

WELCOME





Welcome to Ukraine, Welcome to Luxury

When you consider doing business in Ukraine, what comes to mind? Does the phrase record growth enter your thoughts? How about increased disposable income or sophisticated, discerning consumers? Record demand for luxury goods and services?

Ukraine offers an ideal market for high profile companies in such industries as:

- Automotive, auto accessories and amphibious vehicles
- Jewelry and timepieces
- Marine: yachts, speed boats, marinas and submarines
- Air travel: private jets and helicopters
- High-end real estate properties
- Interior design, top quality furniture and home furnishings
- Hospitality, restaurants, travel and leisure
- Electronics
- Cosmetics, beauty and health products
- Fashion brands and designers
- Food, food products, gourmet foods and beverages
- Exclusive wines and spirits

Otrada Luxury Group represents the finest products, produced by the finest companies that the world has to offer. Based on a longstanding principle, Otrada Luxury Group works with first-rate partners, offering a limited number of top brands its unparalleled access to this complex market.

Otrada Luxury Group offers the best to those with discriminating taste and sense of international style in Ukraine.

We invite you to join us.

Igor Fruman President & CEO F.D. Import & Export Corporation Otrada Luxury Group













Published by: F.D. Import & Export Corp. Writers/Copy Editor: Dawn Kissi, Dena Santoro

This magazine was designed and produced by MAYA press: www.mavapress.net T: 212-260-5869

Editor: John Bennett Photography: All Rights Reserved

Artistic Director: Sébastien Martorell

Lavout: Delphine Giner. Béatrice Watellier

- OTRADA HISTORY, PHILOSOPHY & EMPLOYEES An Established Market Leader that knows Ukraine
 - ROYAL MOTORS 4 Offering Prestigious Automobiles
- JEWELRY

6

- A Glittering World
 - OTRADA IN THE PRESS 8 Otrada Events
- FINE WATCHES 10 **Distinctive Timepieces**
 - HOTEL BOUTIQUE OTRADA Consummate European Style and 21st Century Amenities
- RESTAURANTS 12
 - World Class Dining at the Hotel Boutique Otrada
 - OTRADA BEACH CLUB 13
 - Glamorous Respite on the Black Sea
- BUDDHA BAR KIEV 14
 - A Destination City Embraces a Global Brand
 - OTRADA DEVELOPMENT COMPANY 15
 - A Professional Approach to Real Estate
- **UKRAINE OVERVIEW & ECONOMY** 18
 - A Study in Dramatic Growth
 - UKRAINE LUXURY MARKET OVERVIEW 19 Economic Growth Fuels a Taste for the Magnificent
- OTRADA NETWORK OF COMPANIES 20 F.D. Import & Export Corp.

1

An Established Market Leader that knows Ukraine

F.D. Import and Export Corporation was Ukraine's exclusive distributor of Nestlé products and distributed dairy products, coffee, baby food and other specialty foods. It also constructs luxury residential and class 'A' commercial space. This provides a firm foundation for management, infrastructure and distribution throughout the country.



ounded in 1999 as a wholly-owned subsidiary of ED. Import & Export Corporation, **Otrada Luxury Group** ("OLG") has grown to become Ukraine's number one holder and distributor of luxury good items and services in the Eastern European nation, providing luxury services, expertise and product leveraging to the local markets. Otrada had sales of \$27 million in 2007 and an average annual growth of 21.3% since 1999.

Otrada Luxury Group's portfolio is comprised of luxury boutiques, resorts, fine dining establishments and luxury automobiles. As brands proliferate, Ukrainian consumers have grown more aware of and are interested in the new entrants to the market. Otrada Luxury Group, through its strategic concepts and extensive knowledge of the market, has developed a reliable portfolio and offers a platform for added international brands to thrive. The market is ripe for high-end luxury products, which places OLG at the forefront of brand development within the nation.



Mr. Fabrizio and Paola Cantamessa give the Kiev boutique director tips on displaying new jewelry pieces.

Otrada Luxury Group effectively promotes its brands through advertising in well-respected Ukrainian magazines such as Officiel Ukraine, Max Ukraine, Gallery Ukraine, Luxury, Luxury Time, the business magazines Publichnie ludi and

DNK, Zefir and Afisha newspapers. In addition, Otrada sponsors numerous celebrity events, gala openings and charity events, attended by members of the press and a who's who of Ukrainian and European society.

