United Expo
CONVENTION CENTER

Multifunctional Congress and Exhibition Center (IEC) "UnitedExpoCentre"

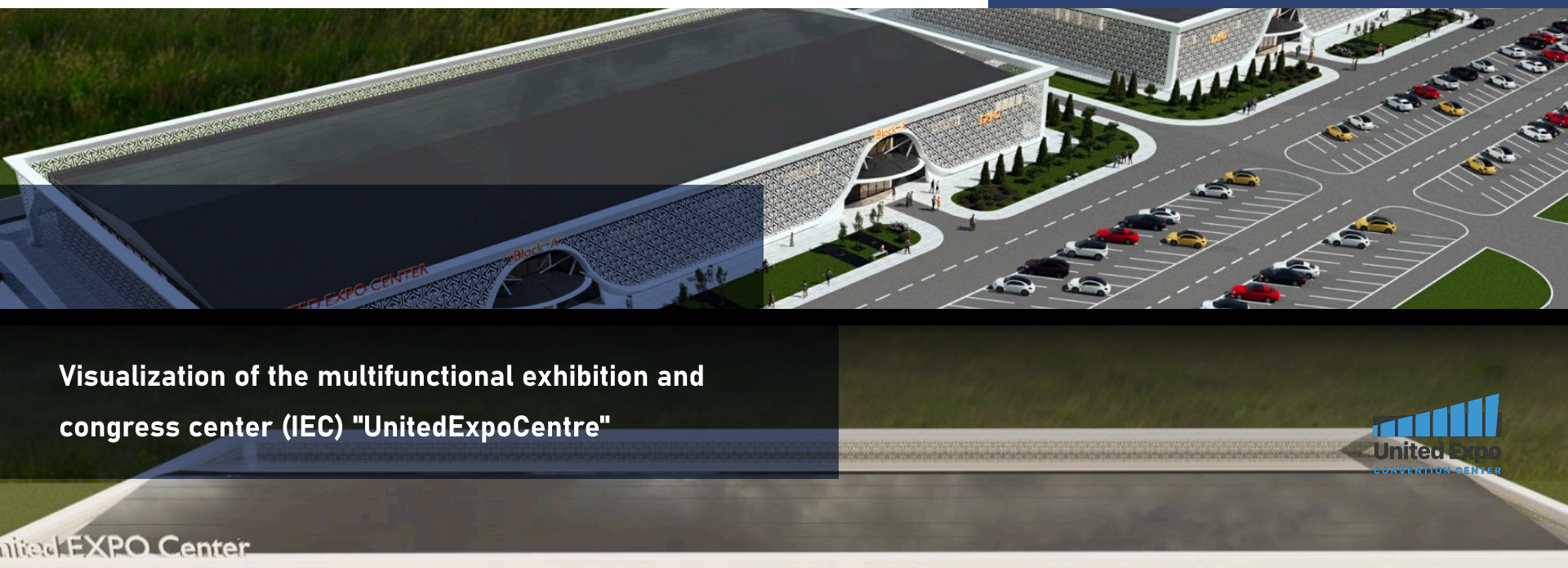
Financial characteristics:

- *Investment amount - 3,500,000 Euros*
- *Monthly profit - 150,000 Euros*
- *Payback period - 35 months*
- *Implementation period – Q4 2026*

www.unitedexpo-events.com

Analysis of the exhibition business in Kazakhstan:

1. ***The total number of players in the exhibition m**arket of Kazakhstan is more than 20 companies.*
2. ***The annual turnover of commercial** exhibitions is about $200 million.*
3. *According to the Bureau of National Statistics, the volume of services for organizing conferences, forums, and exhibitions has increas**ed from ~100 million $ (2020) to ~200 million $ in 2025 — reflecting both an increase in the number of organizers and their activity.***
4. *More than 120 international exhibitions are held annually in Ka**zakhstan, with indicators of foreign exhibitors' participation.***



Visualization of the multifunctional exhibition and congress center (IEC) "UnitedExpoCentre"

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Project goal:

- Creating an exhibition center with an area of 9,000 m² consisting of 2 blocks of 4,000 m² and 5,000 m² (Project budget is attached), generating stable profit.

- Organizing and conducting our own exhibitions at our venue with the help of our exhibition company "United Expo Events"

- Renting out exhibition spaces to external exhibition organizers

Due to the high demand for exhibition spaces in Kazakhstan, a project is planned to construct a Congress-Exhibition Center in Almaty with an area of 9,000 m². This center will be able to host over 100 national and international exhibitions annually. In addition to exhibitions, the space will be suitable for large summits, congresses, conferences, party and religious gatherings, corporate events and anniversaries, large-scale training sessions, festivals, musical and cultural-educational events, sports competitions, auto and motorcycle shows, banquets, as well as birthday celebrations and wedding ceremonies with attendance ranging from 500 to 15,000 people.

