

# Hotel "Capri"

## Investment Teaser

July 2016



### History

- The Target Company is a luxurious 4 Star Hotel, situated in the "heart" of Capri, built in 1956 and merged with an historic Villa. The Hotel was acquired in the 1960 by the actual owners, who preserved the authenticity of this place. After improvement and restoration is, actually, one of the best Hotels in Capri for size and reception.



- The Hotel is situated in an exclusive location by an incredible view of the sea, the "Fraglioni" and the "Certosa di San Giacomo". It is near (30 meters) "Vie Camerelle" and "Via Vittorio Emanuele", the main shopping streets, the "night life" of the island and the famous "Piazzetta".



- Some famous authors chose the garden of the "Hotel" as a location for the presentation of their works including, the meetings between the literary editors during the manifestation named "La Conchiglia". Designed to offer maximum "warmth" and hospitality to customers internationally, the "Hotel" is considered by actors, celebrities and personalities from the world of Italian politics and finance as their "usual residence" for holidays in the Mediterranean.



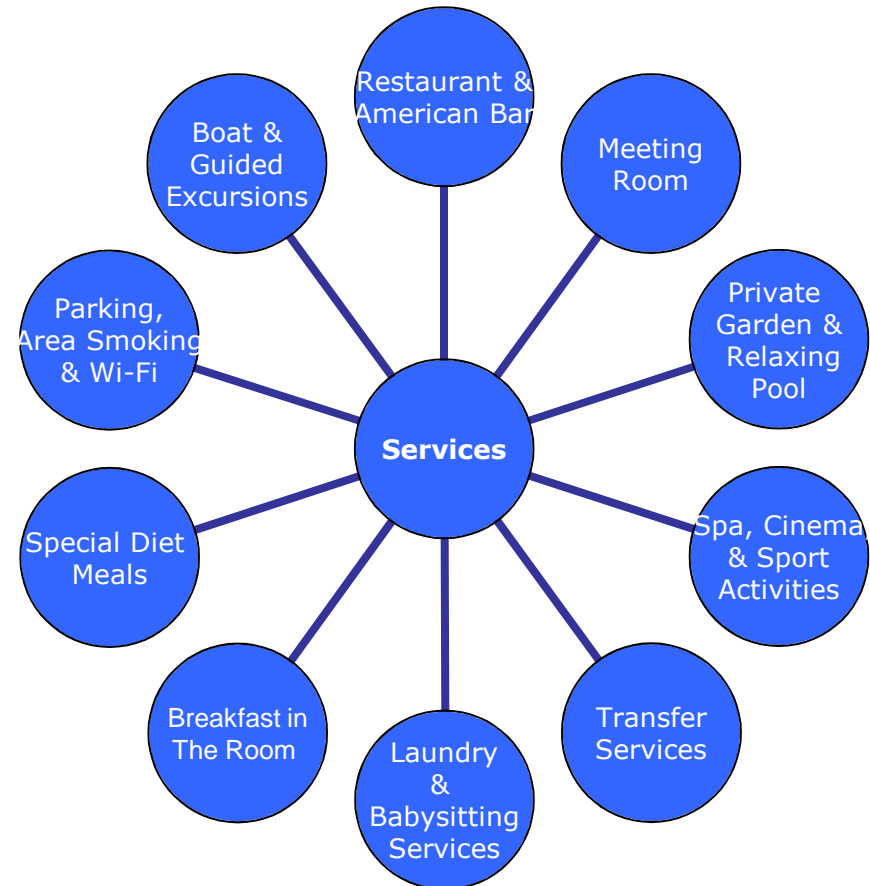


### Company Overview

- The Hotel is structured in 87 rooms of various types: Single, Standard, Classic, up to the Deluxe and Junior Suite. The rooms are equipped with every comfort (wi-fi, satellite tv, minibar, bathroom with tub or shower, safe, telephone with outside line and so on).

- The Hotel is also famous for the high quality of the cuisine, "a continuous search of taste for culinary perfection, centered on Mediterranean flavor" all made by Chef with international experience, that can create, in a contemporary way, typical dishes of Capri tradition. The restaurant, given the capacity of 180 seats, is the ideal place to welcome and celebrate important events.

