



CORE - Map of the potential zones of the interests
(good reputation, 15 min from the existing and perspective metro stations)



Comparison table

	Model B- (per 1 sq. salable m 34 000 residential+1200 commercial) rur /salable sq. m	Comments		Magniy B- rur /salable sq m	Comments
Plot	24000			17 868	
Design	1652			2976	
Utilities	4 971	Current tariffs		3833	Existing capacity
Others (plot development, investigations, expertize, demolitions and etc.)	1500			2937	
Production (including mobilization and site running costs)	49032			49514	
Parking (underground)	15 849	1 416 000 per place VAT inc		15 301	1 416 000 per place VAT inc
Social	10758	Money estimation by current tariffs		7230	Money+own construction partly
Marketing and sales	1193	1% from the gross sales		4076	
Guaranty				965	
Risk reservation				1750	
Time from acquisition till construction starts	5q				10q
Time from construction starts till commissioning	7q				8q

Sales parameters

Average sales price (residential)	123 500 rur/sq m
Sales period (1q before constructing 1 q after commissioning)	9q

Delay payment (basic scenario)

24.000/m² - cash

20% | Q1

20%|Gradplan

30%|Build.permit

30%|Q6

Payment by m²

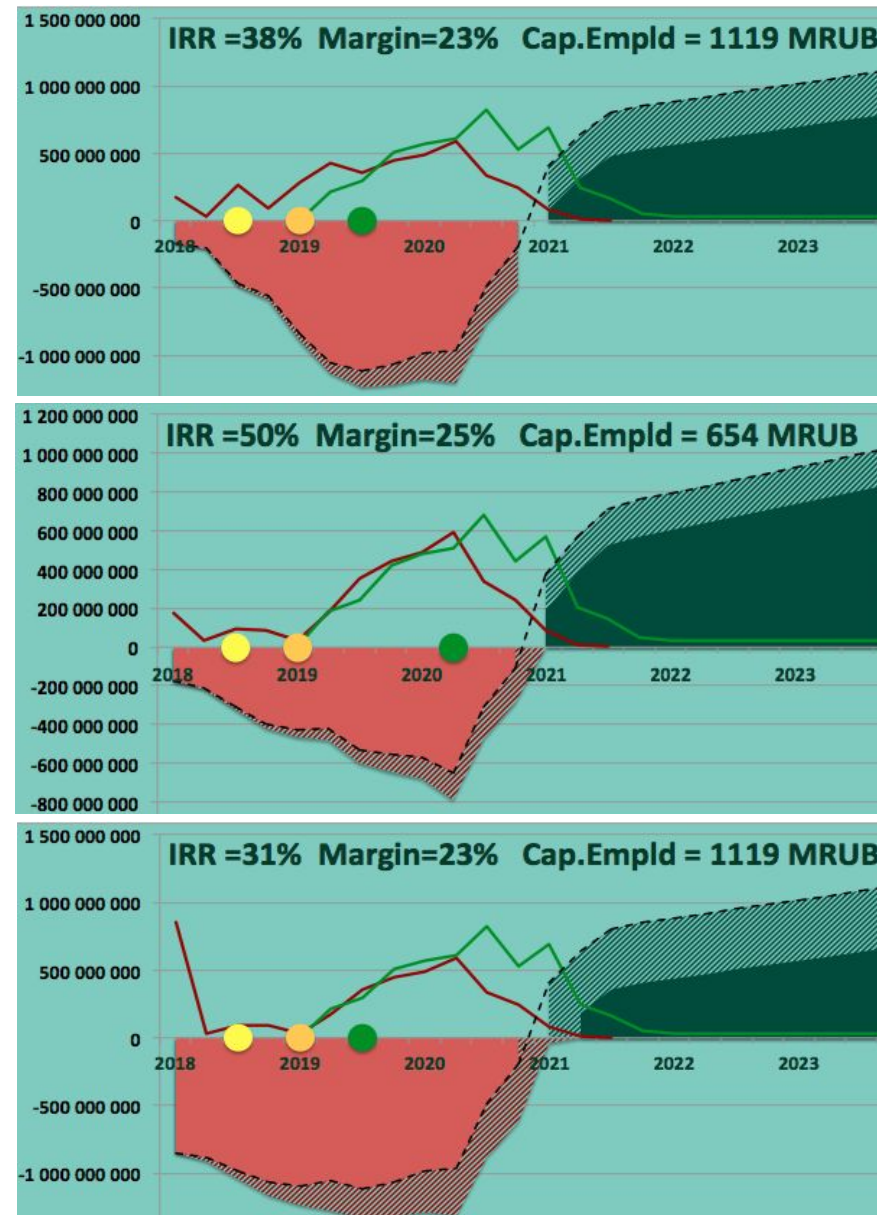
5.000/m² – cash|Q1

18% by m² (18% of areas)

