



# ECOSYSTEM KALINKA

Tradition & Innovation



Life is not the same anymore...  
The world is constantly changing, and we must change with it.

For 23 years, the Kalinka ecosystem has been operating in the premium real estate market, being not only a key player, but also an innovative market leader setting new industry standards. We've embarked on the path of transformation, realizing the need for change and the inevitability of the fourth industrial revolution. Our goal is not only to maintain our market share, but also to take our rightful place in the new economy.

The company is moving from the operational stage of Run to the innovative stage of Change,

including, but not limited to the construction of a Data Driven Company. We are changing, growing and getting stronger. Kalinka today is an exponential organization that has introduced a new high-tech business model.

The ecosystem approach that we use allows us to create a dynamic, constantly evolving business community that offers the client a unique set of our own and affiliate services.

Our multinational team has established offices in three countries - Russia, UAE and Turkey, operating in 15 cities and planning further international business expansion.

Towards new horizons!

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**EKATERINA RUMYANTSEVA**

Founder, CEO Ecosystem Kalinka



## OUR MISSION

Solve problems creatively and effectively in the field of residential, commercial, countryside and investment real estate properties around the world, based on many years of experience of the leader and innovator of the Russian real estate market.



Tradition & Innovation

# ABOUT US

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**24**

YEARS IN THE PREMIUM  
REAL ESTATE MARKET

**\$1** BILLION

COMPANY TURNOVER IN 2022

**250**

MARKET PROFESSIONALS WORKING  
IN OUR COMPANY

**Nº1**

12 TIMES WINNER EUROPEAN  
PROPERTY AWARDS



**MOSCOW,  
DUBAI & ISTANBUL**

OFFICE LOCATIONS

**>120K**

CLIENTS, INCLUDING SEVERAL MEMBERS  
IN THE TOP-100 OF THE FORBES LIST

**450**

TYPES OF SERVICES PROVIDE TO  
CUSTOMERS

**>110K**

OBJECTS IN THE COMPANY'S  
DATABASE

# ECOSYSTEM KALINKA



|                   |                |                 |                        |                      |                       |                |
|-------------------|----------------|-----------------|------------------------|----------------------|-----------------------|----------------|
| Urban real estate | Country estate | Rental Property | Commercial real estate | Kalinka sales office | Kalinka Legal Service | Kalinka Design |
| Moscow            |                | St Petersburg   |                        | Sochi                |                       |                |

|                        |                 |                        |                     |              |         |        |
|------------------------|-----------------|------------------------|---------------------|--------------|---------|--------|
| Residential Properties | Rental Property | Commercial real estate | Investment property | Visa support | Yachts  |        |
| Dubai                  | Abu Dhabi       | Ras Al Khaimah         | Qatar               | Oman         | Bahrain | Israel |

|                        |                 |                        |                     |                  |        |
|------------------------|-----------------|------------------------|---------------------|------------------|--------|
| Residential Properties | Rental Property | Commercial real estate | Investment property | Passport support | Yachts |
| Istanbul               | Bodrum          | Alanya                 | Antalya             | Bursa            | Ismir  |

 Coming soon

# WE ARE DIFFERENT, WE ARE TOGETHER!



**250**  
EMPLOYEES

**20**  
CITIES

**20**  
NATIONALITIES

**10**  
COUNTRIES

# MEMBER OF THE AREA

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KALINKA is a member of AREA (ASSOCIATION OF REAL ESTATE AGENCIES), which provides access to 2 million clients of partner agencies.

**51**

MEMBERS IN THE ASSOCIATION

**2M**

TOTAL CUSTOMERS

**A R E A**

Association of Real Estate Agencies

# KALINKA RUSSIA

## MOSCOW

### Residential Properties

- Rent and sale of urban real estate
- All iconic new properties in the high-end urban housing market
- The best offers of the secondary market

### Commercial real estate

- Sale and lease of commercial space
- Executive mansions, offices, rental business and street retail

# 30K+

RESIDENTIAL REAL ESTATE UNITS

# 3,5K+

COMMERCIAL REAL ESTATE UNITS



## COUNTRYSIDE

### Moscow region

- Rent and sale of suburban real estate
- All New Premium Country Villages
- The best objects of the secondary market
- Key areas of the Moscow region:  
Rublevo-Uspenskoe, Dmitrovskoe, Kievskoe,  
Novorizhskoe and Minskoe highways

### Other regions

- Objects in Crimea, Sochi, St. Petersburg

# 5K+

SUBURBAN PROPERTIES



# KALINKA RUSSIA. OUR COMPETENCE

Efficient sales of high-end properties since 1999.

1



## PRE-SALE PREPARATIONS

- examination of competitors' sales
- pricing
- securing our sales plan
- creation of a sales office
- product training for brokers
- development of efficient financial instruments
- developing sales incentives

2



## SALES

- implementation of sales plan according to our margins and revenues standards.
- premium brokerage
- own client base
- sales funnel management
- brokers school
- mortgage broker services
- legal support and monitoring of all stages of implementation

3



## AFTER-SALES SERVICE

- working with accounts receivable
- informing the customer about the project status
- working with customer reviews
- loyalty programs
- recommendation deals

# EXCLUSIVE OBJECTS

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**PENTHOUSE 420 SQ. M.**  
**Residential complex Dominion**  
Lomonosovskiy prospekt, 25



**APARTMENT 165 SQ. M**  
**Smolensky De Luxe**  
1-y Smolenskiy pereulok, 21



**APARTMENT 123 SQ. M**  
**Barkli Virgin House**  
1-y Zachat'evskiy pereulok, 8/9



**APARTMENT 371 SQ. M**  
**Tsarev Garden**  
Sofiyskaya naberezhnaya, 36/10

# EXCLUSIVE OBJECTS

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**HOUSE 3 500 SQ. M**

Land Area 5 500 sq. m

**Meyendorff Garden**

Rublevo-Uspenskoe shosse,  
7 km from Moscow



**HOUSE 2 700 SQ. M**

Land Area 7 500 sq. m

**Meyendorff Garden**

Rublevo-Uspenskoe shosse,  
7 km from Moscow



**HOUSE 2 830 SQ. M**

Land area 11 600 sq. m

**Tagan'kovo**

Rublevo-Uspenskoe shosse,  
13 km from Moscow



**HOUSE 2 300 SQ. M**

Land area 5000 sq. m

**Ilyinsky field**

Rublevo-Uspenskoe shosse,  
9 km from Moscow

# SOLUTIONS FOR DEVELOPERS, INVESTORS AND BUYERS

A set of services for developers, investors and buyers, implemented on a one-stop basis to solve problems in the field of real estate.



**Trade in apartments**



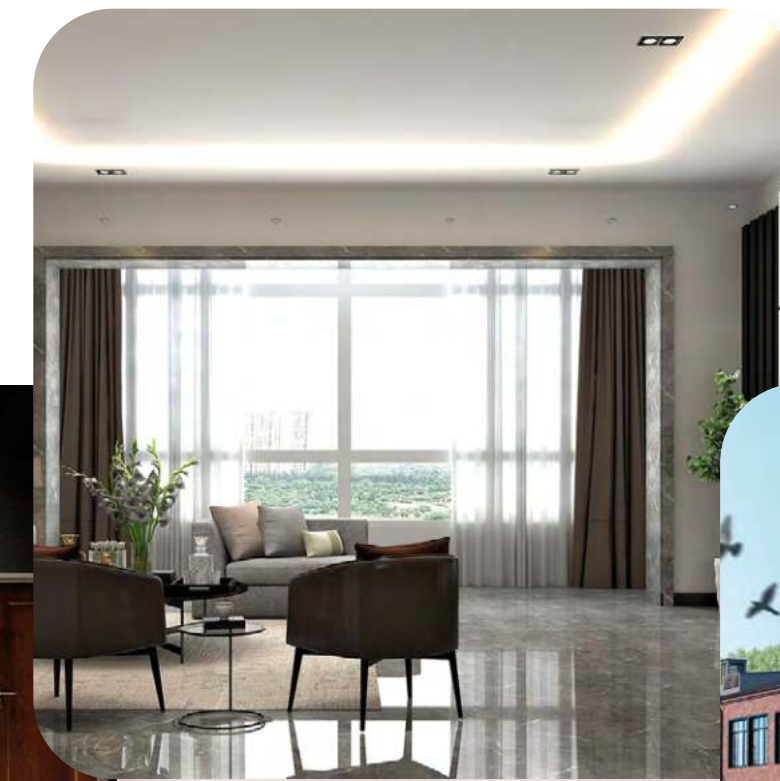
**Urgent buyout of distressed assets**



**Accurate Estimation using the AI**



**Investors Club**



**Apartment sales**



**Investment in redevelopment**

# KALINKA CONSULTING

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Working daily with buyers and sellers of real estate.

We know everything from the customer's first call up to the final deal.



