



ABOUT HOUSE OF INVESTMENT

A boutique investment company dealing with private equity, investment management and strategy consulting in the areas of Real Estate & Hospitality, Banking, Shipping and Oil & Gas. Key markets of investment interest include Cyprus, Greece, Russia, CIS, the Balkan and MENA regions. Represent a very selective client portfolio and provide tailor made investment solutions through a focused strategy advisory practice.



OUR VISION

To deliver the highest value to our selective client base in order to attain their business and financial objectives.

WORKING WITH US

HOI work teams work side by side with the client ensuring value creation and knowledge transfer in order to ensure long lasting relations. Our work philosophy is based on transparency, hard work, in-depth industry knowledge and passionate commitment to meeting our shared client goals and ambitions. We aim to develop true partnership relationships with our clients and strive to be involved in the implementation phase whereby we work jointly in delivering measurable results.

OUR VALUES

- Long Term Partnerships
- Transparency
- A Culture of Quality and Service with no Compromises
- Always in the Forefront of Innovation
- Uncompromising Passionate Commitment to meet our Client Goals
- Hard Work

KEY STRATEGIC OBJECTIVES

- Deliver cutting edge projects and services
- Work side by side with selective clients on aligned objectives
- Deliver “true” value through deep industry knowledge
- Be at the forefront of innovation
- Transfer “know-how” and develop “knowledge” based client teams
- Provide a single holistic platform to meet our client demanding investment needs
- Deliver high quality prompt and reliable personalized investment services



CREATING VALUE

- INNOVATE AND CREATE VALUE
- BRING TOGETHER BEST MINDS IN THE BUSINESS
- BUILD TRUE PARTNERSHIP RELATIONSHIPS
- WORK SIDE BY SIDE WITH CLIENT TEAMS
- FOCUS ON LEARNING AND KNOWLEDGE TRANSFER
- BUILD SUCCESSFUL UNIQUE UNPARALLELED CONCEPTS
- DEVELOP GREAT PLACES TO LIVE, WORK AND PLAY
- HOLISTIC PHILOSOPHY WITH PERSONALIZED INVESTMENT SOLUTIONS



CORPORATE SERVICES

- PRIVATE EQUITY
- VENTURE CAPITAL
- MERGERS & ACQUISITIONS
- FIDUCIARY SERVICES
- TAX PLANNING
- FUND FORMATION
- WEALTH MANAGEMENT & MULTI FAMILY OFFICE SERVICES

PRIVATE EQUITY

Represent clients investing in buy-out projects mainly in the Real Estate & Hospitality, Banking, Shipping and Oil & Gas sectors. In depth understanding of financial investors' business models. Advise on the acquisition of portfolios for secondary funds and represent management teams. Our involvement is extended on post transaction and management support. Main geographical coverage include the SE Europe, MENA, Russia and CIS countries.

VENTURE CAPITAL

Provide seed capital funding to start ups primarily in the areas of Technology and Innovation with emphasis in the industries of our interest. We work with both primary and secondary venture capital funds. Currently we represent a selective portfolio of start-ups.

MERGERS & ACQUISITIONS

Corporate acquisitions, disposals, mergers and reorganizations. Our team carries a long experience in share and asset transactions in both the public and private sectors, thus meeting the needs of clients ranging from multinationals to medium-sized companies, banks, funds, and private investors in general. Represent key clients in Banking, Energy, Real Estate & Hospitality.

FIDUCIARY SERVICES

Through our strong network of associates, we offer complete services to our clients which makes HOI a one stop and shop firm. Our entire philosophy is based on ensuring the best service delivery to our clients. We are committed to offering high level Strategy and Finance Services to our clients with all supporting services handled by our network of expert administrators and tax consultants.

TAX PLANNING

HOI offers through its partner network expert tax advice on setting up efficient corporate tax structures ensuring in each case that we meet the needs and particularities of each client on both a corporate, personal and/or family level.