Downpayment 100%

24.000/m² - cash

100% | Q1



Value proposition Core -

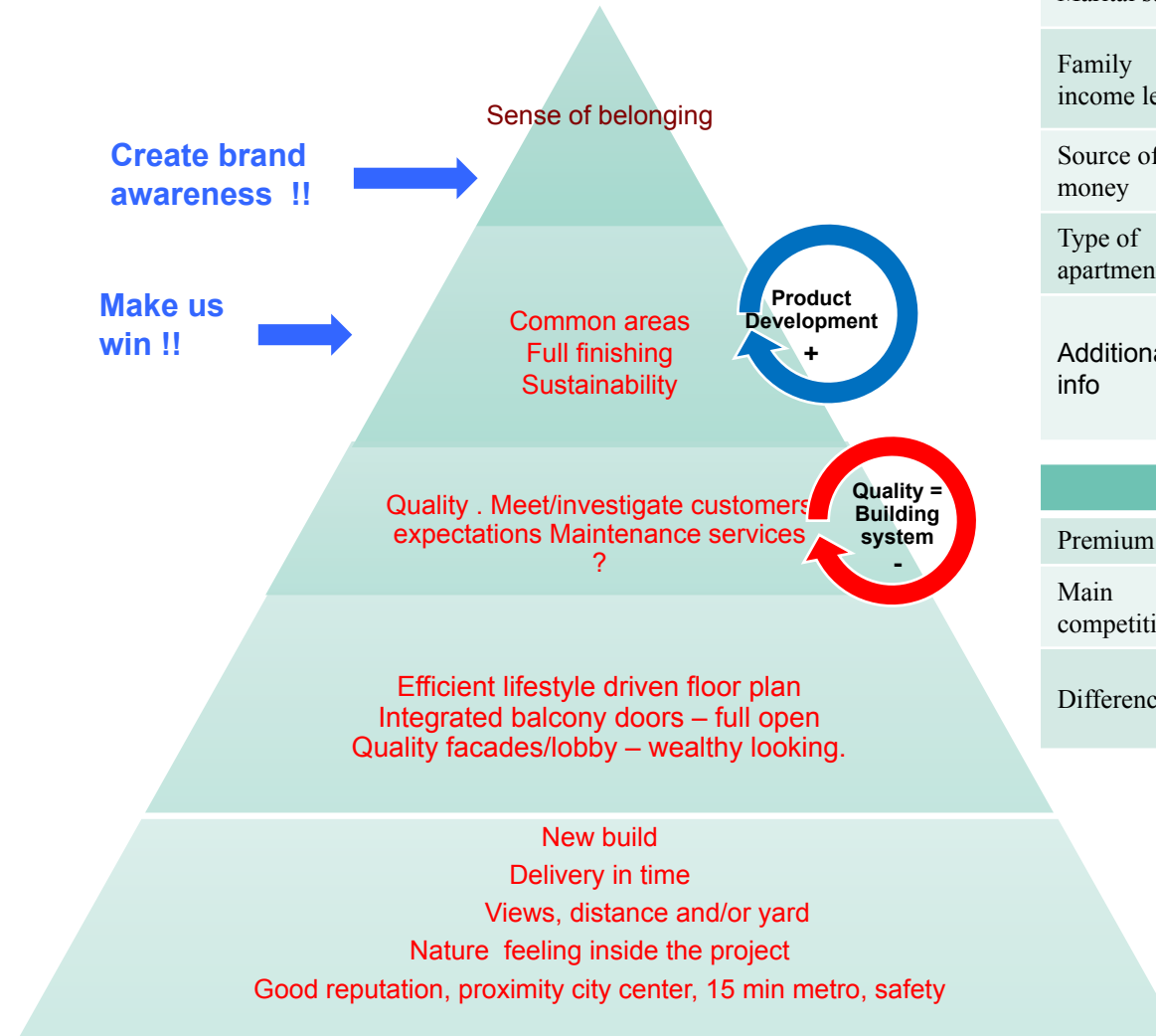
Potential
(adapted for future)

Augmented
(unique to competition)

Expected
(Bonava/Competition)

Generic
(must have / “stripped”)