OUR OWN FULL-TIME  
TEAM OF ANALYSTS AND  
INVESTMENT ADVISORS



CREATED AND IMPLEMENTED  
MORE THAN 200 CONSULTING  
PROJECTS



ANALYSIS OF THE TARGET  
GROUP BEHAVIOR UTILIZING  
A MODERN CRM SYSTEM



ANALYSIS OF 1,000 CUSTOMER  
REQUESTS AND MORE THAN 300  
TRANSACTIONS PER YEAR IN  
THE PRIMARY AND SECONDARY  
MARKETS



OWN REAL ESTATE DATABASE,  
UPDATED DAILY



PURCHASE OF RELATED  
DATABASES IN THE COMMON  
MARKET SEGMENT



DATA ON REAL ESTATE  
OBJECTS IN PRIVATE SALES



ACCESS TO INFORMATION  
ABOUT THE ACTUAL  
TRANSACTION SUM AND THE  
BARGAINING

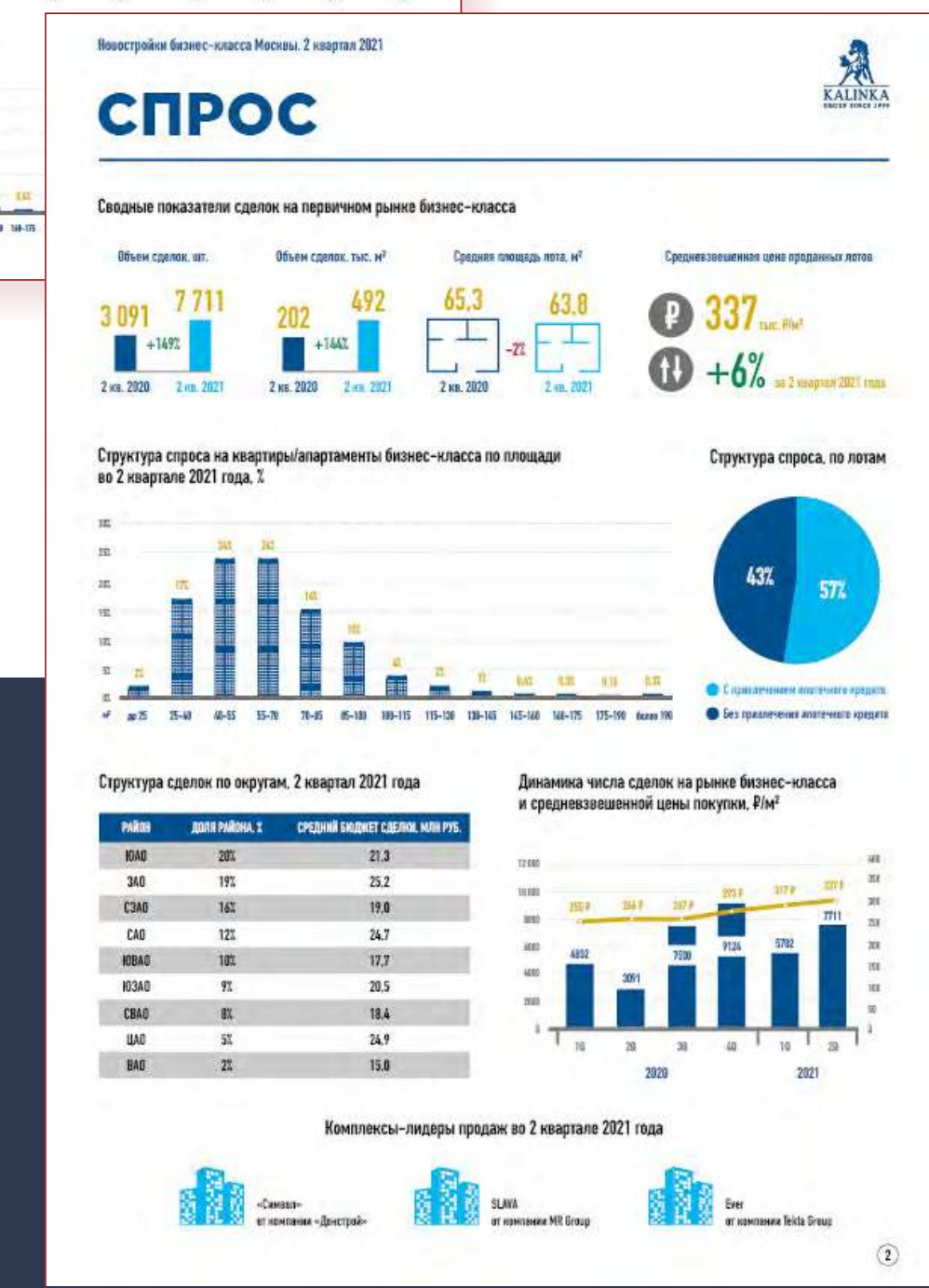
# KALINKA CONSULTING

## Geography of research:

Moscow, Moscow region, St. Petersburg, and other regions International consulting (including UAE, Turkey).

## Quarterly reports of the Moscow residential real estate market:

- Overview of the primary market of urban elite real estate and new business class buildings
- Overview of the market of elite country real estate
- Overview of the market of secondary luxury real estate
- Coverage of the main trends and market development forecast



# PROJECT PORTFOLIO

More than 60% projects in the elite real estate market of Moscow have been developed and implemented with the participation of Kalinka Consulting.



## POKLONNAYA 9

Moscow, Poklonnaya st. 9

**Developer: Ant Development, 2019-2020**

Comprehensive services for the best use of the land. Detailed development of the concept and business plan of the project. Project support for the architectural design. Top 3 best selling elite class projects in 2020.



## VICTORY PARK RESIDENCES

Moscow, Brothers Fonchenko

**Developer: Ant Development, 2019-2020**

133 686 m<sup>2</sup>

Exclusive project consultant.

Consulting services for concept development, pricing, architectural design. TOP-5 best-selling projects in 2020 in the elite class.



## TRUZHENIKOV, 12

Moscow, Truzhenikov per., 12

**Developer: COLDY, 2021**

20 000 m<sup>2</sup>

Consulting for the development of the concept of a new premium residential complex in Khamovniki. Analytical support, business planning, development of technical specifications for project design.



## JUMEIRAH GARDEN CITY

Dubai, Al Satwa area

133 686 m<sup>2</sup>

Consulting for the developer's brand entry into the international market. Analysis of segments of the residential real estate market in Dubai. Development of recommendations for the best use of the site, project pricing.

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**Poklonnaya 9 and Victory Park Residences are among Top-3 best selling elite estate projects in 2022.**

# KALINKA DESIGN

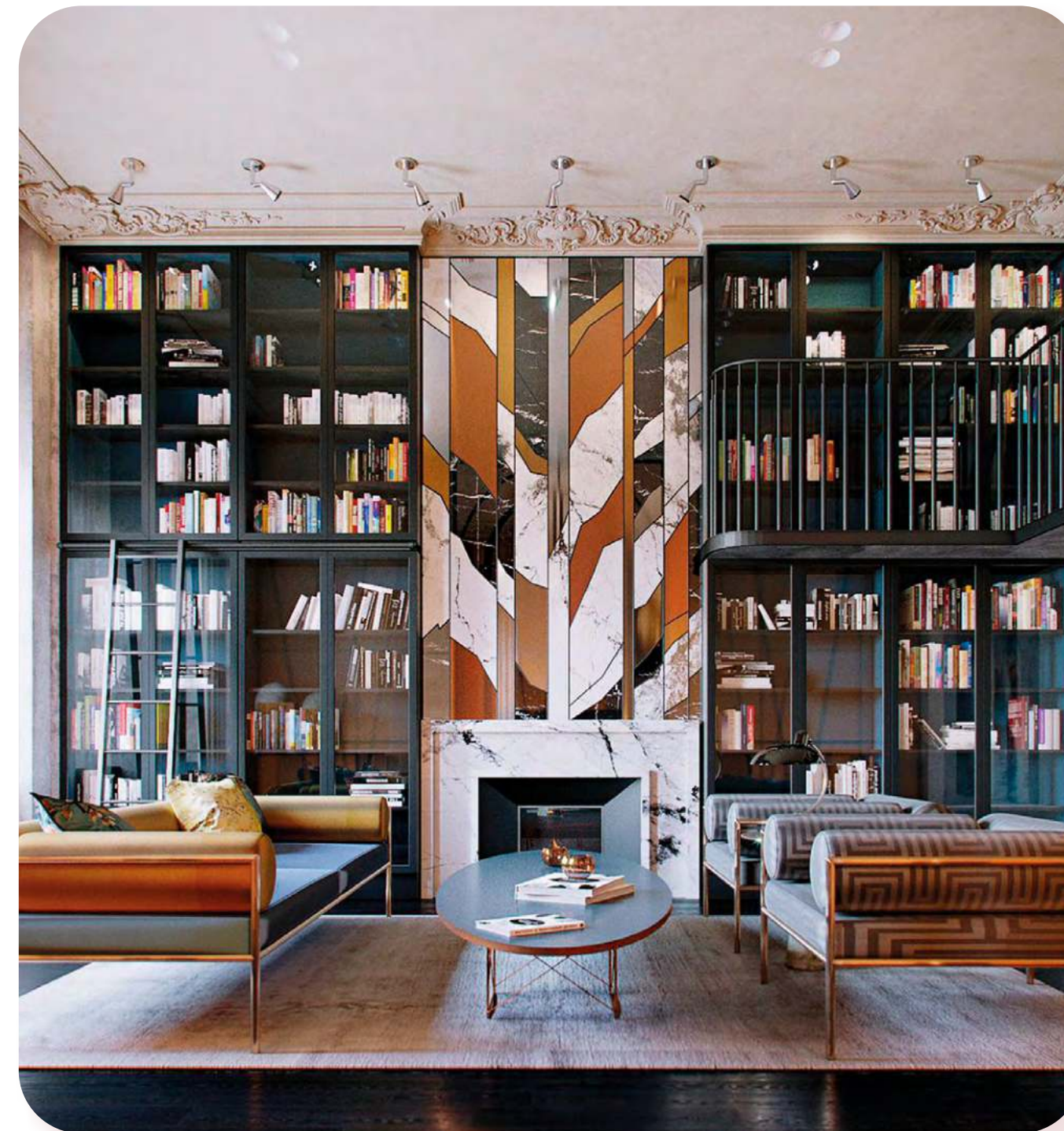
Exclusive professional selection of architects and designers.

The only company on the market that provides tender support in the selection of architects, construction companies and designers for private customers and developers since 2006.

Service is provided free of charge.

## OUR ADVANTAGES

- For more than 13 years we have been carrying out tenders for our clients
- We solve any tasks in the sphere of interior design and finishing.
- We are carrying out projects together with famous world architects: Philippe Starck, Marcel Wanders, Kelly Hoppen, Gregory Tuck.



