Investing in Greek Hotels: A Value-Add Opportunity

Transform underperforming Greek hotels into high-value hospitality assets. Our strategic approach targets properties with untapped potential in prime tourist locations.

This presentation outlines our investment thesis for acquiring and renovating select Greek hotels to capture significant upside in a growing market.

CZ by Constantinos Zavos

Market Overview

38M

Visitors

Total tourists to Greece in 2025

€23.6B

Tourism Revenue

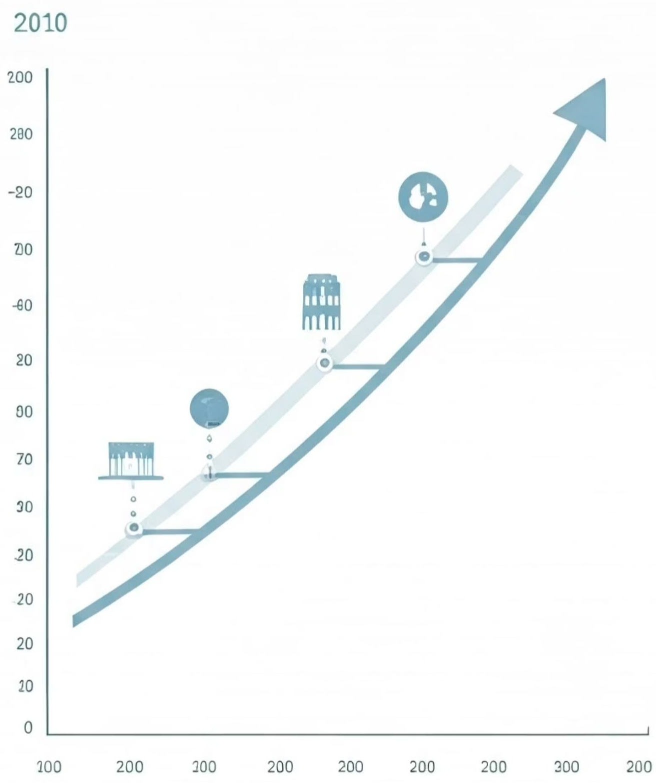
Travel receipts in 2025, up 9.4% from 2024

€602

Average Spend

Per tourist visit in 2025

Greece's tourism sector shows remarkable resilience and growth, achieving a record-breaking third consecutive year in 2025. The upward trajectory creates an optimal environment for strategic hotel investments.



Investment Strategy

Target Properties

Hotels with 30-120 rooms in established tourist destinations with proven demand.

Acquisition Parameters

Maximum purchase price of €100,000 per room, focusing on properties with value-add potential.

Value Creation

Strategic renovations to increase star rating, ADR, occupancy rates, and overall asset value.

We target underperforming assets with structural advantages. Our disciplined approach ensures we only acquire properties with clear value-creation paths.

Target Property Profile

Prime Locations

Popular destinations like Crete, Rhodes, and Santorini with established tourism infrastructure

