of the company
- ▶ 2-day-rent of the exponent's workplace - a table, 4 chairs;
- ▶ Wi-Fi
- ▶ security service, cleaning service;
- ▶ coffee-break

Passive Participation:

Placement of banners in the exhibition hall - 160 EUR

Placement of informational materials in presentation packages for visitors - 220 EUR

Placement of information and advertisements in the catalogue of the fair - 1/1 A5 - 380 EUR

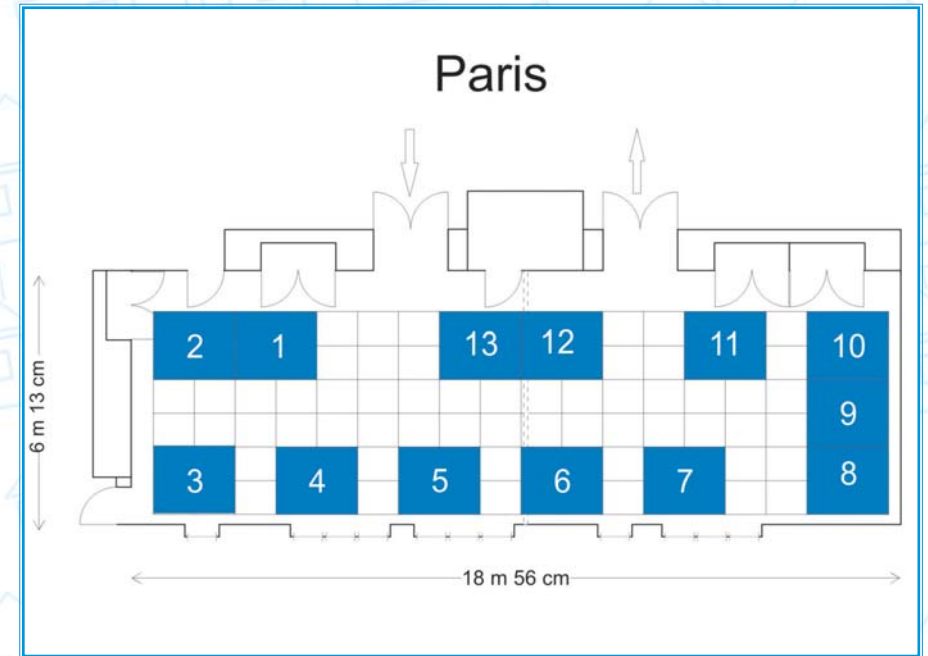
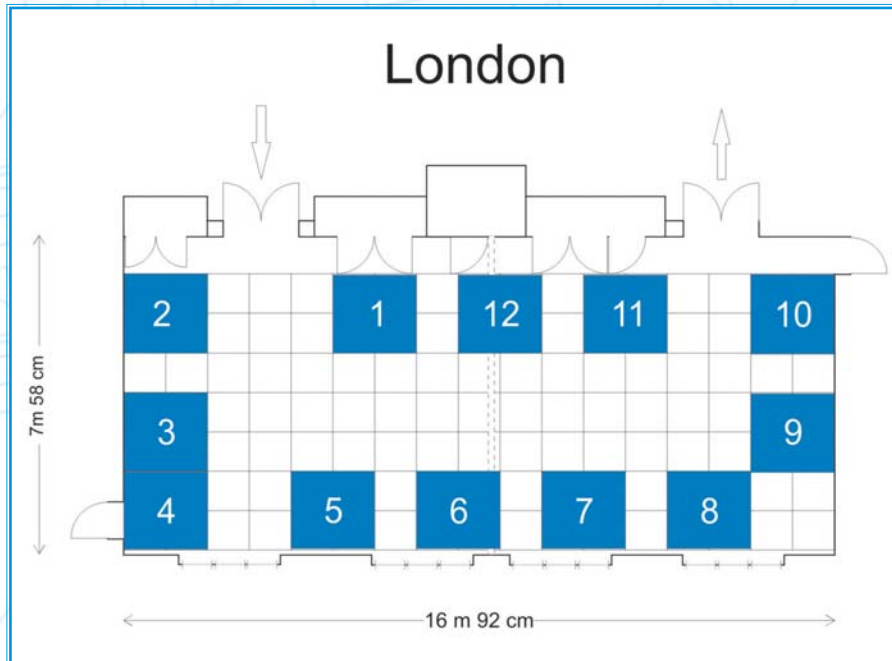
Promotional materials for participation in the fair (roll-ups, catalogues, stands, plasma display panels) are available for extra fee.

