



- COMPLETED APARTMENTS
- PRE-LET WITH TENANTS YIELDING 6%
- ZERO BUYING COSTS
- 80 - 100% FINANCE AVAILABLE
- BUY WITH ONLY £2250.00

Pavlikova Apartments (5 available)

Ostrava Region, Czech Republic

EM Concepts
Investment Summary



Let us introduce ourselves...

EM Concepts was started to give our clients access to genuinely exciting and fully bespoke investment packages. With EM Concepts your comfort, knowledge and safety are paramount to our ethical principles, along with the desire to give you access to the most exciting property markets around.

We believe that our world of property ownership is changing and to make the smart moves today you need to look to the markets of tomorrow.

EM Concepts cast a wide net over the entire world in order to find you the best investments in the worlds emerging markets.

We have built relationships with the finest, most visionary developers and industry professionals in the market. Our structures and partners help you take the risk away from some of the most interesting and potentially lucrative investments you are ever likely to make.

Our company represents clients across a broad spectrum of investment needs.

- Sophisticated investors looking to be there first
- Those wishing to add property to their pension & investment portfolios
- First time buyers disillusioned with UK prices
- Explorers looking for those fascinating second homes
- Anyone looking for investments that can outstrip traditional housing markets

Our business philosophy is based on three core principles.
Knowledge. Performance. Integrity.

Introduction

Pavlíkova Apartments is a new development in Frýdek-Místek, only 20km from the regional capital of Ostrava which is the 3rd largest city in the Czech Republic.

The development, which has just completed and is designed with energy-efficient elements in mind, is aimed at the mid to low market price segment. This allows for high potential growth in value, capital gains and will provide high rental occupancy levels.

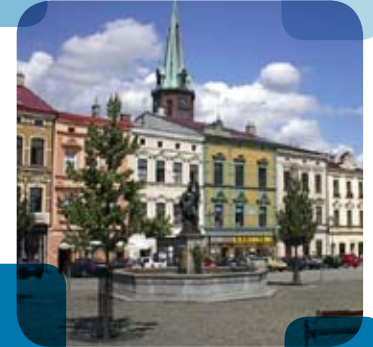
The upcoming Frýdek-Místek region is experiencing [large amounts of corporate investment](#), both local and international, flooding into the region. This investment is led by the £650m Hyundai Motor Corporation European Headquarters situated just 6km away.

There is an extreme [lack of supply](#) in the area and this is the main driving force behind the [high rental yields](#).

The development is completed which takes away the risks associated with offplan property purchases.

EM Concepts, uniquely, are also providing the properties with a [pre-signed tenancy agreement](#) which will provide investors with a yield of around 6% per annum.

Through our Czech Finance partners mortgages can be arranged for up to 100% which means the only money an investor needs to put down is the reservation of £2250.



The Development Pavlikova Apartments

Pavlikova Apartments is a modern residential project that is focused on energy-efficiency with the pleasure of living amidst an enchanting natural landscape. The project is located in the attractive city of Frýdek-Místek, in the charming area of Ostravska.

Pavlikova Apartments is situated on the west bank of the Ostravice River that courses its way through the city on the Místek side of Frýdek-Místek and is embraced by the nearby forests. Thanks to the development's energy-efficient concept, monthly utility charges will be low - which is an attractive feature that will greatly appeal to potential tenants and maintain a very high occupancy rate.

Apartment specifications

Pavlikova Apartments comprises of 22 units ranging from 40,77 m² to 61,98 m². The apartments are provided with kitchen units and inbuilt appliances which are included in the purchase price. In the event that you would like to furnish your apartment with a specific kitchen unit, the provided kitchen will be deducted from the purchase price.

Parking

39 private outside parking spaces will be built adjacent to the project solely for the residents of Pavlikova Apartments. The price of your apartment includes allocated parking spaces. Current tenant trends increasingly indicate the requirement of parking space as essential to the progressive rental of property.

Storage

Storage units ranging from of the size 1,13m² to 1,45m² are included in the basement for every apartment. Additionally, the two blocks each have a very large and secured pram-bicycle storage room on the ground floor of the building. This is particularly attractive to tenants who do not wish to move these large objects around.

The Area

The area in which Pavlikova Apartments is located is abundant with amenities and is ideal for those wishing to experience the more calming side of life with a forest and lake nearby without missing the attractions and infrastructure of a city.

In a city such as Frýdek-Místek, the city centre is easily accessible (even by foot) from remotely situated parts of the town which are more quaint and provide the joys of peace, nature and recreational opportunities while still offering bounteous amenities.

The advantage of property such as Pavlikova Apartments is that not only is it close to the city centre (only 2km) but it is located to close to natural surroundings and can provide easily accessible recreational possibilities and such property is in high demand.



