



# COMPANY PRESENTATION 18-06-2020





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Section 1.

Company Overview



### **V** Top Real Estate Developer in Greece

- ✓ Undisputed leader in the shopping mall space and one of the largest institutional RE players in terms of total investment portfolio
- V High quality asset portfolio with 3A anchor tenants including Attica department stores, Village cinemas and Inditex Group
- ✓ Corporate governance of best practice, supported by a strong shareholder base
- ✓ Highly competent and experienced management team with solid track record of achieving impressive results
- ✓ Listed on ATHEX

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#### Poised to capture significant upside from current portfolio from 2021 onwards

- ✓ Realize organic growth prospects
- ✓ Positive NAV adjustments from expected yield contraction
- ✓ Lamda Malls IPO

#### Unparalleled growth potential from Hellinikon Project

- ✓ One of the largest urban development projects in Europe
- ✓ 6.2m sqm of land yielding c.2.7m sqm of GFA
- ✓ €8bn investment plan in Hellinikon Project over the next 25 years

#### The largest SCI in Greece

- ✓ In December 2019 LAMDA completed the largest non-banking institution SCI in Greece over the last decade, amounting to €650m
- ✓ Significant Company's strategic partners participated in the said SCI including Aegean Airlines and EBRD
- ✓ Following the completion of the SCI, LAMDA has achieved a capitalization and net worth of over € 1bn

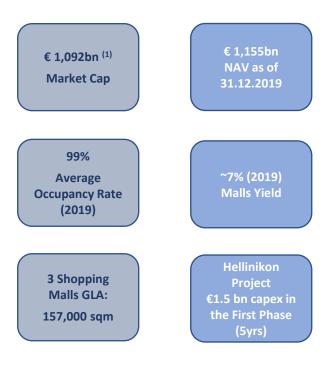


## CONT'D

LAMDA, the leading real estate developer in Greece, is poised to capture remarkable upside from its current portfolio and the Hellinikon Project



- High Quality Real Estate Portfolio
  - ✓ 2 Shopping Malls in Athens, "Golden Hall" & "The Mall Athens"
  - ✓ 1 Shopping Mall in Thessaloniki, "Mediterranean Cosmos"
  - ✓ Flisvos Marina with 303 berths <sup>(2)</sup>
  - ✓ Office Buildings in Greece and Romania
  - ✓ High Quality Real Estate Portfolio
- The Hellinikon Project, one of the largest urban development projects in Europe which will become a reference point for Athens
  - ✓ The expected value creation in the context of the development of Hellinikon

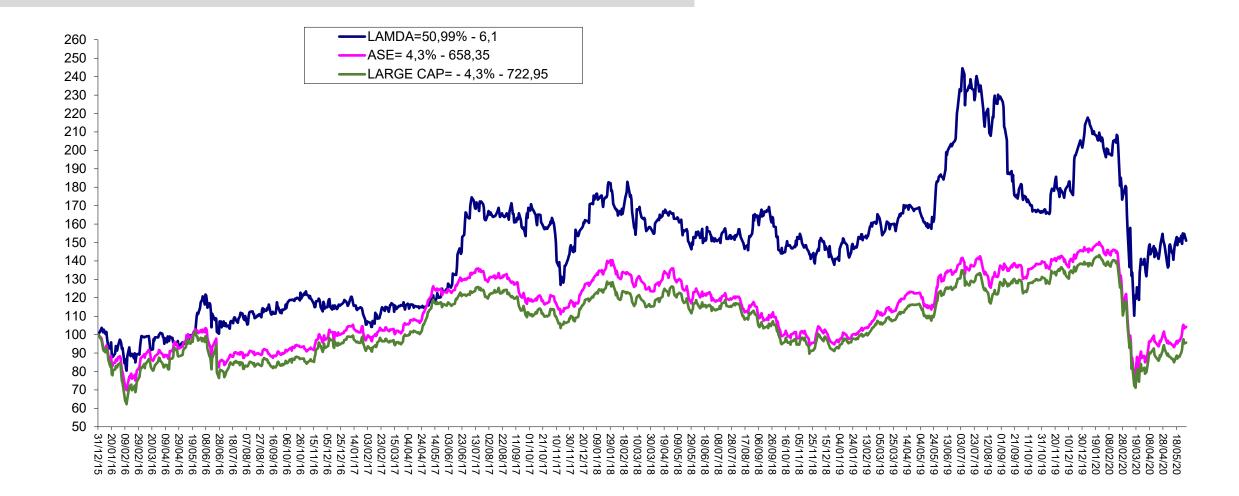




#### Note:

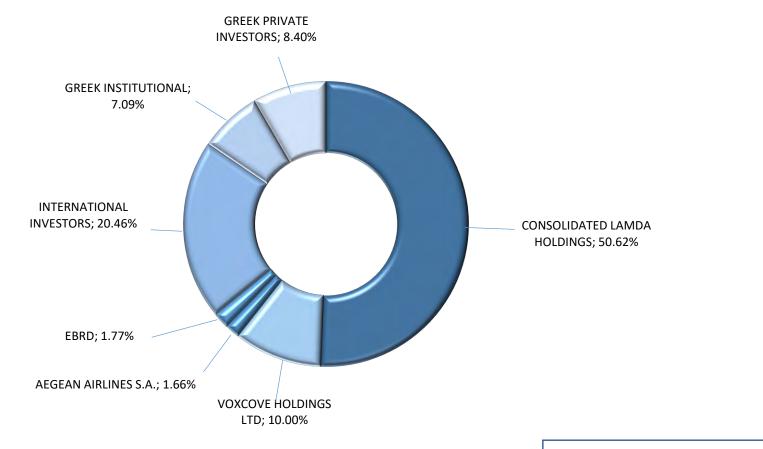
- Based on Helex as of 17 June 2020, and closing price €6.18/share
- 2. Participation in Lamda Flsivos Marina S.A. increased to 64.4%