Otrada Luxury Group realizes the important role customer service plays in building and maintaining brand loyalty

and therefore works to keep employee turnover low by providing competitive compensation and benefits, superior training and a culture of caring for its employees.



Good taste is acquired early.

CC OLG: purveyors of fine jewelry and watches, motorcars and hospitality..."

ROYAL MOTORS



Offering Prestigious Automobiles

Otrada Luxury Group launched the multi-brand Royal Motors Auto Center in 2006.

Royal Motors is Odessa's official dealer for prestigious Jaguar, Land Rover, Volvo and Ford automobiles and the exclusive aapremium-class car dealership in Ukraine's southern region. At Royal Motors a distinguished clientele is conscientiously attended by a dedicated team of highly trained professionals who are experts in their fields, whether sales, service or technicians.



Jaguar automobiles are recognized the world over not only as a symbol of achievement and prestige, but also as a sophisticated lifestyle choice and an unparalleled driving experience. Jaguar's breathtaking design and bold promise await each driver. Join this elite club and live the thrill that only

deepens with time.

JAGUAR

Volvo automobiles have been recognized as among the safest cars in the world for more than seventy years. Those who drive a Volvo drive a promise. These singular Scandinavian automobiles have won the respect of design enthusiasts who admire their simplicity, grace and expert balance of art and technology.





Land Rover automobiles represent the highest standards of quality, reliability and operating life. World famous not only for its endurance and passing ability, but also for its comfort and style, the Land Rover is a singular driving experience. It is the automobile of choice for world exploration or local adventure. The Otrada Luxury Group is pleased to announce that a Ford dealership near Royal Motors will be opening soon. Ford automobiles have an illustrious history of dependability, economy and methodology. Responsible for some of the world's most innovative automotive technologies, Ford remains committed to leading the way in 21st century automotive design, comfort and style.



A Glittering World

Otrada Luxury Group has achieved notable success as an exclusive distributor for fine jewelry from around the globe. They maintain the highest standards and preserve the finest traditions while setting new benchmarks for the presentation of jewelry by world famous designers.

Otrada Luxury Group holds exclusive rights with the following prestigious companies:

AARON BASHA

ÅN'TONINI





CALGARO

CANTAMESSA















Fine Jewelry Trends

Ukraine's influential core consumers are well-versed in fine jewelry. Otrada boutiques offer exceptional 'statement jewels' that accentuate a woman's beauty, originality and charm.

These elegant boutiques, located in the most prestigious districts of Odessa, Kiev and Denpropetrovsk, offer the utmost level of service and expertise. The boutiques showcase premium jewelry and preserve the highest traditions of passionate goldsmiths and striking design. Discover stunning combinations of precious metals and gems including platinum, yellow and white gold, and sterling silver, diamonds of every cut and color (including a delicious new trend, the chocolate diamond), emeralds, rubies, sapphires, and opals.

A ARON BASHA

Otrada Luxury Group is the first name in fine jewelry.

OTRADA IN THE PRESS

Enjoying the scene at the Basha opening.





Aaron Basha

Otrada Events

"

Aaron Basha launch party

On January 25, 2007 the great jewelry designer Aaron Basha and his son Sasson arrived in Kiev. A press conference was held, timed to the opening of Otrada Luxury Group's Kreschatik Street flagship store. Mr. Basha pointed out that the boutique was designed using the same high standards, both in its concept and its architecture, as his flagship store on Manhattan's Madison Avenue.

The full line of celebrated Aaron Basha designs is now available at the exquisite Otrada boutique. Among them: Baby Shoe, Love Bug, Aliens and Monsters, Evil Eye, Basha Cufflinks and Basha Link. Reporters questioned Mr. Basha persistently, expecting a surprise and Mr. Basha did not disappoint them: Ukrainian fashionistas will be able to enjoy his last collection, Era Opulence, whose precious items are available only at the Aaron Basha flagship boutique in Manhattan. The sensational Era Opulence collection is the emblem of an extraordinarily plush period, filled with lavish pavé and platinum pieces, charms, chains, trinkets, links and pink diamonds galore.

