



---

NEW ERA OF THE TATRAS

**BOHUŠ HLAVATÝ, JOZEF HODEK**

THE ANNUAL GENERAL MEETING OF TMR, 12 April 2014  
Holiday Village Tatrlandia



7 years of Tatry mountain resorts, a.s.  
1<sup>st</sup> PHASE of the investment cycle in the TATRAS



→ **EUR 190m invested (EUR 45m in 2012/13)** → mountain resorts, aquapark, services/ sports stores, rentals, ski school, hotels

→ TMR resorts on the level of alpine resorts

- investments / modernization / services → **10 new cableways** (transportation capacity +55%), **expansion of snowmaking, new trails** (total 70km in the Tatras), **9 hotels** (more than 2 ths. beds), **more than 40 restaurants, après-ski bars**

- acquisition of Holiday Resort Tatralandia (April 2011)

- operations in CZ – the Špindlerův Mlýn resort (November 2012)

- operations in PL – Korona Ziemi Sp. z. o.o. (May 2013)

- acquisition of Szczyrkowski ośrodek narciarski /SON/ in PL (March 2014)

## KEY EVENTS OF 2012/13





## Investments – Jasná NÍZKE TATRY



### Location of Lúčky (Jasná)

- 6-seat cableway, transport. capacity 2 460 persons/hr., ride time 6 min.
- gateway with full service (infocenter, après ski, cash registers, rentals, sports retail)
- new blue trail „Lúčky“ (cca 1km) with snowmaking

### Location of Krupová (Chopok South)

- 520 spaces on the Krupová parking lot with full service
- shielding of the stations of the 15-seat gondola Kosodrevina - Chopok

## ROTUNDA at Chopok Mt. Investments – Jasná NÍZKE TATRY



- 100-prsn cap. at **Rotunda Restaurant**
- 200-prsn cap. on outdoor **terrace**
- **Rum Bar**
- 60-prsn cap. at **Energy Bar**
- **Million Star Hotel** – 5 apartments





# ROTUNDA at CHOPOK MOUNTAIN



## Investments – Jasná NÍZKE TATRY



350-person multipurpose conference hall Grand Jasná



6 new Chalets Jasná De Luxe\*\*\*\* at Záhradky



Lobby in the mountain hotel Srdiečko, Chopok South



Wellness spa in the mountain hotel Srdiečko, Chopok South



## Investments – VYSOKÉ TATRY



### Tatranská Lomnica

- 15-person gondola from Štart to Skalnaté pleso, transport. capacity 2 400 prs./hr., ride time 7 min.
- Restoration of the original red trail “Esíčka” and “Generál II” with barriers and snowmaking
- blue trail Bukova Mountain West

### Štrbské Pleso

- new blue trail “Turistická” (1 km)
- transfer of Maxiland to a more convenient location



## Investments - Aquapark TATRALANDIA



Tropical Paradise Tatrallandia – indoor facility with sea water pools and Paradiso Restaurant



Gold Splash – Fun Park's attraction



Salt cave in the Celtic sauna world

## Alternative leisure time activities in Tatralandia



Multipurpose sports center Liptov Aréna in Aquapark Tatralandia



Air tunnel Superfly Tatralandia



## Acquisitions - SKIAREAL ŠPINDLERŮV MLÝN, CZ

### Skiareal Špindlerův Mlýn – Krkonoše

- Svatý Petr
- Mědvedín & Horní Mnísečky
- Hromovka
- Labská

- 25 km trails
- 16 lifts
- 3 snowparks
- Transport. cap. 20 500 prs./hr.
- 21 km snowmaking
- Summit elevation 1 235 m a.s.l.
- Base elevation 702 m a.s.l.

- operation and lease of the resort via Melida, a.s. (19%)
- Lease contract for 20 years – commitment to invest CZK 800m into development
- **CZK 100m – investments in 2012/13**





## Resorts and destination marketing



**Slovakia:** massive TV campaign – “Tatranec”, Gotatry.sk; print PR campaign; internet communication channels: Facebook, Youtube, Google Adwords, resort websites, radio spots, LCD screens, outdoor campaign, e-mailing, stylish Tatry Magazín, spots at Eurosport, etc.

**Poland:** „Tak blisko, tak alpejsko“; [www.nartyslowacja.pl](http://www.nartyslowacja.pl)

- Ukraine, the Baltic states, Russia, the Czech Rep.
- Destination management – cooperation with district tourism organizations Liptov and the High Tatras Region





# Event marketing

**TATRANSKY Juniales 2013**  
Vikend  
14. JÜN  
15. JÜN  
16. JÜN

www.regionalny.sk

**MEDVEDIE DNI**  
2-4. august  
HREBIENOK  
Vysoké Tatry

Moderátor: Andrej Bičan

Program:  
- Majster „N“  
- Prázdne divadlo, live  
- FIHA traťala  
- Teatro Tatro  
- Členské lektúry  
- Happy ZOO  
- Športok pre každú dňa

31.8.-1.9. 2013  
**ŠTRBSKÉ PLESO**

**Svište NA Pleso**

Program:  
- DEKORATÍVNY VIKEND  
- PLYN ZÁRANKY  
- SITAŽI A SPORTU

www.st.sk

JASNA  
MIEŠO TATRY

**Poklad draka Demiana**

**POŠLITE ODKAZ DO BUDÚCNOSTI A CESTUJTE V ČASE!**  
Kedy: 29.6.2013  
Miesto: Jasná Nízke Tatry - Priehyba

**Time Capsule**  
Chopok 2013-2033

Program od 11:00  
ROZKONANUTÍ NA CHOPKU  
Moderátor: TATRAMEC (Miroslav Veselý)  
Tanečno-výstavný: JESSY, FREZZE  
DANCE CREW, Dúšaj Ho DUMBER  
PARALONING SHOW  
Malkička na bád v komore  
Animovaný program, Lipcovská grúbovka

www.jasna.sk

**Dlhé dni Keltov**  
Lona Gillys - Day of Dance and Culture

17.18

www.festivaly.sk

**ROČUNDA OŽIVA**  
CHOPOK 2004

28.12.2013  
14:00 - Chopok 3304 m n. l. 11:00 hod.

