

## 1H 2011 results Investor presentation

October 2011

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#### **Today's presenting team**

B (Grou



Viacheslav Zarenkov

- President
- Founding shareholder
- Founded in 1987



Anton Evdokimov

- CFO
- With Etalon Group since 1998



Dmitri Boulkhoukov

- Head of investments
- With Etalon Group since 2007



**Alexander Shkuratov** 

- Head of strategy and business development
- With Etalon Group since 2007







1.

Market environment



1H 2011 Operating and Financial Performances 3.

New acquisitions

4.

Selected projects update

5.

Key takeaways

#### At a glance

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Presence in rapidly growing markets	<ul> <li><u>Leader in St Petersburg</u>* real estate market with ca. <u>11% market share</u> <sup>(1)</sup></li> <li><u>Strong presence in Moscow*</u> real estate market</li> <li>Focus <u>on upper economy class</u> and <u>lower middle class</u> segments. <u>Nationwide sales network.</u></li> </ul>	Liquidity and credit ratings	<ul> <li>Secure liquidity position supported by pre-sales cash collections</li> <li>Low leverage: 0.6x Net debt / EBITDA as of 31.12.2010<sup>(3)</sup>, Net cash = US\$271 mln as of 30.06.2011</li> <li>Credit rating by S&amp;P's: <u>B/Stable/B</u> (3)</li> </ul>	TickerETLN:LIMarket capitalizationUSD1,165 mln (12.10.2011)Share priceUSD3.95 (12.10.2011)Portfolio composition
Strong delivery track record	<ul> <li><u>2.8 mln sqm</u> commissioned since inception in 1987</li> <li><u>24 years</u> of construction &amp; development experience</li> </ul>	Rapidly expanding projects portfolio	<ul> <li>Projects portfolio focused on <u>cash-flow generation</u></li> <li><u>Dominant player in "comfort class" in St Petersburg</u></li> <li><u>Sufficient land bank</u> to support future recurring income. Land bank secured to 2x delivery volume by 2012 and 4x by 2014</li> </ul>	<ul> <li>Total unsold NSA breakdown</li> <li>14%</li> <li>31%</li> <li>55%</li> <li>SPMA as of 31.12.2010</li> <li>Acquired in 2011</li> </ul>
True vertical integration	<ul> <li><u>All stages</u> of development cycle</li> <li>Large-scale multi-phase projects</li> <li><u>Country-wide sales network</u></li> </ul>	Corporate governance	<ul> <li>Fully accomplished Board of Directors with appropriate representation of interests of all investor groups</li> <li>Quarterly trading updates and semi-annual financial reporting</li> </ul>	<ul> <li>Residential under construction</li> <li>Acquired in 2011</li> <li>Standing commercial</li> </ul>

Source: JLL report as of 31.12.2010, Company press releases

\* St Petersburg metropolitan and Moscow metropolitan areas respectively

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(1) Average annual market share of total residential completions in the private sector (excluding individual construction) between 2000 and 2010 in St. Petersburg; (2) Net debt as of 31.12.2010, EBITDA for 2010; based on audited consolidated IFRS accounts of Etalon Group; (3) 'B' long-term & 'B' short-term corporate credit ratings of SSMO LenSpetsSMU with 'Stable' outlook (last reconfirmed on 06.11.2010);







Market environment

#### Focus on Key Markets – Moscow and St. Petersburg Metropolitan Areas

MMA and SPMA are the most attractive residential markets in Russia



## The above set of simple assumptions further supports the existence of significant unsatisfied demand for value-added housing in MMA and SPMA

(1) Company estimates based on Rosstat's methodology and data; includes additional demand from mortgage users - share of sales with mortgage in total sales is 12%, according to MER (assuming no overlap between mortgage and instalments customers); (2) 1H2010 new supply volume of Middle Class residential properties on the primary market , according to MIAN and SPb Realty, converted from sqm into housing units, assuming that 1 flat = 85.3 sqm (average flat size in Russia in 2009, Rosstat)); (3) The demand structure shown on the pie chart is for indicative purposes; (4) Rosstat data as of January 2010; (5) Residential real estate commissioning volume in 2009 (excluding individual construction; multiplied by average real estate RUR prices on the primary market in 2009 and divided by end of period official CBR RUR/USS exchange rate in 2010 (RUR/USS 30.5); (7) 60% of households plan to improve living conditions (source - Rosstat; Comcon, 2010); (8) 56% of consumers prefer orimary vs. secondar residential real estate market (Source - Metrinfo survev in Moscow; 1H 2010)



