



## General information

**AZIMUT Hotels** is an international hotel chain that unites under its brand property units in towns and cities of Russia, Germany, Austria and Israel.

AZIMUT Hotels Company became the first operator, which managed to bring the Russian hotel brand into line with the European market.

AZIMUT Hotels is one of the fastest growing brands in the segment of business hotels: today the chain includes 37 hotels in 29 cities of Russia, Europe and the Middle East, the overall hotel room capacity is over 7 thousand rooms. AZIMUT Hotels operates hotels that are owned, under a management contract and on a long-term lease basis.

About 10 projects in the cities of Russia, CIS and Europe are at different stages of development.

The chain hotels are located in large cities and tourist flow intersection points, in the center of business and cultural life of the city, which makes them popular among tourists and business travelers. All the chain hotels are united by uniform standards of hospitality and service.

Most hotels of AZIMUT Hotels have conference rooms and offer a wide range of services for personal and business events: from renting modern banquet halls and conference rooms to organizing turn-key events.

## Company's History

History of the international hotel chain AZIMUT Hotels begins in 2004. Russian investor Alexander Klyachin acquires the first hotel in Samara

AZIMUT Hotels brand was formed in 2006, combining seven hotels in Russia: in Samara, Ufa, Kostroma, St. Petersburg, Vladivostok, Astrakhan and Murmansk. All hotels introduce uniform standards of service and hospitality and a common corporate culture.

In 2008, the company entered the European market, AZIMUT Hotels chain includes hotels in biggest cities of Germany and Austria (Berlin, Dresden, Cologne, Munich, Nuremberg, Erding, Vienna). Alexander Klyachin becomes the first Russian entrepreneur who brings the Russian hotel brand to the European market.

In 2011, the company combines the operational activities of the European and Russian divisions of the chain.

In 2012, the first AZIMUT Hotels hotel in Moscow was opened. AZIMUT Hotel Tulsкая Moscow – the first loft hotel of the capital – appears in the building of the former Danilovskaya Manufactory.

Less than six months of its work AZIMUT Hotel Tula Moscow was included in the list of the best places in the capital according to CNN. In 2013, the hotel ranks first in the list of 94 Moscow hotels of 3\* category on the website Booking.com and becomes the winner of the Russian Hotel Awards Moscow in the category "Discovery of the year".

In the same year AZIMUT Hotels launches a large-scale project of renovation of key hotels of the chain. Hotels in St. Petersburg, Ufa, Voronezh, Murmansk, Munich and Vladivostok are updated in accordance with the new design concept – SMART.

In October 2013, the company received the title of the best business hotel chain according to the award of Business Travel & MICE Award.

In November 2013, Walter Neumann was appointed CEO of AZIMUT Hotels. Walter has more than thirty years of experience in the hospitality industry in Russia and Europe. In AZIMUT Hotels he passes from Rocco Forte Hotels where he held the position of Director of hotels «Astoria» and «Angleterre» hotel in St. Petersburg.

In December 2013, one of the capital's largest hotels Renaissance Moscow Olympic Hotel (496 rooms) goes into the management of AZIMUT Hotels and gets the name AZIMUT Hotel Olympic Moscow. It becomes the second hotel of AZIMUT Hotels in 4 stars category. The hotel has 12 conference rooms with a total area of more than 3200 square m., which is one of the most extensive offerings of MICE-services in Moscow.

In September 2014, after a large-scale reconstruction, the highest building in the Arctic – the «Arktika» hotel and business center opens. As a result of renovation, the building with more than half a century of history, a symbol of the Murmansk city, turns into a multifunctional complex, including AZIMUT Hotel Murmansk, a business center with offices for rent and a retail zone.

The first SMART-hotel in the North-West region has 186 rooms. The volume of investments in the project is 1.86 billion rubles. Infrastructure of AZIMUT Hotel Murmansk includes apartments, 2 restaurants, coffee shop, Lounge Bar, banquet hall and conference room-transformer, which has no analogue in the city, two-level secured parking.

In September 2014 AZIMUT Hotel St. Petersburg opens after the main stage of renovation. As a result of the work, the public areas of the hotel are updated, appears a conference center on the 2nd floor of the hotel and SMART Living Lobby. The hotel significantly increases conference facilities: the new conference center includes 6 rooms, the total number of conference rooms increases to 19 with a total capacity of 2000 people. AZIMUT Hotel St. Petersburg is located in the Admiralty district of the Northern capital of Russia, on one of the main streets of the city – Lermontov Avenue.

In March 2015, the chain entered another hotel in Vienna – AZIMUT Hotel Vienna. This is a 4\* hotel with 180 rooms. On its territory there are a restaurant, lounge-bar, meeting room and business center. AZIMUT Hotel Vienna is located at the intersection of tourist flows, close to the historic city center and the main attractions of Vienna. The Belvedere Palace, Hauptbahnhof Central station and the major shopping street, Favoritenstrasse, are all within walking distance.