Slavnosť otvorenia (ikonické) budovy na vrchole Chopku  
ZAPĽACENIE ČASOVÉJ ochrany NA TUHÝCH 20 POKOV  
SYMBOLICKE STRETNUTIE VŠETKYCH VEKOVÝCH GENERÁCIÍ

www.rotunda.sk

ĽADOVÁ BAZILIKA - VYSOKÉ TATRY  
HREBIENOK

**TATRANSKY DOM**

PHILIPS | SOROCO | TATRY

GORAL VODKA

NEW YEAR'S EVE  
**SILVESTER**  
TATRANĎIA

Phantoms Crew  
Grupo Caliente

Moderátor: Minidisco  
Party 10.000 hod

www.tatry.sk

REKONŠTRUKOVANÉ HOKAJANTRENTVÁ V STRANĚ LIPCOVÝCH SĚČI

**TATRY ICE MASTER**

HREBIENOK 31.1. - 2. 2. 2014  
VYSOKÉ TATRY

Motador

GORAL VODKA

**SNEŽNÉ PSY**  
22.-23. FEBRUÁR 2014

MARTIN MADEJ  
MIRKO JAROS  
THOMAS PUSKALE

www.tatry.sk

15.3. JASNA NÍZKE TATRY

AMERICAN SALE

14.3. 15.3. 16.3.

www.tatry.sk



## Event marketing



**More than 100 events in the resorts**

**Attending celebrities:** Andrej Bičan, Martin Harich, Tomi Kid Kováč, Patrícia Vitteková, Leoš Mareš, Majk Spirit, Ego, Rytmus, Adriana Kmotříková, Celeste Buckingham, Eerika Barkolová, Jan Kraus, Adam Žapma, Jakub Prachař, Kristína Svarinská, Petra Faltýnová, Katarína Knechtová, Marián Čekovský, Ewa Chodakowska, Przemysław Saleta, Sámer Issa, Karolína Milerová, Miloš Mečíř, etc.



## Junior Alpine World Cup, Jasná /26.2. – 5.3.2014/

### Jasná returned on the map of world skiing

361 competitors

48 countries

Petra Vlhová – golden medal in Slalom

Norway – most medals won

Henrik Kristoffersen 2 golden medals

Austria – largest team (40 athletes)

More than 100 volunteers

More than 10 ths. water bottles consumed

Liptov Aréna – 2500 skis serviced

1 ton of salt delivered from Tatralandia



## TOP addition – new CRM system GOPASS



### Lodging - Ski pass - Aquapark - Rental - Ski school

- personalized ski pass online / aqua pass without waiting in lines at cash registers, discounted price
- registration process under 2 min.
- bonus points reward for purchase – loyalty program