# Share Performance 01/01/2016 – 01/06/2020



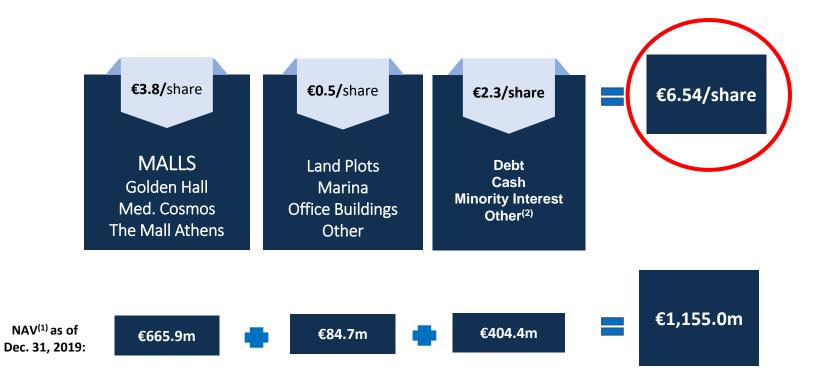


# Shareholders Composition as at 22/05/2020



Total number of shares: 176,736,715

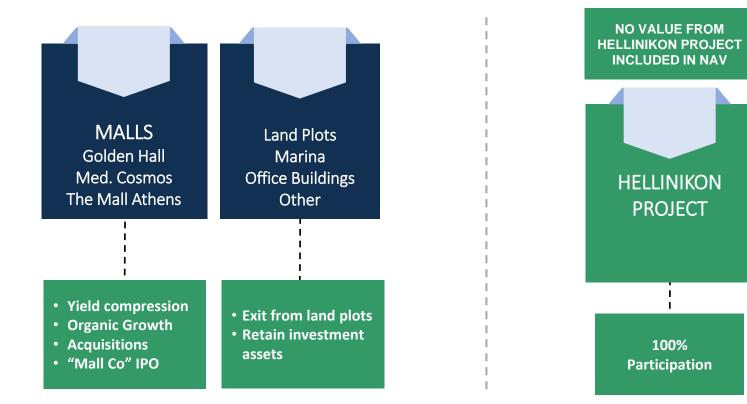






#### Notes:

- 1. Derived from Assets Valuation performed by Savills Hellas IKE. Average yield 6,8% based on 2019 retail EBITDA of €64.3m
- 2. HoldCo Debt €89.1m, HoldCo Cash €651.7m, Minority Interests €102.8m representing the 31.7% participation of Varde in Lamda Malls (GH & MC), Other €55.3m





# High Quality Real Estate Portfolio



### The Mall Athens, Athens

- Gross Leasable Area (GLA): 58,500sqm
- 2019 EBITDA: **€28.8m**
- 2019 Occupancy: 98%
- LAMDA Participation: 100%



### Mediterranean Cosmos, Thessaloniki

- Gross Leasable Area (GLA): 46,000sqm
- 2019 EBITDA: €18.6m (\*)
- 2019 Occupancy: 99%
- LAMDA Participation: 68.3%



### Golden Hall, Athens

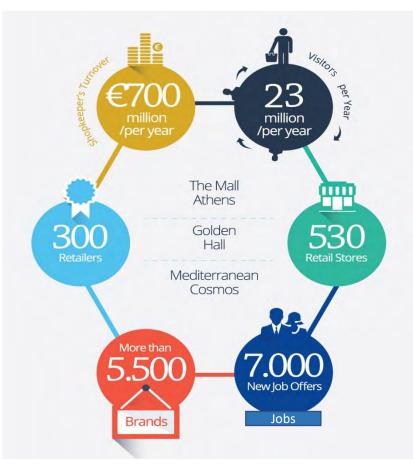
- Gross Leasable Area (GLA): 52,500sqm
- 2019 EBITDA: **€16.9m**
- 2019 Occupancy: 98%
- LAMDA Participation: 68.3%



### Flisvos Marina, Athens

- Capacity: 303 berths
- 2019 EBITDA: €3.8m
- LAMDA Participation @June 2020: 64.4%

