

HOTEL MANAGEMENT IN EUROPE



Hospitality
is our credo





SYNERGY COMFORT HOTELS

hospitality is our credo

Synergy Comfort Hotels Company was set up in the Netherlands on the recommendation and with the help of Marriott International. The company specializes in management of hotels and hotel complexes in Western and Eastern Europe, as well as in the CIS countries.

SCH collaborates on franchise agreements basis with the Industry leaders like: Marriott International, Inter-continental Hotel Group, Best Western and Hilton.

OVER **25 YEARS** OF EXPERIENCE



Marriott
INTERNATIONAL

IHG[®]

BW | **Best Western.**
Hotels & Resorts

A **ACCOR**

RHG **RADISSON**
HOTEL GROUP™

All our specialists are certified for franchise management and have many years of operational and management experience in hotels of various brands.

Over the years we have honed practices for effective management in existing hotels and clusters, as well as at the stage of opening, formation and launch of properties.

KEY PEOPLE

HEADQUARTERS THE NETHERLANDS

Alex Nurock

Director, hospitality experience:
more than 25 years

Marriott, Golden Tulip, IHG Hotels in
France, Russia, Germany and Armenia

Karina Galustiants

Director, hospitality experience:
more than 25 years

Marriott Int, IHG, Radisson and Best
Western in Russia, Germany, the
Netherlands, Slovenia and Kazakhstan

OFFICE IN SPAIN

Olga Pardal

Regional Director of Revenue
Management and E-Commerce,
hospitality experience: more
than 20 years

Marriott, Hyatt and Fairmont Hotels in
Spain, Russia, Mexico, Germany, the
Netherlands and Slovenia

OFFICE IN GERMANY

Rolf Steinert

Director, hospitality experience:
more than 30 years

IHG, Marriott, Maritim Hotels in Germany

Olga Kruglyak

Regional HR-director, hospitality
experience: more than 20 years

Hyatt, Ritz-Carlton, Swissotel, IHG, Best
Western in the USA, Russia, Germany, the
Netherlands, Slovenia

OFFICE IN SLOVENIA

Dejan Steiner

Director, hospitality experience:
more than 25 years

Hilton, Best Western, IHG Hotels in
Slovenia, Egypt, the Netherlands

Olga Pilosio

Revenue Manager, hospitality
experience: more than 10 years

Marriott, Best Western in Russia and
Slovenia

WIDE RANGE OF SERVICES



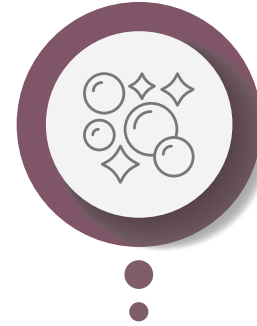
OUR EXPERTISE



Increasing profitability of the property and maximizing owner's income



Connection and expansion of global booking and sales channels



Transparent financial and management reporting



Selection of effective marketing programs based on the needs of a particular Hotel



Implementation of modern control procedures and optimization of activities of operational departments



Increasing hotel recognition in the domestic and international markets

COMPANY KEY FINANCIAL INDICATORS

Indicators in EUR	Current projects	Pipeline projects	Total, including pipeline
Total market value of the projects under management	175 124 063	174 509 362	349 633 425
Annual turnover	30 399 318	39 655 354	70 054 672
Annual EBITDA	9 721 338	12 293 159	22 014 497

