



ec**FAME**

Entertainment Center with
**Casino, Hotel, Gastronomy Park, Shopping Mall,
 Musical, Music productions, TV productions,
 Children's Paradise, Fairy-tale Theatre, CGA (Computer Games Area), Disco,
 Science-Fiction-Movies, Info-Halls (Sport, Environment, Art, Culture, Europe).**

Running
 a
 profitable
 Hotel
 is good.



Running
 a profitable
 multifunction complex
 including
 Hotel
 +
 Entertainment
 +
 Shopping Mall
 +
 Gastronomy
 +
 TV productions
 is better.

Profit Areas

Hotel Here the guest stays overnight in a palace-hotel in elegant double rooms of 30 m² size. In the overwhelming entrance hall the guest floats up and down in glassy elevators. Again and again details of the hotel remind of fairy-tales from 1001 nights.

Costumed service personnel and entertainers serve and entertain the hotel guests.

Casino Here, in an approx. 5.000 m² area, visitors will experience a casino world à la Las Vegas.

Musical In glamorous costumes, american singers, musicians and acrobatic dancers present in a breath-taking revue the greatest soul-hits of music history. Music productions.

Gastropark At this catering area of approx. 3.000 m² under a 16 meter high roof, separated from each other through palms and columned arches the cafeteria, café, ice-cream parlour, mexicano, beer-garden, bistro, pizzeria, hamburger restaurant, pancake shop, asiaria, and bars will invite visitors to stay for a snack or a meal.

Costumed service personnel and entertainers serve and entertain the visitors.

MaxxWorld Here, all age groups in an approx. 5.000 m² area, visitors will get informed by entertaining videos about Art, Culture, Sport, Environment, Europe. Youths can experience Science-Fiction-Movies and enjoy the Discotheque. At the **CGA (Computer Games Area)**

youths can enjoy on 1.000 m² countless interactive computer games.

Kindergarten personnel will provide loving care for the small visitors at the **Children's Paradise** and the **Fairy-tale Theatre**.

All over, the visitors will be served by costumed sellers with ice-cream, drinks and sweets.

The whole arrangement of leisure-offers, Info-offers and Non-Stop-Double-Entertainment will allow visitors to forget time and space.

Shops & Merchandise

Shopping Mall:

In this center, 40 brand-company-outlets offer their fashion- and life-style-products at factory prices.

Hotel shops:

Bank, Photoshop, Travel Agency, Hairdresser, Kiosk, Drugstore, Optician, Jeweler.

Fame shops:

Here costumed sellers offer the entire palette of the ecFAME-merchandise-items.

Productions

- TV-Productions
- Musical productions
- Musical productions
- Look-alike productions



Status

Property

Property	60.000 m ² (15 acres)
Building	20.000 m ² (5,0 acres)
parking space (car/bus)	30.000 m ² (7,5 acres)
green area and road	10.000 m ² (2,5 acres)

Capacities & Prices

Entertainment complex	Capacities	Prices in EUR
Musical	2.000 seats	Tu, We, Th, Su, 35-100 Fr, Sa, 50-120
MaxxWorld	5.000 visitors per day	adult 12, child 8
Fairy-tale Theater	400 seats	
CGA (Computer Games Area)	500 PCs	
Children's Paradise	1.000 m ²	
Gourmet-Park	2.000 m ²	

Hotel complex	Capacities	Prices in EUR
Double rooms with shower/WC/Phone/TV	570	double room 78
Size of rooms with toilet & shower m ²	30	double room (single occupancy) 60
Breakfast room in m ²	600	breakfast 8
Conference rooms in m ²	1.200	
Shopping arcade in m ²	600	
Foyer with reception, bar, cafe, etc. in m ²	1.000	
Glassy guest elevators	6	

Shopping Mall

Outlets	Number of Shops	Total floorspace
Ground Floor	20	ca. 5.000 m ²
1. Floor	20	ca. 5.000 m ²