In March 2015, the company enters the China Friendly program aimed to create a comfortable hotel for Chinese tourists. Within the framework of the program, special conditions are created for Chinese travelers: staff with knowledge of the Chinese language is selected, a Chinese Breakfast is served, information materials and the site include Chinese language. The program involves AZIMUT Hotel Olympic Moscow and AZIMUT Hotel Vladivostok – hotels, which are most often visited by tourists from China. In April 2016, AZIMUT Hotel Ufa joined the program.

AZIMUT Hotel Olympic Moscow is very sensitive to the needs of guests. So, weekly there are traditional synagogue services, meeting Saturday (Shabbat) on Friday evening, as well as in the morning and afternoon on Saturday. In addition, the Hotel AZIMUT Olympic Moscow is implementing a program of India Friendly. Guests of the hotel of Jewish religion, as well as any interested, can join the prayer and visit the festive meal.

In May 2015, after the renovation, the first smart Hotel of the Far East, the largest investment project of the region in 2014-2015 – AZIMUT Hotel Vladivostok was opened. The hotel is also becoming the largest in the region – the number of rooms is 378 new generation rooms. The volume of investments in the project is more than 1 billion rubles.

In January 2016, the reconstruction of the «Belgrade» hotel in Moscow has begun.

In June 2016, the largest hotel in Voronezh – AZIMUT Hotel Voronezh was opened after the renovation.

In September 2016, AZIMUT Hotels won two categories of Business Traveller Russia and CIS Awards 2016 – "Best Chain in Russia and the CIS" and "Best business hotel in the Far East". In the second category, the championship was awarded to AZIMUT Hotel Vladivostok.

In September 2016, AZIMUT Hotels company and Rosa Khutor company signed the contract to manage two facilities in the mountain resort Rosa Khutor in Sochi. From 1<sup>st</sup> of October 2016, the FREESTYLE Rosa Khutor Hotel and Valset APARTMENTS complex located in the resort have started operating under the management of the AZIMUT Hotels chain as AZIMUT Freestyle Rosa Khutor hotel and VALSET Apartments by AZIMUT Rosa Khutor.

In November 2016, after renovation, the largest hotel in Astrakhan – AZIMUT Hotel Astrakhan was opened.

In 2017, the international hotel chain AZIMUT Hotels continued to successfully expand the number of Russian hotels under its operation and in June 2017 became the operator of a large hotel "Polar Star" in the center of Yakutsk.

In March 2017, the renovation of the facade and lobby began in AZIMUT Hotel Nizhny Novgorod. And in March 2019 has become China Friendly.

In August 2017, after renovation in accordance with the concept of SMART hotel opened in Vienna - AZIMUT Hotel Vienna.

In November 2017, AZIMUT Hotels again became the best according to the Business Traveller Russia and CIS Awards: has won the nomination "Best hotel chain in Russia and CIS". AZIMUT Hotel Vladivostok for the second year in a row won the nomination "Best business hotel of the Far Eastern Federal District".

In December 2017, AZIMUT Hotel Smolenskaya Moscow was opened. The opening event was dedicated to the completion of the renovation of the former hotel "Belgrade". In test mode, the flagman hotel has been operating since June 2017. Nowadays, the hotel has 474 SMART generation rooms of different categories, restaurants with Japanese, Chinese, Indian and European cuisine, eight halls for events with modern multimedia equipment, as well as a modern fitness center.

In December 2017, AZIMUT Hotels opened a new hotel in the capital of the Republic of Tyva, Kyzyl. The hotel is located in the city center, in a picturesque location on the waterfront. The total area of the complex is 15 873 square meters. There are 108 rooms of different categories: two presidential rooms, 31 apartments and 75 studios. The infrastructure includes a restaurant for 100 visitors, swimming pool, fitness center and SPA.

At the end of 2017, the international chain AZIMUT Hotels began working with the hotel "Crystal", located in Kemerovo. The modern 17-storey AZIMUT Hotel Kemerovo opened on the 1<sup>st</sup> of March, 2018. It is located in the heart of the city at 90/2, Lenina Avenue, near the recreation park, shopping center, city cafes and restaurants.

In April 2018, AZIMUT Hotels received for operation the hotel complex in Pereslavl, Yaroslavl' region. Two hotels are opened on its territory – a 4-star hotel with 150 rooms and a 3-star hotel with 203 rooms, as well as 26 cottages for rent and a complex of 4 cottages with its own SPA.

In the summer 2018 in Tuapse, was opened AZIMUT Hotel Prometey Nebug. The complex is located in the green area of the village of Nebug, near the one of the best beaches of Krasnodar region. This place is distinguished by convenient transport accessibility — only 16 km from Tuapse train station and 162 km from the airports of Krasnodar, Gelendzhik and Adler. The hotel consists of two buildings and several separate cottages of 2, 3 and 5 rooms, in total it can accommodate up to 600 guests.