### Undersupplied market – Greece has the lowest Shopping Center Density in Europe with high barriers to entry

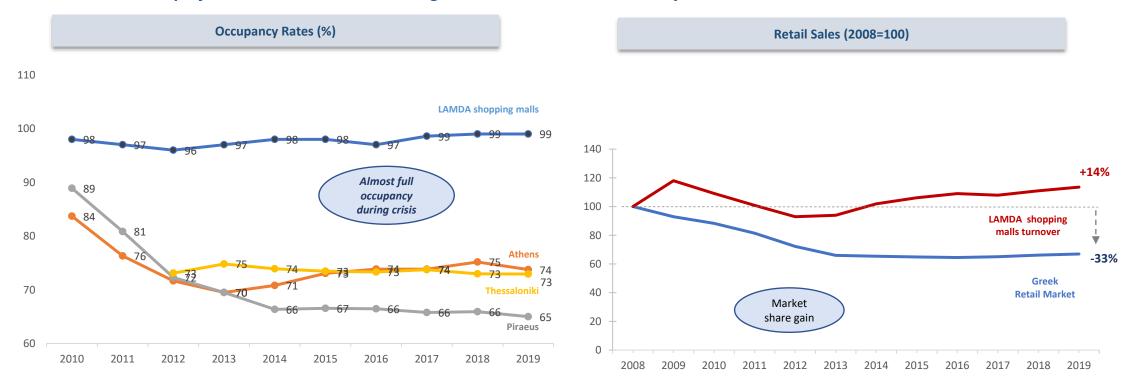




(\*) Adoption of IFRS 16 increases EBITDA figures by €3.5m

## Consistent Outstanding Performance

Despite the harsh economic conditions in Greece the past years, LAMDA shopping malls have not only demonstrated resilient performance but have also managed to increase total turnover by c.14%



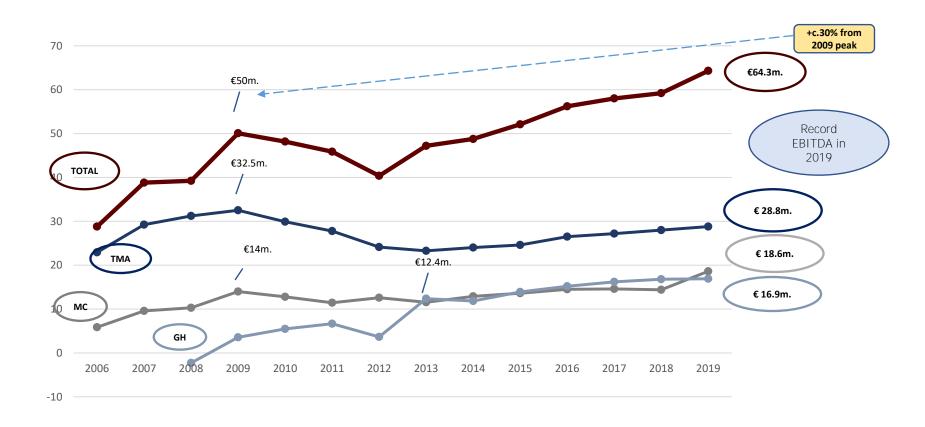


Sources: Hellenic Confederation of Commerce and Entrepreneurship, Greece Turnover index in retail trade excl. automotive fuel

# Proven Track Record

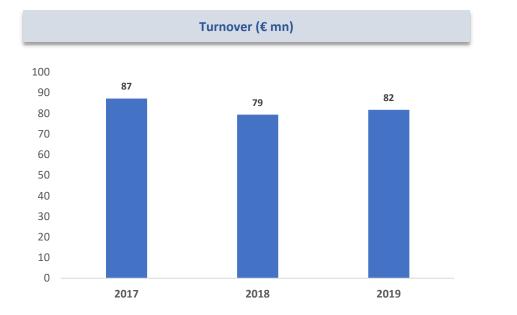
## CAGR EBITDA of the last 5 years is 4.2%

Retail EBITDA 2006-2019 (€m)

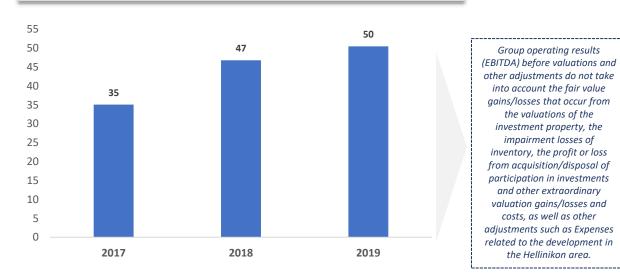




## Historic Financial Performance



**EBITDA before valuations and other adjustments (€ mn)** 



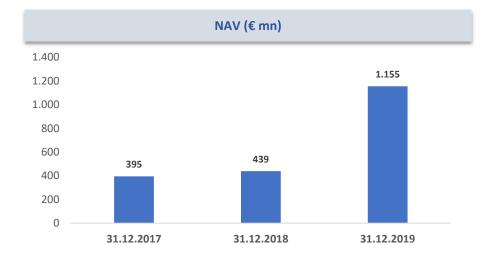
Retail EBITDA of Shopping Malls						
(€ mn)	2017	2018	2019			
The Mall Athens	27.2	28.0	28.8			
Golden Hall	16.2	16.8	16.9			
Mediterranean Cosmos <sup>(1)</sup>	14.6	14.4	18.6			
Total Retail EBITDA	58.0	59.2	64.3			
1. The adaption of ICDC 1C has resulted in increased Detail						

1. The adoption of IFRS 16 has resulted in increased Retail EBITDA for Mediterranean Cosmos by €3.5 mn

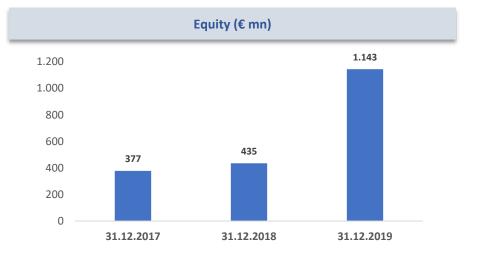


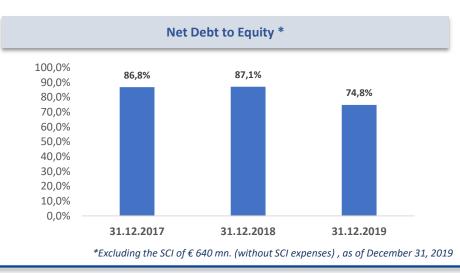
Sources: Lamda Consolidated Financial Statements.