Development Highlights

The Deal

- Only £2250 required to purchase, remaining amount can be mortgaged subject to status.
- Guaranteed rental yield of 6% for 1st year via individual tenancy agreement.
- Full management of apartments throughout investment.
- Complete and ready to let
- One of the leading European regions for property growth
- Security of investment by purchasing completed, tenanted apartments
- All buying costs paid for
- Parking and separate storage area included
- Only 5 apartments available
- Reservation refundable in full if finance not obtained

The Development

- The project is 2km away from the Místek town square and is easily accessible by foot (30min) and by public transport square (6min).
- There are two schools in the surrounding area, the closest one is just 800 meters away
- The city's police headquarters is only 10 minutes away by foot.
- Excellent shopping opportunities enable tenants to satisfy their shopping requirements. Tesco (800m away) and Hypernova (1km away) shopping centres are the larger shopping centres in the area while for smaller volume and express shopping a grocery store is 250m away with a Lidl store only 500m from the development.
- 2 restaurants are within a 100m to 250m radius from the development; a cinema complex including café and surrounding restaurants and 2 pharmacies are within a 15 minute walk from Pavlíkova Apartments.
- 2 petrol stations are located 1km from the development, this being ideal for tenants commuting by car.



Pricing and Availability

Unit #	Layout	Net floor area (m2)	Storage (m2)	Total property size (m2)	Pre-leased rental income	Total Property Cost INCLUDING kitchen + storage (inc. VAT)	% Yield
113	1 bedroom (2+1)	55.13	1.86	56.99	10,000.00 Kč	2,031,294.57 Kč	5.91%
111	2 room studio (1+1)	40.6	1.45	42.05	7,500.00 Kč	1,498,788.15 Kč	6.00%
121	2 room studio (1+1)	40.61	0.95	41.56	7,500.00 Kč	1,481,323.08 Kč	6.08%
132	1 bedroom (2+1)	55.33	0.93	56.26	10,000.00 Kč	2,005,275.18 Kč	5.98%
141	2 room studio (1+1)	40.84	0.88	41.72	7,500.00 Kč	1,487,025.96 Kč	6.05%

*current exchange rate 1GBP = 30.1 (25th November 2008)

Payment Plan & Purchase Costs

In order to secure an apartment, a refundable reservation of £2250 is payable to EM Concepts. If finance is required then the reservation is held by us in a separate client account and is only forwarded to the developer once finance is approved. Should you not be able to raise mortgage finance, the reservation is refundable in full.

EM Concepts have negotiated for EU Card, Mortgage Brokering & Legal Costs all to be provided free of charge for our investors.

Mortgage Finance

We have negotiated an excellent finance option through our partners, Czech finance (www.czechfinance.co.uk).

100% mortgages are available which means that the only purchase costs you have is the reservation, however this attracts the highest rates of around 6.7%

85% mortgages are around 5.49% and will therefore be completely covered by the rental payments.

The terms of the mortgage can be discussed directly with Czech Finance and is offered from a variety of banks including mBank, Volksbank, LBBW & KB bank.

Location and Surroundings

Frýdek-Místek is only 20 km from the regional capital of Ostrava which is the 3rd largest city in the Czech Republic and which is increasingly attracting a significant amount of FDI into the region. The combination of urban comforts in natural surroundings is a strong feature in developments that are projected in the Czech Republic. The market is showing a growing trend for developments and new build properties that promote a healthy lifestyle with great options of recreation within the adjacent surroundings, such as the forest, the Olešna dam and aquapark that are found near Pavlíkova Apartments.



Air Links

Frýdek-Místek boasts 2 smaller airports on the outskirts of the city for small recreational aircraft, while the Ostrava-Mošnov International Airport - linking Ostrava to Prague and Ostrava to Vienna as well as being a base for numerous charter flights - is 20km from the city.

Public Transport

Within 50m of Pavlíkova Apartments is a bus stop which serves the city centre. Additionally, a bus stop linking regional districts and towns is only 100m away. This links the city to other cities within the region and directly to Ostrava (ideal for tenants who work in Ostrava but want to live near in a calmer and more natural environment).

Frýdek-Místek has the great strategic advantage that it is amply serviced by road and rail networks linking the city to the regional capital hub of Ostrava, Kraków and Katowice in Poland, and the important European rail and crossroad hub of Žilina in Slovakia.

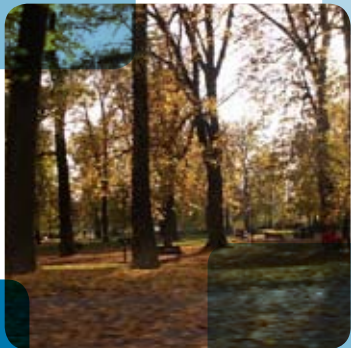
The city's geographical location nestled close to the borders of Poland and Slovakia, make it an important point of travel when heading towards the above-mentioned cities.