Visitors' prognosis: Entertainment complex

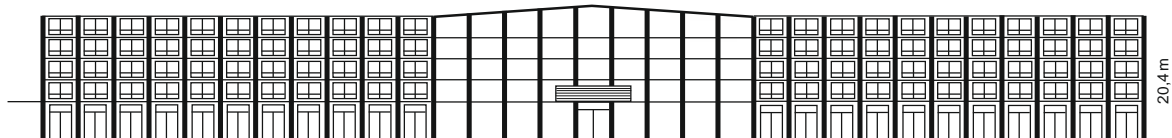
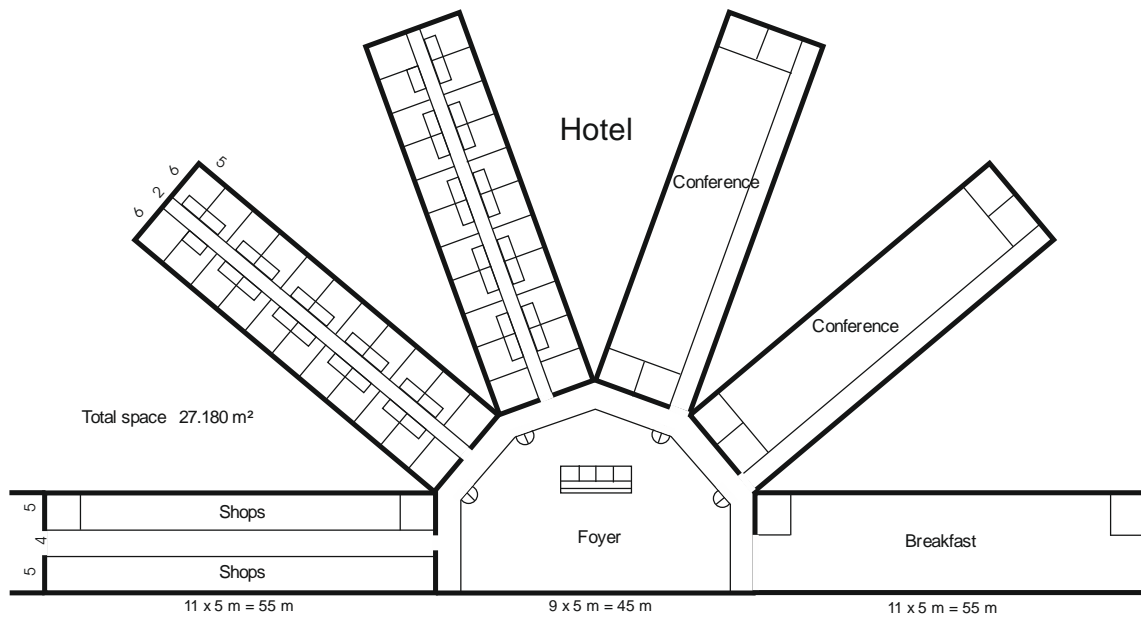
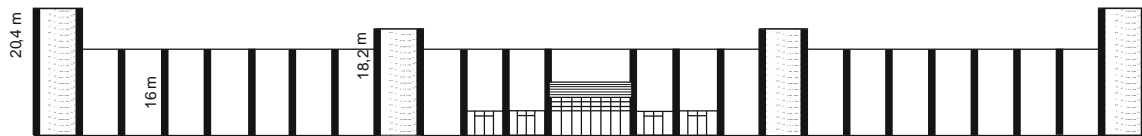
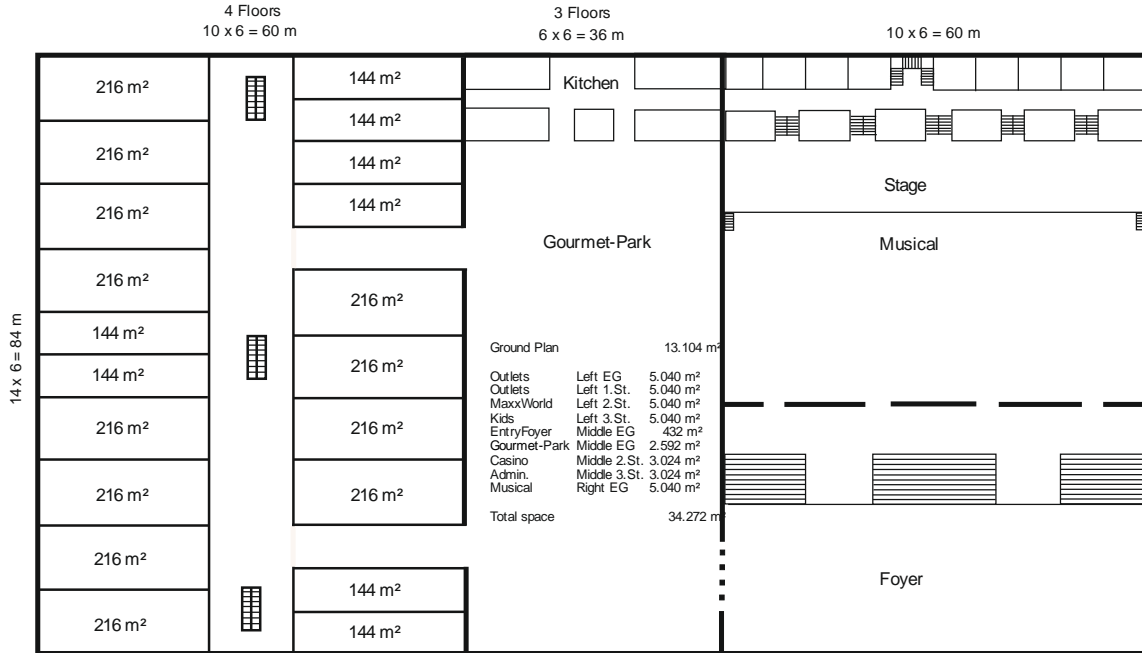
Year	Total	MaxxWorld	%	Musical	%	Shopping Center	Casino
1	864.000	432.000	12	432.000	60	without details	without details
2	936.000	468.000	13	468.000	65	without details	without details
3	1.008.200	504.000	14	504.000	70	without details	without details
4	1.080.800	540.000	15	540.000	75	without details	without details
5	1.152.400	576.000	16	576.000	80	without details	without details