## Historic Financial Performance (cont'd)



Net Debt (€ mn)\* 31.12.2017 31.12.2018 31.12.2019 \*Excluding the SCI of € 640 mn. (without SCI expenses), as of December 31, 2019







Sources: Lamda Consolidated Financial Statements.

# COVID-19 Impact

Net Billed Revenue after tax and minority interests and NAV declined by €8.1m and €0.046/share, respectively, following the COVID – 19 measures taken by Greek Government and the suspension of malls operation from 13<sup>th</sup> March until 17<sup>th</sup> May 2020

		Business Impact	Key Mitigants & Company Actions		
(-54 vs Ma	- <b>€11.7m</b> (-54.5% vs Mar-June 2020	<ul> <li>Negative impact on Group rent revenue during March - June due to:</li> <li>- 40% on total rent of March &amp; June (as per relevant logislative degree)</li> </ul>			Strong cash position, especially following the €650m SCI
Rents	Rents contractual rent agreements)	rent			Malls opened on 18 <sup>th</sup> May
	+ €0.5m	<ul> <li>Positive impact on the rent paid for "Mediterranean Cosmos"</li> </ul>	Ŀ		Food stores opened on 25 <sup>th</sup> May
Other Income	- <b>100%</b> (€1.9m in 2019 LFL)	<ul> <li>For the period 13<sup>th</sup> Mar – 17<sup>th</sup> May :         <ul> <li>loss of variable part of rents</li> <li>loss of income from parking and advertising</li> </ul> </li> </ul>			Cinemas expected to open by end of June
Net Billed Revenue	- €8.1m	<ul> <li>Total impact on billed revenue after tax and minority interests &amp;</li> </ul>			Steady recovery in visitors number since re-opening
NAV	- €0.046 /share	NAV			
					No major negative impact on investment assets fair value expected for H1 2020



Section 2.

Value Creation from Existing Retail Portfolio



Income Growth

Potential Yield Contraction



### **Income Growth**

**Potential Yield Contraction** 

### Contractual rent increase (Greek CPI <sup>(1)</sup> plus margin per annum)

- Inflation adjusted rents, increasing annually by CPI plus a margin of 1.5% to 2.0%<sup>(2)</sup>

## **V** Turnover rent growth based on modest sales growth

- Contracts with turnover rent mechanism offering further upside potential in LAMDA income and profitability

### **Other income**

- Increased advertising and promotional activities
- Increased parking income

### Golden Hall expansion

- Strategic and financial impact
- Adds significant leisure and entertainment experience element in total mix



#### Note:

Positive CPI only

2. For the majority of the contracts

### **Income Growth**

### **Potential Yield Contraction**

Golden Hall's expansion is expected to have a positive impact from the operation of the new facilities and the increased footfall in the existing facilities

- In 2013, following a tender process, the company was awarded a 90 year usufruct (long-term lease) of IBC<sup>(1)</sup> for €81m, thereby adding 11,500sqm of GLA to the original 41,000sqm and 7,000sqm of parking space
- LAMDA's development plan involves, among others, an Olympic Museum, a large family entertainment center (FEC), an aquarium and retail shops, an investment of about €25m
- Works commenced in August 2018 and since December 2019 the new development is in operation with the exception of the museum to be completed in Q4 2020.
- The expansion of Golden Hall introduces the entertainment element to the shopping center and completes its offering, which is expected to result in increased footfall and turnover









#### Note:

1. International Broadcasting Center: The property was built in order to accommodate the Radio-television International Center (IBC) with the primary purpose of covering the 2004 Olympic Games. Once the Olympic Games were over, a major part of the IBC building was converted into a shopping center. In 2013, LAMDA acquired IBC in its entirety, thus adding the remaining part in its assets

Income Growth

**Potential Yield Contraction** 

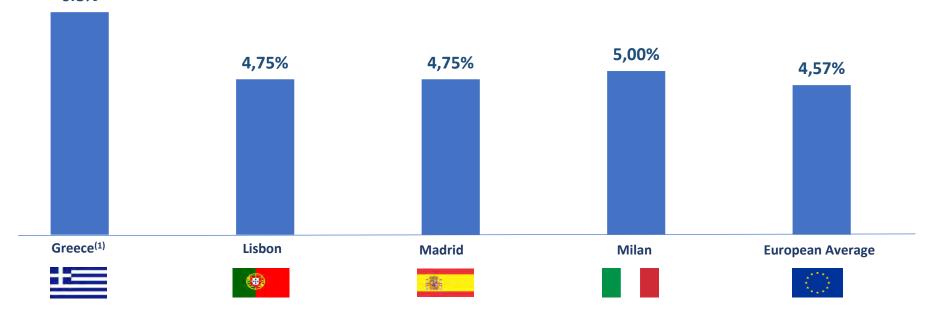
A potential retail EBITDA increase of 4% (last 5 year CAGR 4.2%) would result in a NAV increase of: c.€30m