Extensive railway networks link the city to important hubs within the Czech Republic – such as Ostrava, Brno, Olomouc, and Prague. Additionally, the city is linked by rail to the Nošovice Industrial Park which is home to the Hyundai Motor Company's European Headquarters.

Road links

The D47 motorway which is currently under construction will increase accessibility and provide improved linkage between the north and the south of Europe – quicker access to Poland and Austria. It will strengthen the transport integration of the Ostravska region with other regions in the Czech Republic and improve the transport constellation with the region itself.

The project's strategic location enables one to directly access the slip road junction on the main motorways leading southwards to Bratislava (250km) – Slovakia; eastwards to the Hyundai European Headquarters in Nošovice (6km) and the Kia factory in Žilina (80km) - Slovakia; northwest towards Ostrava (20km); and westwards towards Prague (360km).



Lettings & Management

Effective letting and management of investment property is as crucial as its choice. Because even a fantastic value property in a great location can become a loss if its potential is not materialized and management costs are not optimized.

Rental income feeds the mortgage and without effective letting strategy the investor must cover the payments with his own assets.

We have partnerd with Bohemian Estates' , a leading property management firm in the Czech Republic whose letting and management service has one goal: To maximize the returns of the letting of the property and minimise costs for its management.

Letting

Letting strategy - BE does not only rely on standard advertising but proactively is looking for prospective tenants within the area. Also BE's knowledge, experience and contacts in the local market, coupled with cooperation with large multinational corporations ensure that the highest possible rent which attracts tenants sooner rather than later..

Letting contracts - robust letting contracts are compiled to protect the investor's property, interests and are proven by years of experience. Standard terms which can be adjusted are minimum of one year rental contract with minimum of one month's rent security deposit and two months cancellation period.

The contracts are signed in behalf of the client through Power of Attorney.

Letting fees – for finding a tenant is a one month's rent. For the purposes of simplicity and to save transfer fees the one month's rent security deposit paid by the tenant becomes the letting fee. In case of refund of the deposit, the client transfers the deposit to the tenant. If the tenant leaves earlier than in one year the proportion of the fee is refunded to the client. If the tenant terminates the lease contract prior to completing one year lease, the proportion of the fee is refunded to the client. This way, one months' rent letting fee always guarantees a tenant for minimum of 1 year. (for example, if the tenant leaves after 6 months 50% of the letting fee is refunded to the client).

Management

The service includes: property maintenance and administration, communication with the tenant including checking in and out of the tenants, full inventory and arranging any necessary work.

Rent collection – the rent is sent by the tenant on a monthly basis directly to the account of the client.

Usually it is the mortgage account where the monthly repayments are automatically deducted.

Rent delays – as soon as the rent is delayed by more than 10 days our letting contracts allow us to cancel them immediately. The rent can then be claimed in a legal suit against the tenant with the help of BE's inhouse lawyer (legal fees apply). However common sense and communication possibilities are first used before such actions are taken.

Property maintenance - the property maintenance service has links with a trusted network of suppliers such as builders, carpenters, plumbers and electricians and we can instruct these on our landlords' behalf for any issues that may arise.

Management fees - are 10% of the monthly rent for the period when the property is occupied with a tenant. Regular statements of the apartment and management account status are sent to the client

Such handling of the management fees makes the process easy and saves monthly transfer fees. A signed management contract with a Power of Attorney is required for this service. All fees excl. 19% VAT

Project Comparables

Project Name	Price sqm (CZK)	Distance to Centre	Location	Finish
Walker House	45000	Centre	Busy central area	Luxurious finish
Vista Residence	42000	1.5km from centre	Quiet hill side residence	High quality finish
Pavlikova Apartments	32700	2km from centre	Adjacent to Forest, peaceful area	High quality finish
Masarytkova Residence	32000	2km from centre	Noisy street next to train	Poor quality finish

The lack of modern and comfortable residential developments continue to drive up rental prices in this region and local analysts are confident that this trend will remain strong and that the price to yield ratio will remain high. This well-located and top-quality development breaks into the regional market where there is a very short supply of new quality developments and this ideal supply/demand ratio will support future capital growth.

The Developer

The developer is a relatively small company called Elimo who are based in the Ostrava - Frydek Mistek region. They operate 160 apartments in the city of Ostrava and have recently expanded to the Frydek Mistek area to take advantage of the opportunity provided by the favourable economic conditions.

An interesting fact about this developer is that they usually built to rent, they do not usually sell what they have built, preferring the business model whereby they rent everything that they build and benefit from the capital appreciation themselves. The company are now planning to diversifying into the energy market with plans to build a solar panel project, also in this region, and therefore they have chosen to sell most of the Pavlikova apartments to investors.

