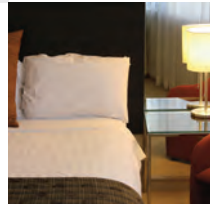
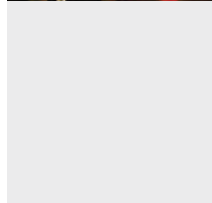


“Hospitality
is our
passion,,

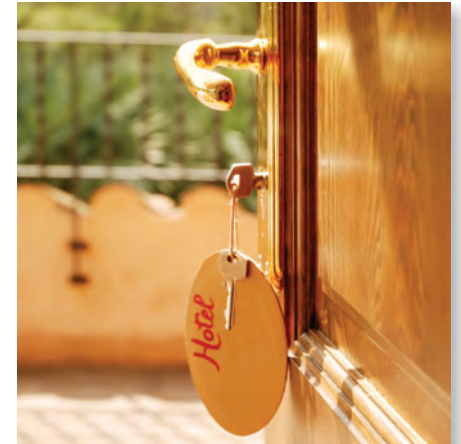


Hotel Management in Russia

The Company

IFK Hotel Management is an independent company specializing in the professional management of hotels and hotel complexes located in the territory of the Russian Federation and CIS countries. IFK Hotel Management is a representative of the international hotel operator Golden Tulip Hospitality Group. Each Golden Tulip Hospitality Group hotel is expected to maintain strict standards of quality while reflecting the ambience, traditions and heritage of the area in which it operates. As a representative of Golden Tulip Hospitality Group, we offer comprehensive management solutions to hotel owners, including participation in concept development, operational services, implementation of marketing programs and HR management. We are fully committed to hotel owners to create returns and enhance asset value.

Golden Tulip Hospitality Group is an international hotel chain, founded in 1962 in the Netherlands. From July 2009 Golden Tulip forms a strategic alliance with European hotel operator Louvre Hotels. Today the alliance is the second largest player in European hotel market and the eighth biggest hotel group worldwide, representing more than 1,000 hotels with a total 83,000 rooms in 42 countries. Golden Tulip Hospitality Group entered the Russia and Belarus hotel markets by signing 'Development and Representation Agreement' with IFK Hotel Management in February 2009. The group offers a scope of brands ranging from three to five stars in traditional city hotels, hotels at airports, long-stay accommodation, and resorts. Golden Tulip Hospitality Group aims to provide a wide ranging spectrum of services, benefits and facilities from the budget to the luxury category. Each brand: Tulip Inn, Golden Tulip and Royal Tulip is designed to maximize revenues and profits for hotel owners utilizing all the opportunities and synergies that being part of an international chain offers.



“ The Russian hotel management company with the authority of the international hotel operator „

The Brands



TULIP INN

Midscale hotels

Tulip Inn brand provides functional hotels that offer essential services and facilities for business and leisure guests.

Warm, friendly and welcoming service is complemented by well designed, comfortable accommodations and innovative bar and restaurant concepts.

Ideally located for ease of access, Tulip Inns provide modern meeting facilities with access to state-of-the-art meeting technology.

Core values
Friendly service
Exceptional value for money!
The Essentials Well Done



GOLDEN TULIP

Upscale hotels

Golden Tulip offers the discerning traveler cultural originality and comfort in an invigorating and original style.

With state-of-the-art meeting facilities and a vibrant mix of bars and restaurants, Golden Tulip hotels are designed to exceed guest expectations.

All Golden Tulip hotels are situated in key city - or resort locations.

Core values
Surprising Services
Exceptional Food & Beverage
Polished execution



Luxury Upscale hotels

Royal Tulip hotels offer the most elegant facilities with deluxe level of comfort and personal service.

Inspirational bespoke interior design along with our unique 'invisibly visible' approach to service ensures that Royal Tulip hotels offer guests a quintessentially traditional, highly personal experience.