On an Annual Basis



Income Growth	Potential Yield Contraction			
Europe Shopping Center Yields				

6.8%





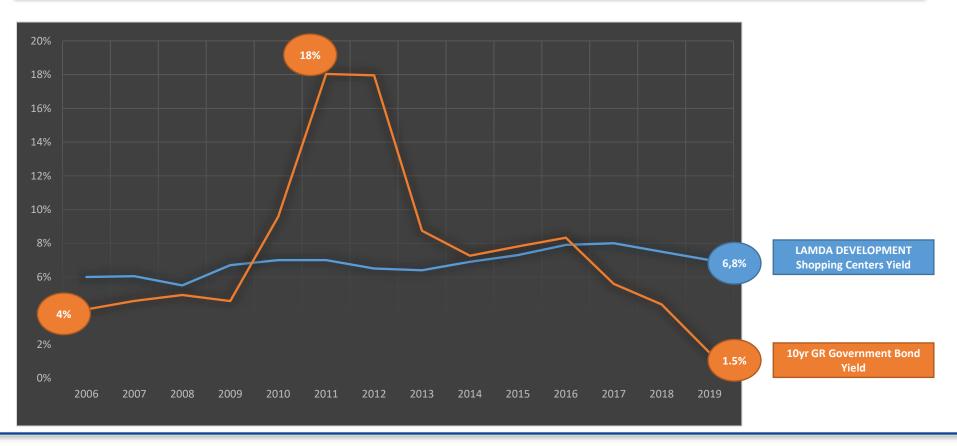
Sources: Savills (<u>https://www.savills.pt/research\_articles/254855/293327-0</u>) Note:

1. Figure accounts for Lamda Development Malls (The Mall Athens, Golden Hall, & Med. Cosmos) as of 31.12.2019

**Income Growth** 

**Potential Yield Contraction** 

10 year GR Government Bond vs LAMDA Development Shopping Center Yields





Source: Central Bank of Greece for 10 year GR Government Bond yields

**Income Growth** 

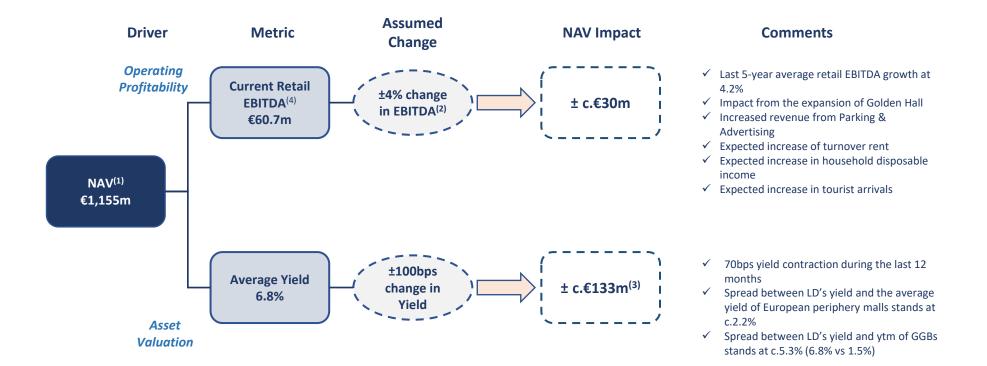
**Potential Yield Contraction** 

A potential yield compression of 100bps (i.e. from 6.8% to 5.8%) would result in a NAV increase of: c.€133m



## NAV Sensitivity

- A potential retail EBITDA growth of 4% (last 5 year CAGR 4.2%) results in a NAV increase of c.€30m
- ➤ A potential yield compression of 100bps would result to a NAV increase of c.€133m





## "Malls Co" IPO

*Opportunity to create additional value from the contribution of the Mall Athens to Lamda Malls and the potential subsequent listing of the later on the Athens Stock Exchange* 



### Increased valuation through favorable cap rates

At the time of listing, which could take place within the next 2 years (subject to market conditions), yields
are expected to be lower than the current levels, boosting the assets' valuation



#### Improved liquidity to LD through IPO proceeds

 A secondary public offering at an attractive price would generate additional liquidity at LAMDA Development level, which could deployed in other projects (i.e. Hellinikon Project)



#### Clear investment options for different types of investors

- Differentiation of retail platform from the Hellinikon Project could broaden LAMDA's investor audience

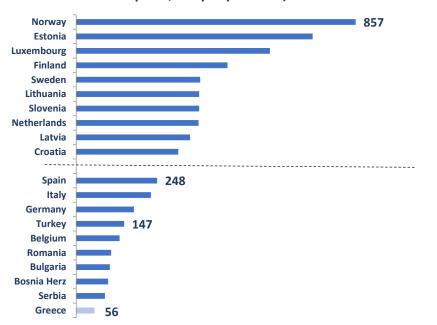


## Characteristics of the Greek Market

The Greek shopping centers market is characterized by high barriers to entry and substantial undersupply compared to other European countries

