

**MULTI-THEME PARK OF CRETE**  
**KOSOGLOU SA**

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**The Park Layout**

**BUSINESS PLAN OF THE MULTI-THEME PARK**

**INVESTMENT BODY: KOSOGLOU SA**

**AMYGDALIA SETTLEMENT, AGIOS NIKOLAOS, LASSITHI**

**FEBRUARY 2022**

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Brief description of the investment plan

It concerns the establishment and operation of an amusement theme park, ie the installation of a special tourist infrastructure, within the meaning of par. 3 of article 2 of law 2160/1993, which will offer various amusement services to visitors around a set of theme axes, on a plot of land of 97.5 acres which are located in parts within the settlement "Amygdalia" in the Municipality of Agios Nikolaos, in the Prefecture of Lassithi and in parts outside the city plan or settlement.

The Investment Agency is the Anonymous Company "KOSOGLOU limit liability company, SUPPLIER AND BYER OF LUBRICANTS - COMMERCIAL - INDUSTRIAL - TECHNICAL - TOURISM - HOTEL - AGRICULTURAL SOCIETE ANONYME, and the main activity of which will be the functioning and exploitation of the amusement theme park among others.

The body consists of shareholders with many years of experience in various industries who are indirectly associated with the operation and management of such a unit and who can ensure the creation of a viable and competitive business with multiple benefits for the local and national economy.

The total cost of the investment project, which is planned to be implemented on a plot that will be leased for at least 15 years and more specifically in the locations "Lakkos" and "Amygdalokefali" of the settlement of Amygdalia in the Municipality of Agios Nikolaos Lassithi, is estimated at 56,148,000.00 €.

With the present investment plan, the company seeks to create a profitable investment based on the harmonization with the environment and the provision of entertainment services to visitors, while everything will be organized around a set of topics always aimed at the fields of entertainment, spectacle, history , local historical tradition, local economic history, mythology, tradition, modern fiction, literature, cinema, arts, culture in general, science, technology, but also ecology.

The implementation of the investment plan will be implemented in accordance with the provisions of the current legislation and will significantly contribute to the non-discrimination and accessibility of people with disabilities on the premises of the company.

Appropriate spatial planning will be done so that the Theme Park with its building facilities and outdoor constructions will be harmoniously integrated into the landscape (sea, stone, forest, mountain) and will not cause aesthetic disturbance in the surrounding area.

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The proposed investment comes to cover goals and objectives, such as:

- The development of new profitable activities with the creation of an amusement theme park (95.7 acres of a well-designed space) and the supply of the necessary equipment for the smooth and efficient operation of the whole unit, making it largely autonomous, in order to achieve a sustainable exploitation.
- The high quality of the services provided will be achieved with the creation of a modern unit, with the contribution of experts from all collaborating fields. These are partners who will participate in various stages of the investment and each of them specializes in the field in which he/she excels (executives, chefs, engineers, architects, economists, doctors, nurses, carers, etc.).
- This amusement theme park will provide a wide range of entertainment services to visitors, everything will be organized around a set of themes always aimed at the fields of entertainment, spectacle, history, local tradition, mythology, literature, cinema, arts, culture in general, science, technology and ecology.
- Harmonization with the environment as the architecture, design and interior design of outdoor spaces will be distinguished by high aesthetic and cultural quality, will be environmentally friendly and will be related to all the themes of the park.
- Finally, it will significantly contribute to the strengthening of the tourism sector at all levels (local and national), creating the conditions for the transfer of profit to all related sectors of the local and national market. It is also important to boost employment by creating a significant number of jobs both in the local community and in other parts of the country.

**Expediency of the investment**

The creation of this new unit will be implemented by creating new building facilities and shaping the surrounding area, where all the activities of the company will take place and by supplying the necessary equipment in order to serve its needs and ensure its autonomy based on and what is defined by the legislation.

More specifically, the building installations will be equal to those of a modern unit according to the modern standards applied in the industry. The equipment that will be procured by the operator will ensure the quality and efficient process of the provided services.

The company with the implementation of the new investment and always according to its research, aims at:

- Providing better services with the use of modern equipment and facilities and well-trained staff.
- Maintaining full autonomy with modern facilities and equipment that offer flexibility and greater efficiency.