FUND FORMATION

HOI offers through its partner network the set-up, administration and management of special purpose fund structures (Alternative Investment Funds, Cyprus International Trusts, other) that allow for prudent investment strategies.

A young girl with curly hair is blowing bubbles in a park. She is holding a blue bubble wand and a blue cup. The background is a lush green park with trees and sunlight filtering through the leaves.

WEALTH MANAGEMENT & FAMILY OFFICE SERVICES

Through our exclusive partner network, we provide tailor-made investment strategies for high net worth individuals and family offices wishing to use Cyprus as a financial hub. We offer our clients a selection of investment vehicles and tax efficient structures that allow them to invest in a wide range of asset classes with the utmost confidentiality and security aiming for attractive returns through a balanced investment portfolio. Approved partner of Bank of Cyprus, Private Banking Practice.

Portfolio Strategies include:

- Retirement Investments with guaranteed Principal
- Equity Strategies
- Selective Real Estate Development Investments
- Discretionary Managed Accounts – Structured Products
- High yield bonds
- Commercial Yield Properties in City Center
- Closed end property funds
- Hedge Fund Investment Strategies
- Private Equity / Start-ups / Mezzanine Financing
- Citizenship by Investment

“HOI has proved a valuable partner offering tailor-made investment solutions to its clients. It has demonstrated an impressive investment track record, achieving measurable financial results for its high net worth clients during challenging economic times”.

Costas Argyrides, Director of Private Banking & Wealth Management, Bank of Cyprus

STRATEGY ADVISORY

STRATEGY DEVELOPMENT & IMPLEMENTATION

Our Strategy Development Advisory covers the entire spectrum of the business value chain in our key industries. Specifically, our experienced industry team works closely with the client teams from the initial business assessment stage to the full development of the business strategy and financial plan to the execution of the preferred strategies jointly selected. We pride ourselves on the very issue that we provide hands on advisory with tangible deliverables and take active participation in the implementation stage always acting on the best interest of our clients.

Selected services under the Strategy Advisory Practice include:

- Current Situation Analysis
- Envision the Future
- Define Ambitions
- Evaluate and select Preferred Strategies
- Develop detailed Strategic Options
- Develop Roadmap and Financial Plan
- Engage actively in Implementation
- Secure Funding

BRAND STRATEGY

We at HOI believe that brand strategy goes beyond convincing customers to choose one brand over another, but to ensure that customers see the brand as the main alternative that addresses their needs and delivers on their expectations. With this in mind and through HOI's advisory strategy portfolio we consult clients both at corporate and at project/brand levels. Our offering includes Concept & Product development, Product/Brand Strategy (marketing, communication, pricing, launch etc.), Corporate Identity & Strategy Formulation.

CORPORATE GOVERNANCE & ORGANIZATION DESIGN

We assist various organizations in

- Setting corporate governance guidelines
- Board Level Services
- Executive Committees Structure & Operating Guidelines
- Organization design/restructuring/alignment
- Performance Management Systems Implementation



REAL ESTATE



RICS

- DEVELOPMENT MANAGEMENT SERVICES (DMS)
- REAL ESTATE STUDIES
- FUND FORMATION & MANAGEMENT
- HOSPITALITY SERVICES
- DEBT AND EQUITY SOURCING
- REAL ESTATE BROKERAGE

DEVELOPMENT MANAGEMENT SERVICES (DMS)

HOI provides a comprehensive service portfolio in Property Development from the initial concept formulation phase to the detailed masterplan delivery, the branding strategy, the formulation of the business plan and the sourcing of debt and equity pending on the individualities of each project. We work side by side with the client team and in many cases we play an instrumental role in setting up and training the project teams to prepare them for implementing large mixed-use schemes.

Further, HOI through its tested partnerships with leaders in their fields is in the unique position to offer under one roof the entire portfolio of industry expertise and services required for large complicated lifestyle schemes that include healthcare, education, edutainment, adventure, cultural & leisure themes, waterfront lifestyle solutions (marinas, promenades, etc.) advance retail and sports schemes, golf design, other.

