



SUNBORN GROUP

General update

11th May 2023

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Bond Summary



ISIN	NO0011099772	SE0010296632	FI4000292750
Name	SUNBORN LONDON 21/24 FRN	SUNBORN GIBRAL. 17-22 FLR	SUNBORN FIN. 18-23 FLR
Country	Finland	Gibraltar	Finland
Issuer	Sunborn London Oyj	Sunborn Gibraltar Ltd	Sunborn Finance Oyj
Issue Volume	25,500,000	58,000,000	50,000,000
Issue Outstanding (5/2023)	25,000,000	58,000,000	50,000,000
Currency	EUR	EUR	EUR
Issue Price	97	99	100
Issue Date	9/22/22	9/5/17	2/9/18
Coupon	5.5% + E	5% + E	4.85% + E
Maturity Date	9/22/24	9/5/24	2/9/24
Reporting	Half Yearly	Quarterly	Quarterly
Listed on:	Nasdaq OMX Helsinki	Nasdaq OMX Stockholm	Nasdaq OMX Helsinki



Sunborn London, FRN 22sep2024, EUR 25,5mil
NO0011099772

London City
Airport - LCY

Silvertown
£8.5B
development

London Excel
Exhibition Centre

Cross Rail -
Elizabeth Line

Cable Car to O2
Arena

London City Hall



Europe's Leading
Boutique Hotel



Key Figures – Sunborn London Oyj

EUR thousand	1 Jan - 31 Dec 2022	1 Jan - 31 Dec 2021
Rental income	3 969	2 712
EBITDA	3 648	2 731
Operating profit	2 143	1 226
Investment property (yacht hotel)	33 393	34 898
Total Equity	26 998	28 072
Borrowings	24 273	24 380

Key Figures – Operator Sunborn International (UK) Ltd

GBP thousand	1 Jan – 31 Dec 2022	1 Jan – 31 Dec 2021
Revenue	10 048	6 559
EBITDAR	3 783	2 545



Update for London, May 2023

FY2022

- Rental income for Issuer was as expected (increase due to inflation, interest, repayment)
- Cost controls: Operator costs reduced, in particular, Rooms Commissions (~8%)
- Hotel operations exceeded expectations and industry benchmarks:
 - 76 % occupancy
 - Revenue £10 million (+53%)
 - EBITDA at £3.8M / 38% (+49%)
- Five months at levels of £1mil in monthly revenue, October highest REV recorded
- Profit levels impacted due to cost pressure in energy and payroll – lag in transfer to pricing
- Additional £1.1M was charged by the Sunborn London Oyj to account for updated capital cost, bond repayments, vessel insurance and classification costs.
- Strong market performance in all key metrics - guest satisfaction, ADR, Occupancy and RevPar.
- Elizabeth line opened



Update for London, May 2023

Forward looking:

- Rate environment continues to pressure profitability and rent levels, continued adjustments needed
- The monthly charter cost is increased with inflation to GBP 234.000 per month from 1.1.2023 onwards (2022: GBP 195 .000)
- Nominee for World Travel Award – England’s Leading Boutique Hotel
- H1 2023 to date Total Revenue is up by 12% YoY both Rooms and F&B 13% and 11% respectively
- Costs increasing by +20% YoY including Payroll, however, operating expenses are kept inline
- Business on the books is positive in both Rooms and F&B
- Excel Exhibition Center is nearing pre-pandemic levels (~85%) for 2023
- Lendleas Silvertown quays development commenced – ~£8.5B investment in 6,000 homes, 180,000 sqm

Sunborn Gibraltar, FRN 17-22 FRL, EUR 58mil
SE0010296632



Gibraltar's
Leading
Hotel



Key Figures Issuer Sunborn (Gibraltar) Limited

	1 Jan-31 Dec 2022	1 Jan- 31 Dec 2021
GBP thousand		
Rental income	3,180	3,180
EBITDA	3,034	2,929
Investment property (yacht hotel)	78,707	80,142
Total Equity	1,742	6,255
Bond	51,170	48,694