## What will the new GOPASS bring?



### More effective customer relationship

- ✓ e-mail/ sms/ mail
- ✓ direct + personal contact + prompt



### Deeper customer comprehension



### Customized services

**1) More visitors in the resorts**

✓ **Revenue growth**

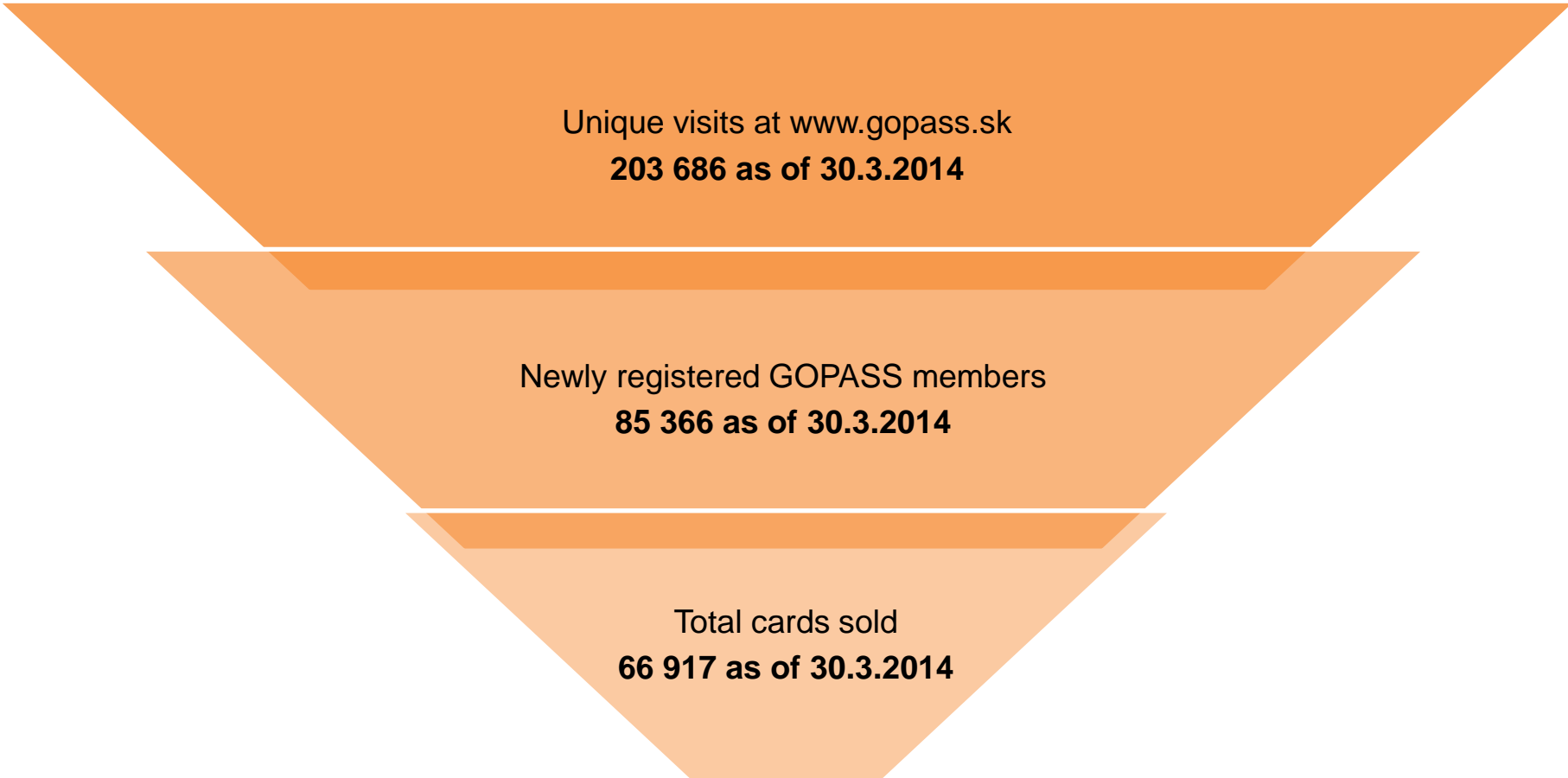
**2) Higher client spending**

✓ **More customers during off-season**





## Current status of the CRM program Gopass- as of 30.3.2014



Unique visits at [www.gopass.sk](http://www.gopass.sk)  
**203 686 as of 30.3.2014**

Newly registered GOPASS members  
**85 366 as of 30.3.2014**

Total cards sold  
**66 917 as of 30.3.2014**

# Winter season 2013/2014 – client communication via direct marketing

## Resort campaign visualization



## Commercial campaign visualization



## Results of Direct marketing – Winter 2013/14

### “Resort campaigns”

**+ €448 694**

- Invitational campaigns into resorts prior to purchase
- Campaigns after purchase
- Campaigns aimed at resort visitors
- Campaigns after visit

### Campaigns for hotel stay guests

**+ €142 313\***

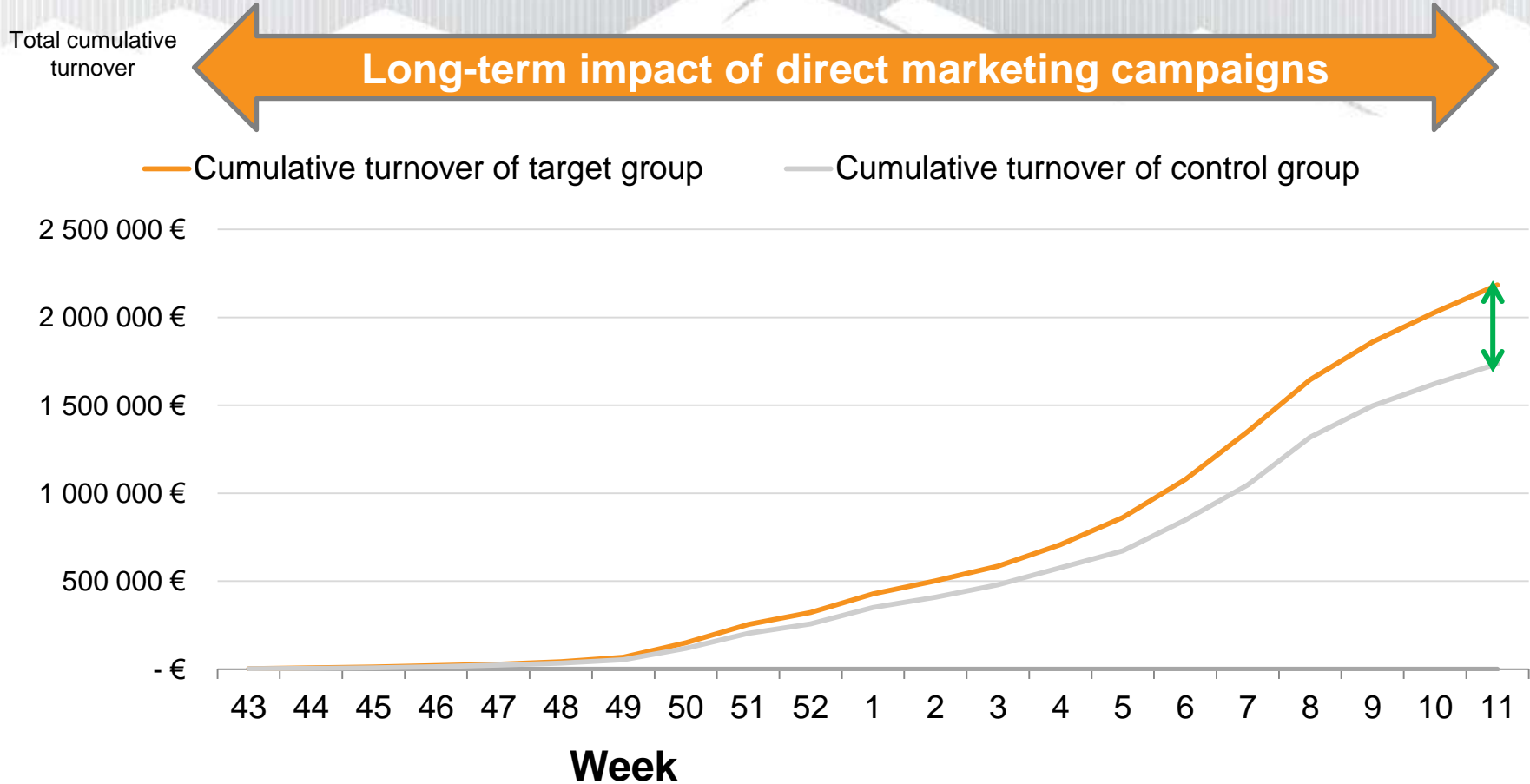
- \* - 253 bookings\* €675 (avg. turnover per booking delivered by Hotels)
- Stay package campaigns aimed at hotel stay clients of GOPASS
- Hotel stay campaigns aimed at past hotel clients (Horec)