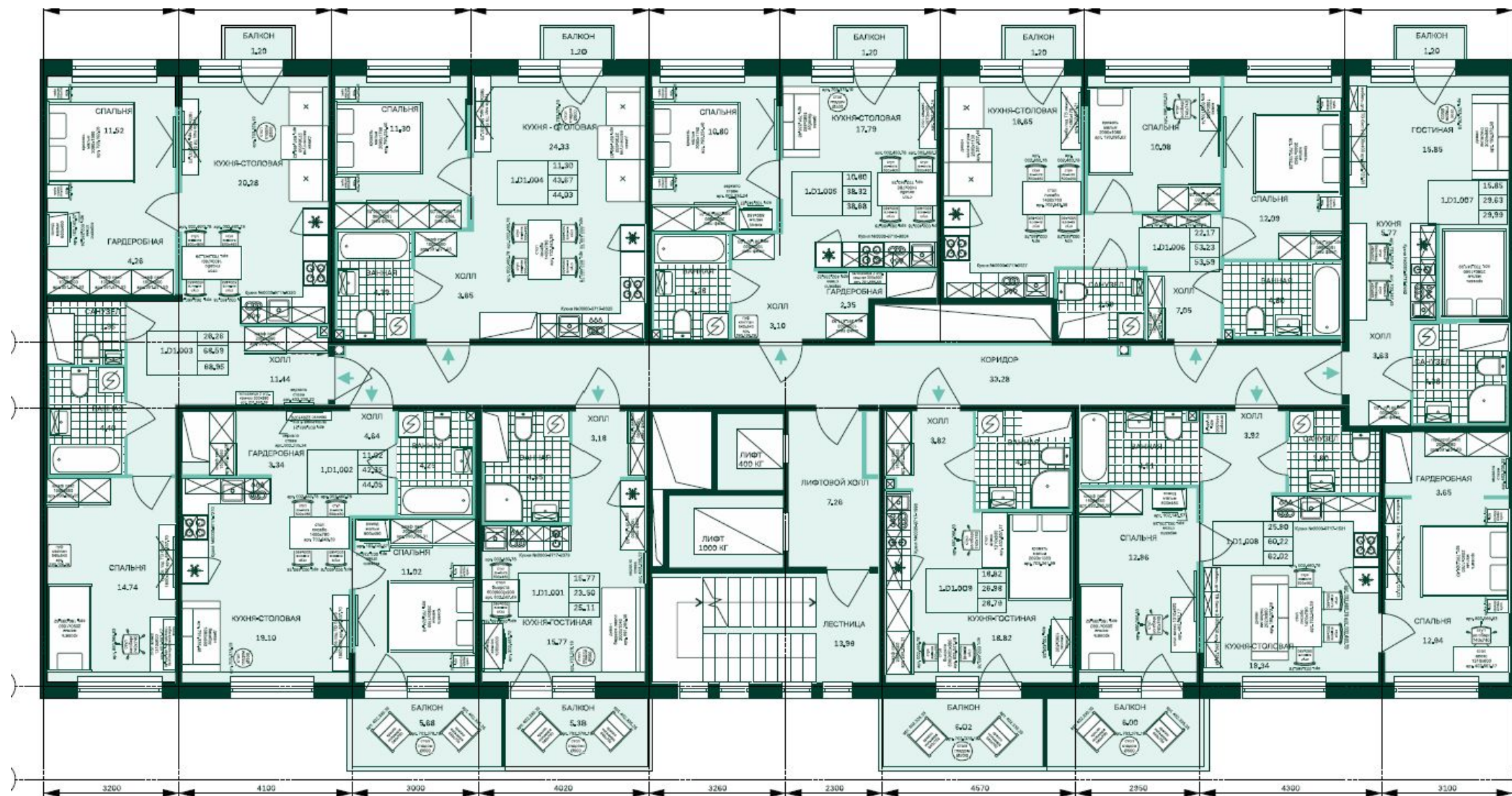
Core
(fundamental need)



	Core Target Group B-
Age	30 – 40
Marital status	Single, moving in together
Family income level	> 160 000 RUB/month
Source of money	Parents help + savings + mortgage
Type of apartments	Studio, 1 – room apartment, smallest 2-room apartments
Additional info	Buy an apartment in order to improve their living conditions. For them It is important to live not far from the metro station and from the center of the city.

	Price point
Premium	118 000 – 130 000 (124 000 average)
Main competition	93 000 – 116 000 (104 000 average)
Difference	19%