Visitors' prognosis: Hotel complex

Year	Total	Beds	%
1	108.000	216.000	60
2	117.000	234.000	65
3	126.000	252.000	70
4	135.000	270.000	75
5	144.000	288.000	80



Entertainment Center Draft





Locations in Europe

Total investment	16 cities	1,6 billion EUR
Netherlands	Amsterdam	100 million EUR
Greece	Athens	100 million EUR
Germany	Berlin	100 million EUR
Belgium	Brussels	100 million EUR
Hungary	Budapest	100 million EUR
Switzerland	Geneva	100 million EUR
Portugal	Lisboa / Madeira	100 million EUR
Great Britain	London	100 million EUR
Spain	Madrid / Mallorca	100 million EUR
France	Nice	100 million EUR
Cyprus	Nicosia	100 million EUR
Czech Republic	Prague	100 million EUR
Russia	St. Petersburg	100 million EUR
Italy	Rome / Milan	100 million EUR
Malta	Valetta	100 million EUR
Austria	Vienna	100 million EUR

Investment per location

Currency	million EUR
Capital stock	100,000
Investments: Site	56,600
Site	2,000
Entertainment Center (erection, parking spaces, ways, greens)	22,500
Hotel (erection, parking spaces, ways, greens)	32,100
Investments: Inventory Entertainment Center	12,400
CAD/CAM	0,770
Office equipment	0,600
High-tech equipment	0,600
Gastronomy equipment/furniture	3,000
Musical (stage, costumes, lighting, sound, seating)	3,300
Fairy-tale Theatre (stage, costumes, lighting, sound, seating)	0,880
Fun & Info (inventory, technical equipment, hardware, software)	3,250
Investments: Inventory Hotel	5,300
Room furnishings, gastronomy furnishings, office furnishings/equipment, various	5,300
Investments: Entertainment productions	4,400
First musical production, first TV show, first fairy-tale production, look-alike entertainment	4,400
Investments: Rights & Realisation	12,800
Idea, concept, development, realisation, rights	12,800
Capital remains	8,500
Operating costs	5,421
Trustees, costs controller, capital administration, liability, tax adviser, etc.	3,641
Marketing budget	1,280
Gala opening	0,500
Liquidity reserve	3,079



Profitability Break Even

**without Shopping Mall
without utilisation of products, productions, rights**

Musical / MaxxWorld

10 % occupancy = 72.000 visitors per year

1 show per day / 360 shows per year / 720.000 visitors per year
2.000 musicak seats, 720.000 visitors per year = 100 % capacity