- There is also an american bar, a conference room of 300 seats and a garden to enjoy moments of relaxation, a welcome cocktail or a coffee break. The structure consists of an indoor area of 5,074 sq.m., splitted on 4 floors and the outdoor area of 1.524 sq.m. for a total of 6.594 sq.m.



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### Market

- The tourism market, from the point of view of supply, can be defined as the set of a number of environmental, natural, socio-cultural and structural factors - such as the presence and quality of infrastructure, the level and quality of transport, the quality of health services and public health, the type, the size, the quality and availability of tourist facilities.

- The natural charm of the island and the presence of important structural factors have always made Capri as an international crossroads, a point of reference for elite tourism. It clear the importance and the impact that environmental factors play in regions such as Campania and particularly in Capri, where climate, landscapes, history, art and culture are a mix of elements able to attract more and more tourists from all over the world .

- The peculiarities of Capri is the ability to preserve its beauty despite the increase of tourist facilities.

- Hotel main competitors can be identified in the following structures of the same level located in the center of Capri, such as:

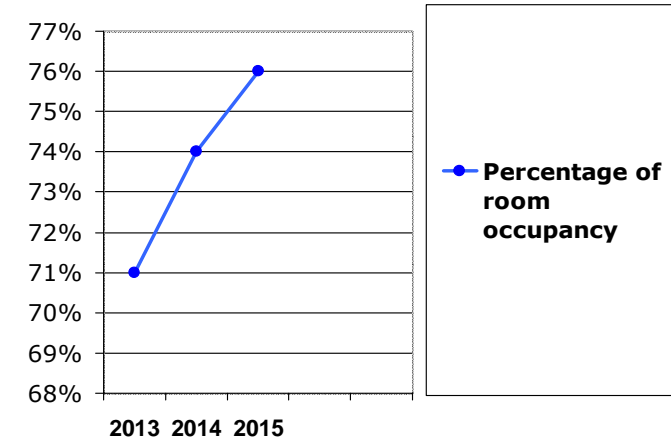
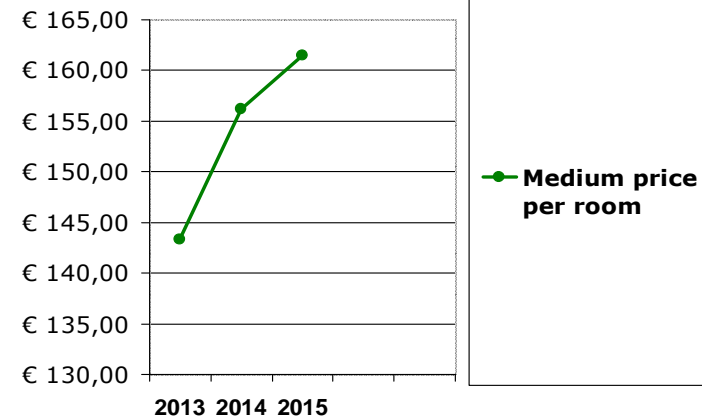
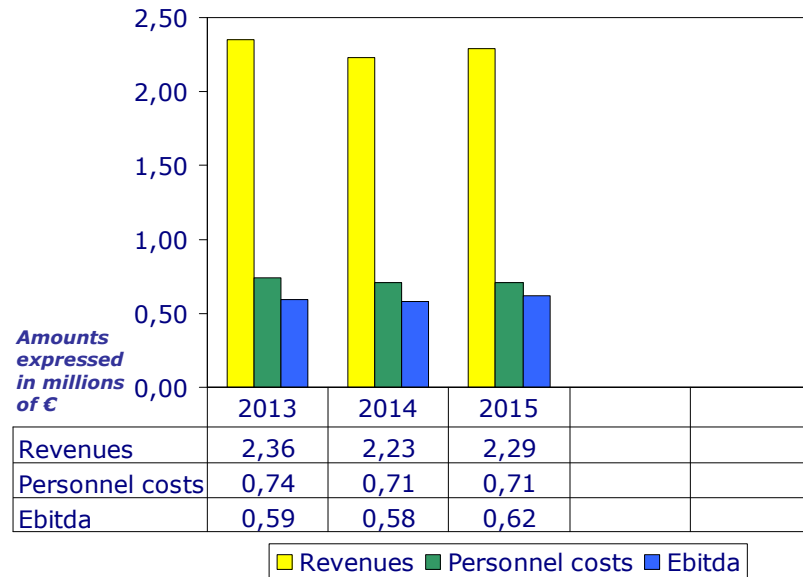
Hotel Relais Maresca \*\*\*\*, Hotel Gatto Bianco \*\*\*\*, Hotel Flora \*\*\*\*, Villa Brunella \*\*\*\*, Hotel Regina Cristina \*\*\*\*, Hotel la Floridiana \*\*\*\*

- To maintain the positioning in the market it's necessary predisposes an adequate marketing policy to create a loyal customer base over time.