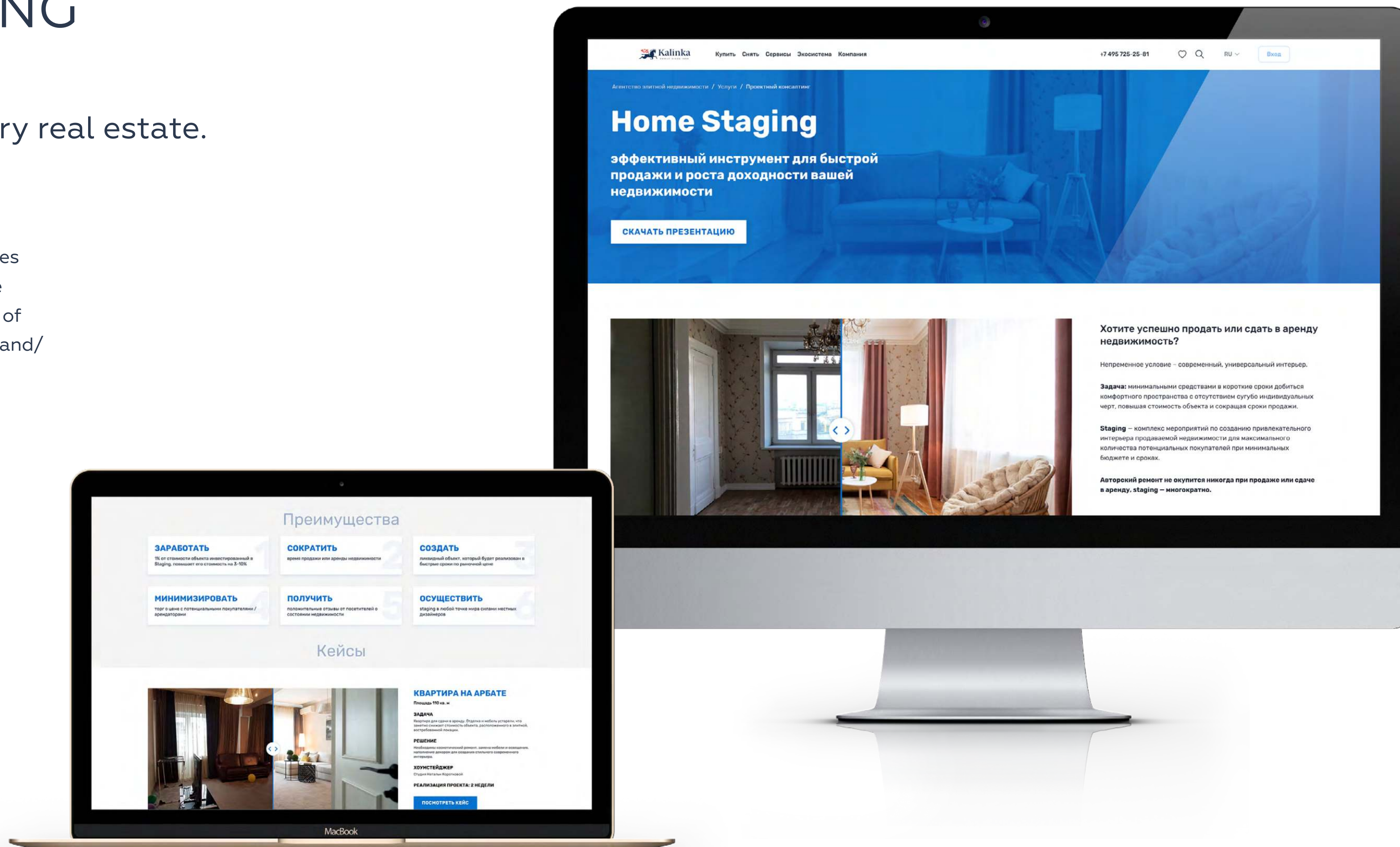


# HOME STAGING

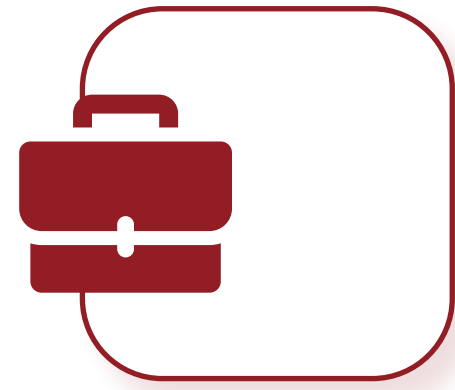
Know-how in the luxury real estate.

An effective tool for rapid sales and profitability growth. A set of measures to create an attractive interior of the property for maximizing the number of potential buyers within a short time and/or low budget.

**Investments in Home Staging in the amount of 1-3% of the project value increase its total value up to 30%.**



# KALINKA INTERNATIONAL RESIDENCE PERMIT AND CITIZENSHIP



IN OUR PORTFOLIO:

**+10**

SECOND CITIZENSHIP  
PROGRAMS

**12**

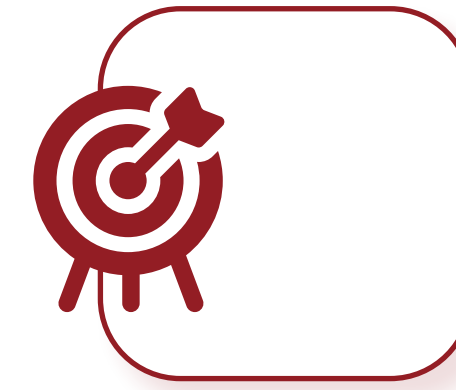
INVESTMENT  
CITIZENSHIP PROGRAMS

**+20**

RESIDENCE PERMIT  
PROGRAMS

**+10 000**

OBJECTS IN COMPANY'S DATABASE  
ALL OVER THE WORLD



SOLUTIONS FOR ANY  
TASK:

- visa-free travel
- business and home abroad
- tax residency
- cross-border travel under restrictions
- children: education and career abroad

# KALINKA MIDDLE EAST. UAE

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The new Kalinka office in Dubai provides a wide range of premium services.

- Buying property in the UAE
- Sightseeing tours of the best residential complexes in Dubai
- Transfer of capital (urgent purchase of ready-made companies in the UAE, opening an account)
- Long stay apartments
- Car rent
- Yacht charter
- School education
- Restaurants, shopping, household matters
- Organization of flights. Assistance with international itinerary planning
- Property inheritance



# KALINKA MIDDLE EAST. UAE

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**SIX SENSES  
RESIDENCES**



**THE RITZ -CARLTON RESIDENCES**



**PENINSULA**



**CAVALLI TOWER**

# INHERITANCE IN THE UAE

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- In the UAE, inheritance of property is subject to Sharia law. All assets of the deceased and real estate are transferred to the next male relative. The wife and children receive a share of the property of the deceased.
- After the death of a person, his personal property is frozen until the local court announces the order of succession.
- Cases with the inheritance of the property of a resident of the UAE authorities are ready to consider according to the laws of the country of the expat, if he made a will in advance.
- Our specialists can prepare the relevant document with a lawyer and accompany you at every stage of processing the necessary papers.

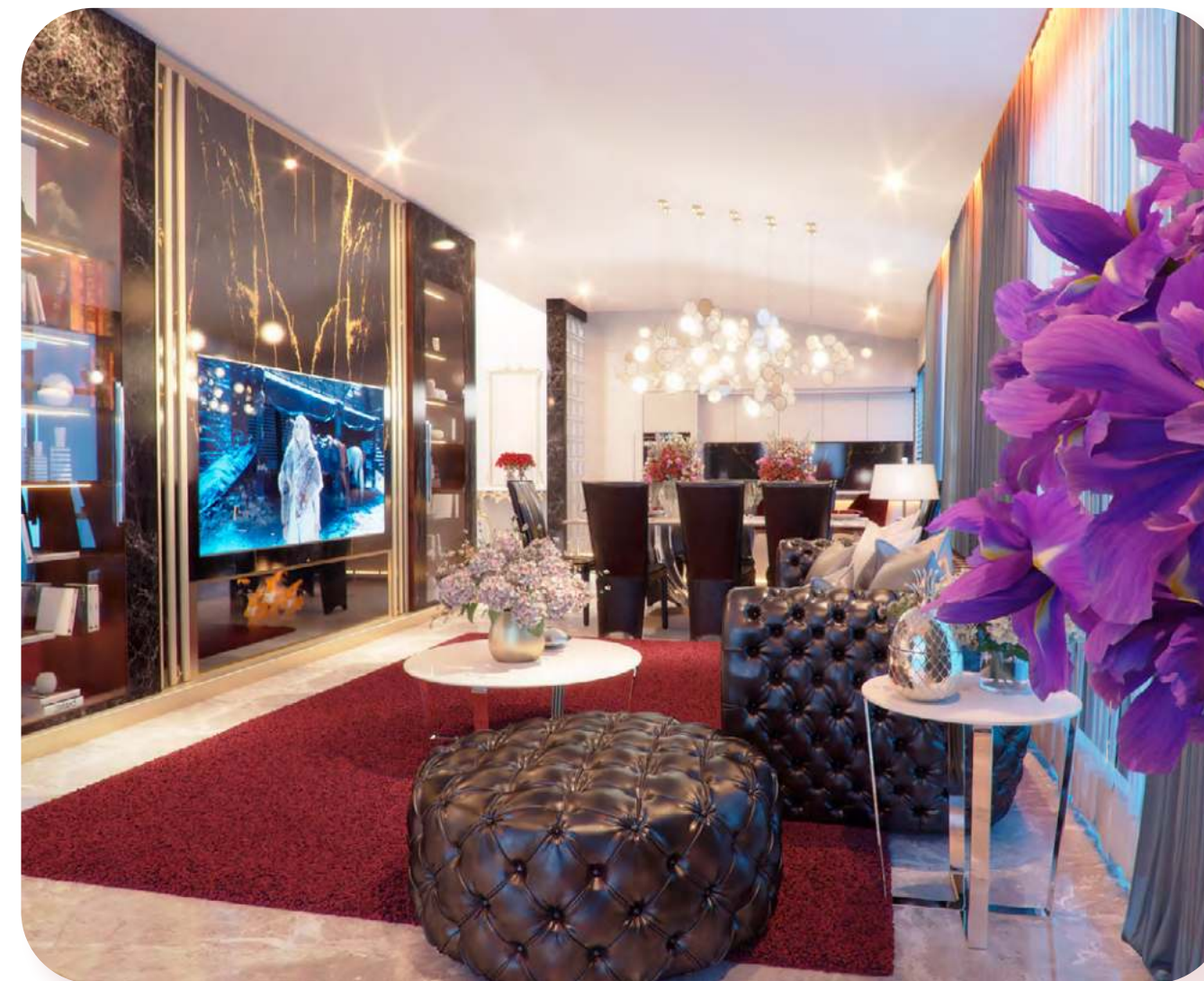


# KALINKA TURKEY



New Kalinka office in Istanbul.

- Elite real estate
- New buildings and secondary offers
- Investment property
- Sightseeing tours
- Second Citizenship by Investment



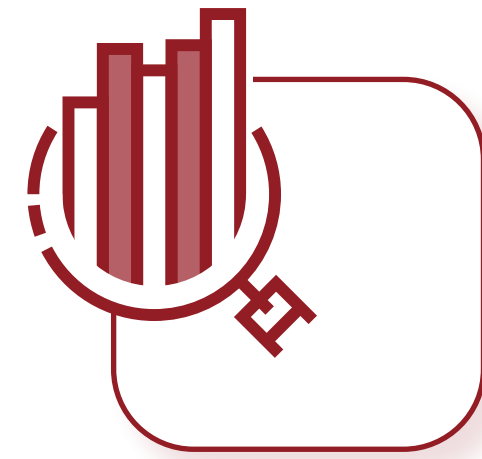
# KALINKA LEGAL SERVICES

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A full range of professional legal services supporting transactions, as well as identification and elimination of all possible risks usually associated with the acquisition of real estate.