Our DMS portfolio for large mixed-use lifestyle schemes entails:

- Macroeconomic Studies
- Market Analysis
- Concept Formulation
- Masterplan Formulation & Testing
- Branding Strategy
- Business & Financial Plan
- Project Management
- Sales & Marketing Strategy
- Preparation of Investor Memorandum
- Investor Roadshows
- Project Funding

"Benoy is working with HOI on projects in Europe, MENA and the Russian Federation. Benoy's global approach to design and local understanding of markets complement HOI's deep commercial and business knowledge resulting in high value creation for the client while raising the aesthetic standards to a whole new level.

Working alongside some of Benoy's most talented designers, HOI has not just allowed but positively encouraged creativity. The mutual trust and genuine respect between architect and client has resulted in some incredibly forward-thinking designs."

John Dawes, Director, Benoy UK



REAL ESTATE STUDIES

The firm offers various Real Estate studies to our clients that cover the entire spectrum of the sector (commercial, waterfront, resi, office, mixed-use, retail/shopping malls, elder and assisted living, wellness, marinas, golfs) and can be delivered independently. These include:

- Valuations
- Feasibility Studies / Financial Plans
- Market Strategy Studies
- Brand Formulation Studies
- Concept Development
- Green Strategy Formulation
- Retail / Commercial Studies
- Masterplan Assessment / Testing Studies

"HOI's expertise and depth of knowledge, understanding of local market realities and dynamics, ability to think outside the box and willingness to engage our people in their thinking process, sets them apart from other consulting houses. HOI team has been instrumental in the conception, viability assessment and design of Tver Marina which represents one of the most exciting lifestyle mixed-use schemes in Russia".

Vadim Mokhov, Executive Chairman, Status Group, Moscow

FUND FORMATION & MANAGEMENT

Custom Fund structures for Commercial, Mixed Use and Offices as well as prime land bank. Setting up, administration and management of Alternative Investment Funds (AIFs) with focus on alternative real estate investments (distressed assets, development opportunities, balanced assets etc.) while capitalizing on significant tax benefits, flexibility and investor protection offered under Cyprus AIF structures.

HOSPITALITY SERVICES

HOI has extensive experience in the Hospitality industry and its service portfolio extends in the areas of Hotel Acquisitions & Divestitures and Hospitality Strategy & Management. Main services include:

- Market Strategy Studies
- Financial Valuations / Feasibility Studies
- Concept Development
- Hotel Development
- Hotel Operations & Management
- Hotel Financing & Financial Management
- Extensive Hospitality Portfolio
- Full Acquisition and Divestiture Transaction Support
- Post Acquisition and Management Support

DEBT & EQUITY SOURCING

Following the project implementation phase, HOI undertakes the overall process of debt and equity sourcing. During this phase we will work closely with the client in preparing the documentation for corporate lending departments of banks and we will participate and support the client throughout the negotiation phase.

Further we assist the client in preparing professional investor materials for the project in order to engage in discussions with strategic and institutional investors for equity participation.

- Investor memorandum preparation
- Access to private equity funds
- Access to high net worth individuals and family offices
- Support in negotiating/closing contract terms
- Strong relations with major banking institutions



REAL ESTATE BROKERAGE

HOI Real Estate Brokerage division deals only with selective high end properties of our client portfolio and larger corporate transactions. We represent large mixed use projects as well as Hotel & Resorts, high quality commercial assets centrally located and commercial plots ready for immediate development. Our portfolio also includes Solar PV Parks and other alternative energy related assets.