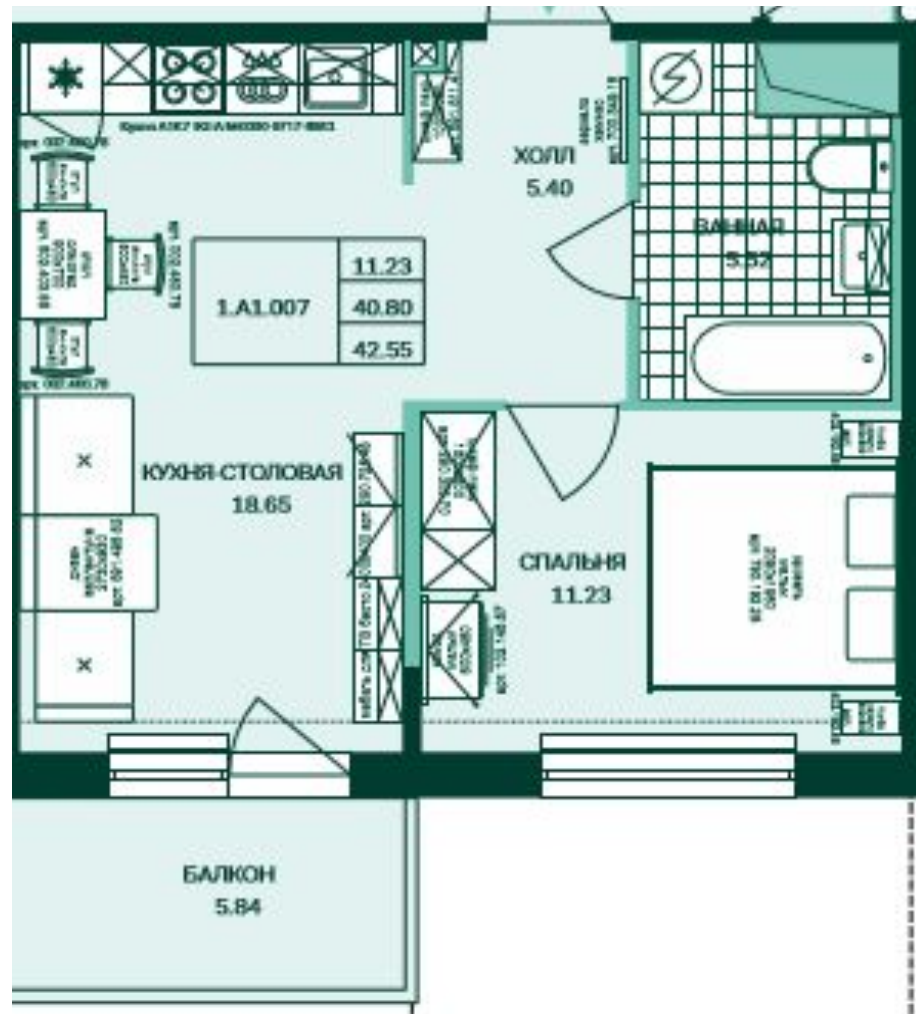
GENERIC - Magnifika B- typical floorplan (3 studios, 3 - 1 room ap, 3 -1 room ap)