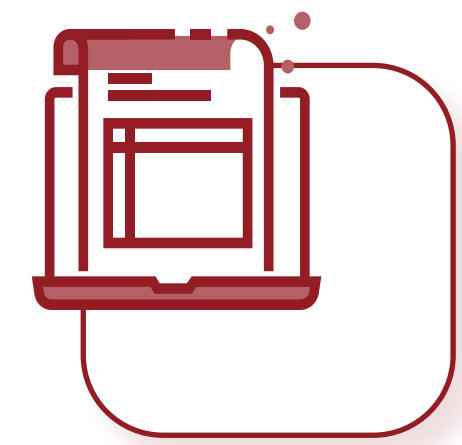
**TRANSACTION SUPPORT**



**TAX ANALYSIS**



**SERVICES FOR DEVELOPERS**



**LEGAL AUDIT**

# LOVE – A CREATIVE DIGITAL AGENCY

Implementing complex marketing solutions with a focus on developers and sophisticated projects.

- 7 people in our team
- 10 projects a year to be proud of
- 4 years together, changing the quality of the market

**The Love team brings together marketing experts with leading specialists, which allows them to create popular and unique projects in the real estate market.**

## CREATIVE CONCEPT OF THE PROJECT

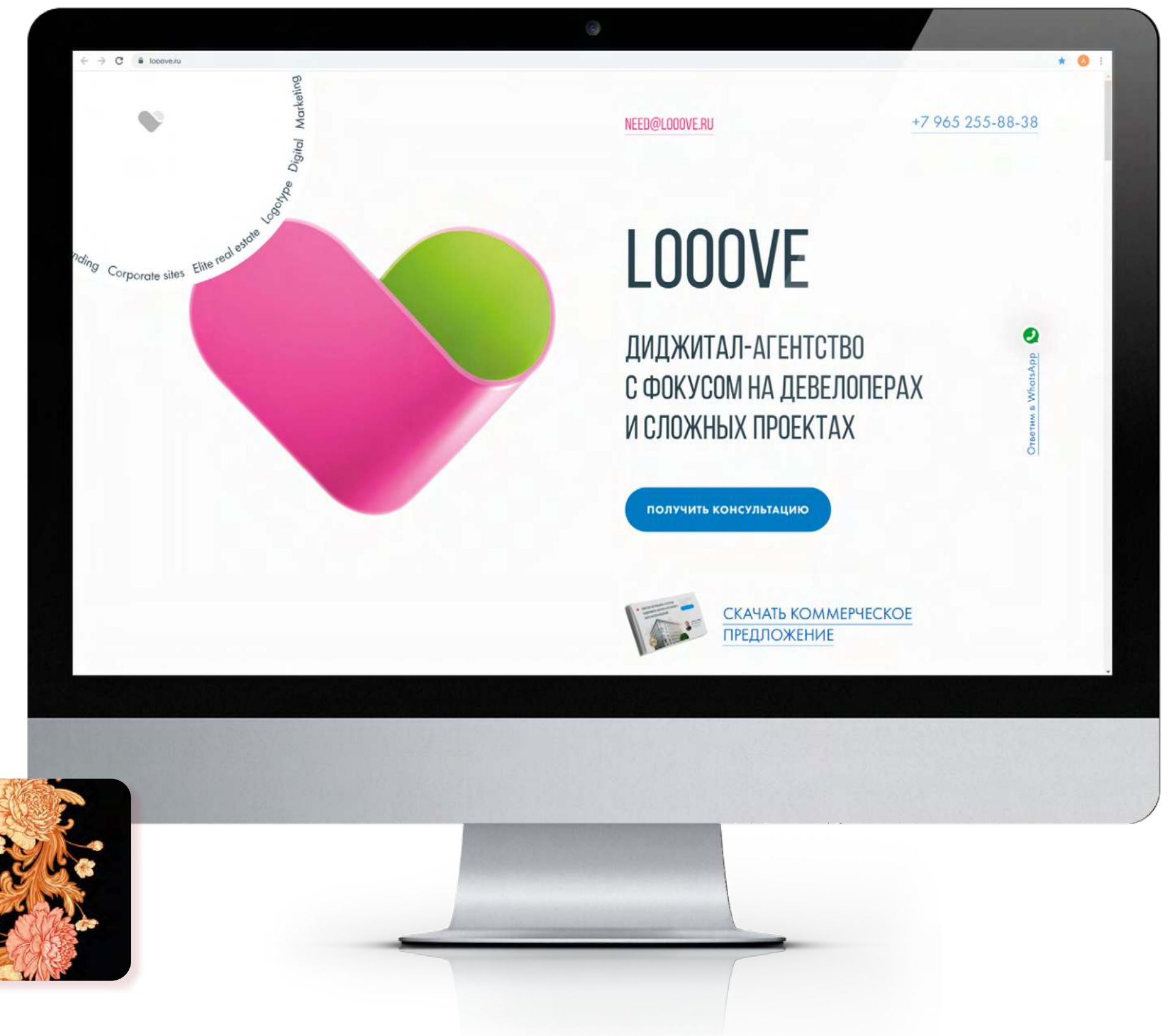
Strategic approach at the heart of every product

## ADVERTISING PROMOTION

High quality performance

## ANTI-CRISIS MARKETING

Multifunctional team for every task





# LOVE – A CREATIVE DIGITAL AGENCY

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## CREATIVE CONCEPT OF THE PROJECT

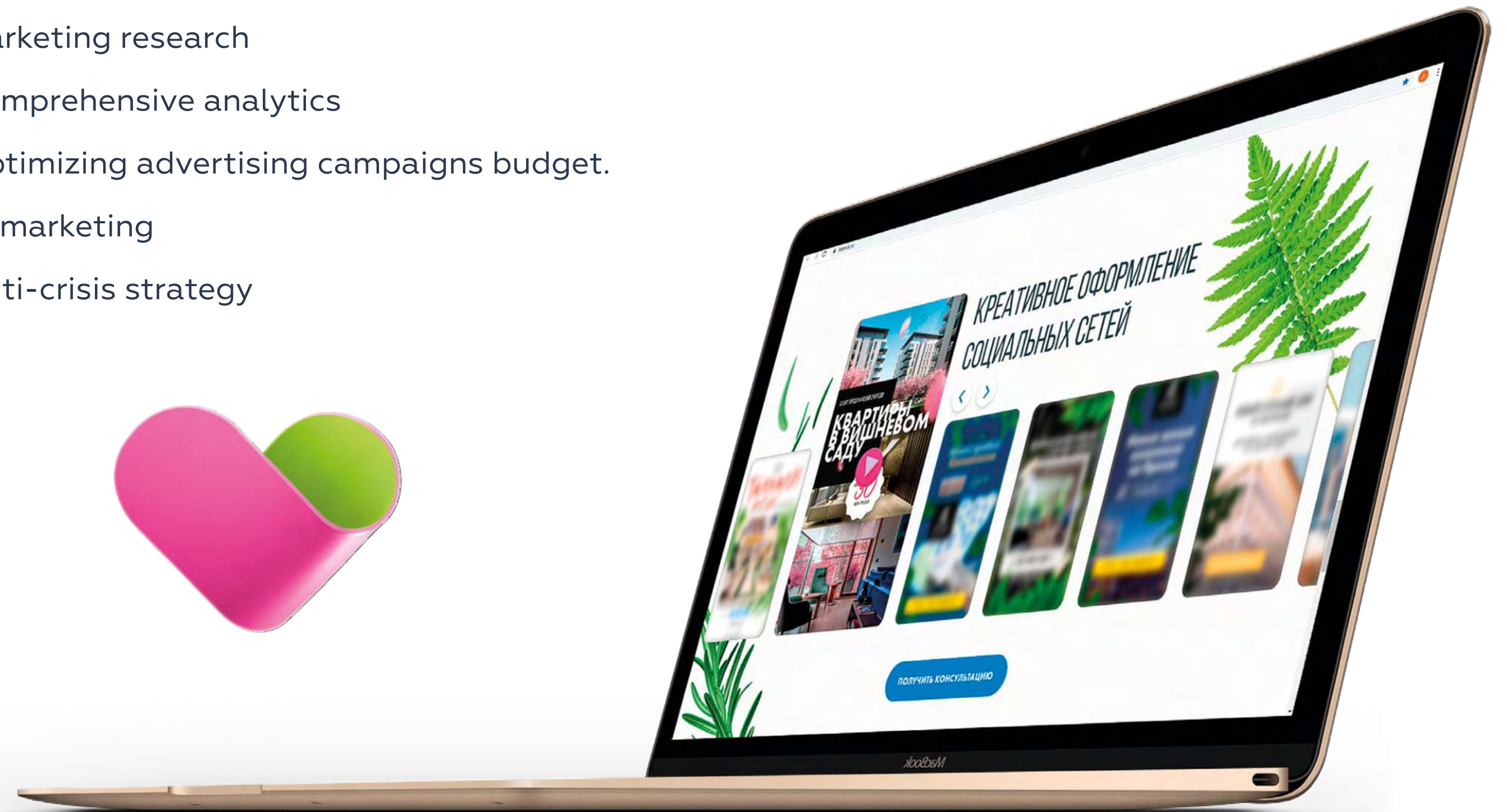
- Naming
- Branding
- Unique style
- Development of mobile and web applications
- Rendering and project layout

## ADVERTISING AND PROMOTION

- Choosing effective ways of communication
- Digital: SEO, SMM, contextual advertising, email-marketing
- PR promotion
- Media advertising
- Client and partner events
- Monitoring and analysis of the performance of an advertising campaigns

## ANTI-CRISIS MARKETING

- Marketing research
- Comprehensive analytics
- Optimizing advertising campaigns budget.
- Remarketing
- Anti-crisis strategy



# OUR PARTNERS

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Our partners and clients are undisputed market leaders and leading companies in the field of development, large businesses and Individuals in the real estate market.