ACHIEVEMENTS

GROWTH OF KEY PERFORMANCE HOTEL INDICATORS 2016-2019

Market Share
Index RGI

12%

RevPAR

+22%

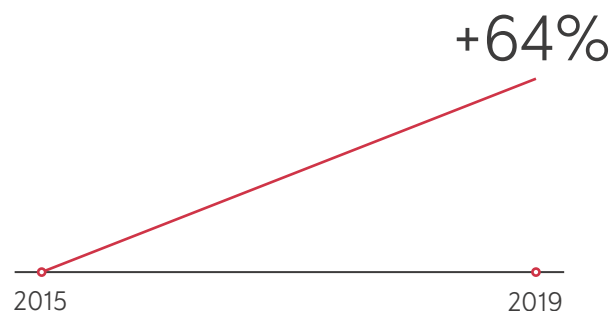
Revenue

+24,9%

HP

+43,8%

COMPANY SCH TURNOVER GROWTH 2015-2019



HOTELS IN MANAGEMENT

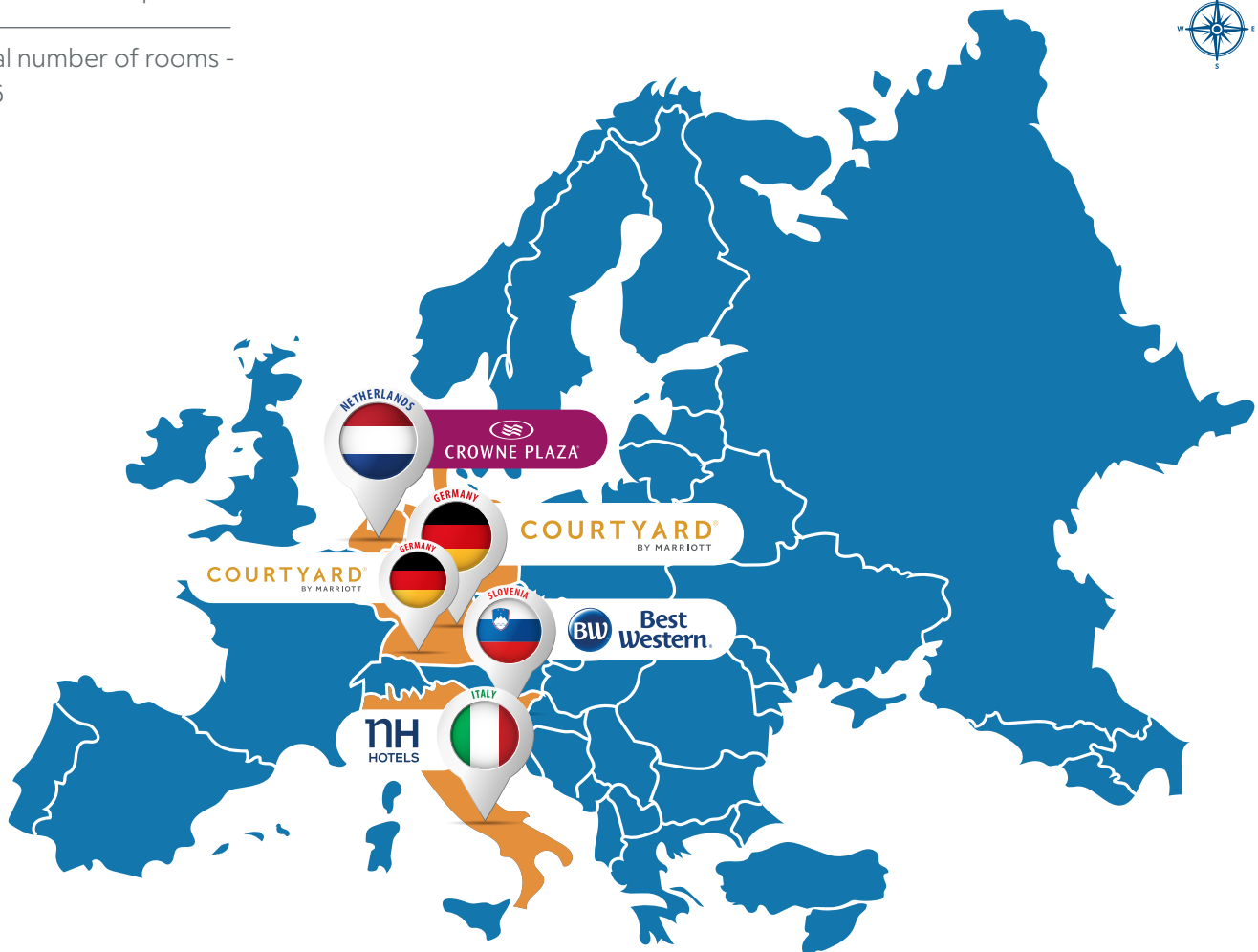
819
NUMBER OF ROOMS

Projects in development:

10 hotels in Europe

Total number of rooms -
1576

The Netherlands – Crowne Plaza, IHG
Germany – Courtyard by Marriott Hafen,
Courtyard by Marriott Seestern
Slovenia – Best Western
Italy – NH Hotels, hotel management
supervising