PORTFOLIO

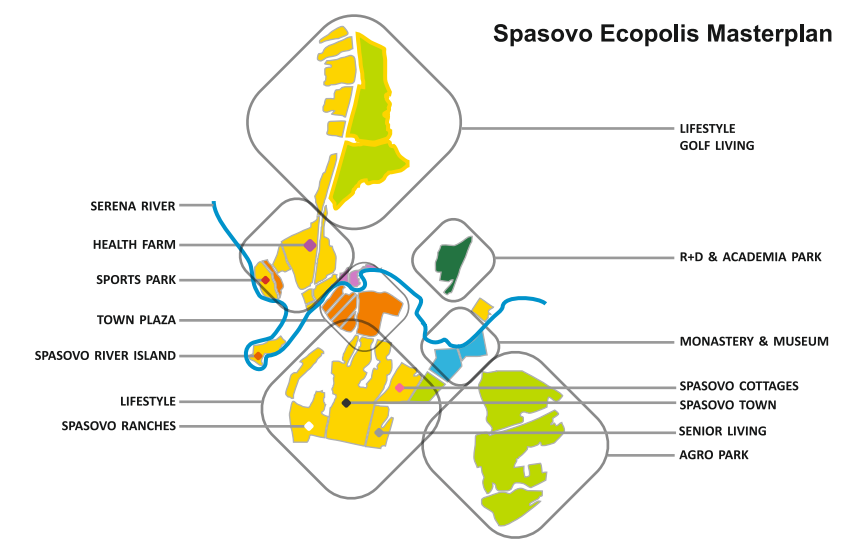
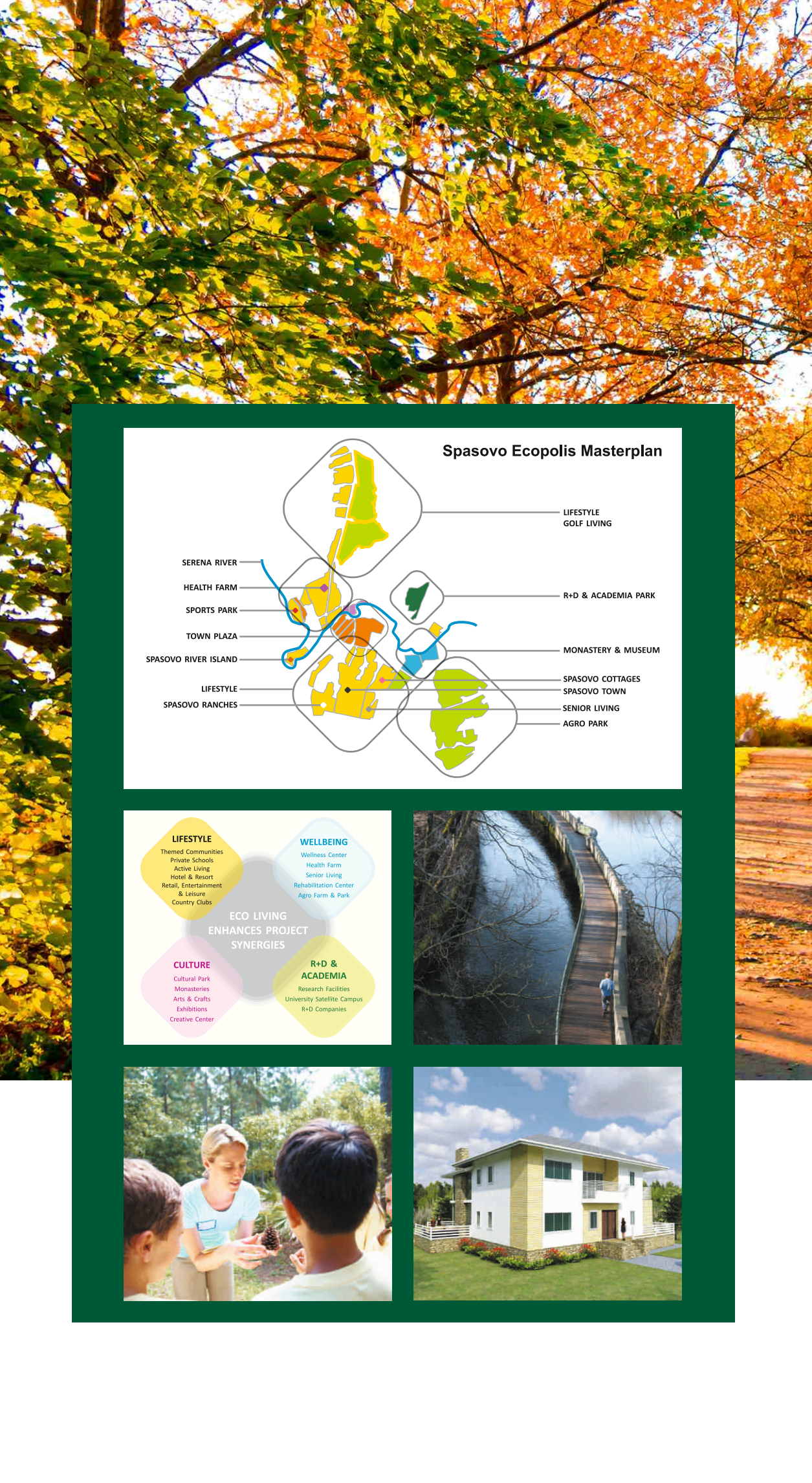
Our work portfolio which indicates the key services provided by HOI in various key projects. Every project presents a new challenge for the HOI team and we are always excited to work side by side with our clients to bring to the market new innovative ideas and make them a reality while creating significant value.