- Greece is ranked last in the Shopping Centers space in Europe with less than 60sqm per 1,000 people
- High entry barriers for new competitors
- Even if new planned projects were to be materialized, Greece would still remain an undersupplied market
- Financial crisis has resulted in concentration and increased consumption in organized venues. Similar trend is anticipated, when online consumption grows in the Greek market
- Despite the fact that online shopping imposes a threat to the physical retail sector, Lamda Development Malls are well equipped with entertainment and leisure facilities placing significant emphasis on enhancing customer experience

### European Shopping Centers' density (GLA sqm per 1,000 people 2018)



Source: Cushman & Wakefield 2018



# Section 3.

The Hellinikon Project



Photographs presented in this section are digital illustrations of the Hellinikon Project, not existing buildings at the time of publication



Section 3.1

3.1 Overview



## The Project at a Glance

- LAMDA is transforming the former International Airport into an exemplar urban development where inhabitants will enjoy exceptional infrastructure, access to unparalleled green and recreational areas as well as multiple functions of national caliber and international reference
- Hellinikon Project (or the "Project") constitutes one of the largest urban regeneration projects in Europe, and is designed to add significant new investments and uses in the areas of tourism, culture, entrepreneurship, innovation and in the environment
- The Project is expected to substantially contribute to the repositioning of Athens as one of the major world class tourism destinations
- Hellinikon Project constitutes a unique opportunity due to:
- Secured planning regime with considerable flexibility
- Infrastructure in place in the borders of the Hellinikon site
- Positive public sentiment with high expectations
- Tourism growth in Greece and especially in Athens has almost doubled during the last three years
- The government has positioned Hellinikon Project as the 'flagship' driver of the new era for the Greek economy
- The Hellinikon Project, will become a new reference point for the city of Athens, and a premier destination for visitors and residents. The Project will consist of a number of iconic developments including a number of landmark buildings within the site
- Preliminary works have already begun and demolitions of certain buildings according to N.
   4663/2020 to start within June 2020
- Estimated completion of Site Partition and transfer of Hellinikon S.A. shares' rights is expected to take place in Fall 2020<sup>(\*)</sup>









#### \* Disclaimer

This time-line is based on several **assumptions** since the referenced actions depend on government, administration or court proceedings. Coronavirus measures are still a factor.

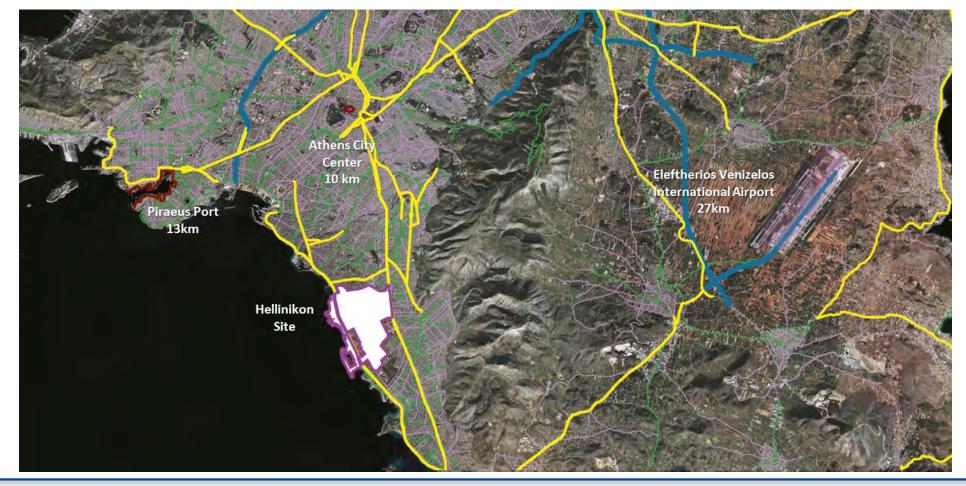
# Key Project Highlights





# **Unique Location**

The Hellinikon site is the only major underdeveloped part of the Athenian Riviera, located in close proximity to the city center, Piraeus port and Athens International Airport







The total area of the Hellinikon site is more than 3 times the size of Monaco





Source: Central Intelligence Agency website



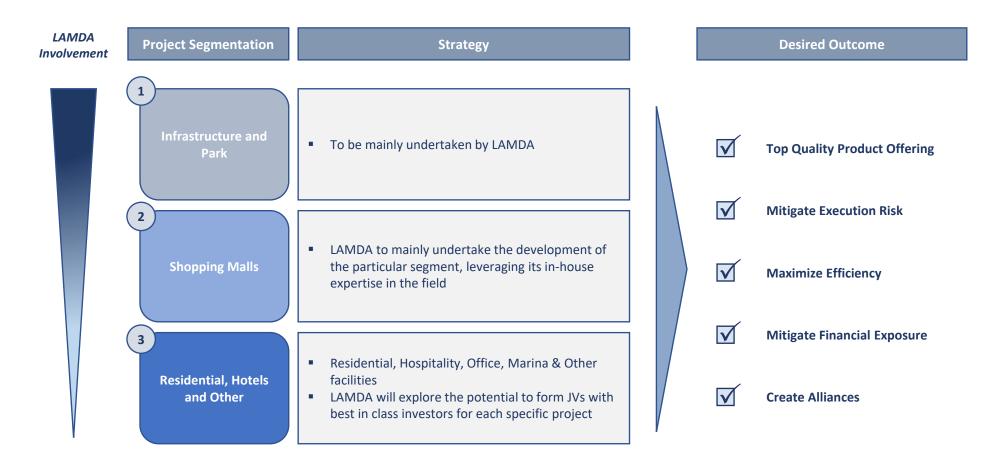


# Landmark Projects





## Envisaged Strategy for the Hellinikon Project









### \* Disclaimer

This time-line is based on several **assumptions** since the referenced actions depend on government, administration or court proceedings. Coronavirus measures are still a factor.