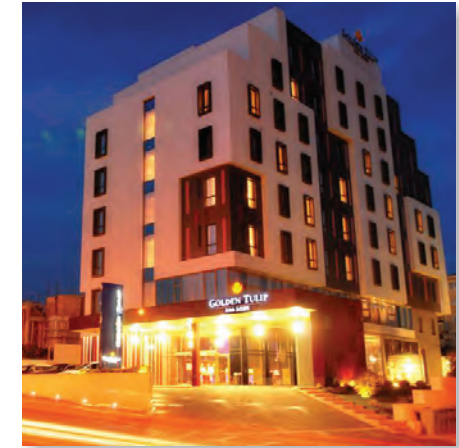
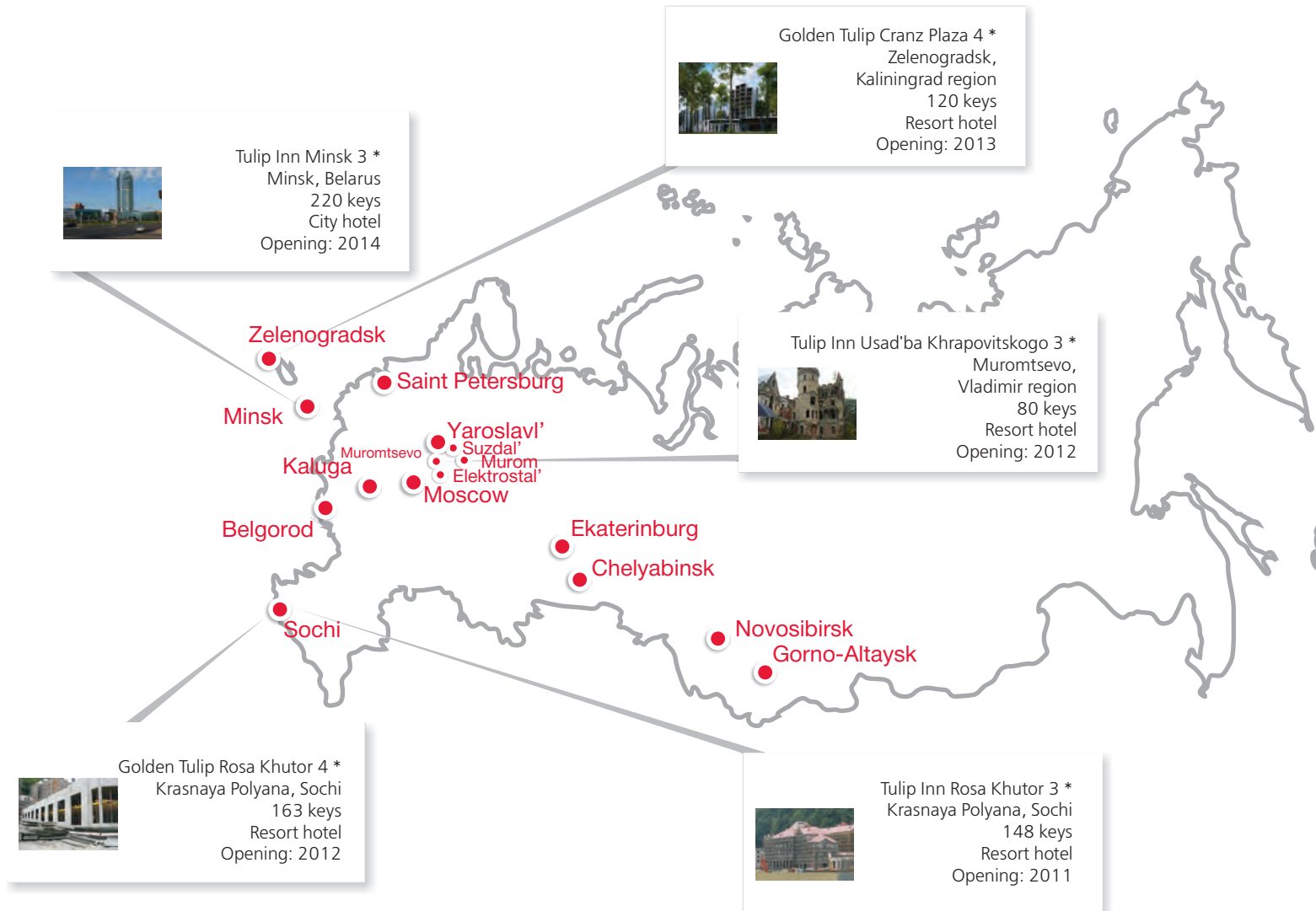
Ultra-modern amenities ensure that Royal Tulip hotels are 'business perfect': discretely providing guests with the latest cutting-edge technology at their fingertips when needed.