Problems and Opportunities:

- As of today, there is only one International Exhibition Center operating in Almaty — "Atakent," located in the park of the same name. The center covers an area of 8,000 m² and has been in operation since 1991. The building is a reconstructed Soviet warehouse and has an outdated and unappealing appearance.
- An alternative that organizers sometimes use is the Sports Palace, which has an exhibition area of only 1,800 m², also designed in the Soviet style.
- Modern exhibition spaces in the city are completely absent.

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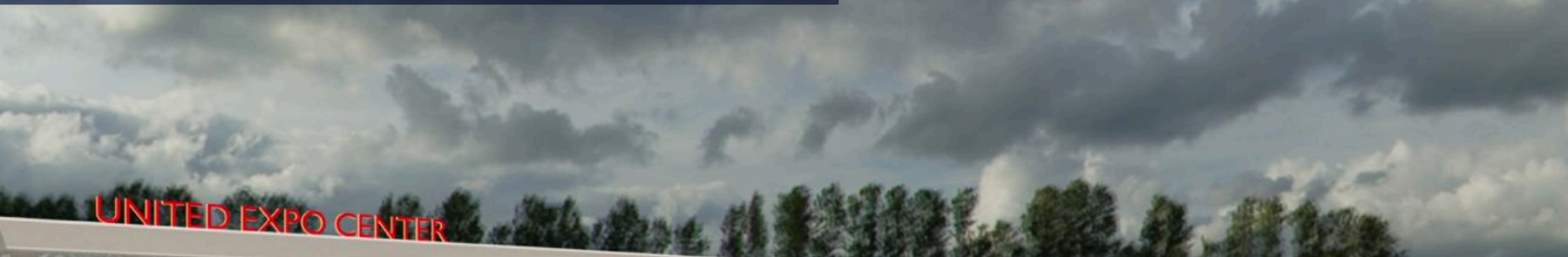

The main disadvantages of the exhibition market in Kazakhstan (Almaty)

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The "Atakent" Exhibition Center in Almaty:

limits cooperation with other organizers — both local and foreign, as the exclusive rights to hold exhibitions belong to the company ITECA Kazakhstan. This leads to a r*efusal to organize events in key areas (construction, food industry, tourism, medicine, energy, pharmaceuticals, etc.), which are already under the management of ITECA.*

High rental costs:

*55 euros per square meter of built-up area and 8 euros per square meter in the p***assage areas (corridors), which significantly exceeds the average market prices**

The center operates at overload

— the load exceeds 110%, including ITECA exhibitions and events organized by third parties.

Inconvenient location:

*constant traffic jams around "Atakent" and a lack of parking spac****es create significant difficulties for participants and visitors.***

Description of the business model

The main income is generated from the basic service package.
The financial calculation is based on full occupancy of the exhibition area of 9,000 m².

Cost of participation:

*The average rental price for equipped exhibition s****pace at our thematic events is 275 euros per 1 m².***

Income calculation from one exhibition

When using the full area of 9,000 m², half of which (4,500 m²) is allocated for equipped stands (systems like ***"Octanorm"), the calculation is as follows: 4,500 m² × 275 euros = 1,237,500 euros income from one exhibition.***

Preparation cycle:

Preparation for the exhibition takes up to one year — it includes the development of the concept, international promotion, sel*ling space to participants, organizing the business program, and the advertising campaign. The event itself lasts for 3 days.*

Plan for the year:

Organization of own exhibitions:

Business model: organizing own exhibitions at own venue

Duration of one exhibition cycle — 7 days:

3 days — installation of exhibits

3 days — conducting the exhibition

It is planned to hold up to 20 of our own exhibitions per year ***on various themes (the list of themes has already been formed).***

1 day — dismantling

Organization of exhibition events for external organizing companies

Commercial calculation: preparation and conduct of one own exhibition of 9,000 m²

1. Costs for organizing the exhibition:

TOTAL direct costs for preparin**g the exhibition: 575,500 euros**

Expense item	Calculation	Amount (EUR)
Exhibition space rental (7 days)	9 000 м² × 30 €/м²	270 000
Construction of standard exhibition stands (Octonorm)	4 500 м² × 25 €/м²	112 500
Printing house (stand decoration)	4 500 м² × 40 €/м²	180 000
Private security (mandatory)	Fixed amount	2 000
Rental of additional furniture	Fixed amount	5 000
Audio advertising (speakers)	Fixed amount	500
Wi-Fi (paid access)	Fixed amount	2 500
Advertising on electronic media in halls	Fixed amount	3 000