Magnifika layouts comparison

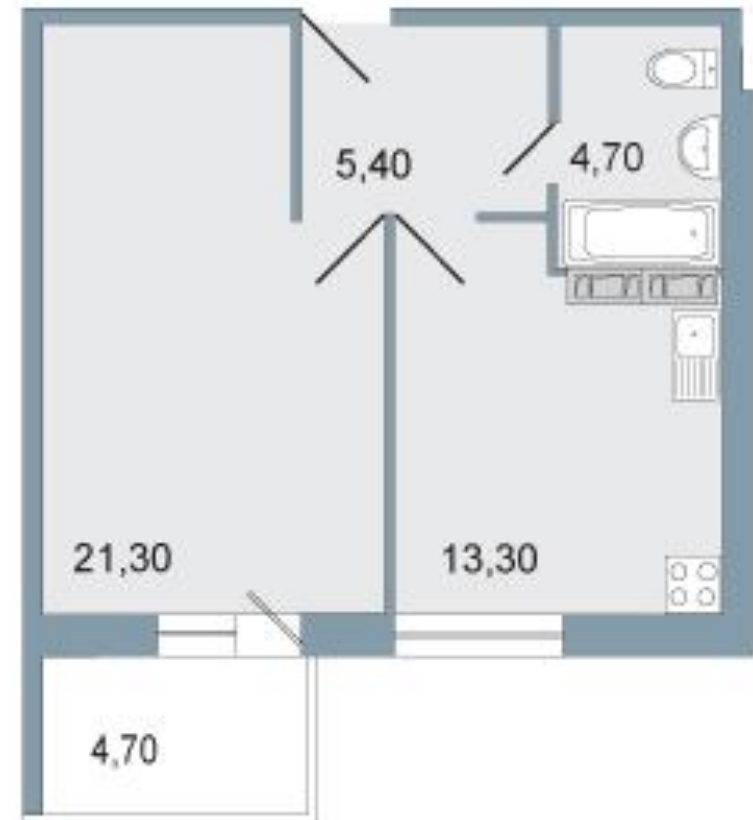


1-room units Bonava - RBI



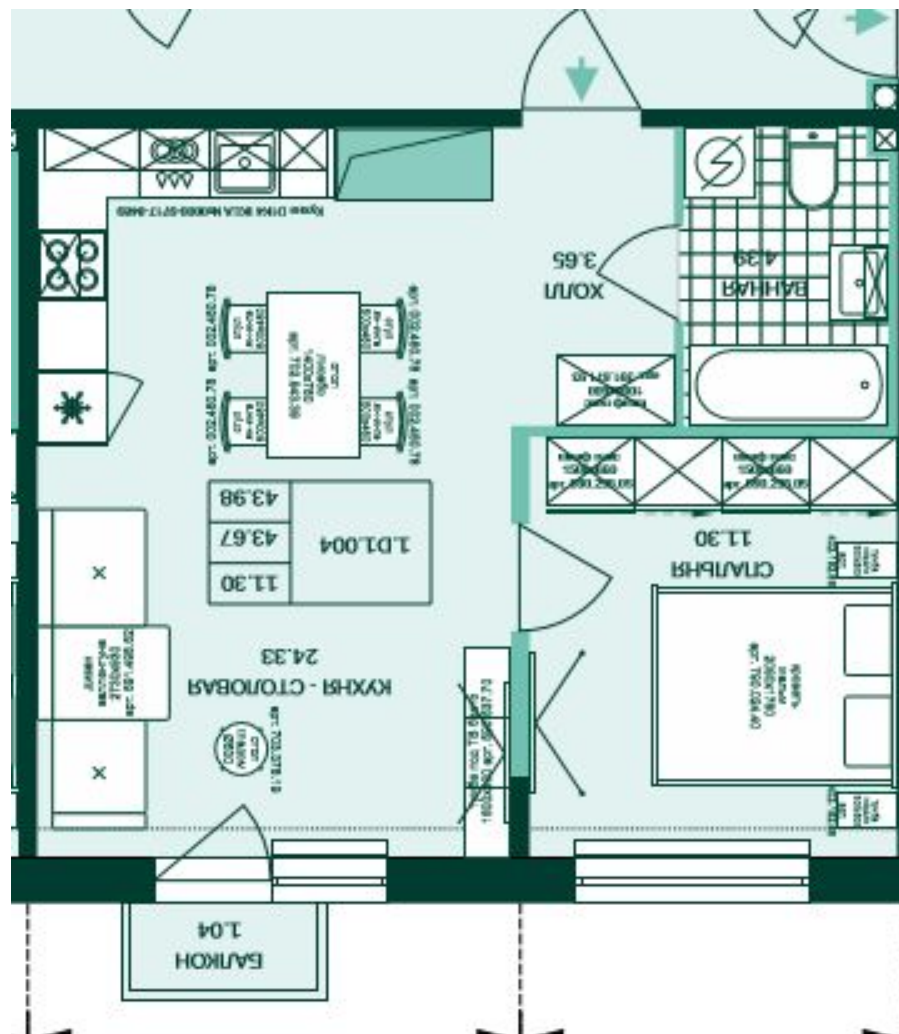
42,5 м²

Bonava has a more spacious kitchen due to combination with a roomy hall, the balcony in Bonava project is also bigger