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- Reducing the cost of supply of A '& B' Materials, thanks to the large quantities that will be supplied.
- Strengthening the local labor market.
- Improving the overall performance and viability of the unit, especially through the reduction of production costs, with the use of modern machinery and facilities, but also by attracting foreign capital.
- Creating infrastructure related to the development, adaptation and modernization of modern entrepreneurship.
- Enhancing investments in the region by attracting the public outside Crete by sea and air. Creation of a port with more places to accommodate boats but also creation of an airport closer to the area of investment.

**The idea**

The idea of creating the new unit was inspired in 2006 by Mr. Nikolaos Kosoglou, a local from Crete [without relevant experience but with a developed concept of Cretan hospitality], who owns 80% of the company and shares the remaining 20% equally to the following shareholders,

Ekaterini, wife of Nikolaos Kosoglou, daughter of Emmanuel Sifaki (4%).

George Kosoglou son of Nikolaos and Aikaterini (4%).

Emmanuel Kosoglou son of Nikolaos and Aikaterini (4%).

Dimitrios Kosoglou son of Nikolaos and Aikaterini (4%).

Irini Kosoglou daughter of Nikolaos and Aikaterini (4%).

Then we will analyze the individual services that will be provided in the facilities of the Amusement Theme Park.

**1. reception area & security building area**

At the specific reception area the visitor will be entering this area upon entering the Theme Park and upon leaving. The issuance of tickets, the control of documents for entry into the park depending on the purpose of the visit will take place. Also, maps will be provided with the floor plan of the Park and anything else that is considered ancillary to the services provided within it.

In the security building will be professional equipment necessary for the control and supervision of the theme park to ensure the safety of the space and of its visitors. In addition, the visitor will be able to leave his/her personal items or repairs for storage.

**2. dining areas**

These are canteens and restaurants (20 in total) which will be scattered in the Theme Park in order to be easily accessible to the public. They will provide ready meals (street food type) but also regular meals, whether it is local Cretan cuisine or other types of

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cuisine in general. There will also be places such as cafes (coffee, pastries, crepes, ice cream, etc.) but also for music and drinks.

3. 5 star Hotel space area

This is a 5 \* Hotel with a capacity of 200 beds and which in addition to accommodation services will provide a lounge bar, restaurant, kitchen, swimming pools, spa, massage, fitness areas, etc.).

4. Residential area

These are small independent houses, about 150 different square meters, fully equipped for short, long and permanent residence which will provide hospitality with all modern comforts.

5. First Aid areas

These are 3 buildings located at key points and fully equipped in order to be able to provide First Aid to anyone who needs it, until they are transported to a nearby Hospital if required. There will be the necessary Medical and Nursing staff while there will be people specially trained in the open spaces of the Theme Park.

6. Headquarters area

These are the offices of the Park Administration as well as other specialties related to its management. The visitor will not have direct contact with this area except in exceptional cases and if a problem has arisen.

7. Warehouse areas

Here will be stored A 'and B' materials necessary for the daily operation of the Theme Park, as well as the necessary equipment or some spare parts-consumables for the maintenance of the facilities and its equipment.

8. Open Theater space - Event Area

It will be an open stone theater with sloping stands and a stage, made according to the ancient Greek architecture, with a total coverage of 1,200 sq.m. with the possibility to host important performances of all kinds but also various events (cultural, private, etc.). There will also be other smaller venues where smaller events can take place, such as weddings, christenings, club gatherings, etc.

9. Thematic Village area

The idea here that there will be a demarcated space of temporary constructions, which depending on the season and after a decision of the Administration will have a specific issue for visitors. Indicatively, it could be the Village of Santa Claus for the period of the Christmas holidays, or a theme inspired by Cretan Mythology, Tradition or History.

10. Wild animal Accommodation area

This is a specially designed area within the Theme Park which will be constructed with special routes (safari type) and the public will be guided between places where wildlife

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animals will be hosted. Their living conditions and hospitality will always be guided by the current legislation on wildlife conservation.