Hotel

17,544 % occupancy = 72.000 bed-occupancy / 72.000 Breakfast

100 % bed-occupancy = 1.140 beds / 410.400 guests per year

Income per year	EUR	million EUR
MaxxWorld: admission	10 per visitor	0,720
Musical: admission	55 per visitor 35-120	3,960
Gastronomy	12 per visitor	0,864
Merchandise	15 per visitor	1,080
TV show		1,800
Beds	39 per visitor	2,808
Breakfast	8 per visitor	0,576
Total		11,808
VAT (19%)		1,885
Profit before taxes		9,923
Costs / taxes / result per year		million EUR
Wages Entertainment Center (90 employees)		2,430
Wages Hotel (50 employees)		1,069
Fees (20 musical artists)		0,300
Operating costs		1,983
Marketing		0,136
Agencies' commissions (20% of admission Musical/MaxxWorld)		2,912
Musical licence fees (10% of admission)		0,715
Hotel room costs (7 per rented room)		0,455
Cost of goods		1,170
Insurance		0,024
Lawyer		0,060
Tax adviser		0,036
Management		0,260
Total		11,550
VAT (19%)		1,844
Total		9,706
VAT 19 % (refund by tax authority)		1,885
Total		11,591
Liquidity reserve (income minus costs)		0,217



Profitability Prognosis

without Shopping Mall

Forecast of economic result	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Currency	EUR	EUR	EUR	EUR	EUR	EUR	EUR
Capital stock	50.000.000	50.000.000					
Investments		91.519.800					
Admission: MaxxWorld			4.320.000	4.680.000	5.040.000	5.400.000	5.760.000
Admission: Musical			23.760.000	25.740.000	27.720.000	29.700.000	31.680.000
Gastronomy			5.184.000	5.616.000	6.048.000	6.480.000	6.912.000
Merchandise			6.480.000	7.020.000	7.560.000	8.100.000	8.640.000
TV-show			1.800.000	1.800.000	1.800.000	1.800.000	1.800.000
Utilisation: products, productions, rights			0	2.000.000	3.000.000	4.000.000	5.000.000
Bed			8.424.000	9.126.000	9.828.000	10.530.000	11.232.000
Breakfast			1.728.000	1.872.000	2.016.000	2.160.000	2.304.000
Telephone			216.000	234.000	252.000	270.000	288.000
Proceeds total			51.912.000	58.088.000	63.264.000	68.440.000	73.616.000
Profit after sales tax 19%			43.623.529	48.813.445	53.163.025	57.512.605	61.862.185
Wages - EntertainmentCenter			2.430.000	2.693.250	2.976.750	3.281.869	3.610.054
Wages - Hotel			1.068.720	1.234.372	1.413.917	1.608.330	1.818.650
Fees			300.000	300.000	300.000	300.000	300.000
Operating costs			2.281.000	2.483.550	2.698.100	2.969.750	3.226.695
Marketing budget		1.280.160	1.280.160	1.280.160	1.280.160	1.280.160	1.280.160
Agencies' commissions			7.676.400	8.283.600	8.920.800	9.558.000	10.195.200
Musical licenses fees			2.376.000	2.574.000	2.772.000	2.970.000	3.168.000
Entertainment productions		4.400.000					
Room rental			756.000	819.000	882.000	945.000	1.008.000
Cost of goods			4.464.000	4.836.000	5.208.000	5.580.000	5.952.000
Costs: products, productions, rights			0	1.000.000	1.500.000	2.000.000	2.500.000
Gala opening		499.800					
Insurances			24.000	24.000	24.000	24.000	24.000
Lawyer	60.000	60.000	60.000	60.000	60.000	60.000	60.000
Tax adviser	85.000	85.000	36.000	36.000	36.000	36.000	36.000
Trustee / capital stock utilisation controller	160.000	160.000	20.000	20.000	20.000	20.000	20.000
Capital administration	110.000	110.000	100.000	100.000	100.000	100.000	100.000
Management	260.400	260.400	260.400	260.400	260.400	260.400	260.400
Annual account verification	80.000	80.000	80.000	80.000	80.000	80.000	80.000
Other expenses, reserve	1.065.120	1.065.120	156.000	156.000	156.000	156.000	156.000
Writing-off (1)		2.013.437	5.367.367	5.367.367	5.367.367	5.367.367	5.095.117
Costs total	1.820.520	10.013.917	28.076.047	30.914.699	33.299.494	35.777.876	38.008.276
Yearly profit before tax	-1.820.520	-10.013.917	15.547.482	17.898.746	19.863.531	21.734.729	23.853.909
Trade tax/corporate tax 36%			1.336.696	6.443.549	7.150.871	7.824.502	8.587.407
Yearly profit after Trade tax/corporate tax	-1.820.520	-10.013.917	14.210.786	11.455.197	12.712.660	13.910.227	15.266.502
Cash Flow (profit + writing-off)			19.578.153	16.822.564	18.080.027	19.277.594	20.361.619
Reinvestment		2.013.437	5.367.367	5.367.367	5.367.367	5.367.367	5.095.117
Liquidity reserve	48.179.480	3.079.000	3.079.000	3.079.000	3.079.000	3.079.000	3.079.000
Profit-/loss-assessment (taxation)	-1.820.520	-10.013.917	14.210.786	11.455.197	12.712.660	13.910.227	15.266.502
Profit-/loss-assessment (taxation) in %	-3,641	-10,014	14,210	11,455	12,712	13,910	15,266
Cash distribution	0	0	2.376.349 (2)	11.455.197	12.712.660	13.910.227	15.266.502
Cash distribution (in % from share capital)	0	0	3,098	11,455	12,712	13,910	15,266