The decision to sell the apartments was made during the construction. This developer has experience and knows what will rent, they pay attention to the size and cost of what they build and also put considerable effort into ensuring that the construction is well done on day one so they don't have to come back in ten years time to make repairs, also the construction and roofing style and the materials used all make the building an energy efficient one which benefits both the investor and the tenant.

Developers website can be viewed here: <http://www.elimosro.cz>

Regional Investment by Hyundai

There are unmistakable advantages of owning property in a city which has just received an investment of €1,100,000,000. The factory, which begins production this month (November 2008), three months ahead of schedule, will employ 3,000 - 3,500 people directly and will create as many as 5,000 additional jobs in support industries.

The investment from the Korean automotive giants is one of the biggest in the history of the Czech Republic and economists claim it will boost economic growth by 1.3%. The factory will initially build 200,000 passenger cars, Hyundai's next C-sector small family hatch and SUVs each year. In addition to this 600,000 gearboxes will be manufactured at the facility. This output is planned to rise to 300,000 vehicles a year in 2011, with the addition of a new MPV to the range.

Gerry Dorizas, vice-president of Hyundai Motor Europe, said: 'This comprehensive investment is a core element of our worldwide growth strategy. It is also a long-term commitment to Europe and underlines our determination to strengthen the position of the Hyundai brand in this highly competitive market. We plan to double our annual European sales by 2010 and European production will be essential to reach that goal.'