### Total

**+ €591 007**



# Direct MKT Analysis – Winter 2013/14 resort campaigns



**+ 448 694 €**

## Investment strategy for 2013/14 – EUR 7.5m



Renovation of the entrance hall and cash registers in Aquapark Tatrallandia



New restaurant Medrano in Tatrallandia

## Acquisitions – SZCYRKOWSKI OŚRODEK NARCIARSKI, PL



**Poland** - 6% skiers from population (2.3 mil. skiers)

### **SON ( Szczyrkowski osrodek narciarski )**

- Large ski resort with quality trails, lodging capacities, the town of Szczyrk alone offers 5 ths. beds. 250 ths. people live within 20km; 4 million within 150km → great potential
- 25km ski trails, 13 lifts, transport. cap. 9000 prs/hr, 10.6km with snowmaking
- Summit elevation 1 211 m a.s.l., base elevation 620 m a.s.l.

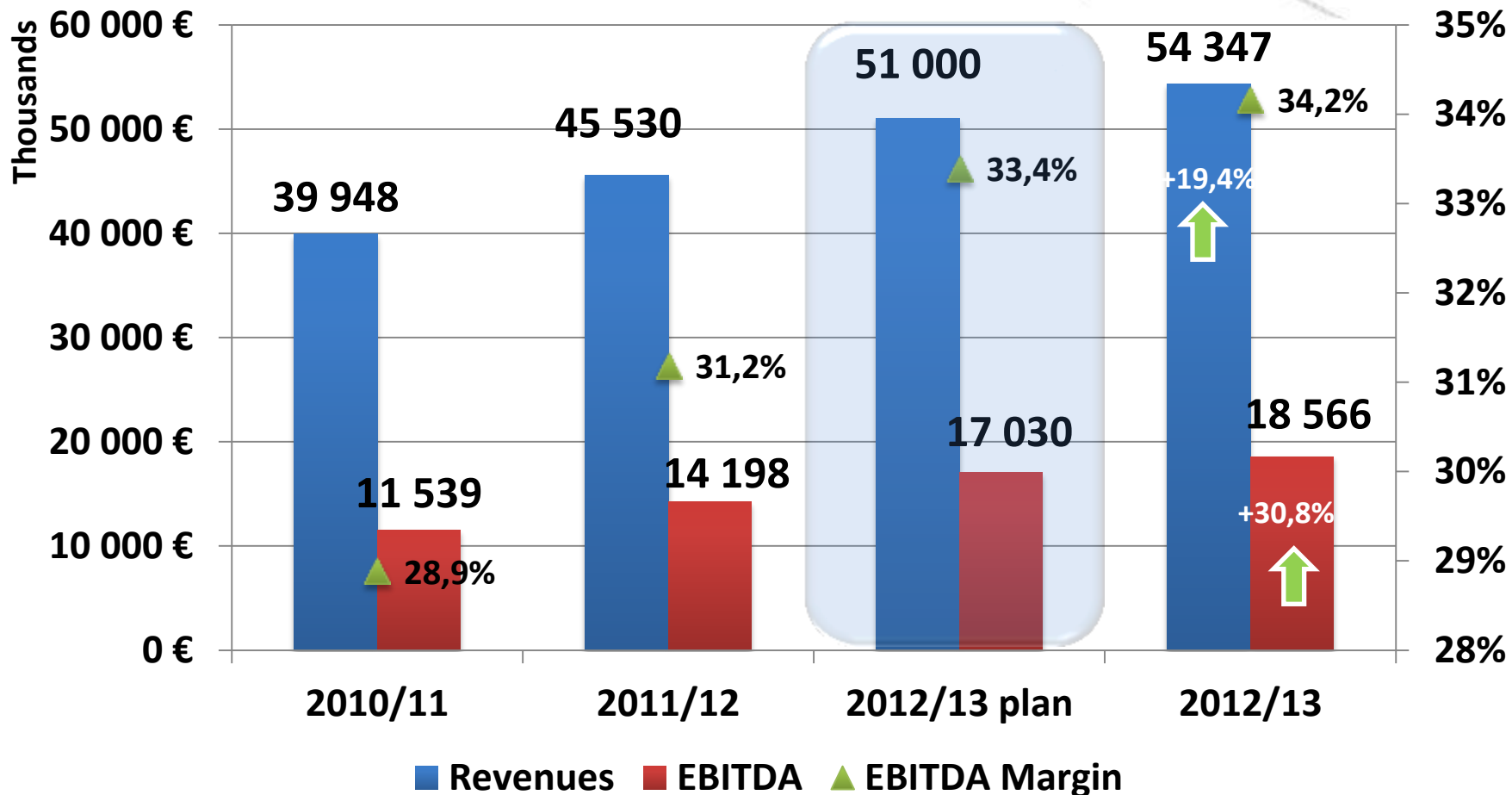
**Growth and investments** – 1st stage → EUR 30m (snowmaking, cableways, dining, universal regional ski pass, ski schools, retail...)