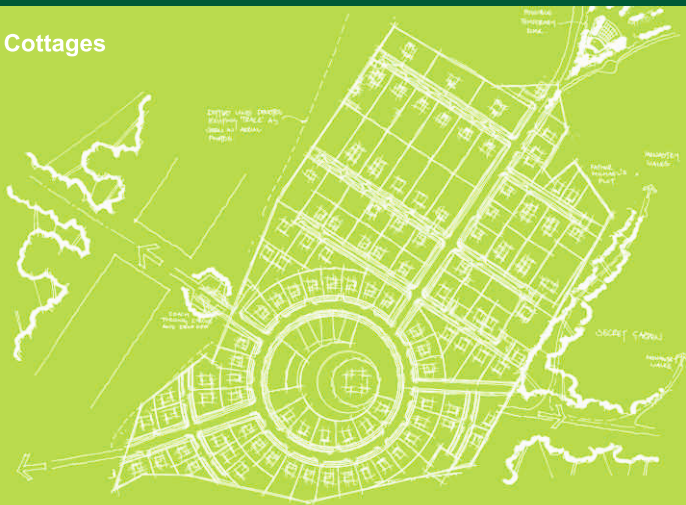
Tver Marina

"To develop the most unique Lifestyle River front Community in Russia that will set standards of excellence in Planned Green Living with an integrated blend of Lifestyle, Retail and Leisure". The main components of the scheme comprise of the Tver Marina Village, the Tver Marina Lifestyle, the Tver Marina Promenade and the Tver Marina Forest Park.





"To Develop the first Integrated Branded Lifestyle Eco Country Resort Retreat in Russia embracing a lifestyle built on Wellness, Tranquillity, Culture and Spirituality". Spasovo Ecopolis represents one of the largest planned mixed-use developments in the Kaluga region and probably in Russia. The project is developed on the basis of a world-class sustainable Lifestyle Community through innovative eco-design built on the principles of tranquillity, green living and wellbeing.





JEDDAH PARK, JEDDAH KSA

Jeddah's central thematic lifestyle shopping, business, hospitality, cultural and leisure destination, providing a mixture of unparalleled services and attractions in a distinct Park environment. Perhaps the most Innovative Lifestyle Mixed Use City Scheme in KSA that will set standards of excellence in Planned Urban Commercial Developments. Jeddah Park, represents the largest mixed-use city scheme in KSA with one of the largest retail and entertainment outlets in the country, two high end hotel towers, conference & incentive facilities and a business tower. It boasts a wealth of activities and attractions for the city residents, tourists and business travelers around the clock.



A Benoy Signature Design



NICOSIA CITY CENTER

A landmark mixed-use commercial center in the heart of the Nicosia business district aiming to attract multinational corporate tenants and high-end commercial retail brands.