Organization of exhibition events for external organizing companies

2. Additional income:

TOTAL additional revenue: 15,000 euros

Source of income	Amount (EUR)
Income from the café (3 days)	4 000
Paid Wi-Fi (3 days)	2 500
Audio advertising (3 days)	500
Advertising on screens (3 days)	3 000
Furniture rental for exhibitors	5 000

Financial result for one exhibition (at full capacity of 9,000 m²):

1. **Revenue from rental of built-up area (4,500 m² × 275 €/m²): 1 237,500 euros**
2. **Additional income (Wi-Fi, café, advertising, furniture): 15,000 euros**
3. **Total income: 1 252,500 euros**
4. **Total net profit (before tax and operating ex**penses):
   1 252,500 – 575,500 = 677,000 euros

Thus, at full capacity of the exhibition at 9,000 m², the potential profit from one event is about 600,000–677,000 euros

In the exhibition year, 52 weeks:

- **8 weeks in the year (July, August) are not exhibition season. D**uring this period, it is possible to rent for any mass events.
- **4 weeks in the year – state** and other national holidays.
- **5 weeks in the year – already ongoing exh**ibitions of the company UnitedExpoEvents.
- **1 week in the year – we will give to the l**ocal administration for their state needs.
- **34 weeks in the year – remain for our commercial exhibiti**ons (17 of our exhibitions and 17 external exhibitions).

Our exhibitions (17 weeks) * 885,500 = 15,000,000 Euros (the calculation is indicated at 100% occupancy of the full area of 9,000 m2).

External exhibitions (not our exhibitions) 17 weeks * 450,000 = 7,650,000 Euros. The calculation is indicated below.

Investment in the project for the construction of a Congress and Exhibition Center

- Land plot

To implement the project, a land plot of 2 hectares (200 acres) for commercial use is required, located within the city or on the way to the airport — in accordance with international practices for the placement of such facilities.

The plot must be provided with urban e**ngineering communications, including:**

- Electricity supply (with a capacity of up to 1 GW),
- Sewage
- Water supply
- Gas supply

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Stages of implementation:

1 Acquisition of land:

Purchase of a commercial land plot with an area of 2 hectares.

Location — within the city or near the exit towards the airport (in accordance with international practice).

2 Construction of the complex:

Erection of an exhibition pavilion (9,000 m²) on 1 hectare.

Arrangement of guest parking and technical zone on the remaining hectare.

3 Legalization of the designation:

Conducting approvals through the Akimat for the official recognition of the facility as an exhibition pavilion.

Conversion of the land to the appropriat**e functional designation, if necessary.**

Price: 400,000 - 600,000 Euros

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Construction of the Exhibition Pavilion and engineering communications

-Total area**: 9,000 m²**

-Purpose: Exhib**ition pavilion**

-Estimated construction cost: 3,000,000 euros

2. Connection of engineering communications

-Electricity supply (up to 1 GW), water supply, sewage, gas

-Estimated connection **cost: 500,000 euros**

Total:

Total costs for construction and communications:

≈ 3,000,000 euros

Construction peri**od:**

4 - 6 months

Proposal to the investor:

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Financial terms for the investor

1 At the stage of return on investment:

-60% of net profit — **to the investor**

-40% — to the c**ompany/partner**

-Distribution begins from the firs**t day of the complex's operation.**

-Net profit is calculated after d**educting all operating expenses:**

utilities | taxes | other expenses | maintenance | payroll fund

2 After the full return of investments to the investor:

-Profit is divided in a ratio of 50%/50**% between the investor and the company.**

Tasks for project implementation

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The role of the investor:

The investor takes on the following key tasks:

-Financing of the Congress and Exh**ibition Center project, including:**

-Acquisition or registr**ation of the land plot**	-Other capital expenditures pro**vided for in the project budget**
-Construction of the **exhibition pavilion**	-Bringing in enginee**ring communications**

Tasks for project implementation

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Role of the organizer — United ExpoEvents:

United Expo Events is responsible for the commercial operation of the facility and ensuring its profitability:

-Generating stable profit through conducting and attracting exhibition events

-Organizing own exhibitions in accordance with the pavilion loading schedule

-Leasing exhibition space to third-party organizers

-Providing comprehensive infrastructure for tenants and events, including:

Advertising and printing services Provision of furniture and equipment

Security, café, internet, logistics, and other services Construction of stands

Plan for the dynamics of exhibition space loading:

According to the financial model presented above (organizing own exhibitions and participating in external exhibitions), preparing for any international exhibition takes at least one year. Therefore, in the first year of the exhibition pavilion's operation, one should not expect even minimal profit.

Year 1 (startup period):

1–3 months: Preparation, marketing, attracting customers, project launch.

4–6 months: First internal exhibitions from United Expo Events (1–2 events).