Financial results of 2012/13



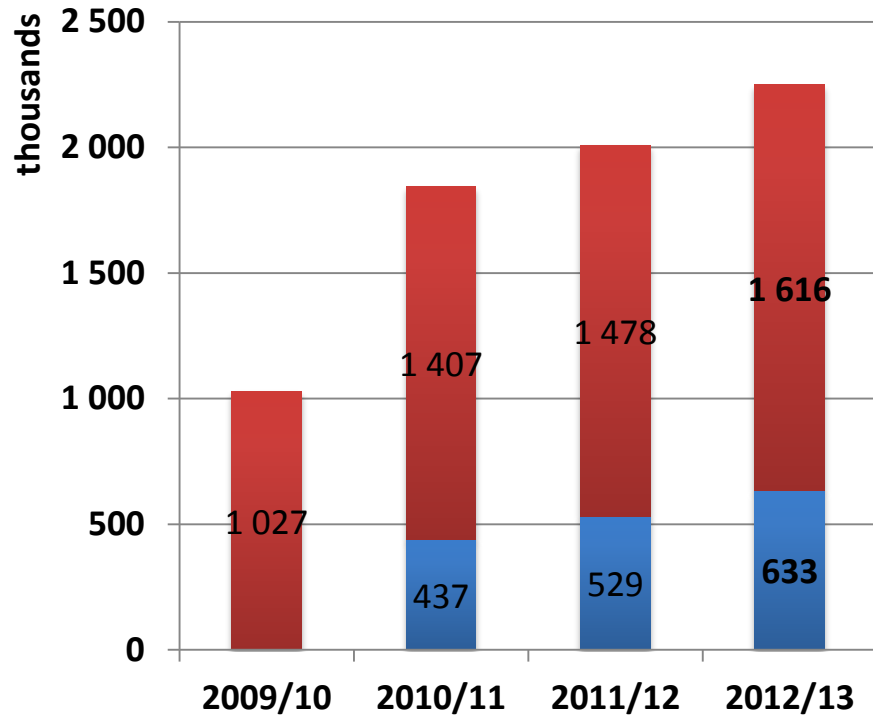
## Key operating results vs. plan



\* For better evaluation of the operating performance, the adjusted operating results for 2011/12 include results for the 100% share in Interhouse Tatry, a.s., which owned Grandhotel Starý Smokovec, although as of 31/10/2012, TMR owned a 50% share in the aforementioned company, and in accordance with IFRS, this share has been consolidated using the Equity method.

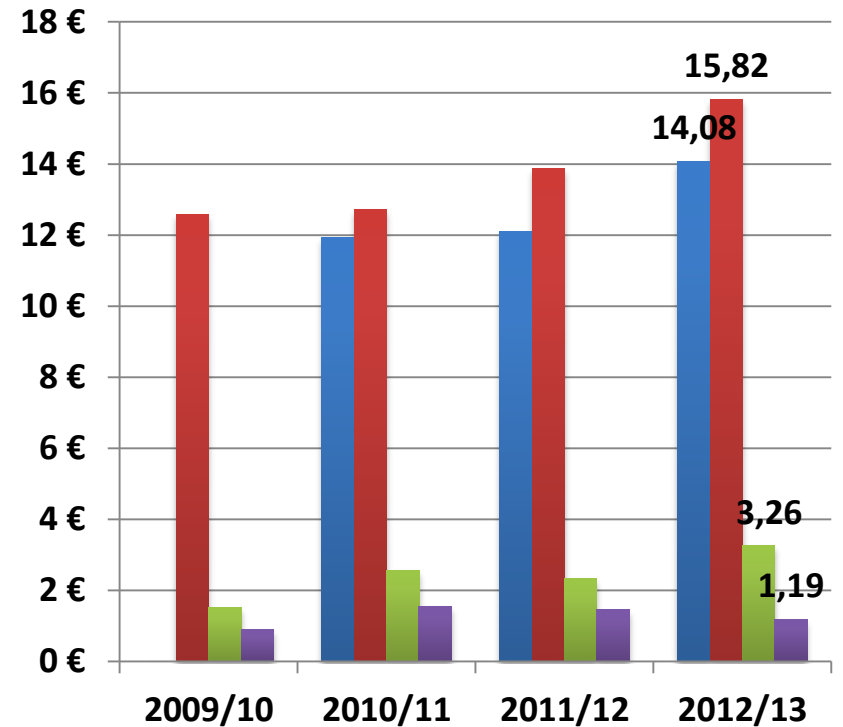
# Stable growth of Key Performance Indicators

## Visit Rate in Mountains & Leisure



■ Tatralandia\*   ■ Mountain Resorts\*\*

## Average annual revenue per visitor



■ Tatralandia   ■ Mountain Resorts  
■ Dining   ■ Sports Services & Stores

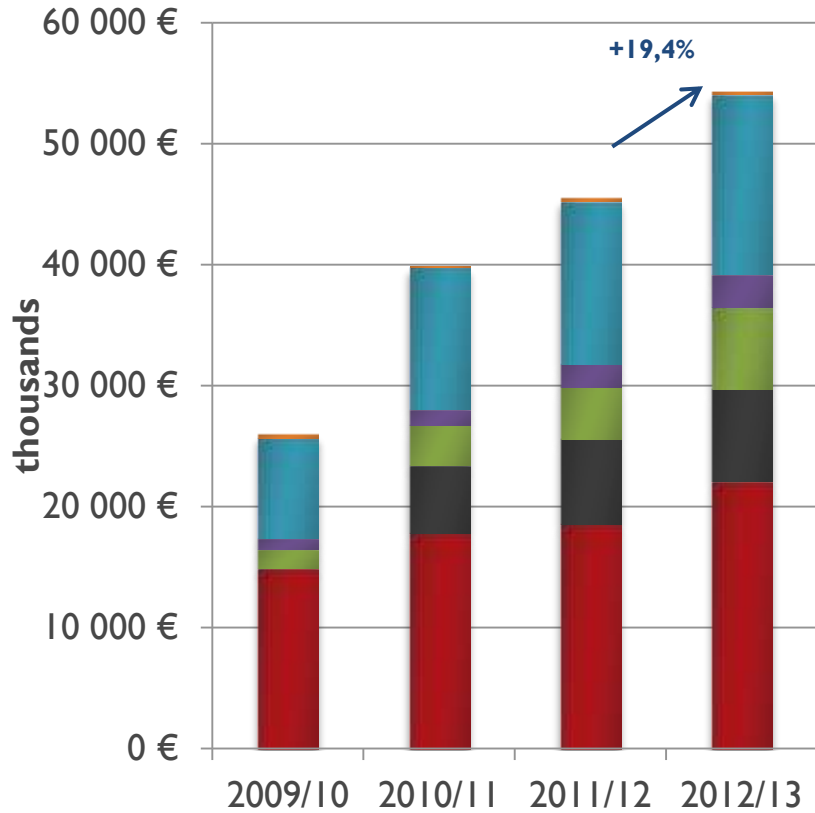
\* Aquapark Tatralandia was acquired on 1.4.2011  
 \*\* Mountain Resorts include Jasna Nízke Tatry and Vysoké Tatry