11. Pool areas (large, small pool)

2 swimming pools in different parts of the Theme Park will be constructed, where the public will be able to use and where sunbeds and umbrellas will also be available, while the public will also be able to enjoy a snack with their drink. There will also be the possibility for the visitor to use a towel or an inflatable life buoy (mainly for young children). All pools in the area will have the necessary number of lifeguards in order to be safe for public use.

12. Amusement Theme Park

One of the main services of the Multi-Theme Park will be the Amusement Theme Park, which will have modern entertainment equipment such as water recreational games and other games for young persons and not only, amusement parks, playgrounds and others combined in such a way as to offer a unique experience to the visitor.

13. parking

It will be located at the entrance of the Park and will have a capacity of 300 parking seats while it will also have parking seats for tourist buses, for disabled persons and for motorcycles. For the better service of the public and in order not to create problems, especially during the periods with high traffic, there will be people who will control and coordinate the vehicles that will enter the area. Parking will be provided free of charge for the guests of the area, while the area will be monitored by closed circuit cameras and security personnel.

14. Green spaces & Pathways

The surrounding area of the Multi-Theme Park will contribute significantly to the visitor experience, through its design and the harmonization of structures and other elements that will co-exist with the local environment. All this will give the visitor an in depth experience of the Park and feel part of it. These routes will be accessible through the Park (train, bicycles, minibuses, etc. for a small fee depending on the access pass/card), while the visitor will be able to enjoy these routes on foot.

15. Heliport Area

Due to the size of the investment and in order to serve its needs but also to serve the public, the creation of a specially designed helipad has been provided. This helipad will be able to serve emergencies whenever a patient or injured person may need immediate air transport. It will also be possible to use the helipad by private helicopters for customers who wish and have the opportunity for such travel.

16. Holy Temple

In the area of the Park, a Holy Temple will be constructed after consultation with the competent bodies and with the appropriate licenses. The specific area will be able to host private ceremonies while other functions are provided for visitors but also for permanent residents of the Multi Theme Park.

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17. Camping area

Finally, in the area of the Park, in addition to the other accommodation facilities, there will be the creation-operation of a camping area for fans of organized camping. The space will be clearly demarcated and will have all the infrastructure provided by law as well as the necessary accommodation category, to adequately cover the needs of visitors. The visitor will be able to bring his own equipment, while he will be able to rent the equipment he wants for the corresponding price. Apart from tents, the space will also be able to accommodate caravans, or any other outdoor accommodation equipment the visitor has. The space will have areas with bathrooms, toilets, kitchen, washing machines and dining area.

**Capacity:**

In terms of capacity of this unit, it will be analyzed by activity within the Park for easier and more accurate calculation.

Activity	Maximum capacity (persons/year)	Estimated Capacity (persons/year)	Maximum Capacity/day (persons)
Short Stay Guests	550.000	500.000	1.500
Residence	160.000	146.000	438
Hotel	219.000	167.400	600
Canteens /Restaurants	700.000	676.000	1.900
Event Area	500.000	355.000	1.400 pers/event
Happenings	500.000	308.900	1.400 pers/event

Investment plan costs and sources of financing

a. Presentation of a summary cost table

In summary, the expenses are calculated as follows:

1 BUILDING FACILITIES & SURROUNDING AREA 30,648,000.00 €

2 MACHINERY-OTHER EQUIPMENT 20,000,000.00 €

3 MEANS OF TRANSPORT 4,500,000.00 €

4 WILD ANIMAL ACCOMMODATION AREA 580,000.00 €

Total Cost of Expenses 56,148,000.00 €

More specifically, the expenses that will be incurred per category of expenditure, are presented below

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**1 BUILDING FACILITIES & SURROUNDING AREA**

DESCRIPTION	OBSERVATIONS	COST((€)
1. 5* HOTEL		15.840.000,00
2. INDEPENDENT RESIDENCE		9.828.000,00
3. CATERING BUILDINGS		1.200.000,00
4. ENTRANCE AND SECURITY BUILDINGS		0,00
5. WAREHOUSE		120.000,00
6. FIRST AID AREA		120.000,00
7. HEADQUARTERS		240.000,00
8. SWIMMING-POOLS		0,00
9. THEATER AND EVENT AREA		800.00,00
10. ANIMAL ACCOMMODATION AREA		0,00
11. OTHER	PARKING SPACE AREA, SURROUNDING SPACE ect...	2.500.00,00
	<b>TOTAL</b>	<b>30.648.000,00</b>