AARON BASHA

VIP guests enjoyed a magnificent evening inspired by the Aaron Basha jewelry masterpieces."

A sensational party followed. There, VIP guests enjoyed a magnificent evening inspired by the Aaron Basha jewelry masterpieces. High society, light jazz and Champagne Veuve Clicot, combined with Mr. Basha's dazzling and whimsical creations, made the atmosphere unforgettable.



Otrada is featured in Ukraine's popular press.

elænd





АНДЖЕЛИНА ДЖОЛИ 1 БРЭД-ПИТТ





U-Boat party

On October 18, 2007 Otrada Luxury Group presented designer Italo Fontana's new U-BOAT watch designs at its Trade Centre boutique Afina Gallery. The unique designs represent a seven-year collaborative partnership with fashion guru Mounir Moufarrige.

U-BOAT watches are the choice of many prominent people in the world of sports and show business. Admirers of watch making who select a U-BOAT timepiece will undoubtedly relish their choice.

Cantamessa party

On February 13, 2007 the celebrated Italian jeweler Cantamessa was feted at the Otrada Boutique located at the Gardens of Victory Trade Center. Chief designer Fabrizzio Cantamessa and his wife Paola attended.

The legendary brand is world famous for its one-of-a-kind creations. Among its devotees are stars of stage and screen and members of royal families. Ladies who are the fortunate owners of luxurious jewelry created by the Italian maestro may rest assured that these exceptional creations take them from where they are to where they want to be.



















Distinctive Timepieces



Otrada Luxury Group has achieved notable success as an exclusive distributor for distinctive timepieces from across the globe. The group maintains highest standards and preserves the finest traditions while setting new benchmarks for the presentation of watches and timepieces by world famous companies.



Trends in Fine Timepieces

Ukraine's privileged consumers are adept at the art of selecting esteemed timepieces. Many Otrada boutique clients seek authentic classic watches that have never tried to out-do fashion trends and remain sophisticated brand icons. Such classic styles, with their strict forms and colors, are always stylish choices.

Big watches are in demand as well. Some astute clients are also interested in modern trends. Vendors are introducing outsized, intricate models with tourbillions, minute repeaters, skeletons and sparkling jewel-encrusted pieces.

A fine timepiece highlights a man's social status. Otrada Luxury Group is a leader in distinctive watches.

HOTEL BOUTIQUE OTRADA

Consummate European Style and 21st Century Amenities

Otrada Luxury Group is proud to welcome guests from around the globe to its premiere lodging, the Hotel Boutique Otrada, located in Odessa, Ukraine's singular city known as the Pearl of the Black Sea.



ust a year after this bright new star appeared in the sky of Odessa's hospitality business community, the Hotel Boutique Otrada won a prestigious award. In January, 2006 during a ceremony of national recognition, it was rewarded as "The Leader in the Hotel Business Sphere." The hotel was awarded Five Star status in May, 2006 and celebrated its third anniversary in March, 2008.

The Hotel Boutique Otrada is wellappointed with antique and classic Italian furniture, fine sculpture and paintings that offer unsurpassed European charm.

The hotel is a skillful combination of classic architecture and contemporary technology. It offers unmatched amenities to delight the senses, including a fitness center and an outdoor swimming pool. The hotel's romantic poolside terrace is great for cocktails and conversation. A sauna, Jacuzzi, solarium, massage and other amenities are also available as fee-based services.

The hotel was specially designed to meet the needs of contemporary business travelers. A fully equipped conference hall accommodates up to forty persons while the business center is equipped with computers, high-speed Internet access and fax service. Translation services are available. Secure parking is included.

The Hotel Boutique Otrada is located in the prestigious Frantsuzsky Boulevard area and is close to Otrada Beach, the Odessa Theatre of Musical Comedy and the rail-way station. It is just one half hour's drive from the Odessa airport.

RESTAURANTS



World Class Dining at the Hotel Boutique Otrada



he most discerning gourmet will savor the repertory of '*la cucina piemontese*' from Northern Italy at *Casa d'Italia*. Linger over a grappa in the flickering candlelight and warm glow of the fireplace.

Enjoy a cocktail on the colonial terrace overlooking the pool and indulge in authentic Italian pasta for lunch, dinner or late night supper at *La Terrazza*. This restaurant possesses distinct style and charm as well as an internationally recognized level of culinary expertise and service.