Key Figures Operator Sunborn (Gibraltar) Resort Limited

	1 Jan-31 Dec 2022	1 Jan- 31 Dec 2021
GBP thousand		
Turnover	10,672	8,438
EBITDAR	3,338	3,104



Update for Gibraltar, May 2023

FY2022

- Bond maturity extended to 2/2024
- The Issuer FY lease income and costs were in line with budget
- The ending of the year was positive with operator EBITDAR coming at approximately +8% YoY
- Improved pricing YoY in Rooms and Food & Beverage, +Q4 was +22% YoY via price optimization however higher payroll, cost of goods and increased cost of funding
- Occupancy continued to correlate with airline flights volume
- Performance improved by +16% in ADR and +3% in RevPar compare to pre-pandemic 2019
- Corporate, Leisure and MICE all experienced increases YoY contributing to Total revenue nearing 2019 levels (-1%)



Update for Gibraltar, May 2023

Forward looking:

- Rate environment continues to pressure profitability and rent levels, continued adjustments needed
- Nominee for World Travel Award – Gibraltar’s Leading Hotel
- The hotel achieved the Green Key Certification in February 2023
- Historically, Q1 is the slowest period of the year and with the UK experiencing high inflation and living costs has put pressure predominantly on leisure travel but also corporates opting for alternatives for meetings
- The remainder of the year business on the books is positive
- Management is challenged with the increase in costs across the board
- An EU-UK-Gibraltar treaty is expected imminently

Sunborn Finance, FRN 9feb2024, EUR50mil
FI4000292750



Best Hotel
in Finland
2020

Key Figures (IFRS) - Sunborn Finance Oyj

EUR thousand	1 Jan- 31 Dec 2022	1 Jan - 31 Dec 2021
Revenue	3 802	3 856
EBITDA	3 093	3 239
Investment property (Spa Hotels)	62 195	61 759
Total equity	2 562	2 638
Bond	50 212	49 906

Key Figures (FAS)- Operator Sunborn Saga Oy

EUR thousand	1 Jan- 31 Dec 2022	1 Jan - 31 Dec 2021
Revenue	25 467	22 469
EBITDA before rent and group admin	4 602	4 715



Update for Sunborn Finance and Sunborn Saga, May 2023

FY2022 Recap

- Lease income 3.53 M€ (3.48 M€). Costs in line with previous year.
- Operator revenue 25.5 M€ (22.5€) and EBITDAR 4.6 M€ (4.7 M€)
- Unfavourable operating environment in Q1/22 due to pandemic
- Ukraine war caused increase in energy, costs caused uncertainty in market throughout the year impacting consumer spending and confidence.
- Successful and well timed hedging of energy cost for 2022 and 2023
- Growth in corporate and healthcare segments.
- Leisure segment impacted, lower average spend pp
- Good customer satisfaction and net promotion scores – continued improvement
- CAPEX: Public area facelift / renovation in Naantali Spa took place Q1/22
- Naantali Spa joined the Sustainable Travel Program and received Green Key certification



Update for Sunborn Finance and Sunborn Saga, May 2023

YTD 2023

- Strong revenue growth in Q1 with focus on improving operating profit, typically weakest quarter
- Continued focus on ADR development and increase in average spending

Forward looking:

- Rate environment continues to pressure profitability and rent levels, continued adjustments needed
- Naantali Nominated for World Travel Award – Finland's Leading Hotel & Europe's Leading Resort
- Q2 bookings at pre-covid levels, strong expectations for summer, increase in travel, ADR for summer
- CAPEX shortfall due to covid years – now in focus
- 26 room conversions in Ruissalo, key F&B outlet renovations in Naantali.
- Management focus on increasing revenue, margins and customer service



Q&A