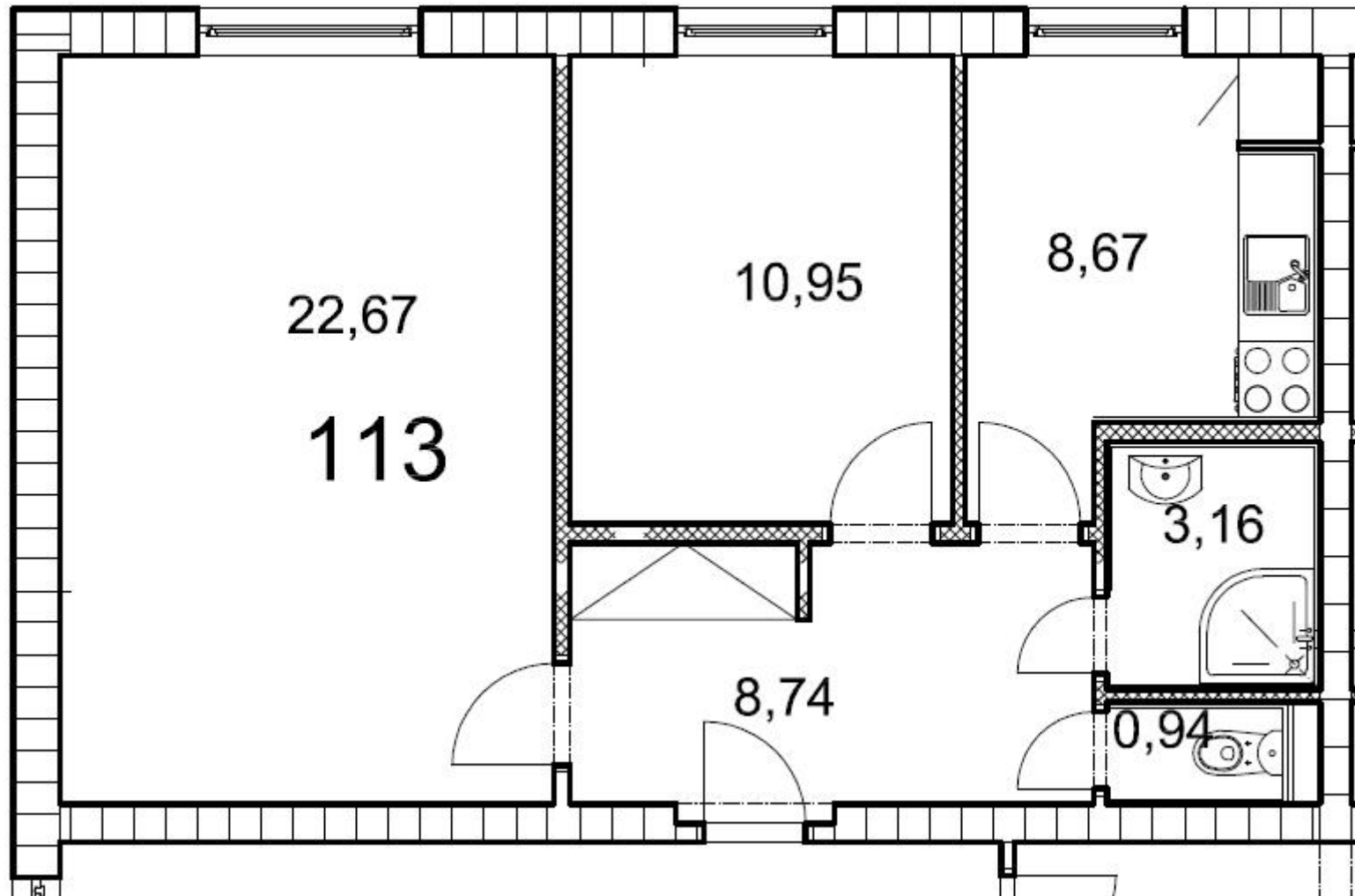
Purchase Process

- Choose which apartment you would like to reserve
- Call our team on +44 (0) 207 448 5155
- Send copy of passport and completed reservation form to EM Concepts
- Send reservation payment of £2200 to EM Concepts client holding account
- Contact Czech Finance for mortgage approval
- If approved - complete purchase
- If not available - receive reservation payment back in full

Please note we have just 5 apartments available pre-let and with zero buying costs so please contact us as soon as possible to reserve or go on the waiting list for any cancellations.