Both restaurants offer a wide range of Italian specialties as well as the finest Ukrainian cuisine. *Buon Appetito*!

"

Indulge in authentic Italian pasta for lunch, dinner or late night supper at La Terrazza."

Glamorous Respite on the Black Sea

The Otrada Beach Club, the most sensational seaside resort ever to open along Odessa's Black Sea coast, made its debut on July 13, 2007. This long-awaited event brought rave reviews.



he Otrada Luxury Group was inspired by classic, prestigious Mediterranean resorts as they planned the Otrada Beach Club. Its level of service and luxurious amenities would be difficult to match anywhere.

The beach club is conveniently located just a short walk from the Hotel Boutique Otrada. It boasts swimming pools and spa facilities. Book a trip on a boat or cruiser yacht. Excite your senses with water bicycles and parachutes. Catch the gentle breeze from the Black Sea, relax and renew at the Otrada Beach Club.



'See and Be Seen' at Otrada Beach Club

Kiev and Moscow's most privileged society clubbers were among the first to survey the scene at the Otrada Beach Club, a gem of respite from life in the fast lane. Making the rounds were Russian fashion designer Denis Simachev and Russian rap star Bogdan Titomir.

Popular DJs Evrohach, One Dollar and Eugeniy Bakaev kept up the heat with all the latest hits. Partygoers agreed that 'The Festival of Sea and Sun' was the ticket to jump-start the season's hot club culture.

BUDDHA BAR KIEV

A Destination City Embraces a Global Brand

World renowned Buddha Bar has brought its sensuous and glamorous vibes to Kiev.



ith its opening in July, 2008, area residents, the elite from across the country and Europe as well as international jet-setters and business travelers seeking a well-known place to dine and unwind are flocking to the latest installment of this growing, global brand.

Long established in Paris by George V Restaurant Group, Buddha Bar has built its worldwide brand status through a combination of eclectic Asian decor, hypnotizing music and fabulous food, creating a memorable spa-like experience that attracts guests again and again.

Buddha Bar's arrival on fashionable Kreschatik Street adds Kiev to the list of the world's most exciting destinations—Dubai, London, Paris, New York—and proves that Ukraine's burgeoning culture is full of exciting new opportunities.



Opening Night 'Happening' at Buddha Bar Kiev

The founders of Buddha-Bar Kiev -

Gennadiy Medvedev, Michael Don, Igor Fruman and Sergey Dyablo welcomed many guests to this happening spot. Buddha Bar Kiev drew an opening of more than 4,500 beautiful people, including a who's who of guests from New York, London and Paris. Superstar DJ Ravin, whose musical compilations are associated with the Buddha Bar brand, flew in to host the festivities. He greeted red-carpet arrivals and kept the crowd moving well into the wee hours of the morning.

OTRADA DEVELOPMENT COMPANY

A Professional Approach to Real Estate

Otrada Development Company provides a full range of project managementand real estate market services from market research through turn-key set up and building operation. A highly professional team of specialists provide high-quality implementation at any stage of a project.



he company provides separate or integrated services to implement complex real estate projects while maintaining high efficiency standards. Otrada development specialists provide control of construction budgets and timetables, sound legal protection and guaranteed quality.

Otrada Development can:

- ANALYZE the real estate market to advise on the direction and type of project
- DEVELOP project concepts
- PURSUE strategies to attract investors
- MANAGE the design and coordination of engineering and other technical solutions
- EXECUTE procedures for the selection of master designers and general contractors
- OBTAIN all necessary permits and approvals
- MANAGE properties
- PREPARE real estate for sale

ARCADIA HILLS Arkadievsky Pereulok, 9 / 1, Odessa

Arcadia Hills is a multi-story residential complex with a first floor premises build out and an underground parking garage. This exclusive project offers high quality building performance and state-of-the-art engineering. Enjoy its lovely courtyards, recreation and playground areas as well as superior proximity to great beaches.





ARCADE HOUSE St. Ujutnaya, 9, Odessa

The stylish Arcade House offers long and short-term rentals with climate control, an outdoor swimming pool, a fitness center, beauty salon and underground parking.