Section 3.1

3.2 Phase 1 (0-5 years)







# Phasing Strategy - First Phase (0-5 years)

The first phase of the Project involves the development of the entire coastal front and part of the Metropolitan park, along with individual critical developments, in order to build momentum and create an attractive environment for visitors, residents and tourists while maximizing impact to the rest of the Project





The capital needs for the development of the first phase of the Project amount to c. €2bn. The required capital will be covered by equity, debt and proceeds from the Project

First Phase Sources <sup>(1)</sup>		First Phase Uses <sup>(1)</sup>	
	€bn		€bn
LD Share Capital Increase	0.60	Shares Acquisition	0.50
Hellinikon Project Proceeds <sup>(2)</sup>	0.40	Building CAPEX & Infrastructure <sup>(5)</sup>	1.25
Bank Debt <sup>(3)</sup>	0.85	Other Costs	0.25
Issuance of a Public Bond <sup>(4)</sup>	0.15		
Total	2.00	Total	2.00



### Notes:

1. Rounded numbers

2. Income from operation of assets and proceeds from the sale of units during the first phase

3. Heads of terms agreed; subject to final documentation

4. Bond amount may be higher to optimize company financing

5. Excluding VAT

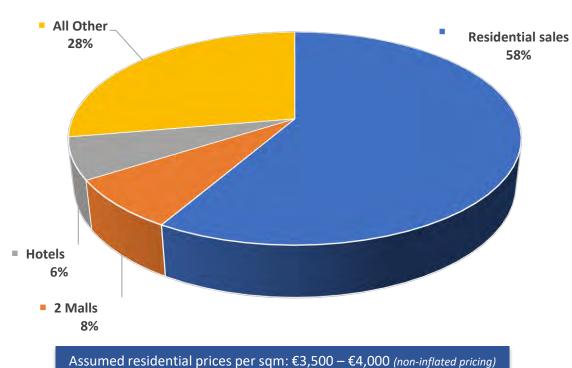


Section 3.1

## 3.3 Main Drivers



58% of Project's expected fair value<sup>(1)</sup> to be generated from the development and sale of residential units



**Total Project** 

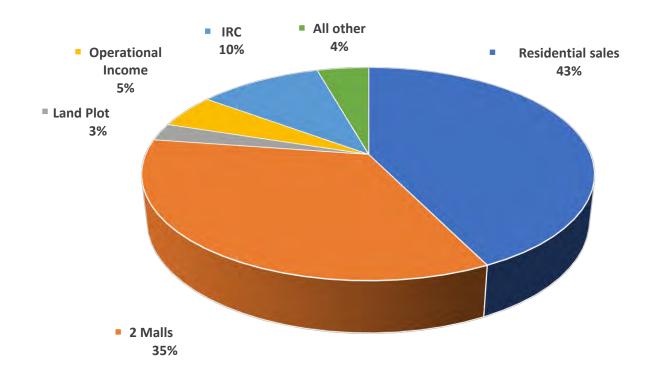
(excluding Coastal Front Residential units)



## Notes:

- 1. Cumulative value generated from the Project (including income from operation of assets)
- 2. Throughout the life of the Project

43% of Project's expected fair value<sup>(1)</sup> to be generated from the development and sale of residential units



Years 0-5



### Notes:

1. Cumulative value generated from the Project (including income from operation of assets)

2. During years 0-5





Note:1. Number of housing units based on initial planning. Exact product mix subject to finalization at a later stage





Note:1. Number of housing units based on initial planning. Exact product mix subject to finalization at a later stage

Location	Size (sqm)	Floor	Bedrooms	Asking Price (€/sqm)	
Hellinikon	170	2 <sup>nd</sup>	3	5,412	
Hellinikon	198	$3^{rd} - 4^{th}$	3	5,555	
Hellinikon	240	GF-Basement	3	4,166	
Hellinikon	246	GF-Basement	4	4,255	
Hellinikon	169	1 <sup>st</sup>	3	5,242	
Hellinikon	253	$3^{rd} - 4^{th}$	3	6,110	
Glyfada Golf	246	3 <sup>rd</sup>	4	8,533	

Asking prices for new built units in the area range between **4,000-8,500 €/sqm** 

Typical new-built unit of 90 sqm in Glyfada (non central), situated on the 1<sup>st</sup> floor, with limited sea view, was sold for **3,500 €/sqm** (2018) New-built unit of 150 sqm in Glyfada Golf area, situated on the 3<sup>rd</sup> floor with sea view, was sold for **4,900 €/sqm** 



# Shopping Malls

LAMDA aims to develop two state-of-the-art shopping malls which will enhance residents' experience and attract visitors from the broader region of Athens