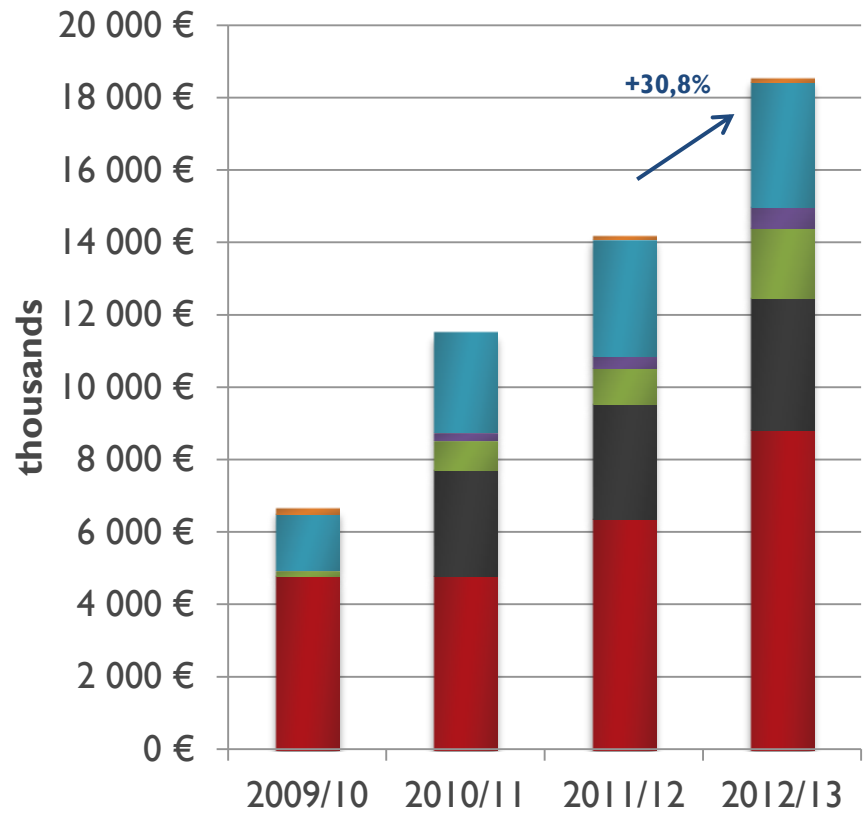
# Operating Results by Segments

## Revenues



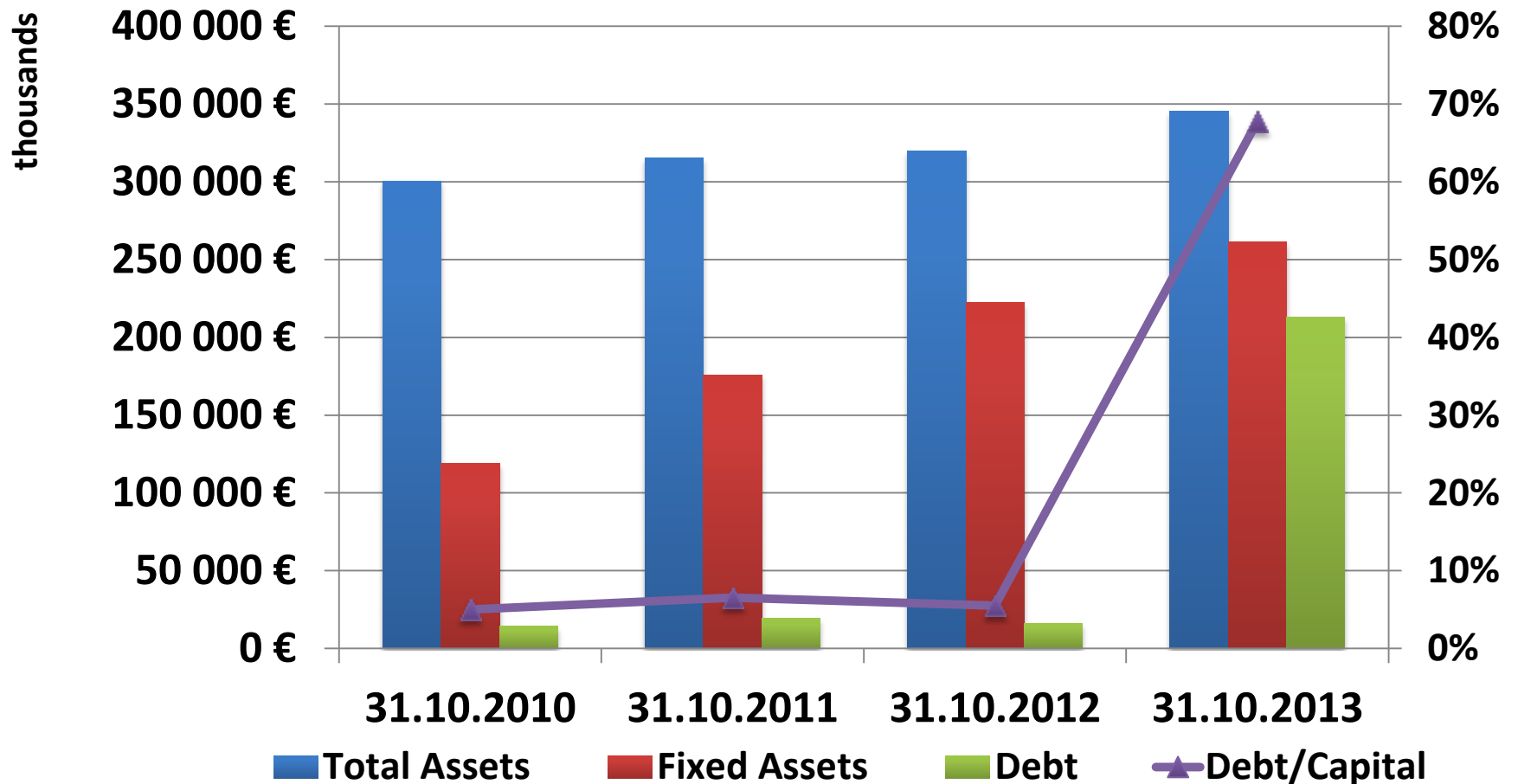
- Real Estate
- Hotels
- Sports Services & Stores
- Dining
- Aquapark
- Mountain Resorts