#### Moscow and St. Petersburg markets – price per m2



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 Steady demand on strong market fundamentals



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\* IRN Index is calculated on the basis of prices per sqm in both primary and secondary markets





1H 2011 Operating and Financial Performances

#### Solid trading results in 1H 2011





Average USD/RUB fx rate 6 m 2010 Average USD/RUB fx rate 6 m 2011

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30.05
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28.56



- In 2Q 2011 Etalon continued to make solid progress with new sales contracts
- Etalon believes that the primary driver for increase in new sales is continued recovery in residential mass market segment in target cities, combined with high level of consumer confidence associated with Etalon brand and its long term track record
- Exit of no-name or small-scale developers post-crisis also driving consistently improving sales

- In 2Q 2011 additional efforts made on large apartments (3 rooms / 2 bedrooms) with lower-than-average selling prices per sqm. Large apartments were harder to sell during the crisis, but improving market conditions enabled Etalon to convert inventories into sales and cash flow
- Transfers to customers demonstrated solid growth both in 1Q and 2Q and are indicative both of construction and pre-sales processes



#### **Strong Financial Performance**



Source: audited consolidated IFRS accounts for 2008, 2009, 2010 and reviewed IFRS accounts for 1H 2011



Average USD/RUB fx rate 6 m 201030.05Average USD/RUB fx rate 6 m 201128.56

(1) Includes 'Other operations' reporting segment (selling of construction materials, construction of stand-alone premises for commercial use and various services related to sale and servicing of premises) and 'Other revenues' (reflect revenues from operations not classified under any of the three reporting segments) (2) EBITDA is defined as profit (loss) for the period before interest and related income / (expenses), income tax expense, depreciation and amortization



#### **Robust Balance Sheet**

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Source: audited consolidated IFRS accounts for 2008, 2009, 2010 and reviewed IFRS accounts for 1H 2011





Longer debt maturities Decrease the cost of

Conservative approach to leveraging

End of period USD/RUB rate at 30 June 2011



28.08

(1) Without expected interest payments; (2) Weighted-average cost of debt on local bonds, bank loans and loans from other parties (all RUR-denominated); (3) Weightedaverage cost of debt on CLN and bank loans (US\$-denominated); (4) Interest rate on bank loans (EUR-denominated); (5) Net debt is calculated as Long-term debt (carrying amount) + Loans and borrowings (short-term at carrying amount) - Cash & Cash Equivalents - Cash deposits included in ST Investments (5) Reconfirmed 8 times since 2006 (including 4 times in 2009); and the second Marrie Tall





#### Pulkovskoe Shosse, St. Petersburg

#### **Project description**

- 2.1 ha land plot area; original NSA of 50 ths sqm upgraded to 63 ths sqm
- Project acquired in 2Q 2011

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- The site is located in the south of the Moskovsky district of St. Petersburg, 2 km from Pulkovo Airport
- The site is close to the Pulkovskoe highway (which puts the centre of St Petersburg approximately 15 minutes away by car) and within a five minute walk of a number of bus stops
- The complex is within walking distance from shopping and entertainment zone which comprises the LETO Shopping Mall, O'KEY Supermarket, Castorama DIY, LENTA, Pulkovo III Shopping Mall & Entertainment Centre and a METRO Cash & Carry







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#### Pulkovskoe Shosse, St. Petersburg



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Pulkovskoe Shosse, St. Petersburg

#### PULKOVSKOE SHOSSE

The LETO shopping mall is located in close proximity to the site, and contains hypermarkets, clothing shops and a broad range of other stores.



B817AA 178

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Pulkovskoe Shosse, St. Petersburg

The area is well developed, with a number of car dealerships and other shops near the development site.

PULKOVSKOE SHOSSE

The Distance

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#### Pulkovskoe Shosse, St. Petersburg

#### PULKOVSKOE SHOSSE

The southern region of St. Petersburg has good transportation infrastructure and offers residents a wide range of consumer shops.