YASNAYA POLYANA Otradnaya Street, 13, Odessa

Yasnaya Polyana is a nine- story residential house offering harmonious architecture, thoughtful engineering and modern amenities. The building is well protected and offers underground parking. Its spacious fifty square meter apartments are managed by a professional team who offer superior customer service including housekeeping. Yasnaya Polyana is located near the sea and beaches.

Residential & Commercial

The Otrada Development Company also built and developed the Hotel Boutique Otrada, the Casa d'Italia and La Terrazza restaurants, the Otrada Beach Club and the Buddha Bar in Kiev, featured on pages 11 - 14.

It is also building and will soon open a Ford Motor Company dealership with a café on the second floor.

A Study in Dramatic Growth

As continental Europe's second largest nation after Russia, Ukraine is also a strategic geographical location, sharing its borders with Russia, Belarus, Hungary, Poland and Slovakia. Flat lands and mountainous terrain compliment a temperate, Mediterranean climate. It has a growing population just over 46 million and a life expectancy rate between 69-74 years.



kraine declared independence from the former Soviet Union in August, 1991. The democracy has become one of the more developed and commercial nations within Eastern Europe.

Ukraine's economy has grown by 50% from 1999 to 2004; foreign investment is expected to reach \$21 billion in 2008. Personal income and consumer spending has increased 25% year over year. An affluent sector of the population seeks the highest quality in goods, services and lifestyle amenities. Retail goods consumption is on the upswing, and as population and consumption levels increase, so do tastes for international products, particularly within the luxury sector.

As an Eastern European nation, Ukraine remains stable, with a steady growth rate in both population and gross domestic product (GDP). Known as an emerging free

market or enterprise market, a 2007 GDP ranking placed Ukraine at Number 33 in the world and continues to grow and exhibit steady GDP. Ukraine's currency remains competitive against world indices, particularly as certain

CC Foreign investment is expected to reach \$21 billion in 2008."

sectors experience growth. Business with the European Union remains buoyant and shows no signs of slowing. Ukraine has been granted provisional status in the European Union as of September, 2008.

Economic Growth Fuels a Taste for the Magnificent

Ι

ncreased disposable income among Ukraine's population has fueled growth in the country's economy. While still considered an emerging market and economy, Ukraine is steadily positioning itself as an international destination for seekers of the finer things in life and the cities of Kiev and Odessa are well-known as luxury capitals. Economic growth has created billionaires as well as an emerging upper middle class that seeks the finer things in life. There is a lucrative market sector for luxury products and services.

"

Top automotive, fashion/ accessories, real estate and interior design and furniture/ home furnishings companies are actively seeking new opportunities to expand their businesses in order to leverage this demand. According to statistics from Merrill Lynch, by 2009 Ukraine will account for

Ukraine represents the second largest market among Eastern European countries."

five percent of the world market for luxury goods and will be the fastest growing luxury goods market after Russia, with at least ten percent growth per year over the next five years.

The expansion of credit availability has also encouraged demand for luxury goods and services, including but not limited to: marine, such as yachts, speed boats, marinas and submarines; air travel, including private jets and helicopters; travel and leisure, electronics, cosmetics, beauty and health products and services as well as exclusive spirits and gourmet foods. Ukrainians seek lavish cars in record numbers. According to automotive marketing experts' data for 2007, sales increased by more than seventy to eighty percent compared to the previous year, which had held the all-time record for car sales! All told, nearly half a million automobiles were sold throughout Ukraine in 2007. The market is filled with premium-class automobiles. Dealers have closely approached the mark of 60 thousand cars sold per month. (Increased demand has also brought delivery delays – in some cases, up to six months.) Jaguar and Hummer sales continue to

grow. More than 300 of the world's most expensive cars were sold in Ukraine during the past two years. OLG'S Royal Motors is positioned to be a dynamic player in this expansive growth.

According to Jean-Daniel Pasche, the President of the

Federation of the Swiss Watch Industry, Ukraine represents the second largest market among Eastern European countries. Otrada Luxury Group is one of the main players in Ukraine's fine timepiece and jewelry market.

Otrada Luxury Group positions itself through its local knowledge and expertise and this strong desire for luxury items. In 2008, OLG continues to post strong returns in all aspects of its business, further proving that Ukraine is prepared for dramatic investment, great ideas and fresh initiatives across the luxury sector.