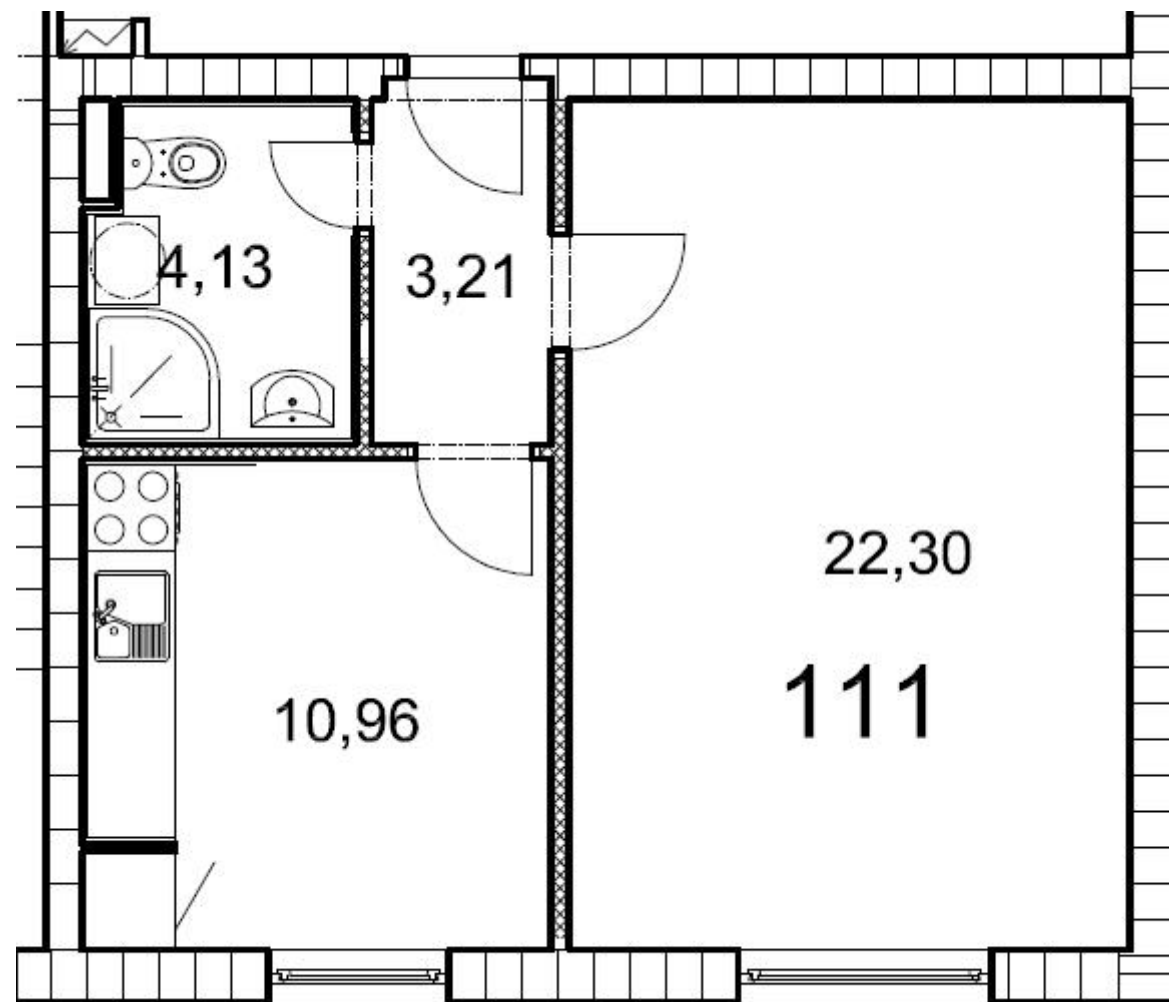
Apartment 113 - One Bedroom

55.13 sq m



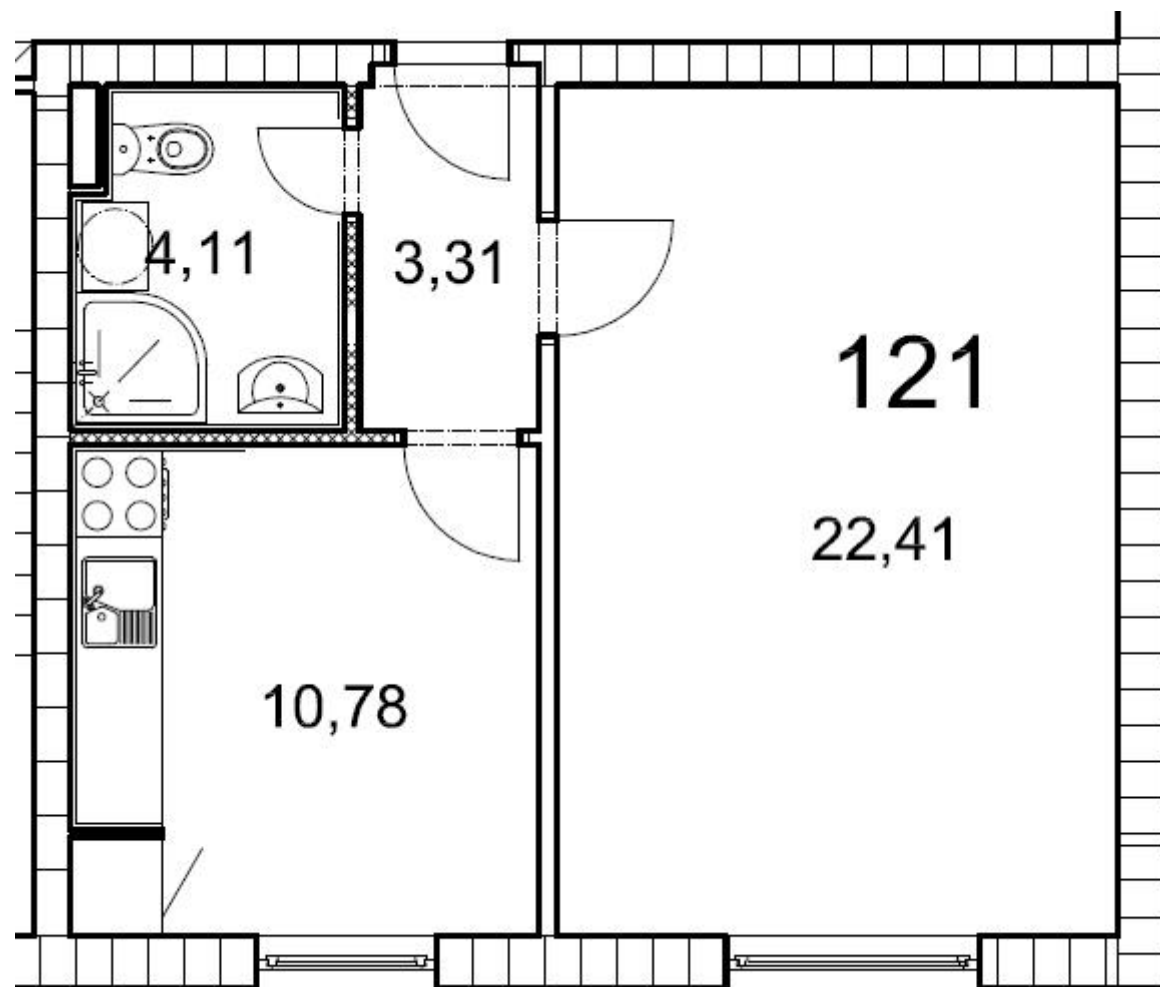
Apartment 111 - Studio

40.6 sq m



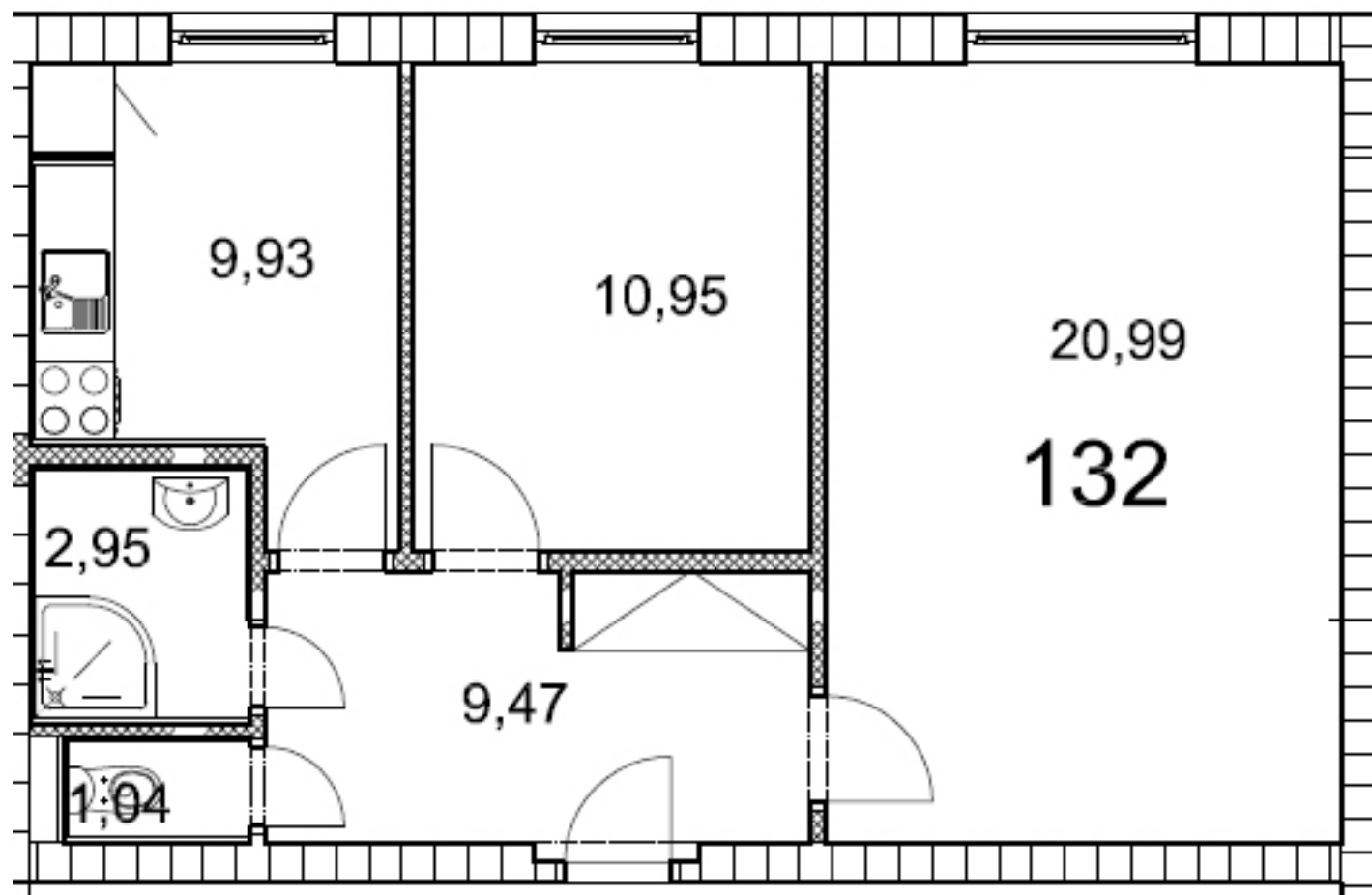
Apartment 121 - Studio

40.61 sq m



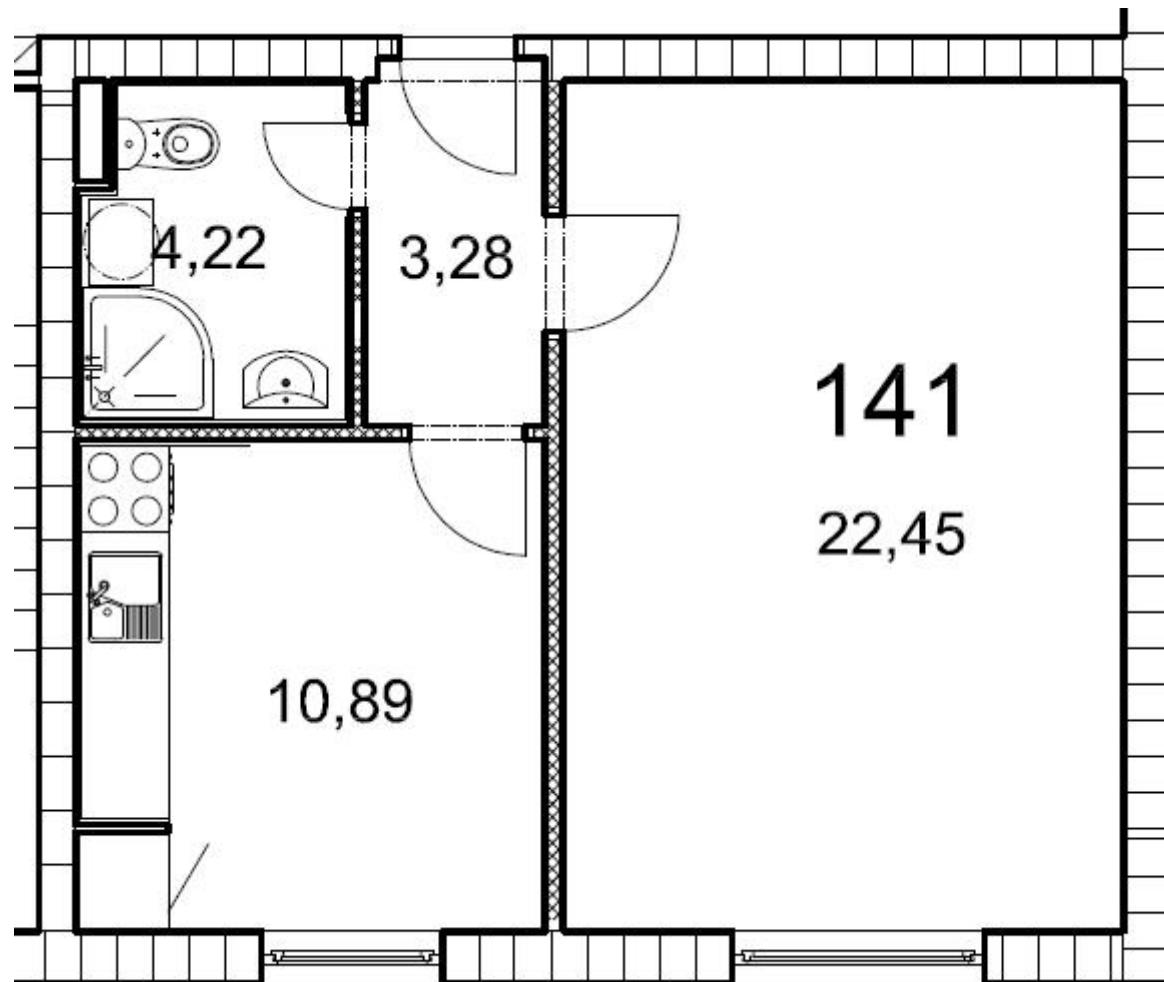
Apartment 132 - One Bedroom

55.33 sq m



Apartment 141 - Studio

40.84 sq m



For more information...

You can contact us by phone: +44 (0)207 448 5155; by fax: +44 (0)207 900 6499;

by email: enquiries@emconcepts.co.uk; or by post: EM Concepts Ltd, 2 London Wall Buildings, Moorgate, London EC2M 5UU



DISCLAIMER

Investment risk: Investments are subject to risks including possible delays in repayment or loss of income or capital invested. Past performance of any ecology or property price is not a reliable indicator of their future performance. EM CONCEPTS does not guarantee the performance of any marketed real estate property if bought as an investment. The return of a buyer's capital nor any specific rate of return. The value of investments