## MOSCOW DEVELOPERS:

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|                     |                  |
|---------------------|------------------|
| AB Development      | Gals-Development |
| AEON                | GK PIK           |
| ANT Development     | Etalon Group     |
| Barkli              | Ingrad           |
| Capital Group       | Inteco           |
| Central Properties  | Kortros          |
| Coalco              | LSR              |
| Insigma Development | The foundation   |
| MR Group            | PSN              |
| Pioneer Group       | NeoStroy         |
| PSN Group           | RG Development   |
| Renaissance         | Restoration H    |
| Rossmils            | RSTI             |
| State Development   | Stroyteks        |
| Sminex              | Tashir           |
| Vesper              | FSK              |
| Spring Development  | Center-Invest    |
| Wainbridge          |                  |

## UAE DEVELOPERS:

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Emaar Properties  
Aldar Properties  
Damac Properties  
Select group  
MAG Group  
Kerzner International  
Dar Al Arkan  
Meraas  
Al Ain Properties

## UAE INHERITANCE:

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BGP Litigation

## DESIGN AND ARCHITECTURE:

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Andrew Martin  
Aedas  
Artistic Design  
Aukett Swanke  
Candy & Candy  
Helene Benhamou  
Jade Jagger  
Kelly Hoppen  
KRASSKY  
Marcel Wanders  
Philippe Starck  
PROforma  
Ralph Lauren  
Robert A.M. Stern  
Architects  
SPEECH  
Steve Leung  
Woodstone

## INVESTMENT COMPANIES:

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Capital Partners  
Hines International  
Absolut Bank  
VTB Capital  
Gazprombank  
Sberbank Capital  
Otkritie Capital  
Uralsib  
and others

# PARTNERS.

## BANKS:



## LIFESTYLE PARTNERSHIP:



# KALINKA MAGAZINE

The printing is 10 thousand copies.

**THE PRINTING**  
is 10 thousand copies.

**FREQUENCY -**  
2 times a year.

**UNIQUE DISTRIBUTION -**  
more than 200 partners  
around the world



# WEBINARS ON REAL ESTATE

## ONLINE EVENTS FOR CLIENTS:

**89**  
WEBINARS

**192**  
HOURS ONLINE

**42**  
COUNTRIES

**130**  
SPEAKERS AROUND  
THE WORLD

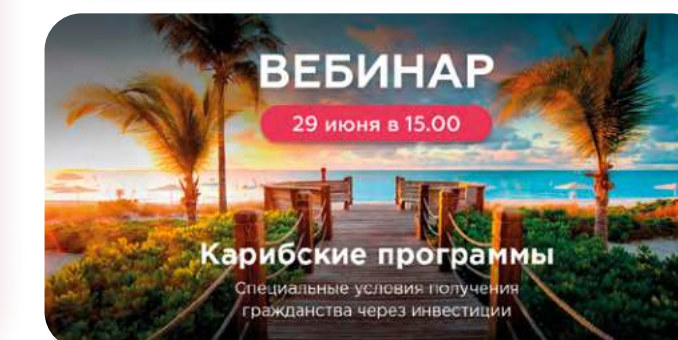
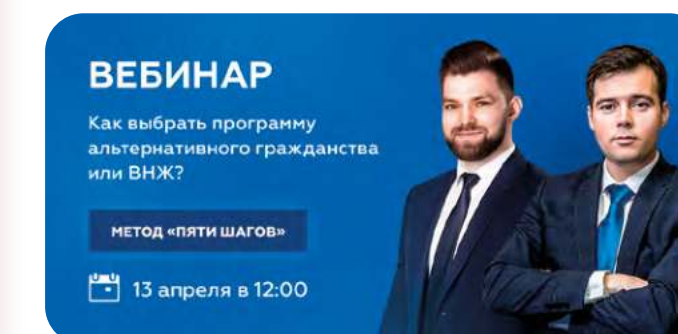
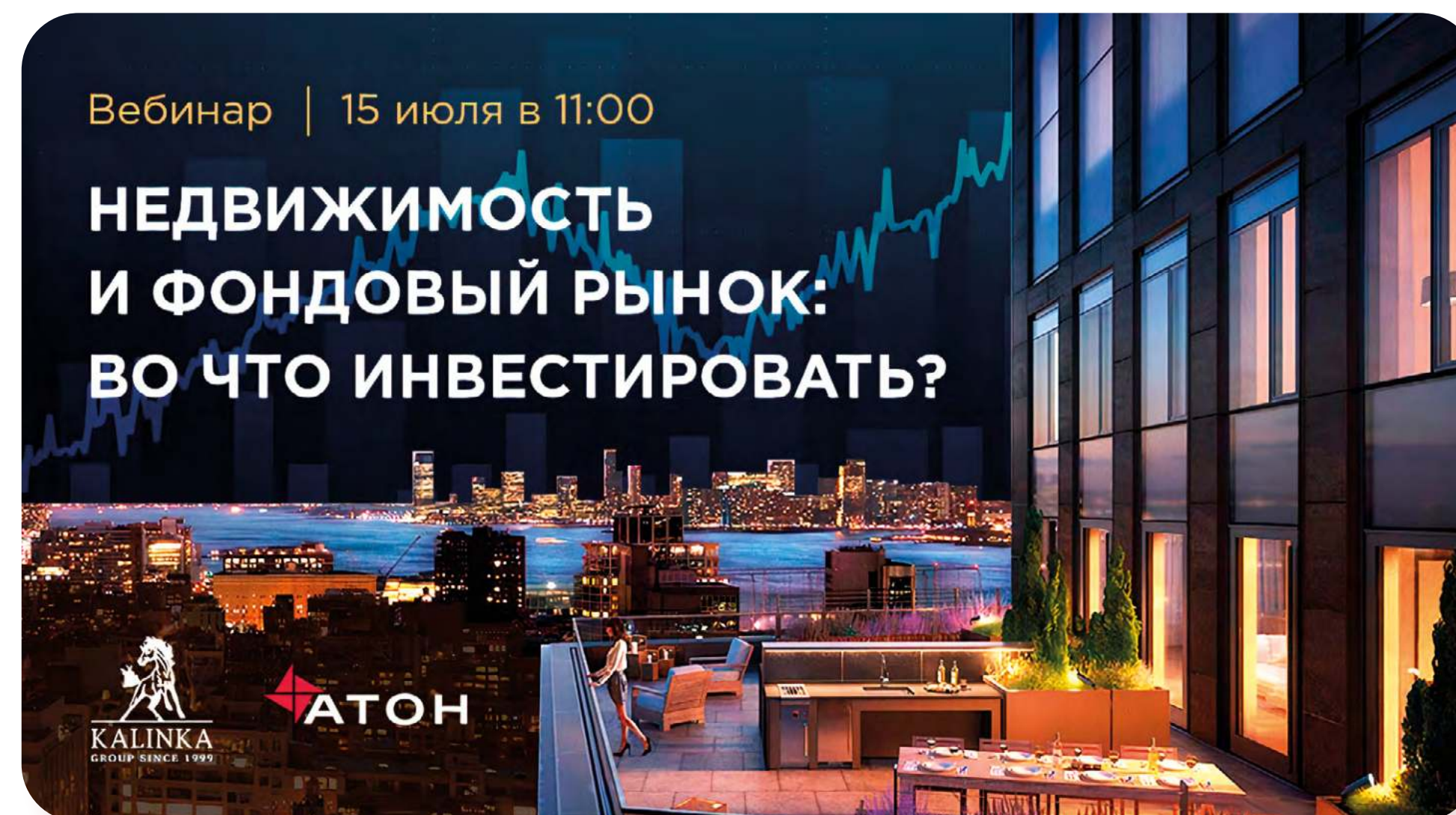
## OVERALL RESULTS:

**27**  
PROPERTY  
TRANSACTIONS  
OVERSEAS

**9**  
PASSPORTS FROM  
THE PROGRAM OF FOREIGN  
CITIZENSHIP BY INVESTMENT

## WEBINAR TOPICS:

- «Investment in real estate»
- «Advice from market experts: how to buy and sell luxury real estate»
- «Citizenship by investment»
- «Legal Aid»
- «What is happening in the real estate market and how to save your money?»
- «Why Dubai? Benefits for investors, business and real estate»
- «Second citizenship. Fast. Easy. For the whole family»



# KALINKA IN THE MEDIA

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Kalinka is in the TOP-3 in terms of citation in the media of the elite real estate market and in the TOP-5 of business and investment segments.