LIMASSOL BLU

A robust mixed-use waterfront scheme in the heart of the Limassol tourist area boasting signature high-rise residences and luxury townhouses, high quality office space connected by themed retail and leisure. Perhaps the best waterfront lifestyle offering on the island!



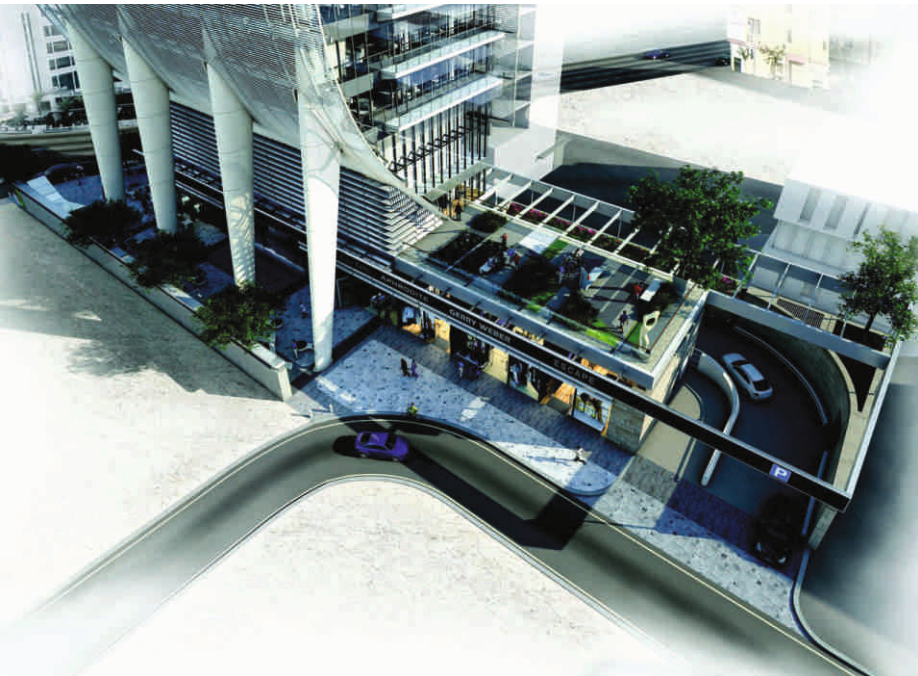


SANTA ROSA TOWER

Santa Rosa Tower is a new icon mixed use tower planned in the heart of the commercial sector of Nicosia.

OUR ROLE

- Strategy Advisory
- Concept Formulation
- Brand Strategy
- Debt & Equity Sourcing
- Brokerage Services



THE TEAM

EXECUTIVE



PANTELIS SOLOMIS

Founder & Executive Chairman

Mr. Solomis is the Founder and Executive Chairman of House of Investment. As of February 19th 2014, Mr. Solomis, has been appointed as a Special Envoy of the President of the Republic of Cyprus on the Kingdom of Saudi Arabia and GCC Affairs concerning investments in the areas of Energy, Tourism, Real Estate, Shipping and Infrastructure related projects. Mr. Solomis has a long record of accomplishment in Finance & Investments, Venture Capital and Management Consulting and has held numerous top executive positions in North America and Europe.



ANDREAS ZACHARIOU

Senior Partner

Mr. Zachariou is a partner at House of Investment, and oversees the Company's strategy advisory and business consulting practice. His main areas of interest include Concept Development, Market Entry, Corporate, Brand & Launch Strategies. Mr. Zachariou moved to business consulting almost 2 decades ago, and held various top management positions. He has an extensive knowledge of the Middle East, Southern and Central European regions advising key multinationals (Coca Cola, Nokia, NCB, Altar, etc.).