## EBITDA



- Real Estate
- Hotels
- Sports Services & Stores
- Dining
- Aquapark
- Mountain Resorts

## Financial position



## Key results

Consolidated (IFRS) Results in €'000 except for value per share	2012/13	2011/12	Change yoy (%)
Sales	52 533	41 880	25,4%
<b>Total Revenues</b>	<b>54 348</b>	<b>43 807</b>	<b>24,1%</b>
<b>EBITDA</b>	<b>18 566</b>	<b>13 986</b>	<b>32,7%</b>
Depreciation & Amortization	-10 500	-7 763	35,9%
<b>EBIT</b>	<b>7 666</b>	<b>6 050</b>	<b>26,7%</b>
<b>Net Income</b>	<b>6 604</b>	<b>10 186</b>	<b>-35,2%</b>
EPS	0,98	1,52	-35,2%
<b>Proposed Dividends</b>	<b>0</b>	<b>7 110</b>	<b>na</b>

Individual Financial Statements in €'000	2012/13	2011/12	Change yoy (%)
Profit/Loss from Operations	6 864	7 976	-13,9%
Profit/ Loss from Financial Activities	2 866	-654	na
<b>Profit/ Loss for the Accounting Period after Tax</b>	<b>5 712</b>	<b>6 371</b>	<b>-10,3%</b>

