

«MUSEUM - AQUARIUM» IN THE HEART OF ATHENS

Investment proposal



Idea of the investment proposals "Aquarium Museum" in Athens city center

It is proposed to create an original object: "Museum-aquarium" for exhibition of water / marine world and scientific –educational purposes in the center of Athens.

To accommodate the "Museum-aquarium" is proposed multi-storey parking building, located in the central area of the greatest tourist cluster.

The building has 11 floors with total area 5540 sq.m. panoramic view from the top floor and its own water source.

Given the location of the object and tourism the flow of the annual turnover of the "Museum-aquarium" is estimated at about 5.1 million Euros.



★ LOCATION OF THE BUILDING IN THE CENTER OF ATHENS

FEATURES AND DESCRIPTION OF THE BUILDING PROPOSED FOR ACCOMODATION OF THE "MUSEUM-AQUARIUM"

The building is located in the center of Athens: 120 meters from the New Acropolis Museum.

The building was built in 2007.

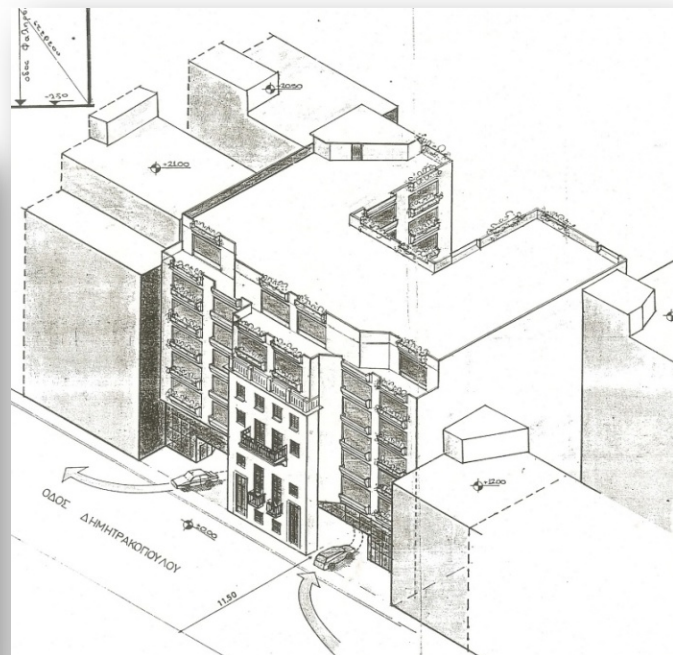
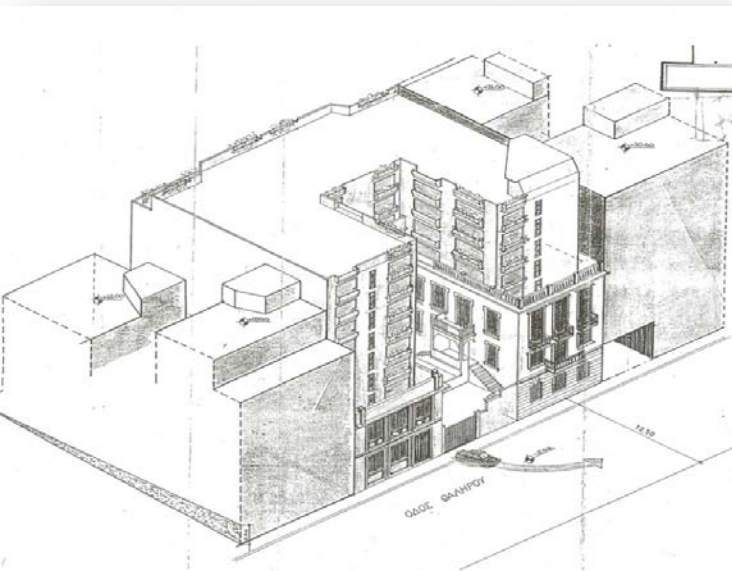
The total building area 5,540 square meters.

The building has 11 floors:
9 floors above ground level
2 floors below ground level.

The building is equipped with a passenger elevator.

The building has a terrace with panoramic views of 360°, where you can place a restaurant and a cafeteria.

The building has its own power fresh drinking water: borehole 72 m deep with a flow rate of 20 cubic meters per day.



6 reasons for success of "Museum-aquarium" in Athens

1	Unique object as a great tourist attraction. Has no analogues in Greece	The absence of a similar object general in Greece and particularly in Athens.
2	Huge pool of potential visitors	Number of tourists in Greece in 2014 was 20 million people. In 2015, 25 million people are expected. Athens in 2014 was visited by 6 million people., And the New Acropolis Museum was visited by 1.22 million people.
3	Strategically located for unlimited tourist visits	The facility is located 120 meters from the new Acropolis Museum - center of tourist attraction.
4	Direct contact with nature and living objects	As a contrast to the museums of architectural and historical heritage of Greece "Museum-Aquarium" will provide a relaxing journey into the underwater world.
5	Combination of knowledge and recreation	Cafeterias and restaurants on the terrace with panoramic views mountain chains of Attica and the Saronic Gulf islands.
6	Exhibitions, education, research, nature conservation	Hub of development: research and conservation of marine life, functioning of societies of fans of nature, an international scientific exchange, charitable organizations.





«MUSEUM –
AQUARIUM»

Basic investments

- Building:
•8.5 million. €
- Machinery and
equipment:
•1.3 million. €
- Exhibition material:
•0.6 million. €

Plan draft

- Design of expositions
- involvement of
experts
- Cooperation with
aquariums
oceanariums of the
world

Approximate calculation of annual profits for "Museum-aquarium"

EXPENSES:

Materials and equipment :	200 000 €
Salary for 15 people. :	135 000 €
Utility costs :	15 000 €
Miscellaneous costs :	35 000€
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Total general cost :	385 000 €

PROFITS:

At least half of the visitors of the New Acropolis Museum will visit the "Museum Aquarium", which is about 610 000 people. With the price of the ticket 8,5 € annual income from the direct sale of tickets will make 5,190,000. €. Income from associated businesses (restaurants, coffee shops, souvenirs) will be 0,310,000. €. Total income - 5.5 million. €.

Profit (before taxes):

$$5,5 \text{ million.€} - 0,4 \text{ million.€} = 5,1 \text{ million.€}$$