CONSTANTINOS IACOVOU

Partner - Moscow, Russia

Mr. Iacovou is a partner at House of Investment based out of Moscow, Russia dealing with Business Development and investigating new business opportunities. Mr. Iacovou has a successful history in Management Consulting especially in the Russian market specializing in the areas of Marketing Strategy, Real Estate Advisory and Investments. Mr. Iacovou led many projects with multinational and Russian Companies (TNK-BP, Rosneft, VTB-24, Status, etc.).



VLADIMIR NOVIKOV

Director - Nicosia, Cyprus

Mr. Novikov is currently a Director in House of Investment based out of the Nicosia, Cyprus office dealing with Real Estate Investments and large Mixed Use Project Development. Areas of interest include Project Development, Project Management and Real Estate Investments across various classes. Mr. Novikov has long experience in Real Estate Development and Finance in Russia, CIS and Cyprus.



STELIOS STYLIANOU

Director - Riyadh, Saudi Arabia

Mr. Stylianou is currently a Director in House of Investment based out of the Riyadh, Saudi Arabia office dealing with Real Estate Investments and large Mixed Use Project Development. Areas of interest include Business Consulting, Market Analysis, Strategy Advisory and Project Management. Mr. Stylianou has over 30 years experience in B2B consulting in the MENA Region and his industry focus is in Real Estate & Hospitality, Banking, Retail & Commercial and Chemicals sectors.



TAREQ NABER

Mr. Naber is a seasoned professional with over 20 years experience in real estate investments and business advisory in both the Gulf and greater Middle East region. He currently leads the business development activities of HOI out of the Amman office. Tareq has held various executive positions including Gulf Finance House, Bonyan International and others.



ALEX SEMENOV

Alex started his finance career with NM Rothschild & Sons Ltd in London more than 15 years ago. While at Rothschild he advised clients on Mergers & Acquisitions, Initial and Secondary Public Offerings, privatisations and restructurings. Alex advised clients in a broad range of sectors, including financial institutions, insurance, telecommunications, oil & gas, real estate, transport, utilities, chemicals, manufacturing consumer goods and retail.



GEORGE XYDAS

Mr. Xydas has more than 17 years' experience in the financial services sector, mainly in investment banking, corporate finance and asset management. As a member of the executive team of HOI, Mr. Xydas deals primarily with the large finance transactions. He is also advisor to selective large international firms for expansion strategies and corporate finance ventures.



GARY AMBRAHAM

North American Market

Mr. Abraham is a member of the Board of Directors for HOI and oversees the North America market. Mr. Abraham is the Founder of Aspect Fund Management, LLC located in Newport Beach, California, a firm specializing in the acquisition of distressed single-family homes and multi-family investments in Chicago, IL and Orange County, CA. In addition to managing AFM, Mr. Abraham is an active broker in the Orange County commercial real estate market. Mr. Abraham is on the start-up team for Bridge Commercial Properties.



DR SHALIT HANOCH

Technology & Innovation

Mr. Shalit is currently on the Board of Directors of HOI and oversees the division of Technology and Innovation. His long and impressive experience and achievements in this area provide an edge to our Investors as he provides hands on guidance to our Venture Capital and Private Equity positions.

PARTNERS

A BIT ABOUT OUR PARTNERS



Bank of Cyprus

Private Banking

Part of the leading banking and financial services group in Cyprus, the Private Banking practice of Bank of Cyprus offers banking, investment, financial and ancillary services to high net-worth individuals and their families worldwide. Service offering entails tailored-made services that are unique to client individual needs; dedicated attention of own Private Banker backed by an experienced team of investment and wealth management professionals, focused on growing, managing and protecting clients' wealth. All banking and investment requirements met through a single service point.

Newmark Grubb
Knight Frank

Newmark Grubb Knight Frank (NGKF) is one of the world's leading real estate advisory firms. Provide a fully integrated platform of services to prominent multinational corporations and institutional investors across the globe, as well as to occupiers, owners and developers of real estate on a local, regional and national level. Together with London-based partner Knight Frank and independently owned offices, NGKF's 12,000 professionals operate from more than 330 offices in established and emerging property markets on six continents. NGKF's full range of services includes leasing advisory, global corporate services, investment sales and capital markets, property and facilities management, program and project management, and valuation and advisory services.