- For this reason the Company implements oriented management to achieve maximum customer satisfaction through continuous improvement of quality of service and differentiation of its service than the competitors. The strategic location of the structure combined with the restructuring and innovation of the same will be any reason to gain a competitive advantage over competitors.



### Key Financials (1/2)

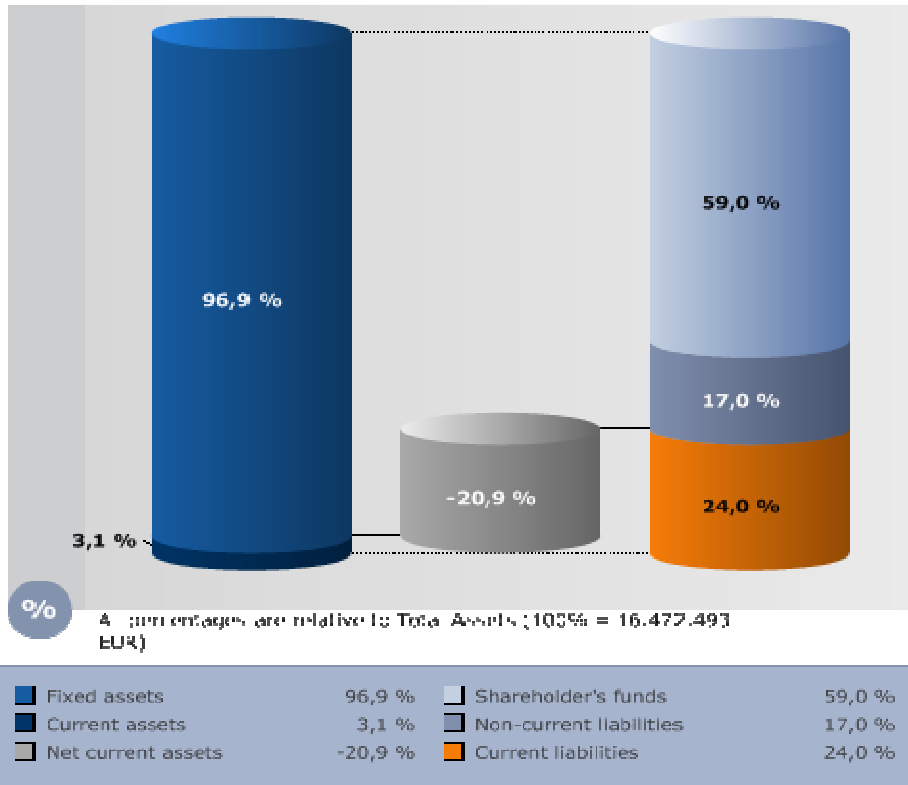


- "The property is divided into 2 blocks of shares"
- "The absence of a marketing policy makes Hotel underperforming"
- "The price per room is lower than the price of competitors"