Current Classification

2-3 star hotels with physical potential for upscaling to 4-star boutique status

Performance Metrics

Below-market occupancy rates and RevPAR indicating improvement potential

Hidden Value

Properties with good bones but outdated amenities, management, or marketing

Renovation Strategy

1. **Assessment**

   Property evaluation and detailed renovation planning

2. **Design**

   Creating contemporary aesthetic while preserving Greek character

3. **Execution**

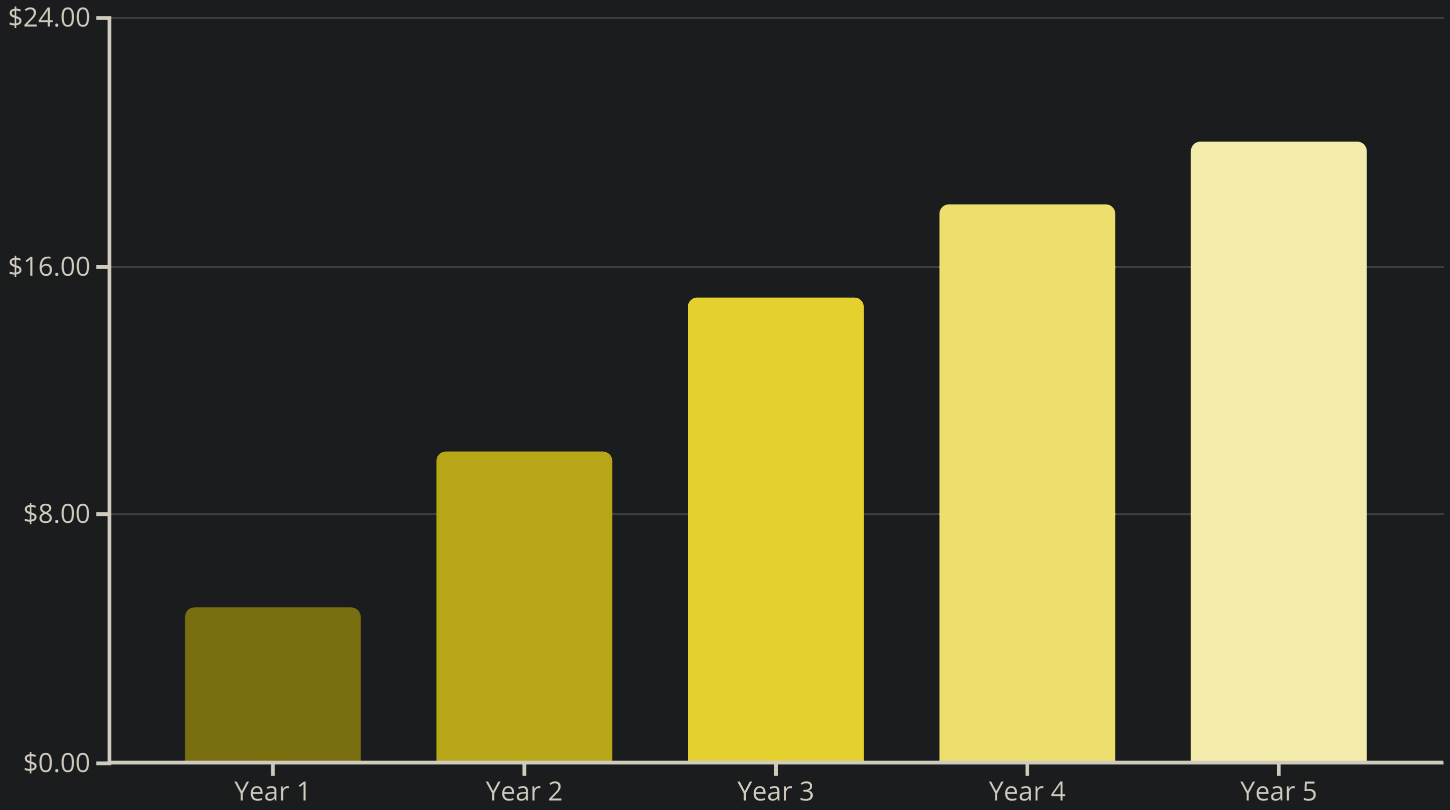
   Comprehensive upgrades to rooms, common areas, and amenities

4. **Relaunch**

   Rebranding and reopening with new positioning

Budget: €15,000-€30,000 per room. Timeline: 6-12 months, targeting completion before peak season.

Financial Projections



Total investment typically ranges €3-6 million. We target 15-20% annual ROI after stabilization with a 5-7 year payback period.