Crossbridge Capital is an independent investment firm offering wealth management, merchant banking and principal investment services to high net worth individuals, family offices and institutions. It combines the innovation and boldness of a boutique operation with the high standards and professionalism of an institutional firm.



Sidra Capital was established in 2009, and is a Shariah compliant financial services company located in the Kingdom of Saudi Arabia, with focus on Asset Management and Corporate Finance & Advisory. Sidra Capital has completed numerous alternative investment transactions across different sectors and countries. Strong track record in creating innovative and award-winning products.



APEX Capital Partners Corp. is an experienced boutique investment advisory firm providing expert advice in the areas of citizenship acquisition, global wealth and asset management, international finance, investor immigration and real estate investments. The firm has been servicing high net worth clients in foreign investments and citizenship acquisition over the past 20 years.

Benoy

A world renowned architecture and master planning team of talented individuals working from design studios in the UK, Middle East, India, China and Asia. Founded in UK in 1947, Benoy is now a truly global player, a leading creative force, having received numerous awards.

The firm's design portfolio includes award winning developments throughout the world.



UPMC is an integrated global health enterprise headquartered in Pittsburgh, Pennsylvania and is one of the leading nonprofit health systems in the United States and internationally. UPMC transformed the economic landscape in western Pennsylvania, creating a genuinely integrated health delivery system with internationally renowned centers in transplantation, cancer, neurosurgery, rehabilitation, geriatrics, and woman's health, pediatrics and several other core competencies. UPMC actively commercializes its expertise globally bringing world-class health care, advanced technologies, and management skills to markets through its International and Commercial Services Division.



A world renowned Golf Course design and development team led by Greg Norman and Steve Forrest. First established in 1987, Greg Norman Golf Course Design (GNGCD) and Greg Norman are today recognized as the premier signature golf course designers and architects in the world. GNGCD has opened 77 courses worldwide and has an additional 37 projects in various stages of development.

Hills & Forrest, International Golf Course Architects are rightfully considered among the game's elite practitioners of golf course architecture. To date, there are more than 240 of the firm's original designs in play across the United States, Europe and Asia.

360insights

A leading European market research and business consulting firm with customer centric and results driven focus; strong commitment in building business relations and focused to growing clients' businesses and brands. Experts in brand development & positioning, product development and optimization, pricing strategy and market & targeted segmentation projects thorough the utilization of advanced analytics, the development of predictive models, the deep market knowledge and the strength of sector/category expertise.

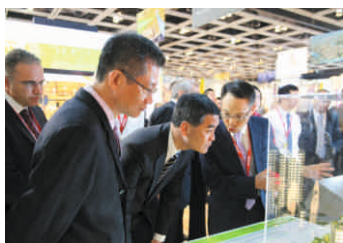


The partnership of Astra Group and Ingeniería Civil del Atlántico, S.A. (INCAT) represents today a leading player in Waterfront and Marina Design, Branding, Build and Operations in Europe. The sectors of activity include concept development and development strategy, feasibility/technical studies, equipment supply & installation, building services & construction, project management, marina promotion and consulting.

All infrastructure services including transportation engineering, coastal engineering, hydraulics and environment offered by INCAT, a Spanish engineering company established in 1998. INCAT is the Winner of the PIANC 2012 Marina Excellence Design Jack Nichol Award.

EVENTS

- THE CYPRUS INVESTOR FORUM 2015
- KEY INVESTOR VISITS - UAE INVESTOR FORUM 2014
- CHINESE INVESTMENT FORUM 2013
- MIPIM CANNES 2013
- THE CYPRUS INVESTORS SHOW 2013
- SPASOVO COTTAGES EVENT, KALLUGA AIR SHOW 2013
- MIPIM ASIA IN HONG KONG 2012
- SOCHI INVESTMENT FORUM 2012





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