44,2 м²

1-room units Bonava - LEGENDA



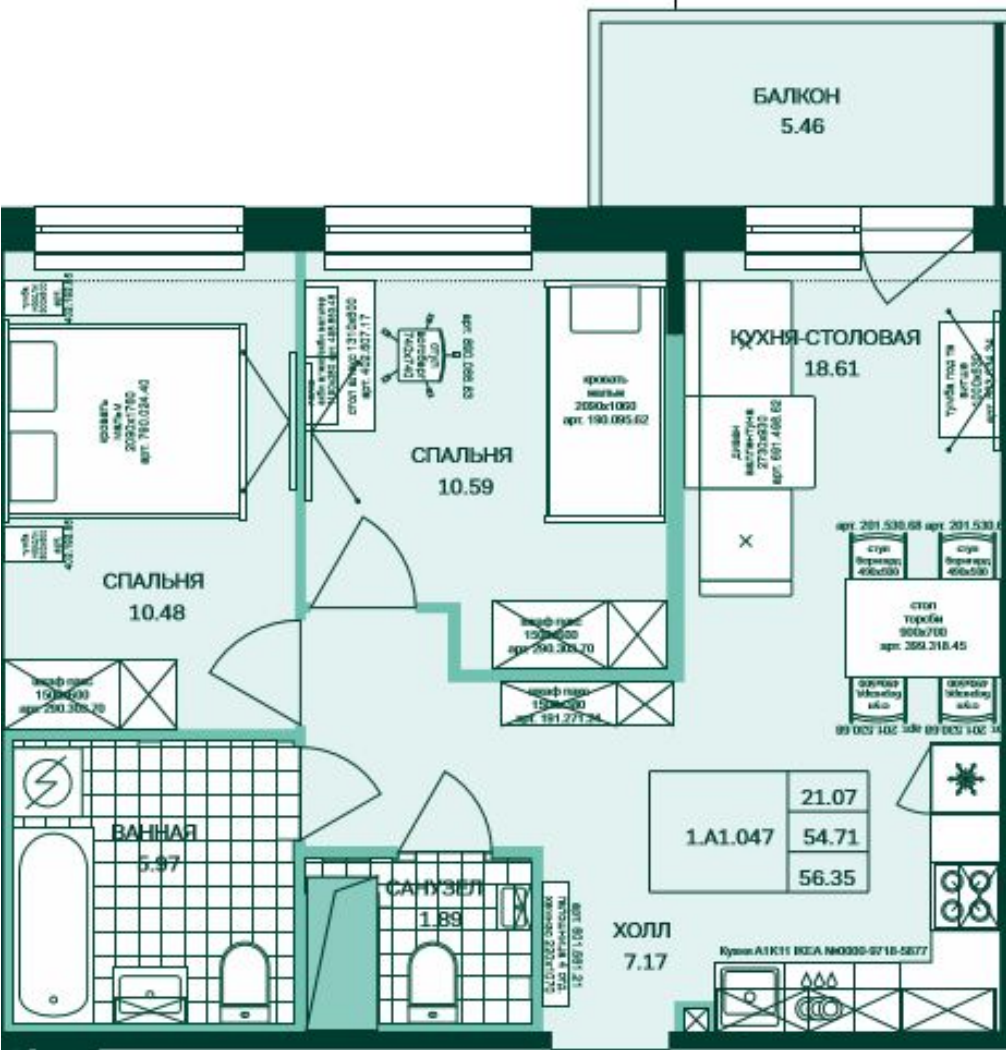
43,9 m²

A kitchen and a hall are combined in Bonava project which gives the impression of space more than with LEGENDA, although LEGENDA has a wider balcony



43,7 m²

2-rooms units Bonava - Severny Gorod



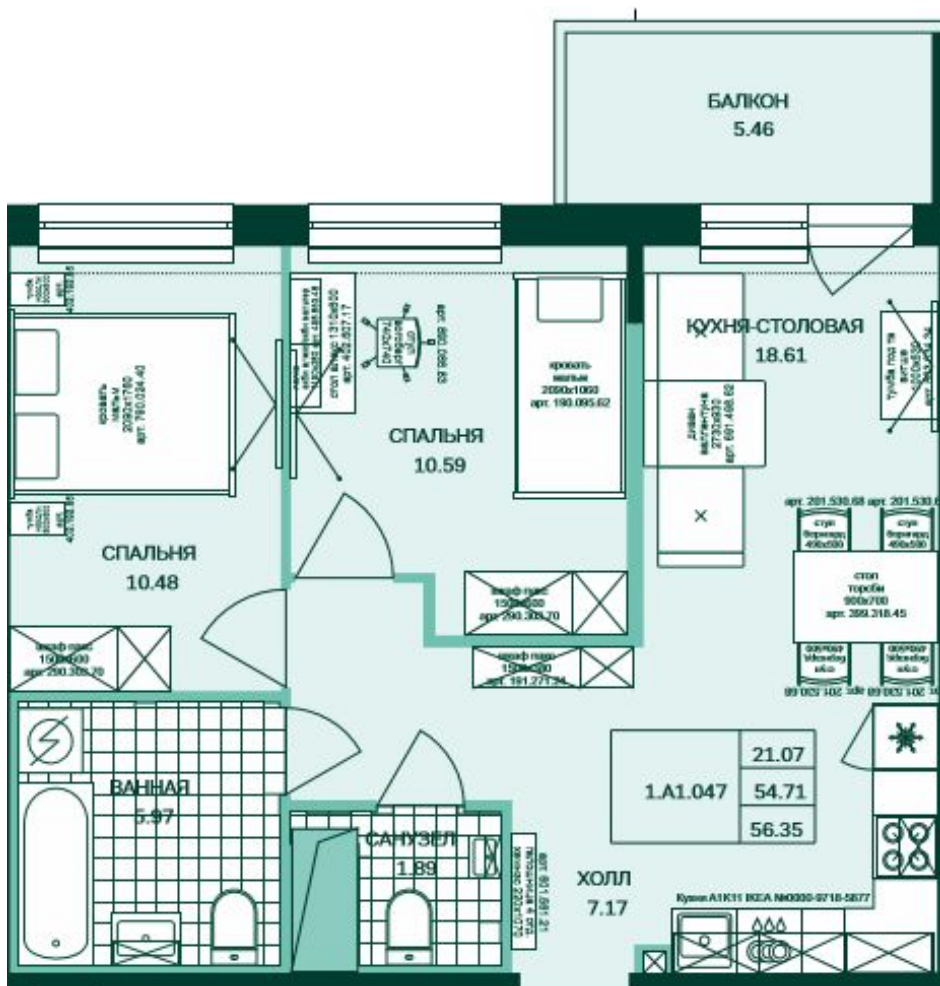
56,3 м²

Severny Gorod’s project is characterized by long corridors, the kitchen zone is combined with the hall which creates the impression of space in Bonava project; Bonava has a large bath and a larger toilet than SG