Case Study: Hotel Turnaround

Before Renovation

3-star, 60-room hotel in Aegina

€50,000 per room purchase price (€3,000,000 total / 60 rooms)

Purchase price: €3,000,000 total

Average daily rate: €80

After Renovation

Luxury 4-star beachfront hotel

€66,667 per room renovation cost (€4,000,000 total / 60 rooms)

Renovation cost: €4,000,000 total

Average daily rate: €150

Total investment: €7,000,000 (€3M acquisition + €4M renovation). ADR increased from €80 to €150 (+88%). Property transformed from 3-star to luxury 4-star beachfront hotel in Aegina.

€1,500,000

Potential EBITDA

Annual EBITDA after stabilization

€15,000,000

Potential Asset Value

Estimated property value post-renovation

Market Demand Drivers

Growing International Tourism

Increasing flight connections and cruise traffic

Experiential Travel Trend

Rising demand for authentic local experiences

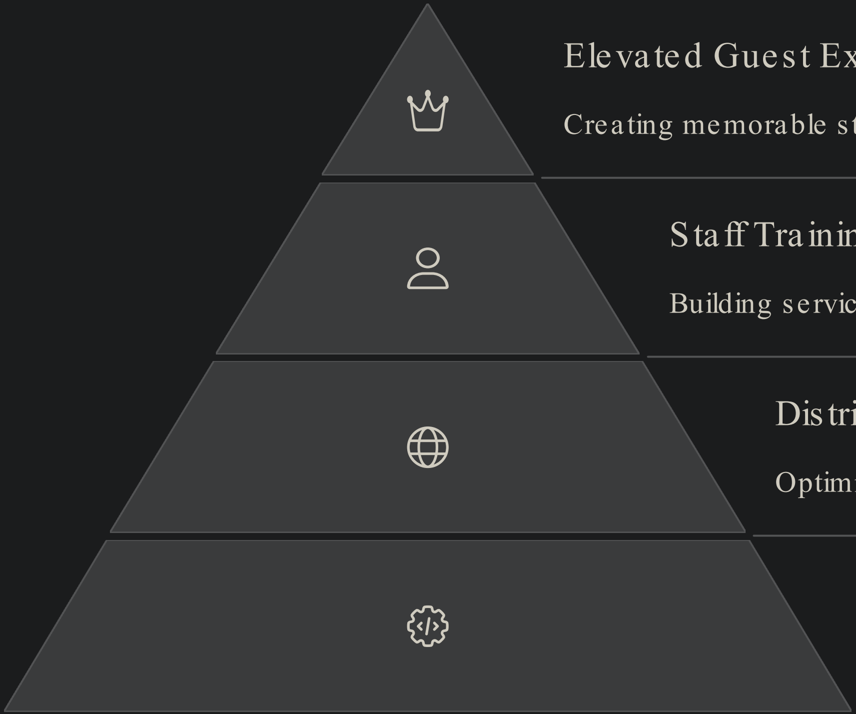
Extended Tourist Seasons

Growing popularity of shoulder months

Boutique Hotel Popularity

Travelers seeking unique accommodations over chains

Operational Improvements



Elevated Guest Experience

Creating memorable stays

Staff Training & Development

Building service excellence

Distribution & Marketing

Optimizing channels and visibility

Systems & Technology

Implementing revenue management tools

Sustainability Initiatives

Energy Efficiency

Modern HVAC systems, LED lighting, and smart room controls reduce energy consumption by up to 30%.

Water Conservation

Low-flow fixtures and water recycling systems save up to 40% compared to traditional hotels.

Waste Reduction

Comprehensive recycling programs and elimination of single-use plastics align with modern guest values.

Green Certification

Pursuing recognized eco-certifications like Green Key enhances marketability to conscious travelers.

Risk Factors and Mitigation

Seasonality	Develop off-season attraction strategies and events to extend profitable operating period
Competition	Differentiate through unique experiences, superior service, and targeted marketing
Economic Fluctuations	Maintain financial reserves and implement flexible pricing strategies
Regulatory Changes	Partner with local experts and maintain strong relationships with authorities

Our strategy incorporates robust risk assessment and mitigation planning. We prepare for multiple scenarios to ensure investment resilience.