and any income derived from them can go down as well as up and the value of a buyer's investment may be extremely volatile and be subject to sudden and substantial falls.

Non-Solicitation: This Investment Summary is provided for information purposes only. Nothing in this Investment Summary is intended to form the basis of a decision to purchase a product offered by the EM CONCEPTS or as the basis for any other investment decision. Nothing in this Investment Summary constitutes a solicitation, invitation, recommendation or offer to purchase, sell or otherwise deal in any products offered by EM CONCEPTS or to provide any investment service or investment advice, and should not be interpreted as such.

Content of Investment Summary: While the EM CONCEPTS takes care to ensure that the information in this Investment Summary is accurate and up to date at the time of publishing, the information in this Investment Summary is provided 'as is' without any warranty of any kind. EM CONCEPTS is not responsible and will not be responsible for any loss or damage arising out of any inaccuracy or any omission of any information in this Investment Summary. The information in this Investment Summary does not purport to be comprehensive or to contain all the information that a prospective buyer may need. No representation, warranty or undertaking, express or implied, is or will be made or given in relation to the accuracy or completeness of the information in this Investment Summary. Any responsibility or liability for any such information is expressly disclaimed. EM CONCEPTS undertakes no obligation to provide you with access to any additional information, or to update, or to correct any inaccuracies, which may become apparent in this Investment Summary. All information posted in this Investment Summary is subject to change without notice. In addition, these Terms may be changed at any time without prior notice. EM CONCEPTS will make such changes by posting them in this Investment Summary and they will take effect immediately upon being posted.