Core values
Embraceable you
Location, location, location
Business Perfect



“ You choose the brand which best meets both your business needs and demands of your guests „

The Projects



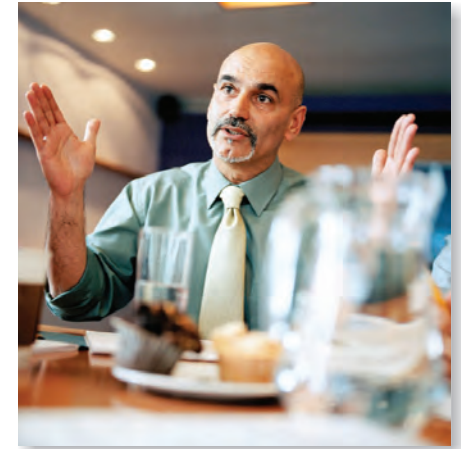
“Currently IFK Hotel Management portfolio includes more than 30 hotel projects in different regions of Russia and Belarus,,

Complete management services: from idea to partnership

The complex structure of the hospitality industry requires the implementation of exclusive solutions proven and based on years of professional experience. Working with IFK Hotel Management you can be assured of getting comprehensive expert support at every stage of project development.

Building, renovating, and re-positioning hotels and resorts requires unique skills and strong depth of experience. IFK Hotel Management can manage the process from concept through opening, including concept development, marketing plan development, FF&E and systems recommendations, pre-opening planning and management.

Recognizing that no two properties have the same operational needs, IFK Hotel Management works with owners to structure management contracts that consider each property's strengths and how best they can be supported. Our goal is to provide the services needed, at a cost that ensures ownership an optimal long-term return on investment.



“ At every stage of the project, you have complete control over the situation „



Competences and services: more expertise, more value

Our Competences and Services

Consulting

To identify and recommend potential alternatives prior to commencement of construction we provide a suite of consulting services at conceptualization, space planning, design and functional zoning phases of the project.

Technical Support

Assisting with every step of the way from initial concept to obtaining the right operating equipment and supplies for your hotel.

Pre-Opening

Extensive support services in the pre-opening phase. We coordinate all opening activities, sales efforts, advertising and promotion necessary for the successful opening of your property.

Professional Management

Professional management of day-to-day operations and full responsibility to provide highly productive and efficient service at every stage

Sales and Marketing : effective use of resources by planning and implementing innovative marketing and advertising campaigns and proven sales techniques.

Revenue Management : best price sales policy customized for each property and unique to your market.

Human Resources : we creatively recruit, hire, and effectively train the right people to help you accomplish your goals. Professional Golden Tulip trainings bring your staff up to corporate standards.

Financial Management : monitoring and evaluation of financial results, revenues and expenditures management; budget planning and execution.

Quality Management: we develop control and implementation programs to maximize value derived from brand standards and ensure absolute guests satisfaction.

Your Advantages

The proposed project is fully responsive to market conditions.

Hotels are constructed and equipped in compliance with international brand standards.

Prompt and successful hotel launch into regional hospitality market.

Maximum sales impact.

Significant increase of property revenue.

Excellent work environment to foster employee commitment and performance.

Best measures of financial performance and connection of these metrics with the hotel's strategic goals.

High quality of service guaranteed.



“We create commercial advantages and improve your hotel operational values ,”

The Advantages

- We provide turnkey hotel management solutions designed to maximize profitability by increasing revenues, reducing costs and improving efficiency. We believe in focusing on quality and responsibility to achieve high performance standards within each brand.
- We offer portfolio of well recognized and respected hotel brands.
- IFK Hotel Management team has a combined accumulation of over 50 years of successful experience in the hospitality and directly involved in delivering on our owner's visions and long term goals for every property we work with.
- We make quick and effective decisions both of local and international levels, our customers get guaranteed results just in time.
- Our business is completely transparent. Our customers know they are getting exactly what they pay for.
- We are always close by.



***“ Hospitality traditions
combined with innovative
business solutions „***

The Team

Our business philosophy carefully balances guest experiences, employee fulfillment, and owner return.

Our team has extensive experience and knowledge of the hospitality industry as well as professional management practices. If your goal is to build a profitable hotel business, we are ready to serve you and help you make it happen.



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“You've got the means to grow your business, we've got expertise to take it one step further „

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