Greek Subsidies and Government Support

The Greek government offers substantial incentives for hotel investments through the Development Law and EU co-funded programs, providing up to 40% in capital subsidies for qualified projects.

Investment Law 4887/2022

Provides tax exemptions, cash grants, and leasing subsidies with enhanced support for island and border regions.

Greece 2.0 Recovery Fund

Allocates €320 million specifically for tourism upgrading with emphasis on energy efficiency and digital transformation.

Fast-Track Licensing

Strategic investments exceeding €10 million qualify for expedited approval procedures and dedicated government support.

EU Structural Funds

NSRF programs offer additional financing options for tourism SMEs focused on modernization and sustainability.

Investors can combine multiple support mechanisms, potentially covering up to 60% of renovation costs when sustainability measures are incorporated. Enterprise Greece provides comprehensive guidance through the application process.

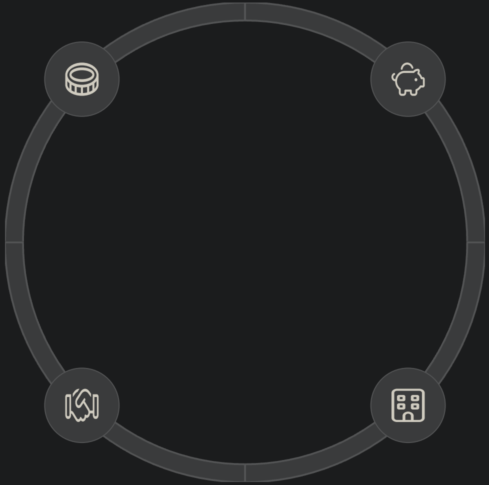
Funding Options

Equity Investment

30-40% of total project cost

Bank Financing

60-70% LTV ratio available for qualified projects



Mezzanine Financing

Bridge financing options for qualified projects

Government Incentives

Greek development law benefits for tourism investments

Timeline and Milestones

Property Acquisition

Months 1-3: Due diligence, financing, and closing

Renovation Phase

Months 4-9: Execute renovation plan and rebranding

Pre-Opening

Months 10-12: Marketing, hiring, and staff training

Stabilization

Year 2: Performance optimization and market positioning

Exit Preparation

Years 3-5: Maximize profitability and prepare for exit

Investment Summary

Market Opportunity

Capitalize on growing Greek tourism market

Value Creation

Strategic renovations to underperforming assets

Compelling Returns

Target 15-20% annual ROI after stabilization

Our approach combines local market knowledge with international hospitality standards. We're positioned to deliver exceptional returns by transforming underperforming Greek hotels.

Investment Opportunity

Unlock the potential of Greece's thriving hospitality sector. We invite you to partner in transforming prime hotel assets into high-performing investments with tailored structures.

Total Equity Raise

Up to €20,000,000 for this first fundraising round

Investment Types

- Bonds (Fixed Income)
- Preferred Equity
- Regular Equity

Investor Returns

- Returns range from 6% to 15% depending on investment type and structure
- Fixed Returns
- Waterfall Returns

Management Team

Experienced Leadership

- **Constantinos Zavos - Chairman:** Veteran in Greek real estate and hospitality, with decades of experience in strategic investments and government relations.
- **Panagiotis Papagiannis - COO:** Responsible for operational strategies, including acquisitions, renovation oversight, and day-to-day management.
- **Manos Michaelides - F&B Manager:** Specializes in creating exceptional F&B concepts and driving ancillary revenue through gastronomy and service excellence.

Our leadership team combines profound local market insights, international hospitality experience, and robust relationships in Greece, ensuring a solid foundation for success in the luxury boutique hotel segment.

Thank You

We appreciate your time and interest in investing in Greek hotels. We are confident in our strategy to unlock significant value in this promising market.

For more information or to discuss this opportunity further, please contact us:

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