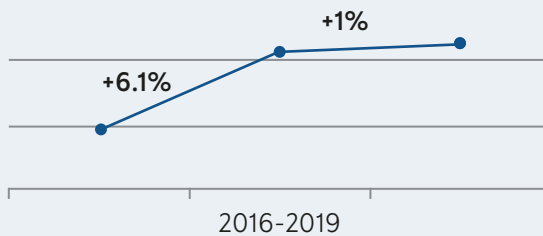


Crowne Plaza

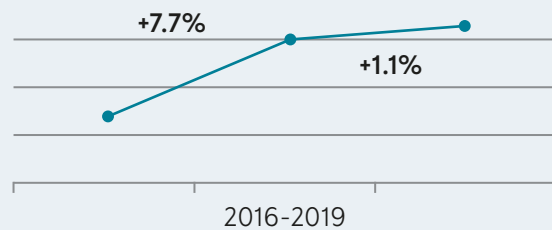
The Netherlands



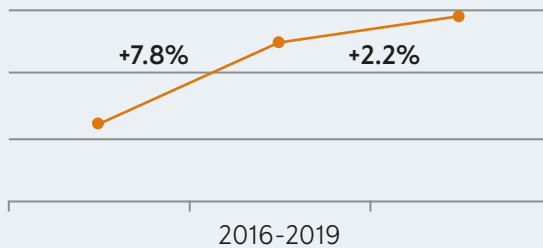
Average Occupancy Growth



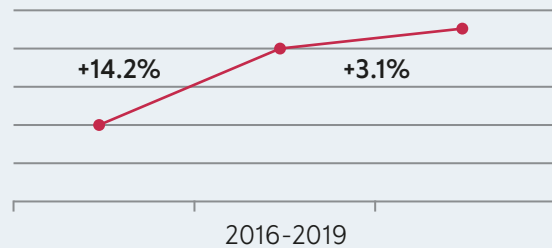
RevPar Growth

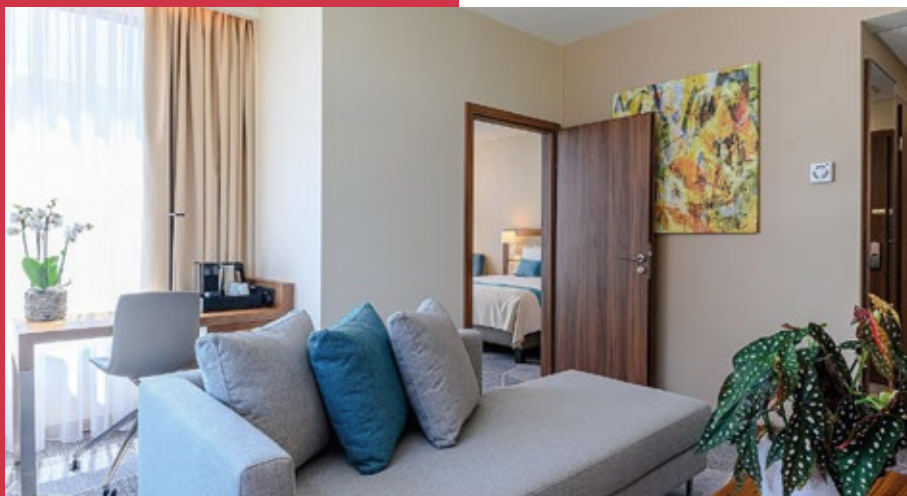
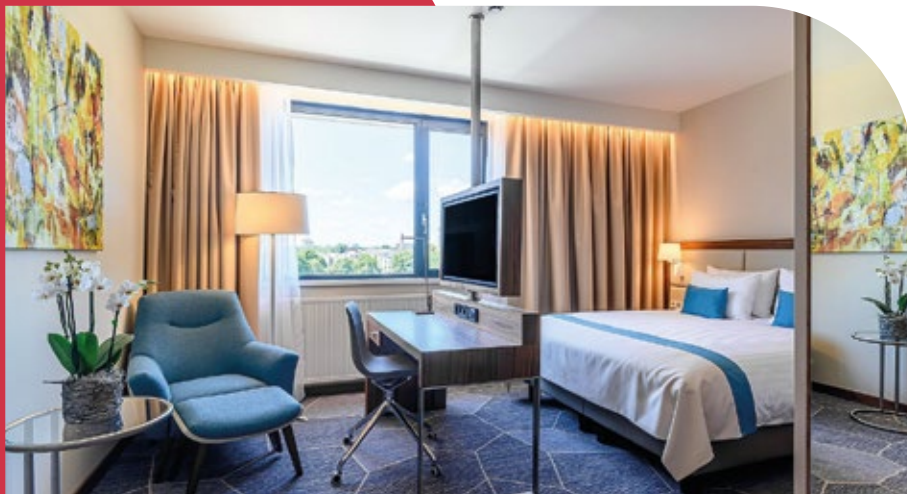