7–12 months:

- Conducting up to 2 exhibitions
- Start of pavilion rental by external organizers
- Overall loading level: 15–20%

Year 2:

Conducting 4–6 e**vents, including:**

- Own exhibitions (United Expo Events)
- Commercial rental of the pavilion by external organizers

Launch of parallel events (forums, conferences, fairs)

Overall loadin**g level: 50–60%**

Year 3:

Reaching planned capacity:

- **12–15 events per year**
- Active use of all service areas: conference halls, food courts, meeting rooms, coworking, etc.

Overall loading **level: 70–80%**

Year 4:

Stable loading of the venue:

- Up to 20 events per year
- Potential for scaling — seasonal events, outdoor exhibitions, international exhibitions

Loading: 80–90%

Implemented projects of exhibition pavilions in the region for 2024-2025:

1. Kazakhstan (Astana) – AstanaExpo (2018)
2. Azerbaijan (Baku) – BakuExpo (2012)
3. Uzbekistan (Tashkent) – UzExpo Center (1992), CaEX (2023)
4. Russia (Moscow) – CrocusExpo (2004), Timiryazev Expo (2024)
5. Ukraine (Kyiv) – KyivExpoCenter (2002), Kyiv Expo Plaza (2019)

Key players in the exhibition business of Kazakhstan:

Iteca — the leading exhibition company in Kazakhstan, conducting about 40 expo events annually across the country (Nur-Sultan, Almaty, Atyrau, Aktau, Shymkent).

The international exhibition company "Kazexpo" — has been operating since 1991, organizing about 9 of its own international specialized exhibitions per year.

Atakent-Expo (Kazakhstan exhibition company in Almaty) — in collaboration with Iteca, conducts up to 50 exhibitions per year; in 2022–2023, 39 exhibitions and about 23 international events took place at the Atakent venue.

Central Asia Trade Exhibitions — engages in exhibitions in Almaty and Nur-Sultan on themes: furniture, textiles, sports, technology, etc. It conducts 9 annual exhibitions.

United Expo Events – An international exhibition company with its main office in Turkey. It conducts 8 annual exhibitions. In Kazakhstan, it has been holding exhibitions since 2021

Business Media Central Asia (Kazakhstan) - Conducts 6 annual exhibitions

Key players in the exhibition business of Kazakhstan:

International exhibition company CATEXPO. Conducts 1 annual exhibition

Exhibition company Alexpo. Conducts 3 annual exhibitions

Exhibition company NS Expo. Conducts 3 annual exhibitions

Exhibition company Astana Expo. Conducts 10 annual exhibitions

Exhibition company DD Service Astana. Conducts 1 annual exhibition

Exhibition company FRANCH-REGION. Conducts 1 annual exhibition

Exhibition company "D-Expo". Conducts 1 annual exhibition

Exhibition company KazTechProm-Service. Conducts 3 annual exhibitions.

Exhibition company Dental Forum. Conducts 1 annual exhibition

Exhibition company TNT EXPO. Conducts 3 annual exhibitions

Our planned internal themes for the exhibition in the Pavilion:

-Post & Delivery Logistics Expo (Logistics Services Exhibition)

-DOOR-TECExpo (Door Exhibition)

-Stone Expo (Stone Exhibition)

- BATH & CERAMICSExpo (International exhibition of ceramics, bathrooms, and kitchens)

-WINDOWTECHExpo (Window Exhibition)

-Glass-TechExpo (Glass Exhibition)

-FloorExpo (Flooring Exhibition)

-Facades Expo

-Roof Expo

-HAIR & BARBER Week + Tatto Fest (Barbers' Exhibition)

-BeautyMania Show (Cosmetics & Home Care Ingredients)

-Industrial Building Expo

- ConcreteExpo (Cement. Concrete. Dry mixtures (international construction forum, exhibition, and conference)

- Poultry Tech Expo (key industry event showcasing poultry farming technologies, egg production, feeding and drinking systems, as well as feed and food additives)

- Construction Equipment Exhibition

-LeatherandShoes (International exhibition of materials, components, leather, and technologies for the footwear industry)

Our planned internal themes for the exhibition in the Pavilion:

-BIGCHINAExpo - exhibition of Chinese manufacturers

-Horeca Expo

-Restaurant and Bar Show

-ConvertingForum — leading industry event dedicated to the latest technologies and solutions in flexible and roll processing.

-CartonCorrExpo

-LogiChainExpo — leading event for professionals in logistics and supply chain management

-COMvex (International exhibition of commercial transport and technologies)

-INTERTEX (Industry-wide exhibition of textile and light industry)

-World of Childhood (international exhibition "Industry of Children's Goods")

-Weldex (international exhibition of welding materials, equipment, and technologies)

-Metalworking exhibition

-World of Climate (International exhibition of air conditioning, ventilation, heating, and cooling systems)

Sincerely, Oleg Zhukov

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