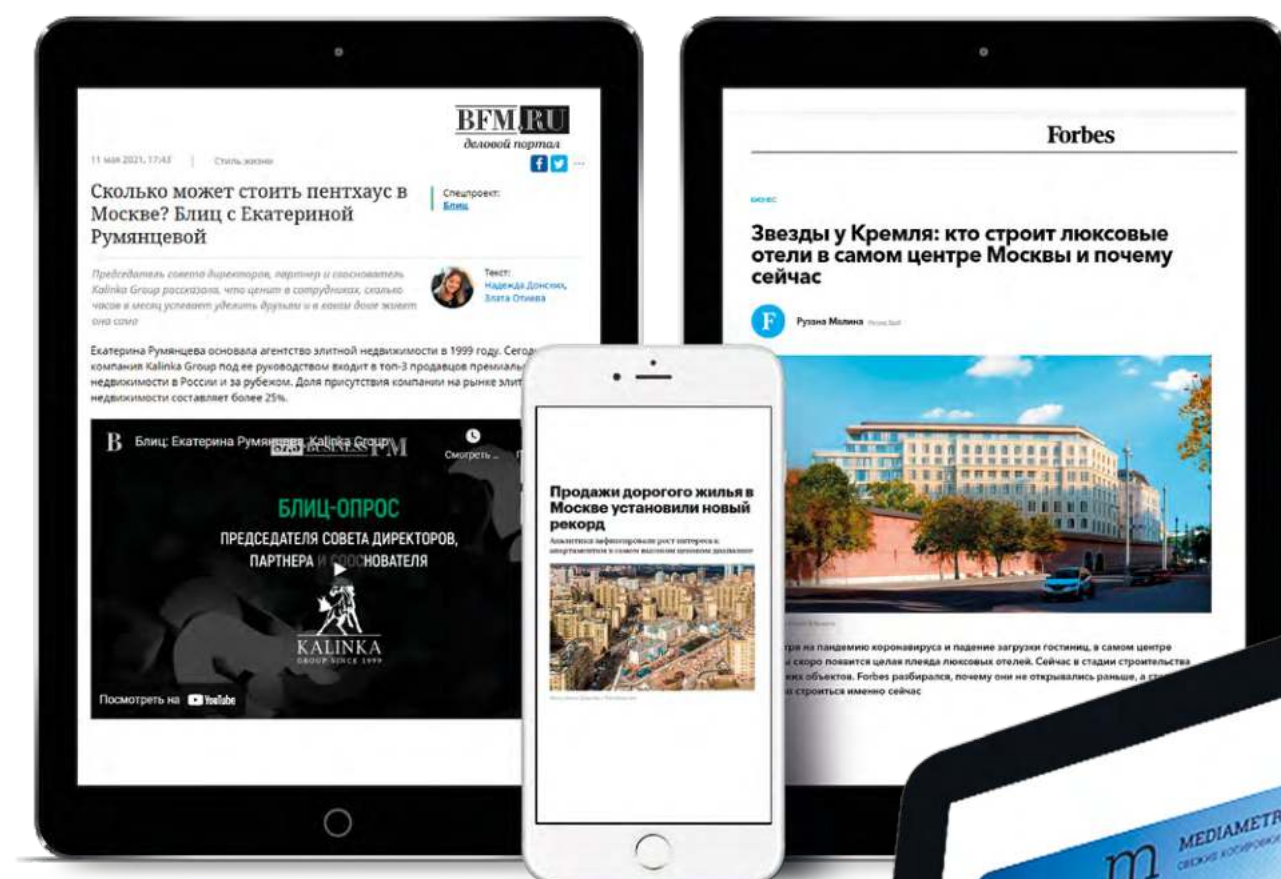
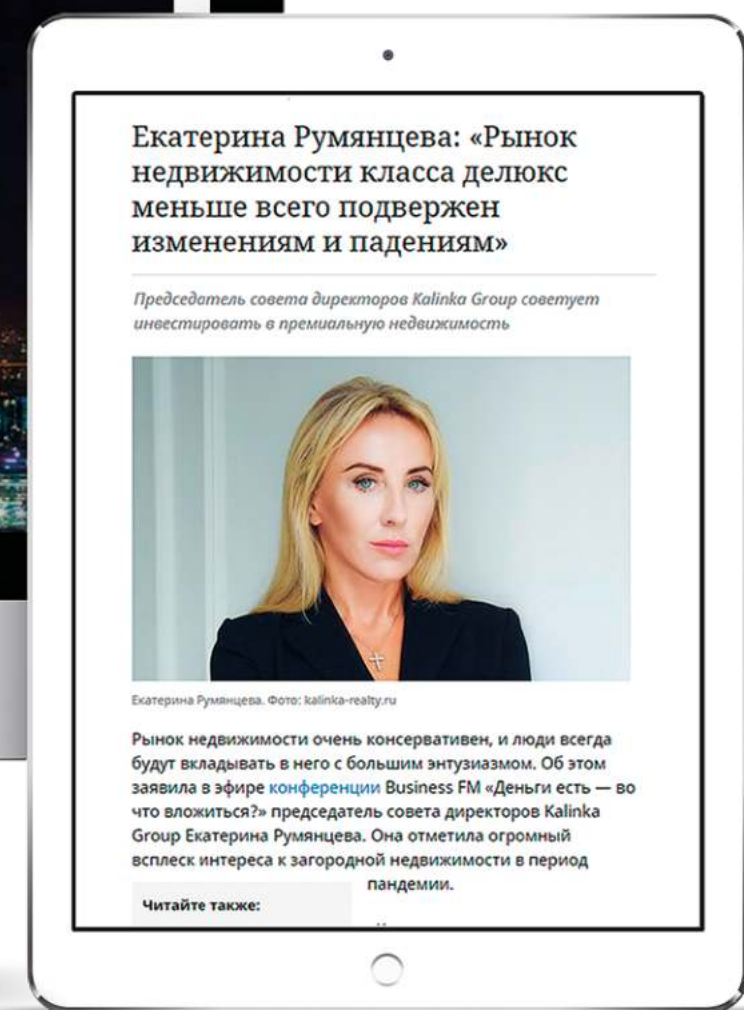
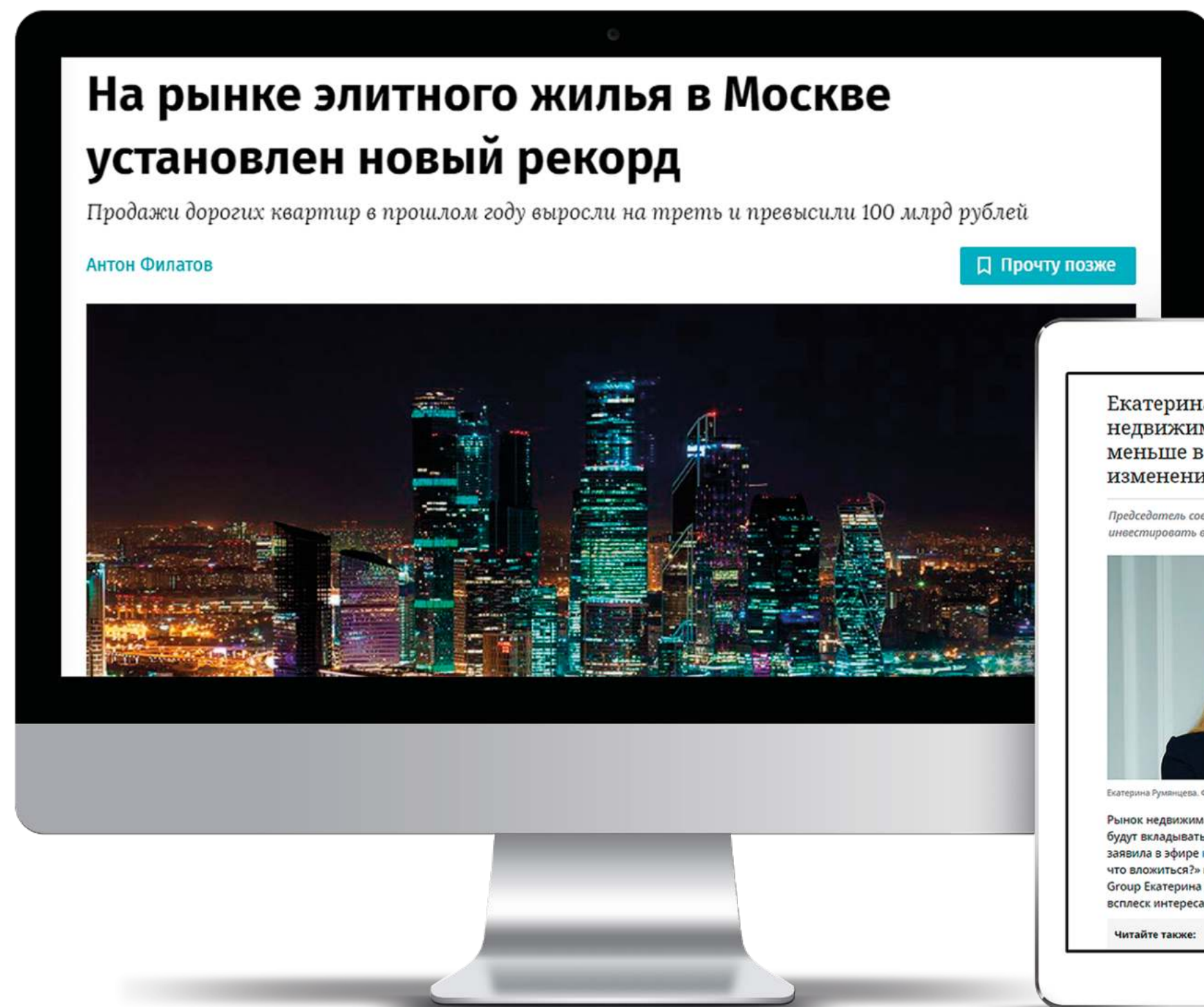
\* Monthly number of publications mentioning Kalinka Group - 250-300.

Know-how of the company - joint analytics and press releases with leading Moscow developers: Insigma, AEON, Level Group and others with best available content.

The press service of our company is open to the media: journalists can always ask for comments, interviews and expert assessments. We promptly respond to requests and help editorial staff to help prepare objective and quality materials about the market.

\* According to the data of the analysis and monitoring system "Medialogia" for 2020.

# PUBLICATIONS IN THE TOP MEDIA. LIVE ON TV AND RADIO.



# EXCLUSIVE EVENT IN DUBAI WITH THE RITZ CARLTON CREEKSIDE



**THE RITZ-CARLTON  
RESIDENCES**

DUBAI, CREEKSIDE

Start of private sales of an elite residential complex managed by the legendary Ritz Carlton brand.