**2 MACHINERY - OTHER EQUIPMENT**

DESCRIPTION	OBSERVATIONS	COST (€)
1. MULTI-THEME PARK MACHINERY & EQUIPMENT		11.500.000,00
2. FURNITURES AND UTENSILS		2.500.000,00
3. COMPUTER EQUIPMENT		3.500.000,00
4. TELE-COMMUNICATION EQUIPMENT		1.500.000,00
5. OTHER EQUIPMENT		1.000.000,00
	<b>TOTAL</b>	<b>20.000.000,00</b>



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**3 MEANS OF TRANSPORT**

<b>DESCRIPTION</b>	<b>OBSERVATIONS</b>	<b>COST (€)</b>
<b>BUSES, MINI BUS, TRUCKS, CARS, (CUSTOMERS &amp; STAFF)</b>		<b>4.500.000,00</b>
	<b>TOTAL</b>	<b>4.500.000,00</b>

**4 WILDLIFE ACCOMMODATION AREA**

<b>DESCRIPTION</b>	<b>OBSERVATIONS</b>	<b>COST (€)</b>
<b>WILD AND EXOTIC ANIMALS</b>	<b>THE TYPE AND NUMBER OF THESE WILL BE DETERMINED EITH THE IMPLEMENTATION OF THE INVESTMENT IN ORDER FOR THE AREA TO BE INSPECTED AND THE SUITABILITY TO BE EXAMINED</b>	<b>1.000.000,00</b>
	<b>TOTAL</b>	<b>1.000.000,00</b>

**b. Presentation of the financial scheme**

**FINANCIAL SCHEME**

	<b>PERCENTAGE OF AID AMOUNT (in €)</b>	<b>AMOUNT (in €)</b>
<b>PERSONAL CAPITAL</b>	<b>64,38%</b>	<b>36.148.000,00</b>
<b>DEPENDURE BOND</b>	<b>35,62%</b>	<b>20.000.000,00</b>
<b>TOTAL OF INVESTMENT PLAN</b>	<b>100,00%</b>	<b>56.148.000,00</b>

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**INTERNAL ENVIRONMENTAL ANALYSIS (S.W.O.T. ANALYSIS)**

At this point, the strengths and weaknesses of the "MULTI-THEME AMUSEMENT PARK - KOSOGLOU SA" will be identified, using the SWOT method (Strengths, Weaknesses, Opportunities, Threats).

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>➤ Innovation – Uniqueness</li> <li>➤ Wide variety of products and services</li> <li>➤ Free Storage of personal belongings</li> <li>➤ Location (near Public Transport)</li> <li>➤ ISO Certificates</li> <li>➤ Non-Existence of Competitors</li> <li>➤ Many Potential Suppliers and Partners</li> </ul>	<ul style="list-style-type: none"> <li>➤ Extensive cost for construction and advertising</li> <li>➤ Many Substitutes</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>➤ Minimal Development of the Theme Parks Sector in Greece</li> <li>➤ Culture and Cultural Tourism: Two of the Key Pillars of the Economy</li> <li>➤ Increased Demand for Cultural Products and Services during the Last Decade</li> <li>➤ Tendency of Cultural Tourists to Spend More</li> <li>➤ New Trends in the Tourism Sector (Personalization, Solo Traveling, Gastronomic Tourism, Bleisure Travel, Ecotourism, Wellness Tourism)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Greek Bureaucracy</li> <li>➤ Financial Situation (in Greece and Worldwide)</li> <li>➤ Taxation</li> <li>➤ Impact of the Covid-19 Pandemic</li> <li>➤ Impact of Brexit</li> <li>➤ Mediterranean Political Insecurity</li> <li>➤ Unbalanced Factor (Possible Future Earthquakes, Crises, Pandemics, Wars, etc.)</li> <li>➤ Potential / future competitors</li> </ul>

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*I hereby certify that this is a precise and accurate translation from Greek to English language of the original document that was presented to me (art. 36 §2 of the Greek Lawyers Code).*

**Athens, 01/04/2022**

**The certified lawyer**

  
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