Dmitrovskoe Shosse, Moscow

#### **Project description**

- 10.3 ha land plot area; original NSA of 220 ths sqm upgraded to 350 ths sqm
- Project acquired in 2Q 2011

B (Grou

- The site borders Yahromsky passage to the north and Dmitrovskoye highway to the east, and can be accessed easily from either of these major transport routes
- The centre of Moscow can be reached by car in approximately 20 minutes
- Beskudnikovo railway station, Savelovskoe direction is just 1.5 km from the complex
- There are plans to build a metro station, Yubileinaya, adjacent to the site in the next few years, and there are also a number of bus stops situated within walking distance



# **Project Location** Ikshinskaya ulitsa mskiy proye 800-letiya Moskvy isky proyezd ulitsa 800-letiya Moskvy Beskudnikovskiy buľvar



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Dmitrovskoe Shosse, Moscow

DMITROVSKOE SHOSSE

The new development will revitalize a neighbourhood made up primarily of Soviet-era buildings



B (Grou

Dmitrovskoe Shosse, Moscow

#### DMITROVSKOE SHOSSE

A large park with recreation areas and ponds is located in close proximity to the development site.



Dmitrovskoe Shosse, Moscow

The area is surrounded by green a wooded zone.

DMITROVSKOE SHOSSE

B (Grou

Dmitrovskoe Shosse, Moscow

The territory of an old factory will be cleared for the new construction site

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DMITROVSKOE SHOSSE

Rechnoy, St. Petersburg

#### **Project description**

- 2.1 ha land plot area; NSA of 105 ths sqm
- Project acquired in 3Q 2011

B (Grou

- The site is located in the south of the Nevsky district of St. Petersburg and borders Rybatsky Prospect and the Neva River
- The site is located approximately one kilometre from the Rybatskoe metro station and from a railway station of the same name. It is also within a two-kilometre proximity to the St. Petersburg ring road
- Construction is expected to start in 2012



**Project Location** 



Rechnoy, St. Petersburg

B (Grou

RECHNOY

The complex will be located on the bank of the Neva River, with a view of the Bolshoi Obukhovskiy bridge, part of the St. Petersburg Ring Road



B (Grou

Rechnoy, St. Petersburg

Water taxis and a boat pier are located next to the construction site on the Neva.



RECHNOY

B (Grou

Rechnoy, St. Petersburg

The new buildings will stand out against the old, Soviet-era apartment blocks that make up the surrounding neighbourhood.

111

-

1.1

RECHNOY

THE NEE

Rechnoy, St. Petersburg

Parks and recreation areas are in close proximity to the construction site.

RECHNOY





Update on selected projects

Emerald Hills

TIO/ALCOME

The Emerald Hills complex includes a wide range of infrastructure, including a school and pre-school, recreation zones and squares. A shopping and entertainment centre is also planned, in addition to individual stores and even a medical clinic. Stage 1 of the complex is currently nearing completion, as can be seen in this photograph.

#### **EMERALD HILLS**



Emerald Hills

#### EMERALD HILLS

For the Emerald Hills complex we used modern ventilated facades, which help significantly increase the efficiency of the buildings' heating system during the winter, and helps keep the interiors cooler during hot periods in the summer.



Emerald Hills

The heating plant for the Emerald Hills project is fully automated and built using the latest technologies available. Today the heating plant is 90% complete and is on schedule to begin functioning on time for the completion of Stage 1 of the building project. The heating plant has six boilers with a total capacity of 78 MWt. Hot water is supplied to the residents of the Emerald Hills complex by heat exchangers located directly in each of the buildings.

#### **EMERALD HILLS**



Emerald Hills

EMERALD HILLS

Foundation work on Stage 2 of the Emerald Hills complex, shown in this photograph, has been completed and construction of the buildings has passed the second floor.

Jubilee Estate

The complex will consist of 13 residential buildings of up to 25 floors and multi-level underground parking. The poured concrete technology was used for construction, with brick accents and ventilated facades. As of 3Q 2011, 10 buildings from the total 13 are delivered

JUBILEE ESTATE



Jubilee Estate



Jubilee Estate

B (Grou

The remaining 3 buildings under construction are scheduled to be delivered by the end of 2011 (1 building) and in 2012 (2 buildings)

THE OTHER DESIGNATION.