Bonus offers:

Reservation and payment of fair participation fees before 01.02.12 - 10% off
 2 workplaces or more - 5% off



Floor Plan



Participants of International Property Abroad Fair 2007-2010

Abbottsgroup
Adina
Admiral
Adventec
AESI
Afenida Group, Dubai
Aleamar, Greece
Allianz Group, Montenegro
Alma Real Estate, Croatia
Ambiance Properties, Turkey
Andreas Georgiou Developers
Aphrodite Hills, Cyprus
Apulia Estates, Italy
Arcoreal
Aristo Developers, Cyprus
Aspifor Ltd.
Asta Bridge
Athanasiou Construction and Development
Atila Homes
Avis 2006
Azpo Real Estate
Azur Property Investment
Best Choice
Bingro, Portugal
Blauverd Habitat
Bueno Developers
Bulg real estate
Bulgarian Home

Bulgarian Real Estate
Buymerovka SPA
Cafagna Immobiliare, Italy
Casa del Mar, Cyprus
Cebeci Construction Company
Century 21 Prime Time Realty, International
Chariklis Estates, Cyprus
Cheda
CHR.S.K Enterprises Ltd
Constantinou
Cordia, Hungary Co
Costa Esperanza, Spaine
Costa Real, Spain
Cybarco, Cyprus
Daga Ltd, Bulgaria
Daveriye Mortgage Solutions
DEC Property
Diamant
Dinevi Group, Bulgaria
DZavos Group
FIABCI, International
Giovani Developers, Cyprus
Grada Complex, Turkey
Grupo Proeco Internacional
Happy Home, Europe
Ideal - Yarin
IES Design, Italy
IKG Developers ltd

Imex, UAE
Immoconcept, France
Immothermes
Interlink
Kennan GmbH, Germany
Kivass
Leptos Estates, Cyprus
Levi Costa, Spain
Luxury Island RE
Maispa Land
Millennium Group
Mitropa, International
Model-Invest, Turkey
Montenegro Living, Montenegro
New World Realty
Nokta Properties, Turkey
Nordic
Obereg, International
Okey
Okta Terra
Orange Tree Estates
Ozkural prop
Pafilia Property Developers
Panamika, Panama
Pandomus, Cyprus
Pegasus
Petrov&Peters Ltd
Planex Holding, Bulgaria
Plus Properties

Premium Property
Probuild Group AD
Promociones Javea S.L
Rafinadhome
RE/MAX Unique Inc. Brokerage
Region Group Global L.A
Robinson Real Estate, Dubai
Rosa Land
Rustar Real Estate, Dubai
Sanatoriyy Utes
Sylvania Inversiones S.L.
Solesa Gestion
Spaine Marbelya
SS Group
Stasis Estates
Sultan Homes, Turkey
Sun and Red Sea Real Estate, Egypt\Dominikana
Sundu Insaat
Sunny Home
The Green Continent, JSC
TheReznikGroup
Thomaidis Properties, Cyprus
Tradeunique,
Montenegro\Croatia\Serbia
U.T.Estate
Ukrainian Trade Center, Dubai
Victoria Group Developments
Virtus
Vladi Island Travel
Walls International Real Estate, Italy
Westhome, Europe
Westinvest



6 Reasons to Participate in International Property Abroad Fair

Why should you participate in the exhibition "International Property Abroad Fair"?

1. The only exhibition in Ukraine specialized in foreign property of international level, within which you will be able to present suggested real estate, make preliminary deal to sell your objects.
2. The exhibition is held for the sixth time. Due to the vast experience of event-actions of different formats, the organization of exhibition satisfies the highest level. Organizer of the exhibition - Dec Property - is recognized as the best company-organizer of international events in the prestigious competition OPP AWARDS, which is annually held by the authoritative magazine Overseas Property Professional (International Real Estate Professional).
3. Ukraine ranks second after Russia in terms of sales of foreign real estate among the CIS countries.
4. Exhibition is an ideal platform for direct communication with potential consumers of products, in our case, buyers of foreign real estate.
5. It's an excellent opportunity to present your country, company, projects and real estate, at the same time expanding and opening new markets.
6. To visit the capital of Ukraine - Kiev - an ancient city, the cradle of Slavic culture; to feel the Ukrainian sense of hospitality, to get acquainted with Ukrainian culture, to see the world famous historical and architectural monuments such as the Golden Gate, Kiev Pechersk Lavra and others.

The system of discounts is available before February 1!!!!!!!

Detailed information is on the site www.propertyexpo.com.ua or by phone. Kiev +38 044 390-76-24

Present your property! The Ukrainian market is waiting for you!

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DEC group



The organizer of the International Property Abroad Fair - International Agency for foreign real estate DEC property has been operating in Ukraine since 2007 and is a member of DEC Group, founded in 1999.

At the end of October 2009 there were summed up the results of prestigious International Competition OPP AWARDS, annually held by the leading magazine "Overseas Property Professional". The International Agency for foreign property DEC PROPERTY has become a nominee of the prestigious International Competition OPP AWARDS as one of the best companies and organizers of international fairs: "For the professional and transparent approach to the growing overseas real estate market in Ukraine".

For additional information about participation, application forms, available places call: +38 044 390-76-24

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