56,3 м²

2-rooms units Bonava - LEGENDA



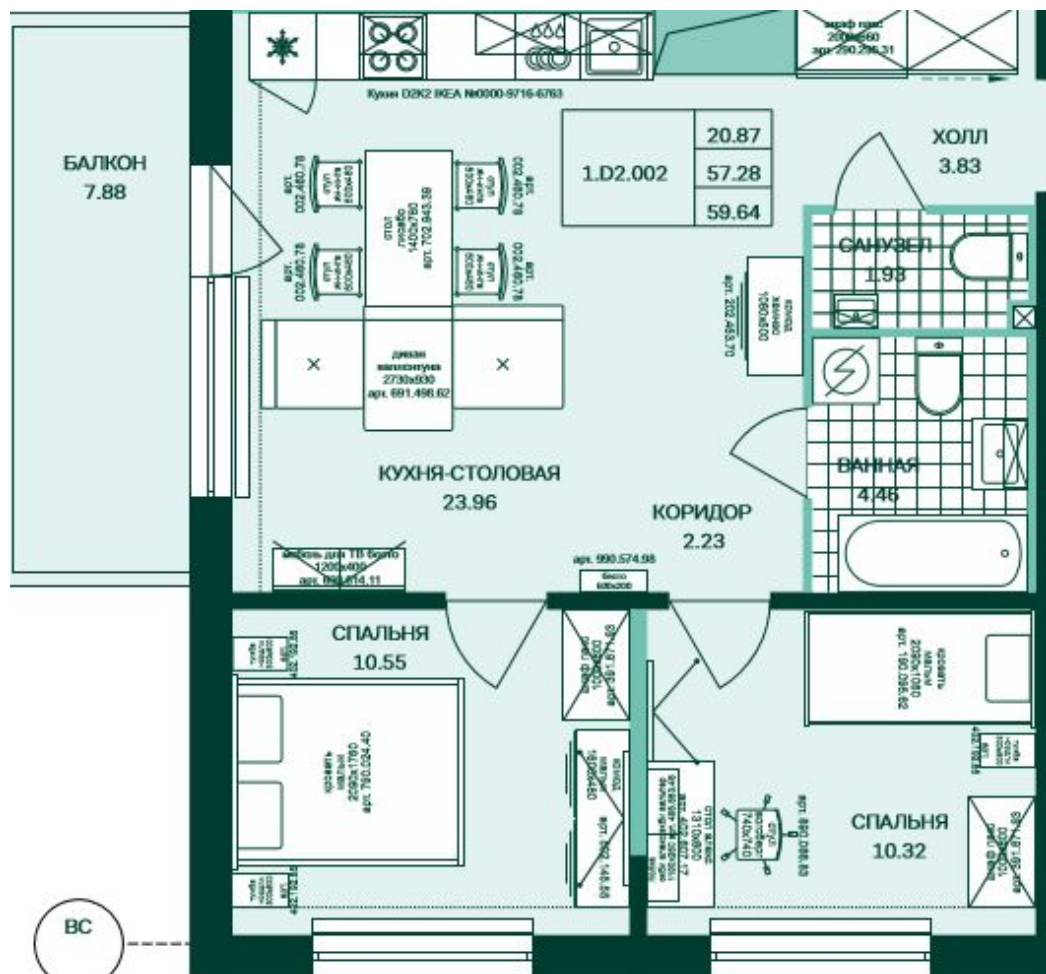
56,3 m²

The layouts of both projects are similar, the toilet, the bathroom and the balcony in Bonava project are more spacious