JUBILEE ESTATE


# Key takeaways

### Better than expected progress on acquisitions

- 518 ths sqm of NSA acquired since IPO, more than 40% out of planned at IPO
- Most of the acquisitions were financed via operating cash flow
- IPO proceeds largelly remain on the balance sheet

### Solid progress on sales

New contracts concluded in 1H 2011 up 41% compared to 1H 2010 (by area contracted)

### Progress in MMA

- New project on Dmitrovskoe Shosse acquired (NSA 220 ths sqm, upgraded to 350 ths sqm), 5 new projects in the course of DD and negotiations
- Etalon-City: Master plan is expected to be approved by Moscow authorities by the end of 2011. Construction permit for 1<sup>st</sup> stage of Etalon-City is planned to be obtained during H1 2012
- Emerald Hills: Delivery of 1<sup>st</sup> stage of Emerald Hills on schedule for 2011. Pre-sales of 2<sup>nd</sup> stage under way

### Robust EBITDA growth and better than expected margins

• 1H 2011 EBITDA is up 25% in US\$ compared to 1H 2010, EBITDA margins increased to 38%

## Strong balance sheet position to benefit from higher quality deal flow

- Net cash as of 30/06/2011 is USD 271 mln
- Long-term debt properly balanced between RUR and USD



## **Clear Strategy Intended to Crystallize Value for Shareholders**

### **Geographical expansion**

- Focus on St. Petersburg and Moscow Metropolitan areas
- Further develop regional sales network

### Home building business model

- Focus on residential development
- Vertical integration only in "bottleneck" areas

### Optimum land bank build-up

- No projects held for future development
- Efficient reinvestment of capital: quality business model

### Dominant player in «comfort class» in Russia

- Offering the best quality products
- Maintain strong brand recognition

# Aim to increase

## shareholder value

### Prudent financing

- Focus on pre-sales financing
- Conservative borrowing strategy with extended debt maturity







# **Income Statement**

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mn USD	2008	2009	2010	1H2010	1H2011
Revenue	573.7	635.6	668.7	302.1	329.6
Cost of sales	(368.4)	(347.0)	(364.6)	(169.3)	(166.4)
Gross profit	205.4	288.6	304.1	132.8	163.1
General and administrative expenses	(62.0)	(45.3)	(67.4)	(32.1)	(35.7)
Selling expenses	(18.1)	(4.1)	(19.4)	(7.2)	(11.8)
Other expenses, net	(6.0)	(6.2)	(5.8)	(3.3)	1.3
Results from operating activities	119.3	233.0	211.5	90.2	116.9
Finance income	7.0	7.1	9.3	5.6	8.2
Finance costs	(50.5)	(33.0)	(22.0)	(7.5)	(0.7)
Net finance costs	(43.5)	(25.9)	(12.6)	(1.9)	7.5
Share of profit of equity accounted investees (net of income tax)	0.2	0.1	0.0	0.0	0.0
Profit before income tax	75.9	207.1	198.9	88.3	124.5
Income tax expense	(28.7)	(45.1)	(44.6)	(20.3)	(28.2)
Profit for the period	47.2	162.0	154.3	68.0	96.3
Profit attributable to:					
Owners of the Company	31.2	155.4	152.3	67.3	95.3
Non controlling interest	16.0	6.6	1.9	0.7	1.0
Profit for the period	47.2	162.0	154.3	68.0	96.3

Source: audited consolidated IFRS accounts for 2008, 2009, 2010 and reviewed IFRS accounts for 1H 2011



