



Business center Plovdiv

LOCATION	PLOVDIV, SAEDINENIE SQ., KHAN KUBRAT ST. 1
INVESTOR	NOVIZ, INC., PLOVDIV
BUREAU OF ARCHITECTURE	PROARCH, PLOVDIV
CHIEF DESIGNER:	ARCHITECT EDWARD CHRISTOV
PROJECT EXECUTOR	SIENIT LTD.
BUILT-UP AREA	943,85 SQ. M.
LAND LOT	1158 SQ. M.
ALL-OUT BUILT-UP AREA	5038,84 SQ. M.
STOREY PLAN	8 GROUND LEVELS, ONE UNDER-GROUND LEVEL
ELEVATORS	TWO (2) OTIS ELEVATORS, LATEST GENERATION
ENTRANCE DOORS	BOON EDAM, REVOLVING DOORS
INTERIOR DOORS	SOLID WOOD WITH NATURAL VENEER
CAR-PARKS	UNDER-GROUND (36 SPACES), ON-GROUND (9 SPACES)
HEAT-INSULATION SYSTEM	AUSTROTHERM
AIR-CONDITIONING	CENTRAL, THERMO-PUMPS
CENTRALIZED HEATING SYSTEM	TPP
COMMUNICATION SYSTEM	OPTICAL CABLES
WINDOW FRAMES	KOEMMERLING, PVC
PANES	LOW-EMISSION GLASS WITH ARGON FILL

DATE OF COMMENCING OF CONSTRUCTION WORK:	13 JANUARY 2006
TERM FOR COMPLETION:	31 OCTOBER 2006

NOVIZ, INC. INVESTS OVER 3 MILLION EUROS IN A BUSINESS CENTER IN PLOVDIV

Mag. Engineer Lyubozar Fratev, Chairman of the Board and Executive Manager with Noviz, Inc.



Over 3 million Euros is the investment that Noviz, Inc. makes in the construction of a luxury eight-storey business complex in the center of Plovdiv. The establishment is being constructed on a total of 1158 square meters of land lot, located in Kubrat St. and Petko Karavelov St. just next to the Archeology Museum and Saedinenie square. The drawing project has been designed by "Proarch" bureau of architecture, whose chief designer is architect Edward Christov; both interior and exterior ideas are Mag. Engineer Olga Frateva's. Sienit Ltd. is the main project executor.

Mag. Engineer Lyubozar Fratev, Chairman of the Board and Executive Manager with Noviz, Inc., answers to our correspondent's questions.

Mr. Fratev, how would you briefly present the project?

The business center that is being constructed is constituted of 8 on-ground storeys and an underground one; it has a built-up area of 945 sq. m., and an all-out built-up area of 5040 sq. m. Facing Saedinenie square, the main entrance leads to the foyer and the reception. Two high-speed elevators will connect the storeys with the underground car-park. The foyer will also lead to a modern wellness center that will boast premium-class equipment of major European and American manufacturers, all of which are latest generation models. Noviz, Inc. is these companies' importer and exclusive distributor in Bulgaria. The wellness centre will offer tanning and SPA utilities, and we are already reviewing applications from cosmeticians, hair-stylists, and masseurs willing to work there.

At the South-West end of the ground floor is located the entrance to rooms that have been planned for a bank business centre. It will be constituted of three levels: a cash centre is to be established on the first storey, while bank offices will be on the upper level and the bank safety vault - on the basement floor. Rooms have also been drawn for the ground floor, which are suitable for luxurious shops, such as gadget shops, mobile phone shops, perfumeries, etc. The second floor has been designed for a fancy restaurant with a view of Saedinenie square and the Archeology Museum. The restaurant may well provide catering services for both the on-site offices and

guests and visitors to the business centre. On the other floors, there will be 35 offices with all indispensable annexes to them.

The technical and logistic indicators of the project correspond to the European Class "A" Office Classification.

The construction work rate is impressive. How would you comment that?

The secret to rapid construction is in an assured funding and a good organization of work. The first sod was turned on 13th January this year, and on 13th June, which is 5 months later, we are planning to finish the roof and hang the three-coloured banner. Hereby, I would like to express my gratitude to our business partner and executor Sienit Ltd., who have once again proved that they are one of the leaders in building business in Bulgaria.

What directed you towards the building of a city business center?