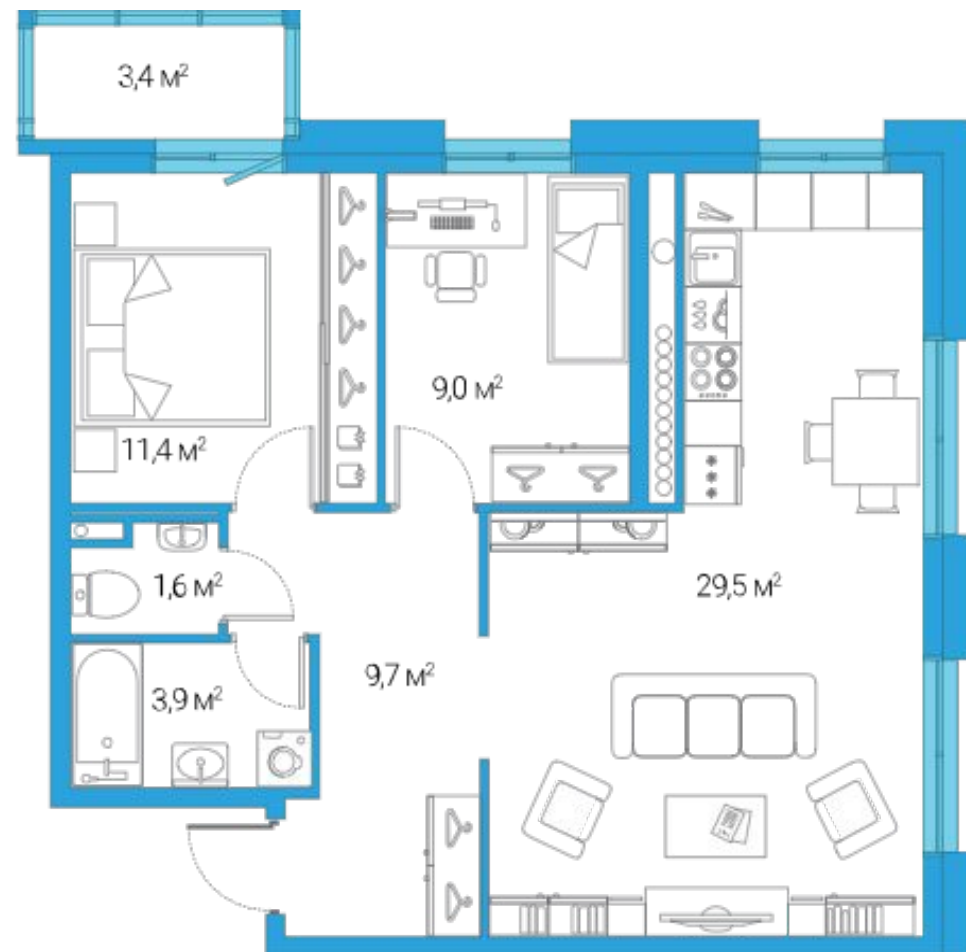
57,4 m²

2-rooms units Bonava - LEGENDA



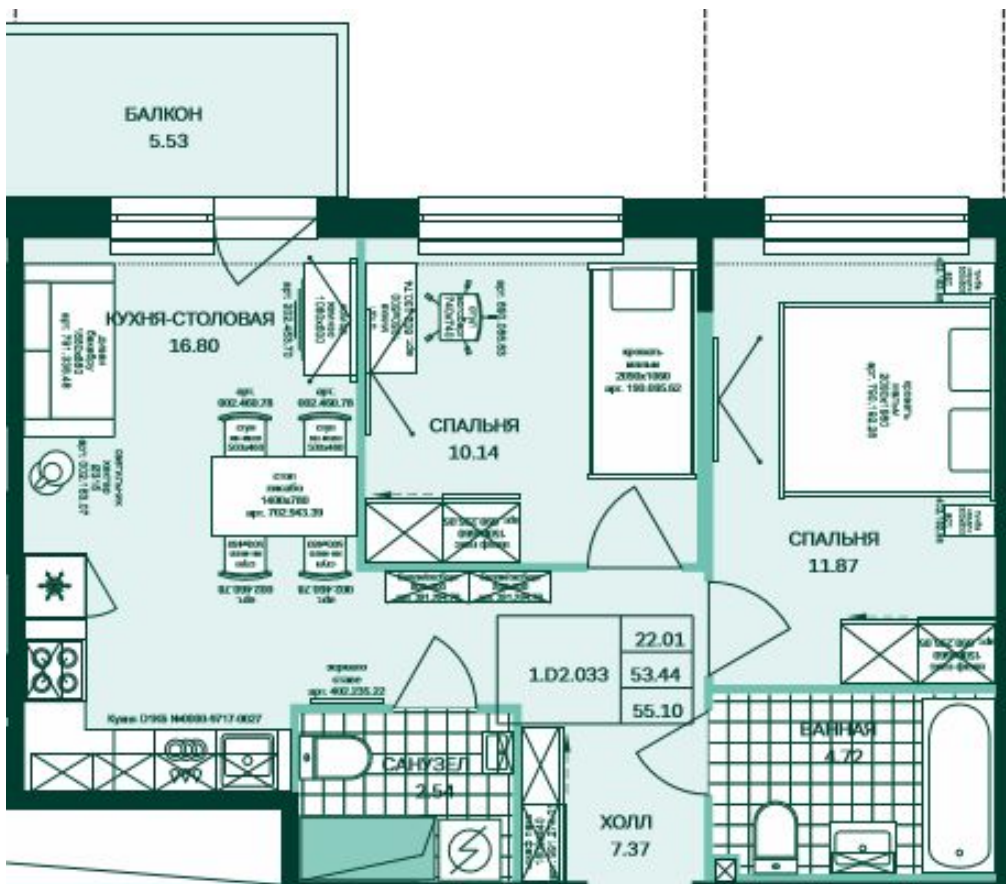
59,6 m²

The layouts of both projects are quite alike because of the combined kitchen and hall. Bonava has a huge balcony but in LEGENDA project there are 5 windows all round which raises insolation



65,1 m²

2-rooms units Bonava - LEGENDA



55,1 м²

Both projects layouts are much alike but Bonava project has larger bathroom and a toilet, the balcony in Magnifika is also bigger



55,7 м²

3-rooms units Bonava - RBI

RBI's layouts are characterized by long inefficient corridors, Bonava project has a combined zone of corridor and a kitchen and a huge balcony