(1) Chargeable writing off (in this case calculated on a basis of 10 business years).

The liquidity reserve in this calculation shows no interest and no calculation of utilisation.

(2) 14.210.786 EUR minus loss carried forward 1.820.520 EUR out of "Year 1" and minus 10.013.917 EUR out of "Year 2".



Hotel

Reception



Foyer





Musical & Gastropark

Musical



Gastropark





MaxxWorld

Shopping Mall



Shopping Mall





BLOCK INTERNATIONAL

The company

1986

Establishment of a tourism agency under the name:
Eckhard Block Touristik Service International

1991

Entry in the Hamburg commercial register:
Block International Eckhard Block
Business proprietor / personally liable shareholder: Eckhard Block
HRA 85 662

1992

Updating of the entry in the Hamburg commercial register:
BLOCK INTERNATIONAL Eckhard Block
(Consulting, Marketing, Promotion, Press, Publishing, Tourism, Films, Property, Computers, Logistics.)
Business proprietor / personally liable shareholder: Eckhard Block
HRA 85 662

1997

Updating of the entry in the Hamburg commercial register:
BLOCK INTERNATIONAL Eckhard Block
(Tourism, Marketing, Press, Publishing, Films, Records, Property, Computers, Electronics)
Business proprietor / personally liable shareholder: Eckhard Block
HRA 85 662

1999

Updating of the entry in the Hamburg commercial register:
BLOCK INTERNATIONAL Eckhard Block
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Business proprietor / personally liable shareholder: Eckhard Block
HRA 85 662

Scope of business

TOURISM

Tour operator for:
incentives, special events, press tours.

MARKETING

Advising and representing international companies and government authorities.
Development and realisation of sales structures.
Market launch of international enterprises, products and services.
Development and realisation of company- and product-specific marketing concepts.
Market analyses, system analyses, product analyses.
Advertising, sales promotion.

PRESS

Press services.
Research for tv and print media.

PUBLISHING

Specialist literature and music.

FILMS

Video productions for hotels, leisure complexes, municipalities, tourist boards, tourism offices, tour operators, shipping companies, airlines and other enterprises related to tourism.
Music video clip productions.
Script concepts for tv and movies.

RECORDS

Music productions and music management.

PROPERTIES

Broker in buildings and property for: art, culture, luxury, tourism, industry, residence.

ELECTRONICS

Sale, Distribution, PC trade solutions.

FASHION

Fashion for men, Jeans fashion, Accessoires

COURSES

Marketing, personnel training, management training

Contact

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By request

ecFAME Business Plan

Part 1
Feasibility Analysis

Part 2
Financial Planning