The main purpose of this project is to establish a contemporary business center in Plovdiv; one, which complies with the European work, communication and service standards. Should I clarify that, I would make an analogue between "A" class office centers and five-star hotels, to use hotel jargon. The land lot that we are building on is a key spot in the central city area. Its location is exceedingly good - next to Saedinenie square, which is an emblematic site not only for the city, but for our country, too. According to a resolution carried by the Municipality Council, the Municipality of Plovdiv will be moved to the establishment of Army Headquarters, the entrance of which borders with our lot. Experts have envisaged that this region will turn into a real business area in quite a short time. In this regard, the Court of Justice and the Prosecutor's Office situated nearby will also have effect on this development line. Consequently, with the implementation of this project, we offer modern offices and infrastructure suitable for finance-and-accountancy houses, lawyer's and notary's offices, bank services. Having all these circumstances in mind, it is our aim to establish a symbolic, emblematic

building for the city with an expressive and unforgettable appearance. A building as this one will indisputably generate further prosperity for its office inhabitants.

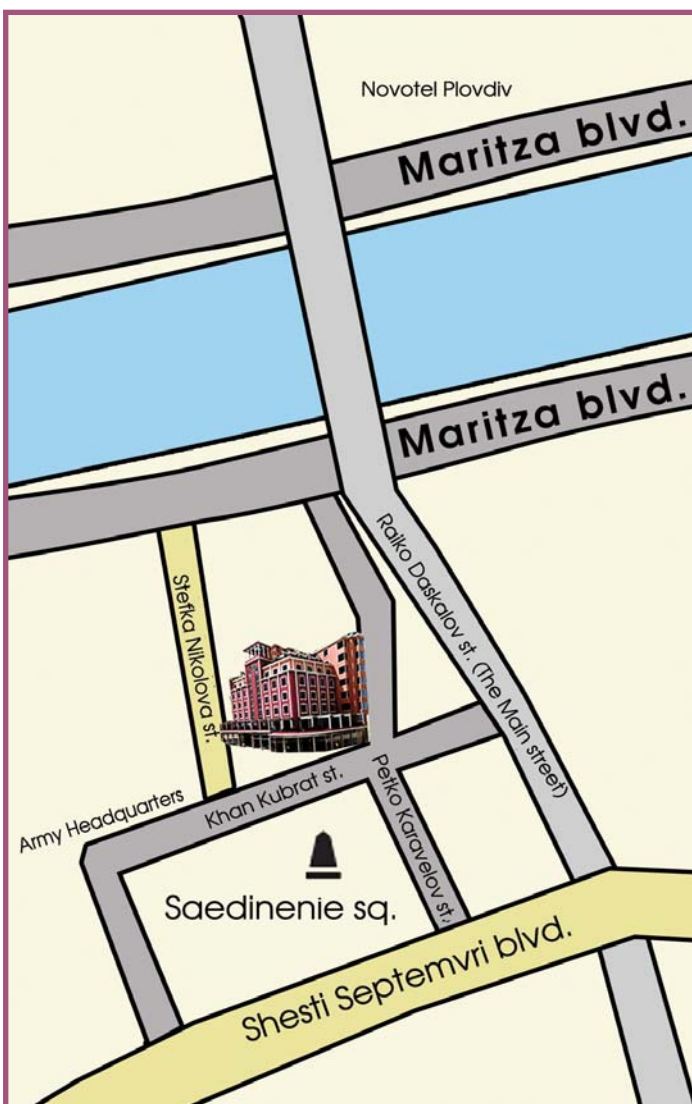
What are some of the significant design and technical solutions applied to the building that you would highlight?

As you know, the project was created by architect Edward Christov, among the outstanding architects in Plovdiv. It is no accident that he is a nominee for "Plovdiv 2005" award. The designer of Plovdiv Mall "Excelsior", he has not been untrue to himself - the exterior design is in a neoclassical style, and I know that the building will well become one of the architectural dominants in Plovdiv.

The building materials and technologies are the latest imported in the country. The optical cables we chose enable us to realize an unlimited number of telephone calls and access to high-speed

Internet. The revolving doors, for example, are produced by Boon Edam, the Netherlands - a company with a long tradition that aligns among the world leaders in the field of revolving doors. The interior doors are of solid wood with natural veneer. The two high-speed elevators that we have already purchased are from OTIS (USA), latest generation - a leading world manufacturer. Their uniqueness is witnessed by twice as less noise, 4 times less vibration intensity and power capacity; at sudden drop of voltage the elevator stops on the nearest landing. These elevators are expensive but the comfortable, highly safe travel and the reduced consumption of energy compensate for the price. Save for that, the legalization of the elevators, when they are imported, is not a problem, unlike the difficulties encountered at the certification of their Bulgarian likes.