Revenue Growth



GOP Growth





Under
Management
since

2013

Number of rooms

174

Restaurant seats

120

Conference rooms

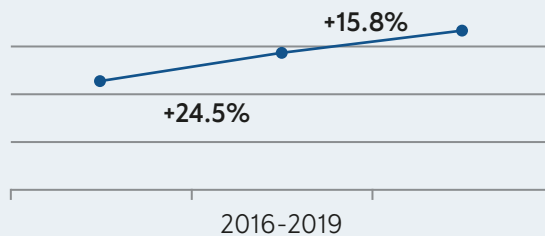
900 m²

Best Western

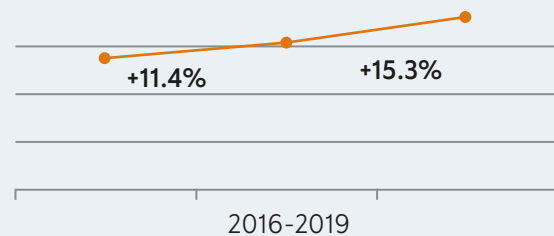
Slovenia



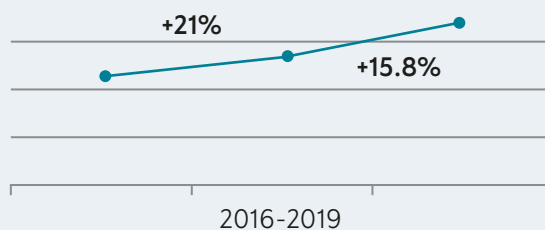
Average Occupancy Growth



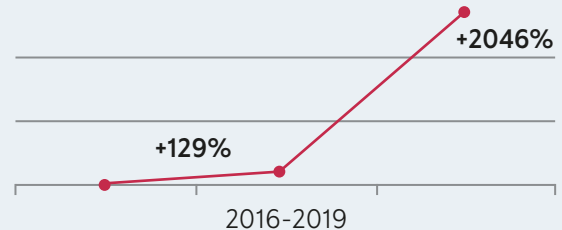
Revenue Growth



Total RevPar Growth



HP Growth



HOSPITALITY IS OUR CREDO



Under
Management
since

2016

Number of rooms

74

Restaurant seats

180

Conference rooms

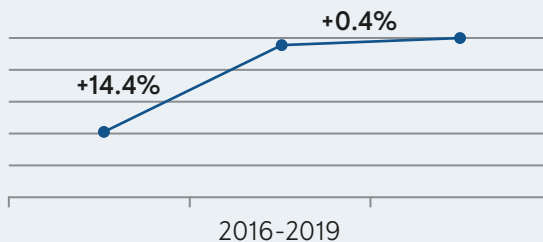
230 m²

Courtyard by Marriott Seestern

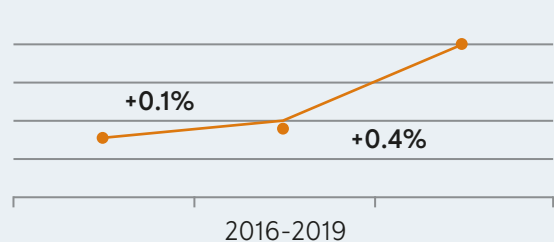
Germany



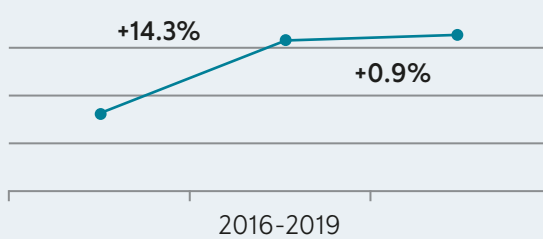
Market Share Growth, Occupancy



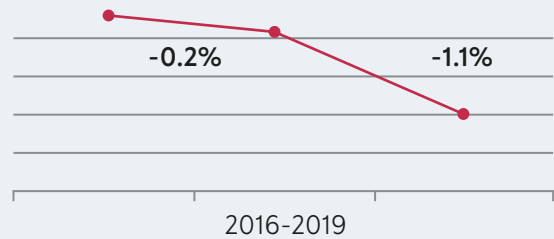
Market Share Growth, ADR

