K&G Med. Marinas Management (The Company)

- Established in Athens in 2001
- Main objective: Construction / operation of tourist harbors

The main share-holder of the company is:

"KIRIAKOULIS MEDITERRANEAN CRUISES SHIPPING S.A"

(www.kiriacoulis.com)

Business objective
- To develop a chain of modern marinas in the Mediterranean.
- To ensure:
  - Absolute contentment of our customers.
  - Successful course on a business level.
No.1 CHARTER COMPANY IN THE MEDITERRANEAN & No. 3 IN THE WORLD
What do we do?

Is this site suitable for a marina?
Does a market exist for this marina project?
Can this marina make business sense in this location?
How can the efficiency of this marina be improved?
How to improve the rendered services?
How to maximize profits?

Our company has the answers to all these frequently asked questions, providing comprehensive operational management and/or consultancy, by corporate staff with extensive experience in marina operation.

Experience and knowledge of:
● Nature of the service offered
● Market trends,
● Customer needs,
● Cost efficiencies
● Broad industry prospective

CAPABILITY OF MAXIMIZING MARINA EFFICIENCY & VALUE
MARINA MANAGEMENT & ADMINISTRATION

- Personnel training and recruitment
- Marina management software
- Marina management systems
- Financial and accounting services
- Marketing
- Continuous assessment of marina condition
- Statistical data analysis
- Budget planning
CONSULTANCY SERVICES

- Modernization and optimization of existing marinas
- Problem solving (Management, Financial, Legislative)
- Analysis of berth optimization
- Improving operational efficiency
- Marketing
- Branding
- Pricing Policy
PROJECT MANAGEMENT

✓ Business Plan
✓ Marina feasibility studies
✓ Market analysis
✓ Financial analysis
✓ Environmental studies (compliance with local and international environmental laws and regulations)
✓ Evaluation of alternative sites for marina development

✓ Preparation of reports (Business, operational, statutory)
✓ Consideration of project financing options
✓ Full range of engineering studies, including:
  - Maritime and Harbor works
  - Building and landscaping
  - Environmental impact assessment
  - Numerical modeling for wave climate prediction and coastal dynamics analysis
✓ Analysis of the services and facilities to be developed
✓ Evaluate marina products and services at competitive prices
✓ Feasibility study and cost benefit analysis
✓ Tender documents preparation
✓ Project management during the marina construction stage including:
  - Design evaluation
  - Supervision of construction
  - Quality assurance
  - Time and Cost control
MARKETING & SALES

- Preparation and implementation of marketing plan (Advertising, Website, Exhibitions/Boat Shows, Direct marketing)
- Customer database
- Customer service
- Complaint management
- Long Term berth sales/pricing
DUSSELDORF INTERNATIONAL BOAT SHOW
GOUVIA MARINA

The first private marina in the Ionian Sea. Overtaken in 1996 by the Hellenic Tourism Organization.

THE PROJECT


THE MARINA

Capacity: 1200 berths
Dry Docking: 550 boats
Max Length: 80m.
Max Draught: 6m.
High Standard of services and facilities.
Full range of maintenance / repair works.
Travelift 65t – Crane 60t.
LEFKAS MARINA

A brand new and modern marina.
Completed in 2002.
Overtaken in 1999 by Lefkas Prefecture.

THE PROJECT

Construction of marine works.
Installation of floating pontoons.
Construction of 7.000 sq. m buildings.
Extensive site arrangements.
Cost € 26,5 mil.

THE MARINA
Capacity: 620 berths
Dry Docking: 280 boats
Max Length: 45m.
Max Draught: 3,5m.
High Standard of services and facilities.
Full range of maintenance / repair Works.
Travelift 150t
Travelift 70t
Mobile Crane 60t.
ZEA MARINA

A marina with historic significance totally renovated for the 2004 Olympic Games. Overtaken in 2002 by the Hellenic Tourism Organization.

THE PROJECT


THE MARINA

Capacity: 670 berths
No dry docking or repair capabilities
Maximum length: 80m
Maximum draught: 6m
KALAMATA MARINA

A small but attractive marina. Overtaken by the Municipality in 1998.

THE PROJECT

Upgrading and renovation of the existing installations. 
Cost € 450,000

THE MARINA

Capacity: 250 berths
Dry docking: 150 boats
Maximum length: 25m
Maximum draught: 3m

Very good services and facilities. Satisfactory range of maintenance and repair works. 
Travelift 60t.
RESULTS

- Continuously increasing rates of permanent and transit boats.
- Creation of new markets. Creating a market in the Ionian Sea which did not exist before.
- Better berth allocation, management techniques and intensive marketing leading to higher revenues and profits.
- Establishment of a well known brand name.
- The only network of marinas in Greece and at the same time one of the most recognized in Europe.
- High level of customer service leading to increasing number of repeat sales.
RESULTS IN OCCUPANCY
AVERAGE OF MOORED BOATS

LEFKAS MARINA

Number of boats

122 281 436 535

GOUVIA MARINA

Number of boats

396 645 857 914 1079

ZEA MARINA

Number of boats

2005 2006 2007
640 658 720

KALAMATA MARINA

Number of boats

215 234 238

K&G
MED. MARINAS MANAGEMENT
RESULTS IN NUMBERS
TOTAL REVENUES

GOUVIA MARINA

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<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
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<tr>
<td>1996</td>
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<tr>
<td>2005</td>
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LEFKAS MARINA

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
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<tr>
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<tr>
<td>2007</td>
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Other Recent Projects

The most significant project involvements of “K&G” in Greece and abroad, during the recent years, are as follows:

- **Aghios Nikolaos Marina, Crete**
  
  “K&G” undertook the promotion and marketing campaign of the Aghios Nikolaos Marina, in Crete, for three (3) years. The marina is a municipal one, with a total capacity of 255 berths and approximately 100 dry docking places. The “K&G” contribution was outstanding as within this period the marina doubled the number of moored boats and tripled the incomes.

- **Larnaka Marina, Cyprus**
  
  “K&G” is currently participating in a big bidder consortium applying for the tender process for the award of the re-development of Larnaka Port and Larnaka Marina in Cyprus. As such, “K&G” undertook the complete organizational and operational proposal of the 850 berths marina.

- **Aghios Kosmas Marina, Athens**
  
  “K&G” participated in 2006 in bidder consortium applying for the tender for the award of the management of Aghios Kosmas marina in Athens. As such, “K&G” undertook the complete organizational and operational proposal of the 550 berths marina. The consortium was not awarded at the end.

- **Faliro Marina, Athens**
  
  “K&G” participated in 2007 in a big bidder consortium applying for the tender for the award of the management of Faliro Marina in Athens. As such, “K&G” undertook the complete organizational and operational proposal of the 250 mega berths marina. The consortium was not awarded at the end.
• **Aigina Marina, Aigina island**
  “**K&G**” carried out a feasibility study and modernization study of the 180 berths marina in Aegina island in the Saronic Gulf.

• **Rafina marina, Attica**
  A preliminary feasibility study as well as a financial analysis was carried out for a 150 berth marina next to the main port of Rafina in Attica.

• **Milos Marina, Milos island**
  A preliminary feasibility study was carried out for the protected bay of Milos island in the Aegean Sea, including berths for 80 yachts.

• **Patra Marina, Peloponnesse**
  A berth optimization and financial analysis was carried out for the existing marina in Patras.

• **Nea Peramos, Peloponnesse**
  A full range of engineering studies completed recently for a new 500 berths marina project in Nea Peramos opposite of Salamis island, close to Athens.