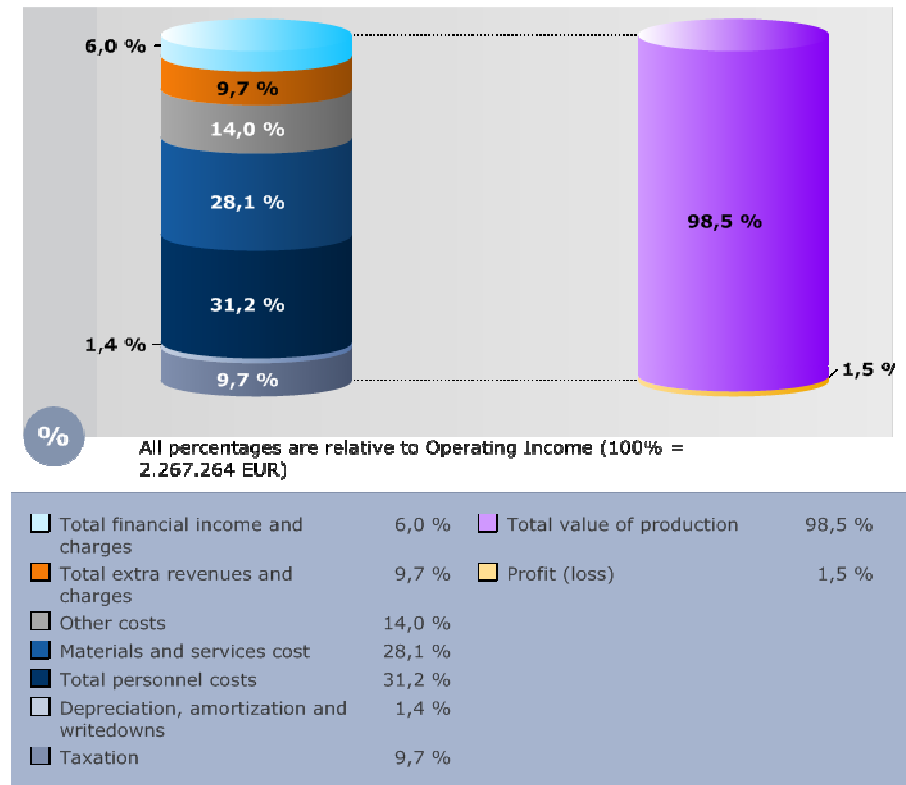


### Key Financials (2/2)

Structure of the Balance Sheet ( 2014 )



Structure of the P&L account ( 2014 )



### Business Opportunity

All the shareholders are interested to the following EXIT proposals:

- 1) by shares selling (lowest taxation)
- 2) by rental of the only hotel business with a call option (to exercise with-in few years) for selling the property or the company.

As an alternative, current members would seek a majority partner that shares the project following

- In an alternative scenario, current members would like a Partner (Equity Partner) that shares the following business project.
  - Provide an hotel complex defined such as a "luxury oasis", targeted to VIP Client, that will lead the Hotel to rank a 5 star luxury hotel level, returning the Island of Capri to the glories of the past in the segment of quality and excellence in the various tourist segments.
  - Hotel services will include beauty farm, a health and wellness SPA, shopping centers, two additional restaurants. Moreover, the helicopter service for VIP client (currently operating on the route Salerno – Capri – Salerno) will be improved by the construction of the new heliport in Capri. A special pick up- services will be provided for the hotel clients
  - To this purpose, it is planned a total renewal of the rooms, with the creation of 40 new suites fully equipped with modern furniture and facilities and highly technological and ecological systems, targeted to VIP clients
  - The re-sizing of the hotel in a new touristic complex will allow to better perform, in financial terms, gaining value added due to a strong increase of the average room rate and a step up within the Island tourism market.
  - The future competitors of the re-structured Hotel "CAPRI" can be indentified as other hotels located in the center of Capri such as 5 star hotels (JK Palace Capri, La Scalinatella, Hotel Tiberio, Villa Marina capri Hotel & SPA) or such as 5 star luxury hotel (Grand Hotel Quisisana, Grand Hotel Punta Tragara, Capri Palace Hotel).

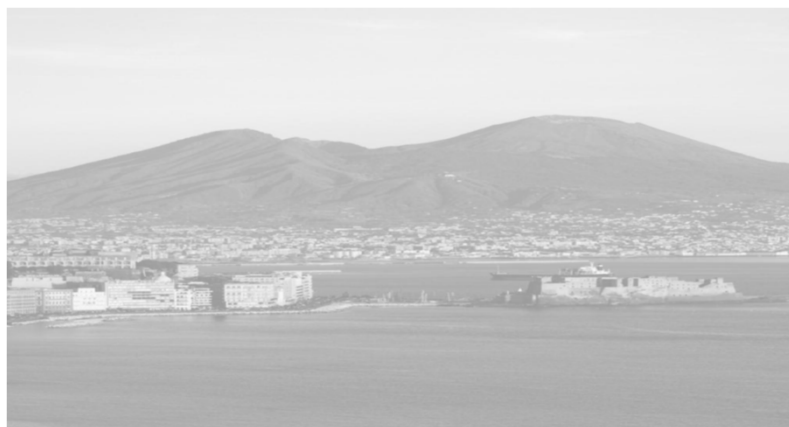


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