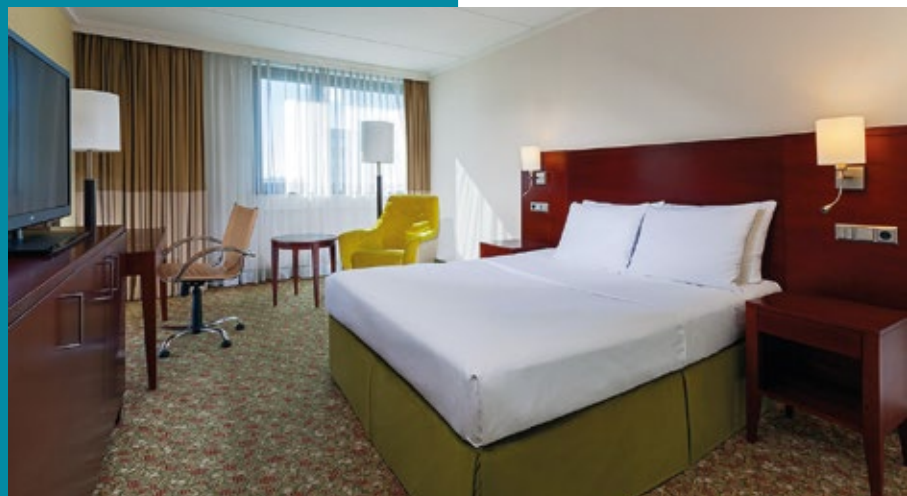


Market Share Growth, RevPar



F&B Cost Growth





Under
Management
since

2011

Number of rooms

221

Restaurant seats

234

Conference rooms

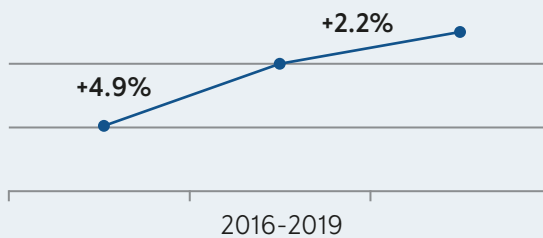
415 m²

Courtyard by Marriott Hafen

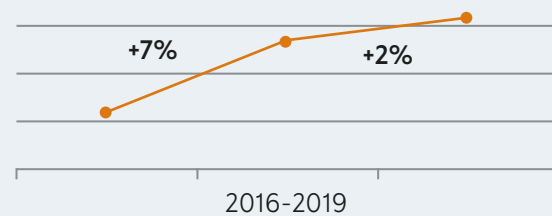
Germany



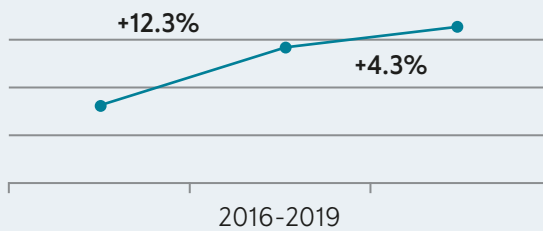
Market Share Growth, Occupancy



Market Share Growth, ADR



Market Share Growth, RevPar



HOSPITALITY IS OUR CREDO



Under
Management
since

2005

Number of rooms

139

Restaurant seats

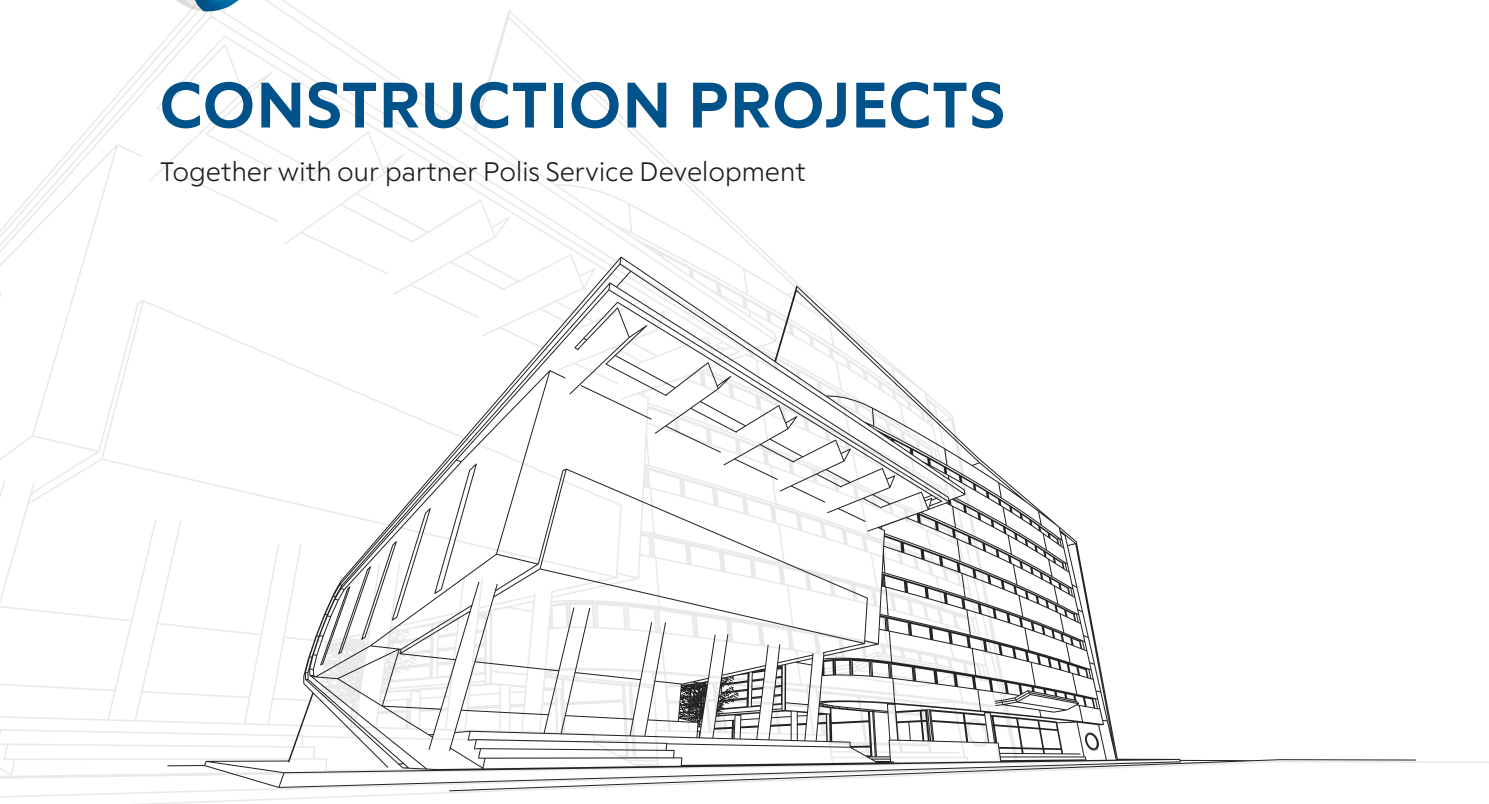
100

Conference rooms

336 m²

CONSTRUCTION PROJECTS

Together with our partner Polis Service Development



Turnkey hotel construction

2010 – Hotel complex with 273 rooms, including the historic building of the palace – Courtyard by Marriott

2011 – Hotel with 150 rooms – Courtyard by Marriott

2011 – Hotel complex with 208 rooms, including a business center on 7 floors – Courtyard by Marriott

2015 – Hotel complex with 143 rooms, including a Historic building – Courtyard by Marriott

Hotel renovation projects

2015 – Crowne Plaza, IHG. Нидерланды

2016 – Courtyard by Marriott Hafen. Германия

2016 – Courtyard by Marriott Seestern. Германия

2017 – Best Western. Словения

Services

Development, construction, reconstruction and renovation, architecture and design, supply, audit and consulting, property evaluation, supervising.

OUR PARTNERS

Consulting companies



Banks



Manufacturers of finishing materials and furniture



Manufacturers of kitchen equipment



LOOKING FORWARD TO COLABORATING



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