F.D. Import & Export Corp. Company Overview

Established in 1993, F.D. Import & Export Corp. has acquired a number of fast growing enterprises in various industries. Its primary focus is on production and distribution.

FD. Import & Export Corp.'s goal is to increase consumer demand for all its core products across an expanding market. In order to achieve this objective, F.D. focuses on increasing efficiency via the use of cutting-edge technology, efficient management and expertise across the Ukrainian market. The holding structure is comprised of the following companies:

EXIM PROJECT LTD. is an exclusive partner of F.D. Import & Export Corp. for foreign trade in Ukraine (it is well known among major traders in the Ukrainian market.) The heart of the company is its distribution system located in Odessa. EXIM also operates regional warehouse facilities in seven major Ukrainian cities. The company distributes major brand name products, including coffee, infant food, dairy products, olive oil, olives and other products.

Otrada Luxury Group was established as a holding company in 1999. This company specializes in distributing luxury products and providing luxury services to the Ukrainian market. Otrada Luxury Group includes fine boutiques in the nation's major cities. These boutiques feature fine jewelry created by world-famous designers and well-known timepieces.

Otrada Luxury Group also includes the Royal Motors Auto Center, the Five-Star Hotel Boutique Otrada with its restaurants La Terazza & Casa D'Italia, the Otrada Beach Club and Buddha Bar Kiev. Uniting production facilities and distribution networks in a cohesive structure has allowed its holding company to achieve a leading position in the luxury sector, increase its profit on an annual basis and achieve business capitalization growth. Through this comprehensive strategy, the company has greatly increased its holding investment opportunities.

Otrada Luxury Group values the deserved trust and respect of its business partners and customers through its combination of skilful management, efficient development strategy and results oriented sales forces and employees.

CHARITABLE EVENTS

Otrada Luxury Group is actively involved in a variety of charitable endeavors across Ukraine. Charitable giving is a commendable endeavor and mark of social responsibility that is also critical in establishing respect and credibility for serious brands. The Otrada Luxury Group is resolutely committed to giving back to people and to building communities. Among the events that have already become traditions are charitable auctions to benefit the Specialized House of Child #3, a child welfare organization.



STORES, PARTNERS & CONTACT INFORMATION

HÓTEL BOUTIQUE OTRADA****

11, Ujutnaya Street Odessa, Ukraine, 65012 Tel: +380 482 33 06 98 contact@hotel-otrada.com www.hotel-otrada.com

ROYAL MOTORS AUTO CENTER

39B, Grushevskogo Street Odessa, Ukraine, 65031 Tel: +380 48 734 18 00 autosalon@royal-motors.od.ua www.royal-motors.od.ua

BOUTIQUE OTRADA

14, Kreschatik Street Kiev, Ukraine 01001 Tel/Fax: +380 44 270 77 10 kiev@otrada-luxury.com

BOUTIQUE OTRADA

Afina Gallery 3/4 Greek Square Odessa, Ukraine, 65000 Tel: +380 482 33 34 84 afina@otrada-luxury.com

BOUTIQUE OTRADA

Victory Gardens Trade Center 28, Varlamova Street Odessa, Ukraine, 65009 Tel: +380 48 784 96 84 pobeda@otrada-luxury.com



BOUTIQUE OTRADA

Atrium Trade Center 22 K. Marks Street Dnepropetrovsk, Ukraine, 49094 Tel: +380 56 373 83 19 atrium@otrada-luxury.com

BUDDHA BAR KIEV

14, Kreschatik Street Kiev, Ukraine, 01001 *Tel:* +38 (044) 270 76 76 **www.Buddhabar.com.ua**



OTRADA LUXURY GROUP CONTACT INFORMATION:

President & CEO: Igor Fruman

USA

F.D. Import & Export Corporation 520 White Plains Road, Suite 500 Tarrytown, NY, USA, 10591 Tel.: 1-914- 467- 7877 *Fax*: 1-914- 467-7876 *E-mail: fdimportexport@aol.com* www.fdimpex.com

UKRAINE

Otrada Luxury Group 25, Osipova Street Odessa, Ukraine, 65011 Tel.: 38-048-729-46-46 Fax: 38-048-729-45-75 E-mail: info@otrada-luxury.com www.otrada-luxury.com