The whole building will be air-conditioned. The PVC frame is from the German manufacturer Koemmerling. The panes are of low-



emission glass with argon fill, which reaches a heat-loss coefficient lower than 1.5 compared to the national standard of 2.1. The heating system is coupled with TPP, from where hot water will be supplied at a lower price. We have also planned a hydrophore system of our own.

The project complies with the Energetic Efficiency Law. By certifying the building, which we will surely do, two effects will be achieved: a reduction of shared power supply expenses and building-site tax exemption for the next 10 years, after we are given the class "A" Certificate. It is clear that such conditions will mean considerable concessions for both tenants and owners.

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What will the restaurant be like?

We are currently negotiating with several companies that have a name in this business field; I would not avail of mentioning their names, though. Basically, our idea of the restaurant is to be commerce-oriented not only towards visitors and guests to the center but also towards the on-site offices. Catering is a modern and interesting market niche, and it is our desire to work for it. However, one thing is for sure, it should be an elite restaurant, one that adds to the business atmosphere of the center.

What is your policy when it comes to the property management of the business center?

We are planning to sell all offices in the building. The new owners will receive utterly finished offices. It is only the bank center and the ground floor rooms that will be rented out. To us as investors it is not only important to build a qualitative site but to offer a qualitative management and ownership of the property, too. In this regard, in the sale-and-purchase contracts we have added special provisions, binding the new owners to financially participate in the mainte-



nance of the building. The property will be run by the managing company, which will additionally offer cleaning, catering services and various logistic and office services (a conference hall, multimedia, etc.)

Do you already know who the future inhabitants will be?

Most of them we do. We are presently meeting new applicants, and we do not wish to rush into selling. There are people interested in our offices, which is good and meets our original expectations - we were sure that there are companies in Plovdiv that would esteem our ideas. We try to select our tenants and the future office owners; it is an elite building and a mental compatibility among its inhabitants is a must.

When will the business center be ready?

The completion of the construction site has been planned for 31st October 2006. This means that an eight-storey building will be constructed for 292 days. However, the building company and we as investors are determined to shorten this term.

"Maritsa" Newspaper, 8th June, 2006

NOVIZ Inc. (www.noviz.com) unites a group of financially and structurally connected companies with a common business policy and strategy. Several of the companies are joint-ventures with foreign participation.

The company successfully extends its trade operations in the following main directions:

- ❖ Trade in polymers;
- ❖ Production of polyethylene packaging;
- ❖ Trade in electric appliances, hotel and SPA equipment;
- ❖ Hotel and restaurant services, business tourism.

NOVIZ Inc. is a preferred supplier of various polymer grades on the Bulgarian market, importing from Russia, the Czech Republic, Serbia, Egypt, etc. Since 2002, NOVIZ has been managing its own polyethylene packaging production facility.

NOVIZ Inc. is the authorized importer and distributor of a wide range of electric appliances manufactured by major European companies. The brand portfolio lists:

- ❖ Dimplex - Germany (heating appliances and draft barrier heaters);
- ❖ Severin - Germany (electric home appliances);
- ❖ SunVision - the Netherlands and UWE - Germany (tanning beds);
- ❖ SOLEO - Poland (tanning lotions and cosmetics);

- ❖ Health - the Netherlands (infrared cabins);
- ❖ Derma Life and Sybaritic - the USA (spa-capsules, cosmetic equipment)
- ❖ Elite and Johnson - Italy (stationary hair dryers and hand dryers, cosmetic mirrors)

NOVIZ Inc. is the principal shareholder of Intercontact Ltd. (www.intercontact.ttm.bg) - a business and congress tourism company, which organizes international business events.

NOVIZ Inc. received a certificate for the introduction of a Quality Management System which complies with the requirements of the ISO 9001:2000 standards from Moody International GmbH (Certif. Nr. Q050408-A, valid for the period until 13.06.2008).

Mag. Eng. Lyubozar Fratev - Chairman of the Board and Executive Manager - is directly involved in the following public functions:

- ❖ Chairman of the Council of Tourism - Plovdiv.
- ❖ Head of the Control Committee with the Owners' Union for Development of "Zlatni Pyasatsi" Holiday Resort.
- ❖ Chairman of the Managing Board with BULTIS - Association of Bulgarian and Turkish Businessmen.
- ❖ Past President of Plovdiv-Puldin Rotary Club.
- ❖ Chairman of Balkan Cultural Forum Foundation.



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