## **Balance Sheet**

B (Grou

mn USD	01/01/2008	2008	2009	2010	1H2011	mn USD	01/01/2008	2008	2009	2010
ASSETS						EQUITY AND LIABILITIES				
Non-current assets						Equity				
PP&E	36.2	38.2	55.0	54.5	60.4	Share capital	0.04	0.03	0.03	0.03
Other long-term investments	2.5	2.7	1.1	1.3	3.6	Share premium	0	66.4	64.5	64.0
Trade and other receivables	20.3	20.2	26.7	29.7	29.0	Retained earnings	(16.9)	13.5	176.1	333.2
Deferred tax assets	42.9	40.4	36.9	8.6	15.7	Total equity attributable to equity holders of the Company	(16.9)	80.0	240.6	397.3
Other non-current assets	4.4	1.2	0.1	1.1	0.2	Non-controlling interest	11.0	20.2	25.6	15.1
Total non-current assets	106.4	102.7	119.7	95.1	108.9	Total equity	(5.9)	100.1	266.2	412.3
Current assets						Non-current liabilities				
Inventories	636.9	996.2	883.5	841.6	992.4	Long-term debt	190.5	63.5	85.1	219.9
Trade and other receivables	94.5	112.2	128.2	130.1	177.1	5				
Short-term investments	0.8	1.1	0.9	11.2	27.7	Long-term trade and other payables	2.6	1.8	12.6	8.6
Cash and cash equivalents	37.4	80.9	113.0	119.3	575.0	Provisions	2.9	2.6	2.7	2.7
Other current assets	0.5	0.2	0.8	1.9	1.1	Deferred tax liabilities	4.1	9.5	27.8	1.3
Total current assets	770.1	1,190.7	1,126.4	1,104.0	1,773.3	Total non-current liabilities	200.2	77.5	128.2	232.4
Total assets	876.5	1,293.4	1,246.1	1,199.1	1,882.2					
						Current liabilities				

232.4 280.7 Current liabilities Loans and borrowings 165.7 46.7 58.1 76.0 108.2 Trade and other payables 593.4 898.7 679.8 468.6 480.3 Provisions 12.8 37.2 51.4 63.6 39.0 554.4 575.6 **Total current liabilities** 682.2 1,115.8 851.6 **Total equity and liabilities** 876.5 1,293.4 1,246.1 1,199.1 1,882.2

2010 1H2011

0.04

549.8

458.7

17.3

1,008.5

1,025.9

272.7

4.6

2.7

0.7

Source: audited consolidated IFRS accounts for 2008, 2009, 2010 and reviewed IFRS accounts for 1H 2011



## **Cashflow Statement**

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mn USD	2008	2009	2010	1H2010	1H2011	mn USD	2008	2009	2010	1H2010	1 <b>H20</b> 11
OPERATING ACTIVITIES:						INVESTING ACTIVITIES:					
Profit for the year	47.2	162.0	154.3	68.0	96.3	Proceeds from disposal of non-current assets	1.9	3.4	1.0	0.2	3.4
Adjustments for:						Interest received	3.5	6.3	3.1	2.0	2.4
Depreciation and amortisation	7.7	6.5	9.4	4.9	4.4	Acquisition of PP&E	(17.9)	(7.0)	(10.8)	(6.0)	(6.7)
(Gain)/loss on disposal of PP&E	0.2	(2.0)	(0.0)	0.4	(2.1)	Loans given	(3.4)	(8.4)	(3.5)	(3.1)	(2.1)
Loss on disposal of subsidiaries	0	0	0.2	0.4	0.0		(011)	(017)	()	(011)	()
Share of profit on equity accounted	(0.2)	(0.1)	0.0	0.0	0.0	Loans repaid	0.7	0.2	2.0	0.3	1.9
investees Gain (loss) on disposal of other						Acquisition of subsidiaries, net of cash acquired	0.0	0.5	0.3	0.0	0.0
investments	0.0	0.0	0.0	0.3	(0.8)	Disposal of subsidiaries, net of cash	0.0	0.0	(4.0)	(4 4)	0.0
Finance cost, net	44.9	24.3	16.1	2.4	(7.4)	disposed of	0.0	0.0	(1.2)	(1.4)	0.0
Impairment losses on loans given	2.0	2.4	0.0	0.0	0.0	Acquisition of other investments	0.0	0.0	(9.1)	(22.6)	(17.3)
						Net cash used in investing activities	(15.2)	(4.9)	(18.3)	(30.5)	(18.3)
Income tax expense	28.7	45.1	44.6	20.3	28.2	FINANCING ACTIVITIES:					
Cash from operating activities before changes in working capital	130.6	238.2	224.6	96.7	118.6	Proceeds from IPO	0.0	0.0	0.0	0.0	472.2
Change in inventories	(530.0)	81.6	50.0	49.8	(62.1)	Proceeds from issue of share capital	78.4	0.0	0.0	0.0	0.0
Change in accounts receivable	(42.7)	(26.0)	(6.6)	(0.2)	(32.0)	Acquisition of non-controlling interest	(0.4)	0.0	(3.2)	(3.0)	0.0
Change in accounts payable	476.3	(196.2)	(219.2)	(78.2)	(15.3)	Proceeds from disposal of non-controlling			``´		
Change in provisions	48.2	(130.2)	(24.2)	(22.7)	(13.3)	interest	0.0	0.0	0.0	0.0	0.8
Change in other currents assets	40.2	(0.5)	(24.2)	(22.7)	(3.3)	Proceeds from borrowings	283.4	272.2	355.3	137.2	79.8
Change in other currents assets	0.0	(0.5)	(1.1)	0.6	1.0	Repayments of borrowings	(314.6)	(303.4)	(283.7)	(182.1)	(27.2)
Income tax paid	(27.6)	(15.9)	(35.6)	(19.3)	(48.0)		( )	( )		( )	· · ·
Interest paid	(28.4)	(26.0)	(26.8)	(10.1)	(19.2)	Dividends paid	(0.8)	(1.0)	(1.3)	(1.3)	0.0
Net cash provided by operating activities	26.5	68.6	(39.0)	16.3	(62.2)	Net cash (used in)/from financing activities	46.0	(32.1)	67.1	(49.2)	525.7
						Net increase in cash and cash	57.3	31.6	9.9	(63.4)	445.2

