

STRATEGY

- The development of Greenfield Baneasa Residence and Luxuria Domenii Residence
- The development of new residential projects in Bucharest (Barbu Vacarescu, Ghencea) and Constanta
- Minimization of production and sales cycles for the erected buildings in order to maximize the profitability of the invested capital and to minimize the investment payback period
- Enhancement of the urban planning concepts for the offered products and continuous adjustment to the market requirements
- Analysing and identifying new investment opportunities matching the models established by Impact
- Identification of plots of land located in Bucharest and in cities with a population of over 250,000 inhabitants for developing projects of 700 – 2,000 apartments
- Attracting funds from banks and/or by bonds issues to finance future developments



- Involvement in activities and events promoting sports in open air, in corporate social responsibility actions designed to protect nature and the environment
- Implementing Smart Home and Smart City solutions
- Standardizing products by using State-of-the-Art materials and technologies
- Optimization of operational and management costs for the Greenfield residential compound
- Value maximization and clearance of the portfolio of lands located in Oradea and Constanta for which no future developments are planned

Strategic objectives

Plan 2019

Greenfield Residence Baneasa

- 192 apartments will be delivered
- Obtaining permits for phase IV
- Starting construction works for phase IV
- Starting construction works for Greenfield Plaza

Luxuria Domenii Residence

- Continuing construction works for the first two phases
- Starting construction works for the third phase of the project

Securing financing for developments

- Obtaining financing for phase II and phase III of Luxuria project
- Obtaining financing for the phases that will be started in Greenfield – phase IV

Identifying new locations for developments

- Land acquisition for developments in Bucharest and other cities throughout the country

Profit & Loss Consolidated

EUR	2019 B	% Revenue
Revenue from Residential	34,516,696	91.8%
Revenue Land Constanta	3,080,220	8.2%
Revenues core operations	37,596,916	100.0%
Gross Margin Residential	15,628,375	41.6%
Gross Margin Land Constanta	2,184,156	5.8%
Gross Margin core operations	17,812,531	47.4%
Gross margin, non-core operations	(651,274)	1.7%
Gross Margin total	17,161,257	45.6%
Marketing expenses	(1,607,280)	4.3%
Sales commissions	(605,286)	1.6%
General & Administrative expenses	(2,999,092)	8.0%
Operational Costs	(5,211,658)	13.9%
Other elements non-core, net	(1,319,567)	3.5%
EBITDA	10,630,032	28.3%
EBIT	10,386,620	27.6%
Financing costs, net	(1,788,985)	4.8%
EBT	8,597,635	22.9%
Net Profit	7,089,400	18.9%