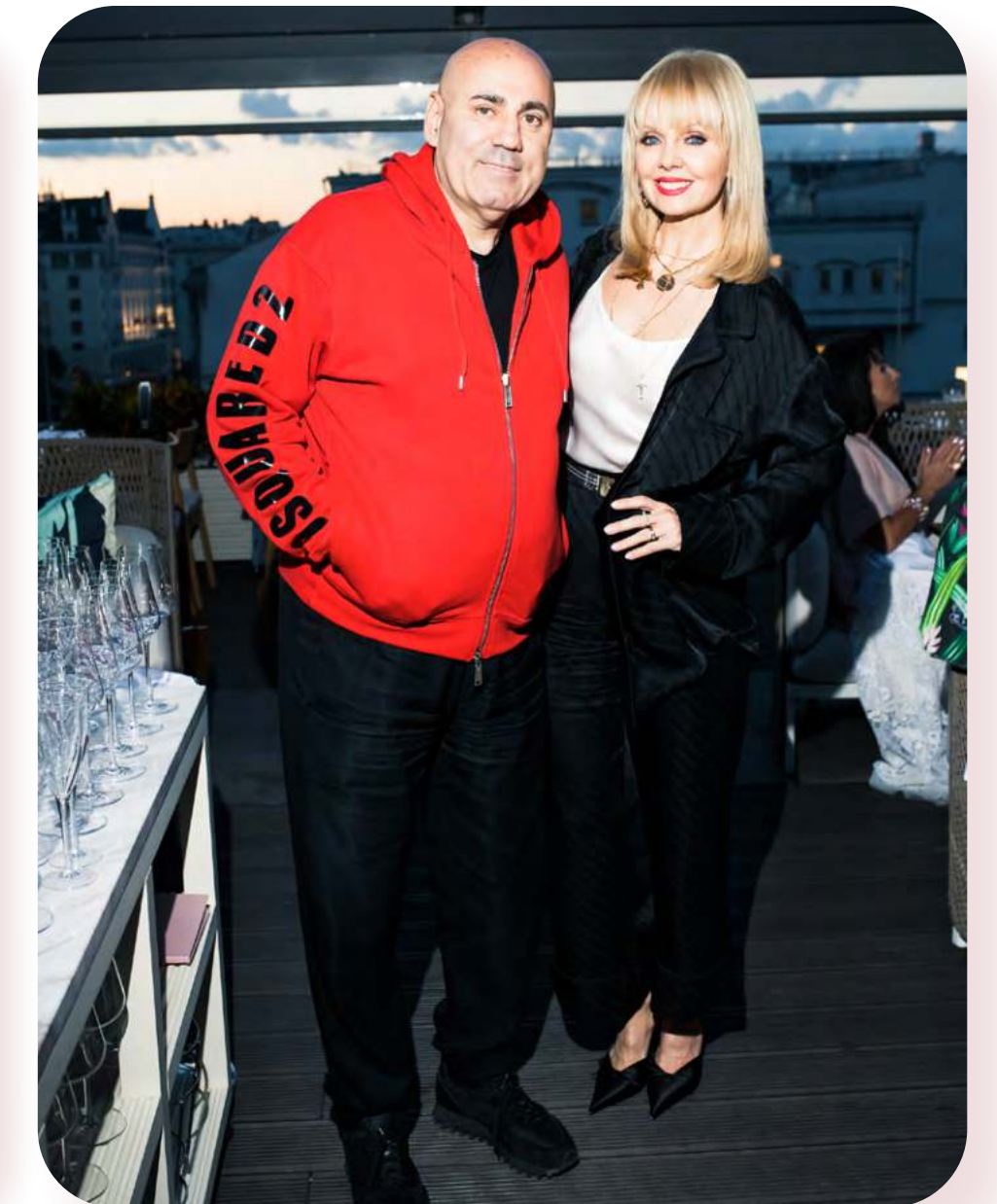




# CHARITY EVENT BY ALLA DEMIDOVA SUPPORTED BY HUTTON DEVELOPMENT AND KALINKA

**HUTTON**  
DEVELOPMENT

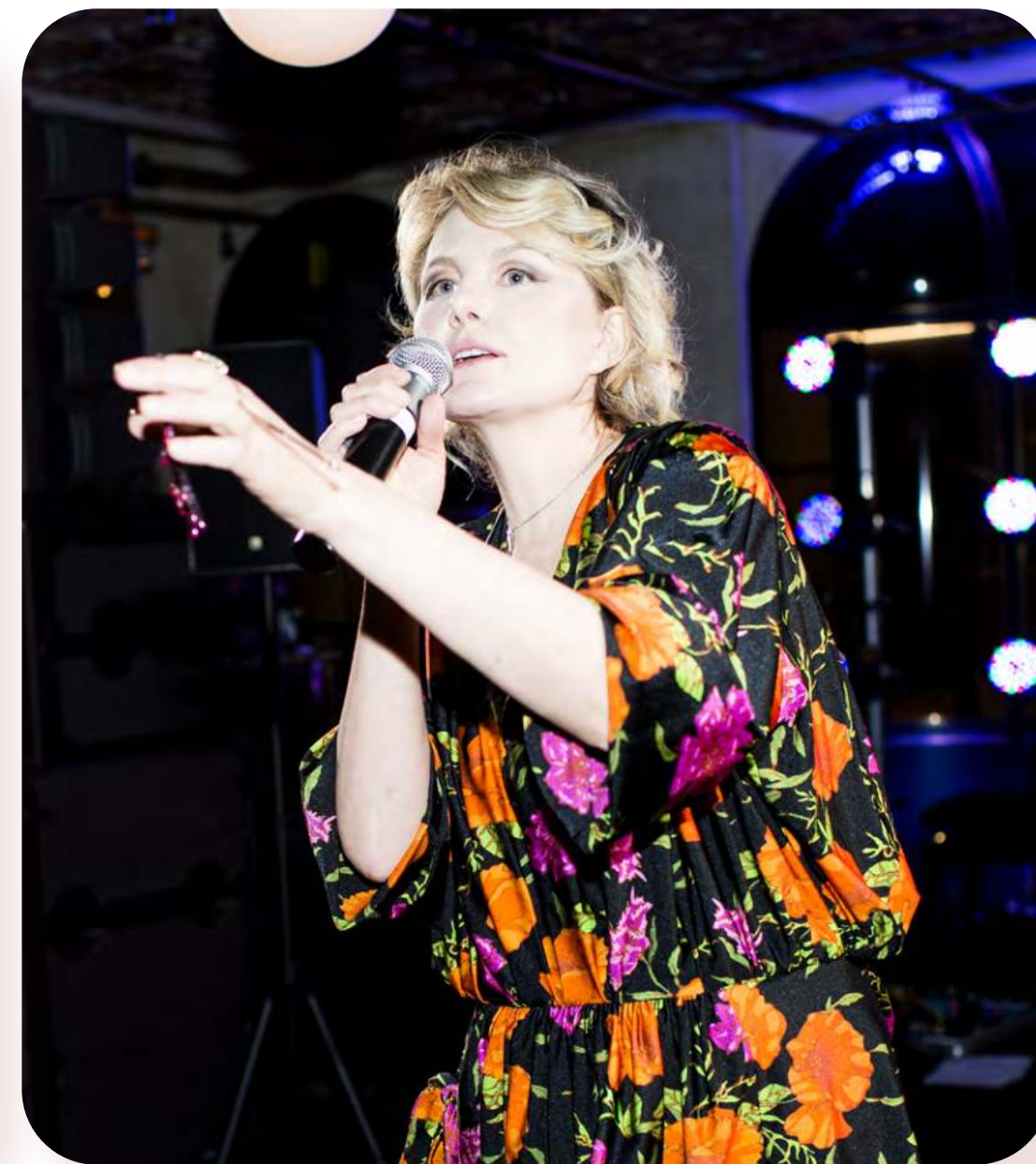
Private presentation of the project



# CHARITY AUCTION WITH THE SUPPORT OF R4S GROUP AND KALINKA



Private presentation of the project



# MEETING WITH THE MEDIA. PRELIMINARY RESULTS 2021

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Introduction to the the new museum real estate project “Naryshkin’s Chambers”, the winner in the nomination “Best Restoration Project in Europe” according to the European Property Awards 2021.



# PROFESSIONAL ORGANIZATIONS

Our company actively participates in various professional organizations and business clubs, supporting the industry and the professional community.

Participation in those organizations allows us to build a reputation and increase brand awareness in the professional community and among your customers. It also establishes a productive dialogue in the industry, to build transparent rules of the game in the market and improve the quality of your services.



# MEETINGS WITH LEADING DEVELOPERS OF THE UAE IN DUBAI, ALMA-ATA AND MOSCOW

- New projects
- Exclusive objects
- Payment plan
- Taxes, visas
- Relocation



# INNOVATIONS

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**In order to maintain a leadership position Kalinka group constantly applies an Innovative approach in promoting its services and properties.**

We are first to invent and apply new marketing tools for the real estate market.

# WEBSITE WWW.KALINKA-REALTY.RU

**60K**

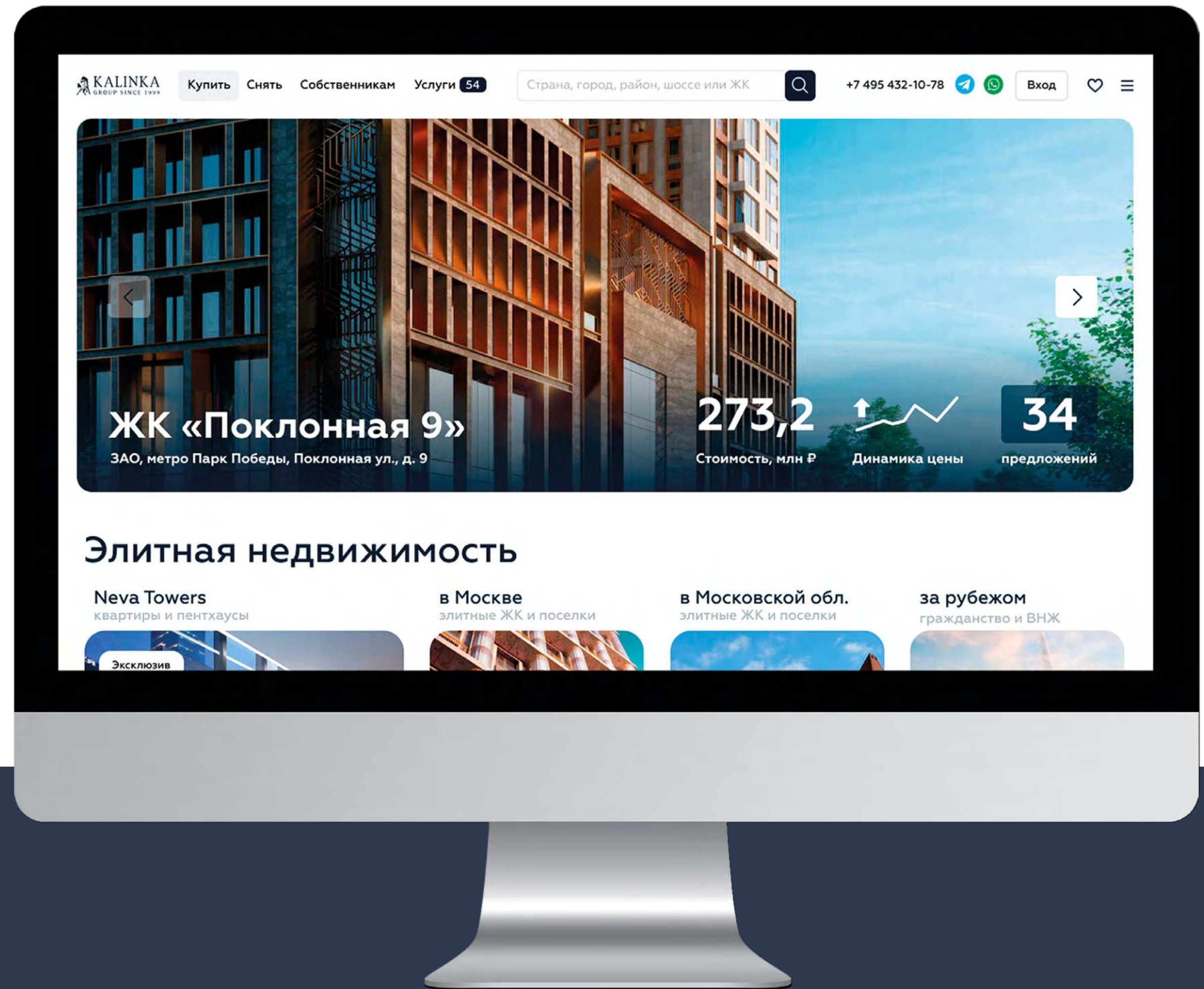
AVERAGE NUMBER  
OF VISITORS PER MONTH

**690K**

AVERAGE VISITORS PER  
YEAR



Design by Art.  
Lebedev Studio



# MARKETPLACES

Marketplaces are a very niche marketing product.