*Note:* 1. Based on initial planning. Subject to finalization at a later stage

	Exist	ing LAMDA Shopping Malls	s Benchmarking <sup>(1)</sup>	
	The Mall Athens	Golden Hall	LAMDA Shopping Malls in Athens (Weighted Average)	New Hellinikon Project Malls
GLA (sqm)	<b>58,500</b> sqm	<b>41,000</b> sqm <sup>(3)</sup>		c. <b>100,000sqm<sup>(2)</sup></b>
EBITDA 2019 (€m)	€28.8m	€16.9m		
EBITDA (€/sqm)	c. <b>€492</b> /sqm	c. <b>€410</b> /sqm	c. <b>€459</b> /sqm	
Current Avg Yield (%)			6.5%	



## Notes:

1. Mediterranean Cosmos is excluded as it is located outside of Athens

- 2. Based on initial planning. Subject to finalization at a later stage
- 3. Golden Hall sqm pre expansion

Hellinikon Project master plan includes the development of hotels with total capacity of over 1,000 keys<sup>(1,2)</sup> including two high-end hotels and a business/tourism complex





## Notes:

1. Excluding the Integrated Resort Casino

2. Number of keys based on initial planning. Exact product mix subject to finalization at a later stage

Apart from the aforementioned components, the Hellinikon Project includes the development of several additional components that will enhance visitors' and residents' experience

Project Component	Description		
Integrated Resort Casino (IRC) <sup>(1)</sup>	<ul> <li>Total GFA of c.168,000sqm</li> <li>5* hotel of at least 60,000 sqm</li> <li>Casino facilities of at least 12,000 sqm, MICE space of at least 12,000 sqm and an Arena of at least 3,000 seats</li> </ul>		
Office Spaces	Office spaces next to Vouliagmenis avenue including a tower for offices and mixed use		
Aquarium & Marina	<ul> <li>Aquarium with an area of 7,900 sqm which can accommodate educational, research and leisure activities</li> <li>The existing Marina of Agios Kosmas with capacity of 337 berths will be upgraded and will include F&amp;B facilities</li> </ul>		
Metropolitan Park	<ul> <li>Total area of c.2m sqm</li> <li>Indoor and outdoor sports facilities as well as a swimming pool complex</li> <li>Culture, leisure and recreational facilities</li> </ul>		
Other Uses	<ul> <li>Educational facilities</li> <li>Healthcare facilities</li> <li>Parking</li> </ul>		



## Note:

 IRC development subject to the ongoing International Tender for the Concession of a wide-range activities Casino Operating License (EKAZ) in the Hellinikon - Ag. Kosmas Metropolitan Pole. The Hellenic Gaming Commission (HGC) announced on 20.01.2020 that the offer of "INSPIRE ATHENS" - "MGE Hellinikon B.V.", "Mohegan Gaming Advisors, LLC" and "GEK TERNA SA" was accepted however "SHRE / SHRI, LLC" has appealed on the process



Section 3.1

3.4 Hellinikon S.A. SPA



## Hellinikon S.A. Sale & Purchase Agreement Overview

The following table summarizes the key commercial provisions of the SPA originally dated 14.11.2014, as this has been amended on 19.07.2016 (MoU) and ratified by the Greek Parliament

Parties	Seller: HRADF Purchaser: Hellinikon Global I S.A., a Luxembourg domiciled SPV Target Company: Hellinikon S.A., 100% owned originally by the Seller Purchaser's Guarantor: Lamda Development S.A.		Deferred Payment Bond	<ul> <li>Term: 10 years</li> <li>Amount: 100% of the Present Value of the acquisition amount at a discount rate of 12% p.a., calculated annually and callable upon full payment of the acquisition amount</li> <li>First Deferred Payment Bond: €307m</li> </ul>	
Acquisition Amount	€915m (cash consideration for the transfer of shares) Transfer Date: €300.00m		Earn Out	Should IRR exceed 15%, 30% of the incremental difference shall be payable annually to HRADF (in case of corporate distributions); calculation to begin on year 7; paid by Hellinikon S.A. shareholders for 92 years	
Payments Schedule	Year 2: Year 6: Year 7: Year 10:	€300.00m €166.65m €8.35m €220.00m €220.00m	Undertakings Regarding Financing	Debt / Equity mix not to exceed 3:1 (75%:25%), otherwise to be approved by the Seller The Property / shares of Hellinikon S.A. can be pledged exclusively for the purpose of the Hellinikon Project implementation	
Up to Year 5: €1.1bnInvestment ObligationsYear 5 to Year 10: €1.1bn Year 10 to Year 15: €2.4bn Total: €4.6bn		SPA Term	99 years (save for 30% freehold following site partition)		
Rights Acquired through Hellinikon S.A.			Governing Law	Greek Law, including Arbitration for dispute resolution	



Appendix I.

LAMDA recent Share Capital Increase



Key terms of recent successful fully subscribed Share Capital Increase completed on December 17, 2019

Туре	Preemptive Capital raising of <b>€650 million</b> through the issuance of new voting shares (the "SCI")
SCI Coverage	Payment in <b>cash</b>
Subscription Price	The Company's Board of Directors set the subscription price of the new shares at €6.70 each
Structure	• 97,014,940 new, common, registered shares, with voting rights
	Ratio of 1.216918965991410 New Shares for every one old share
	Total Company shares issued: 176,736,715



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