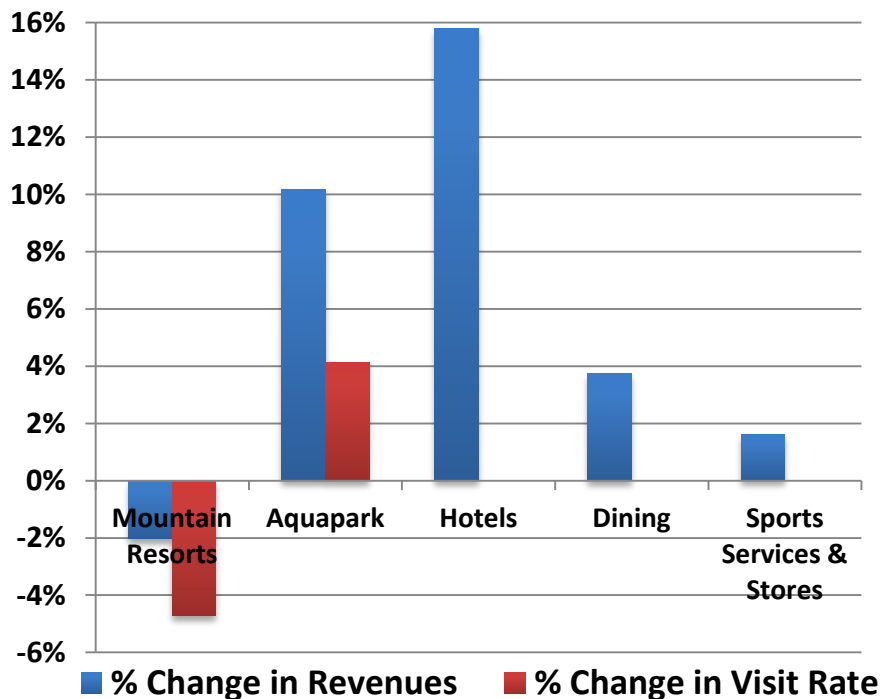


## Outlook and plan for 2013/14

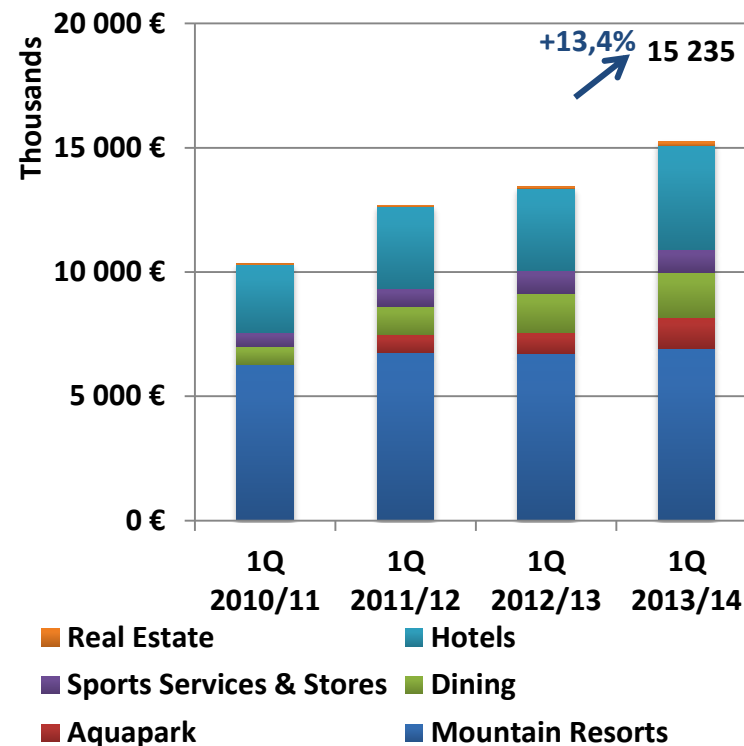


## Interim results 2013/14

### Season-to-date metrics 2013/14 (Nov – Mar)



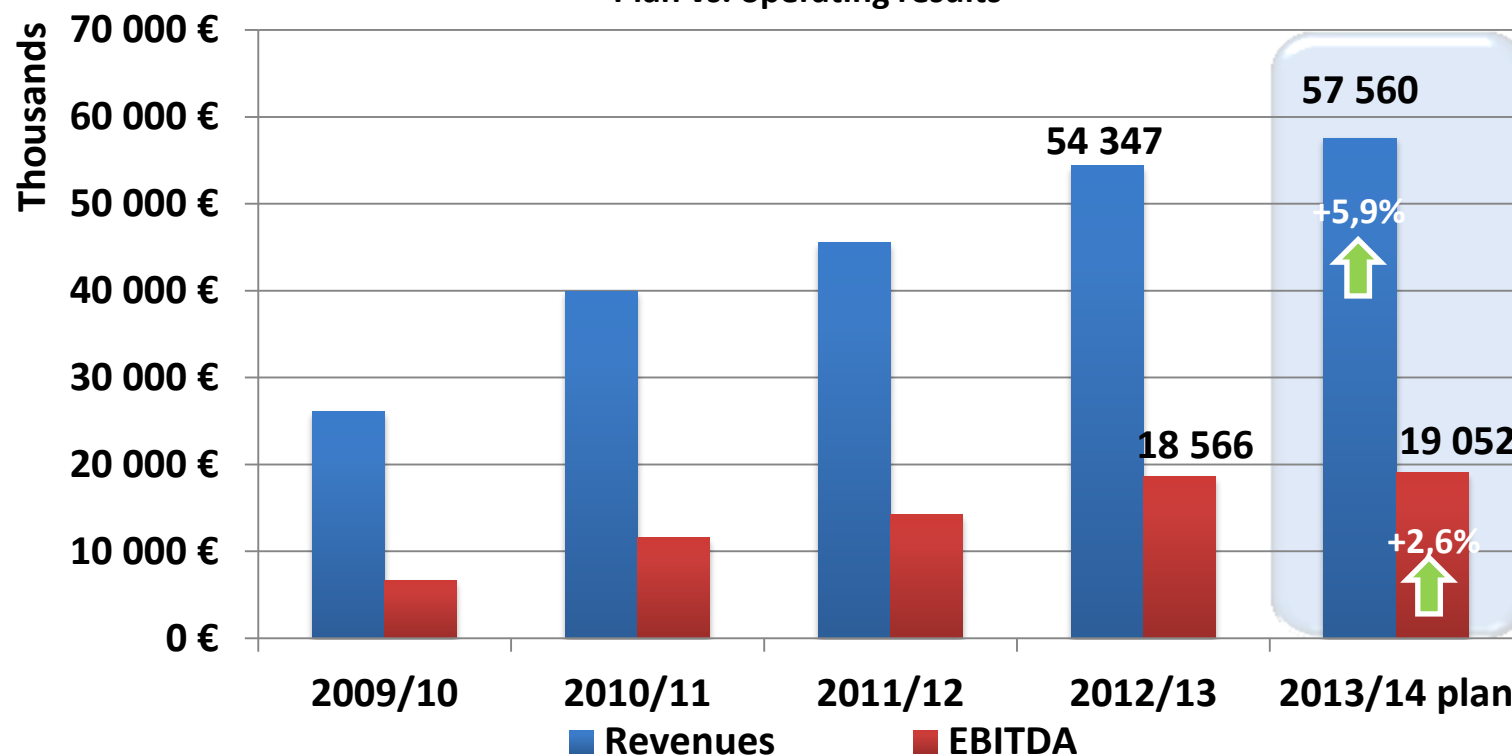
### 1Q Revenues



- 1Q results have been impacted by an extremely mild and dry winter, despite this, 1Q revenues **+13,4%**
- Za celú sezónu nárast návštevnosti v For whole season number of visitors in Aquapark **+4,1%**, revenues **+10,2%** (Nov – Mar)
- Hotels – no impact of the weak winter, sales **+15,8%**, occupancy **+3,8%**, ADR **+13,8%**

## Financial plan for 2013/14

### Plan vs. operating results\*



\* For better evaluation of the operating performance, the adjusted operating results for 2011/12 include results for the 100% share in Interhouse Tatry, a.s., which owned Grandhotel Starý Smokovec, although as of 31/10/2012, TMR owned a 50% share in the aforementioned company, and in accordance with IFRS, this share has been consolidated using the Equity method.





# TATRY

MOUNTAIN RESORTS

---

NOVÁ ÉRA TATIER