Each website provides information on certain locations in Moscow and the countryside including but not limited to: announcements of promising projects, new items on the secondary housing market, lots in private sales, as well as infrastructure facilities.





# MARKETPLACES

Applications and calls are received by brokers who work only in this area and know the location well - they are familiar with all houses, residents, and general infrastructure in the area. They also have all the data about the area: the number of transactions, the average price level, the sales period, which means they will be able to precisely assess the apartment and set a price that is beneficial for the seller and the buyer.



**Olesya Evseeva**

Property consultant



We know the villages of Barvikha from A to Z. You don't have to waste time with us looking up about the advantages and surroundings. Evaluation, presentation, advertising, negotiations, or maybe you need home staging services? There are no insignificant issues for our team. Sell with us and come back to buy. We will be glad to work with you.

# KALINKA INVESTORS CLUB

Closed club for effective investment data, priority access to stress assets and special promotions from leading developers.



The format also includes networking and educational parts, including dissection of successful cases, business breakfasts with leading analysts and experienced investors.

# AFFILIATE PROGRAM

The affiliate program was created for the cooperation with brokers from other agencies in Russia and abroad, as well as personal assistants looking for real estate.

To connect to the program, just fill out the form on [kalinka-realty.ru/partners](https://kalinka-realty.ru/partners)

In 2020 it established more than 60 partner transactions in the elite segment of real estate.

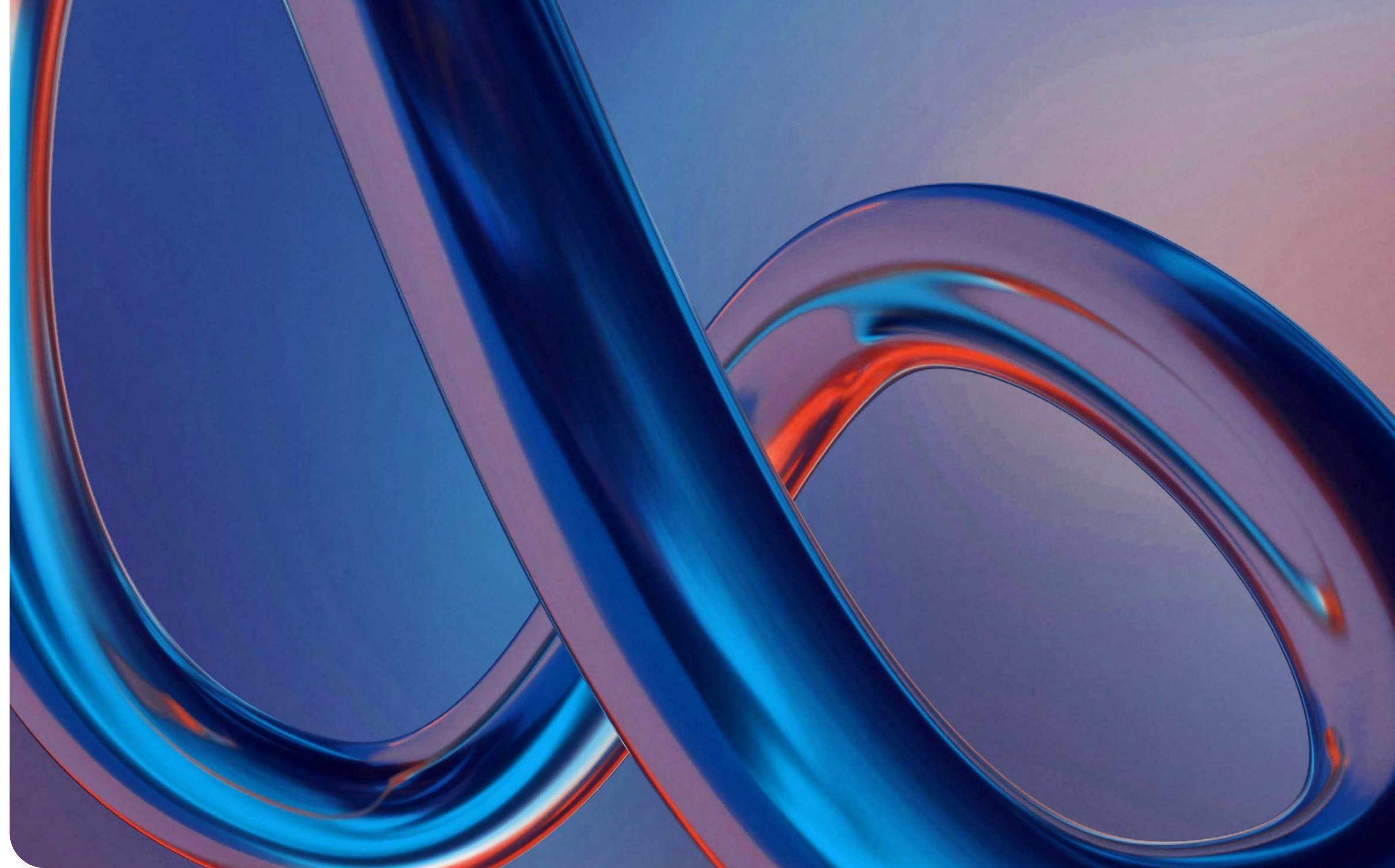


# TRANSACTIONS THROUGH THE METAVERSE

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Thanks to our partners, we can conduct real estate transactions from anywhere in the world.

- Purchase of land plots
- Construction of offices
- Events organization
- Renting out real estate to generate income



# 2YACHTS

2YACHTS – International resource for the sale and rental of yachts, providing the opportunity for exclusive travel.

We offer only the finest yachts on the market and provide best, personalized service to our clients.



# 150

ROUTES INTO DIFFERENT COUNTRIES AND EXCLUSIVE LOCATIONS. ABILITY TO DESIGN A UNIQUE ITINERARY ACCORDING TO YOUR PERSONAL PREFERENCE

- We provide yacht charter services in Croatia, Greece, France, Italy, Spain, Turkey, the Netherlands, Great Britain, UAE, USA.
- We have extensive experience and deep understanding of the market in Turkey, Croatia, Italy, Dubai.
- VIP clients.



- **SAILING YACHTS**
- **MOTOR YACHTS**
- **CATAMARANS**
- **MOTOR BOATS**



# OUR ADVANTAGES

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## MULTILINGUAL

We speak English, German, French, Italian, Spanish, Russian, Ukrainian.



## CONVENIENT METHODS OF PAYMENT

We accept any currencies, including cryptocurrencies.

Convenient payments: money transfer within Russia, payment to a personal bank account, payment directly to the company's account in Turkey and Dubai.



## VERIFIED SKIPPERS AND EXCLUSIVE YACHTS

We cooperate with 120 verified skippers from all over the world and manage our own exclusive yachts.

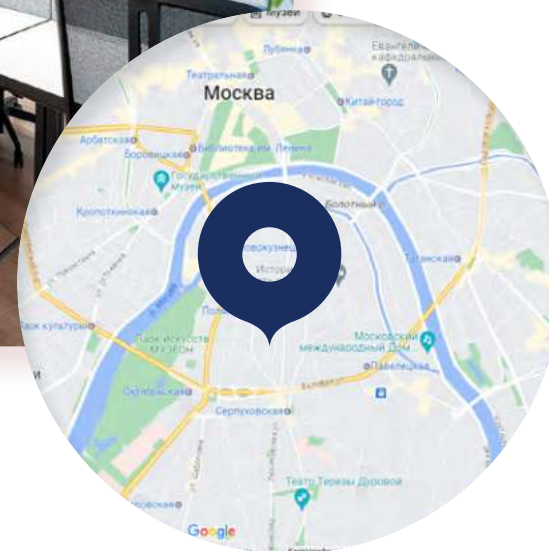


## LOYALTY BONUSES

Discounts and bonuses for regular customers.

# OUR OFFICES

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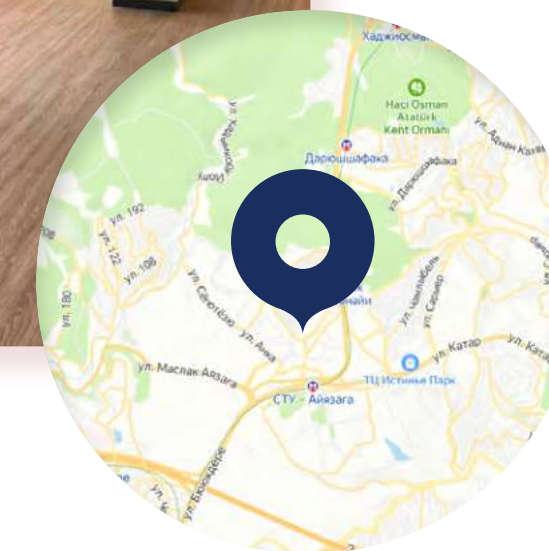
## **Moscow**

Business Center  
«House of the German Economy»  
1st Cossachy Lane, 7



## **Dubai**

Sheikh Zayed Road,  
Dubai Media City,  
Arenko Tower, office 107



## **Istanbul**

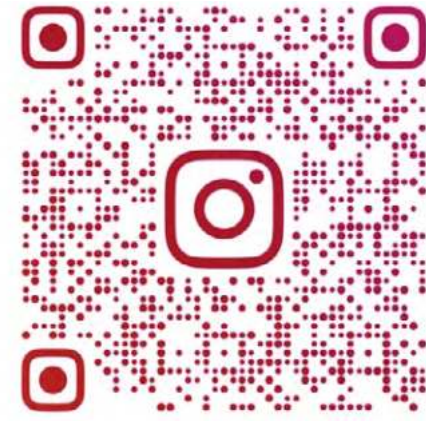
Maslak - Sariyer,  
st., Eski Buyukdere, 27,  
Orjin Maslak Business Center



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