equivalents

the period

Cash and cash equivalents at the end of

Source: audited consolidated IFRS accounts for 2008, 2009, 2010 and reviewed IFRS accounts for 1H 2011



119.7

47.5 565.3

95.6

107.5

## **Expanding Portfolio Providing for Robust Growth**



Source: company estimates, JLL report as of 31.12.2010

Future pipeline (unquantifiable)



# **On Track with Plans Announced at IPO**

B (Grou

	Construction period												
	2011	2012	2013	2014	2015	2016	Status	Total NSA ('000 sqm)	Unsold NSA ('000 sqm)	OMV <sup>(1)</sup> (US\$mn)	Unsold parking (lots)	Construction budget <sup>(1)</sup> (US\$mn)	Outstanding budget <sup>(1)</sup> (US\$mn)
						St. F	Petersburg						
1 Jubilee Estate							Construction	602	377	416	2,201	738	208
2 Tsar's Capital (Kremenchugskaya str. 11)							Planning permit	459	459	126	1,638	789	789
3 Swallow's Nest (Oktyabrskaya embankment 118)							Construction permit	319	319	42	2,182	376	376
4 Moskovskiy (Moskovsky prospect 115)	•			·····			Planning permit	259	259	111	1,286	431	431
5 Orbit							Construction	207	169	107	926	244	191
6 Uralskaya str. 2							Planning permit	165	165	48	600	307	307
7 Obukhovskoy oborony prospect 110							Planning permit	101	101	28	746	134	134
8 Smolenskaya str. 9							Planning permit	70	70	26	257	107	107
9 Pulkovskoe shosse							Planning permit	63	63	n/a	n/a	TBD	TBD
10 Etude							Construction	23	15	11	138	28	22
11 Prestige							Construction	21	20	26	96	36	29
12 Talisman							Delivered	15	8	19	110	20	5
13 Rechnoy							Planning permit	105	105	n/a	n/a	TBD	TBD
Completed and unsold residential developments								1,122	34	54	795	-	8
Completed stand-alone commercial properties								39	20	52	61	-	-
						N	loscow						
1 Emerald Hills							Construction	868	847	258	4,773	1,072	1,019
2 Etalon-City							Planning permit	270	270	92	2,022	372	372
3 Dmitrovskoe shosse							Planning permit	350	350	n/a	n/a	TBD	TBD



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## **Operations in Moscow\* Set to Repeat the Success of St Peterburg's Business\***





Newly acquired projects

In the course of DD and negotiations



\* Moscow metropolitan and St Petersburg metropolitan areas respectively (1) Project numbers in square correspond to the projects in the table on previous page

## Nationwide Sales & Marketing Network Supports Sustainable Contracting



- Etalon Group sales force is focused on the regions with the largest disposable income
- 30 cities covered with 10 sales offices in St. Petersburg and 10 sales offices nationwide

Key markets: SPMA and MMA

 External professional marketing and sales service agents engaged nationwide

(1) Average monthly disposable income, Rosstat data as of 3Q 2010; RUB values were converted into US\$ at official CBR average exchange rate in 3Q 2010 (30.62 RUR/US\$); (2) Source: management accounts