In the summer of 2018, AZIMUT Hotel Mirnyi opens in Mirnyi. AZIMUT Hotel Mirnyi is a 3 star hotel with 83 rooms. On its territory there are a restaurant, a conference room and a cafe with a bar. AZIMUT Hotel Mirnyi is located on the Central Square of the city, in close proximity to the administration of the Republic and the Central house of culture, as well as the shopping center "North". The airport is three kilometers from the hotel.

AZIMUT Hotel Suzdal opened on 1<sup>st</sup> of October, 2018. The hotel complex consists of one administrative and two residential buildings — "Usadba" and "Turrets", as well as two guest houses. The brick building "Usadba" is designed for 30 rooms, and the building "Turrets", stylized as an old russian wooden fortress, — for 45 rooms. Thus, the total number of rooms of the hotel is 85 rooms ranging from 10 to 130 sq. m.

In November 2018 opened AZIMUT Hotel Penza. The new modern hotel has become the tallest city hotel, so the rooms of the upper floors offer a magnificent view of Penza. Rooms are designed for 166 rooms. The hotel has the following categories of rooms: two-room Suites and Junior suites, cozy superior and three types of standard rooms.

In November 2018 opened AZIMUT Hotel Nalchik. This is a modern hotel in the resort area of Nalchik – the capital of Kabardino-Balkaria, rich in mineral springs. It offers 74 comfortable rooms for recreation and rest, a restaurant for 160 people and banquet halls, a billiard room and a karaoke club, rooms for business and personal events, and also a magnificent AZIMUT SPA: massage rooms, sauna and swimming pool.

On the 15<sup>th</sup> of March, 2019, AZIMUT Hotel Volga Astrakhan was opened. The location of the hotel and its infrastructure create ideal conditions for hunting, fishing and various events. The hotel complex has 38 rooms.

In April 2019, the Medi Terra hotel on the Mediterranean coast came under the management of AZIMUT Hotels. This is the first hotel in Israel. AZIMUT Hotel Medi Terra Netanya is located in the resort town of Netanya. AZIMUT Hotel Medi Terra Netanya has 66 rooms, which are presented in the categories Standard, Superior, Business, Deluxe and Suite.

No	Hotel	City, Country	Number of rooms
1	AZIMUT Hotel Tulsкая Moscow	Moscow, Russia	144
2	AZIMUT Hotel Olympic Moscow	Moscow, Russia	492
3	AZIMUT Hotel Smolenskaya Moscow	Moscow, Russia	474
4	AZIMUT Hotel Saint Petersburg	Saint Petersburg, Russia	583
5	A-HOTEL Fontanka	Saint Petersburg, Russia	456
6	AZIMUT Hotel FREESTYLE Rosa Khutor	Sochi (Rosa Khutor), Russia	174
7	VALSET Apartments by AZIMUT Rosa Khutor	Sochi (Rosa Khutor), Russia	394
8	AZIMUT Hotel Astrakhan	Astrakhan, Russia	209
9	AZIMUT Hotel Volga Astrakhan	Astrakhan (i. Bezmyannyi, v. Makovo), Russia	38
10	AZIMUT Hotel Vladivostok	Vladivostok, Russia	378
11	A-HOTEL Amur Bay	Vladivostok, Russia	201
12	AZIMUT Hotel Voronezh	Voronezh, Russia	125
13	A-HOTEL Brno Voronezh	Voronezh, Russia	87
14	AZIMUT Hotel Kostroma	Kostroma, Russia	90
15	AZIMUT Hotel Murmansk	Murmansk, Russia	186
16	AZIMUT Hotel Nizhny Novgorod	Nizhny Novgorod, Russia	156
17	AZIMUT Hotel Samara	Samara, Russia	96
18	AZIMUT Hotel Siberia	Novosibirsk, Russia	259
19	AZIMUT Hotel Ufa	Ufa, Russia	190
20	AZIMUT Hotel Polar Star Yakutsk	Yakutsk, Russia	95

21	AZIMUT Hotel Kyzyl	Kyzyl, Russia	108
22	AZIMUT Hotel Kemerovo	Kemerovo, Russia	114
23	AZIMUT Hotel Kurfuerstendamm	Berlin, Germany	133
24	AZIMUT Hotel City South Berlin	Berlin, Germany	156
25	AZIMUT Hotel Dresden	Dresden, Germany	64
26	AZIMUT Hotel Cologne	Cologne, Germany	190
27	AZIMUT Hotel Munich	Munich, Germany	167
28	AZIMUT Hotel Erding	Erding, Germany	56
29	AZIMUT Hotel Nuremberg	Nuremberg, Germany	118
30	AZIMUT Hotel Vienna	Vienna , Austria	180
31	AZIMUT Hotel Medi Terra Netanya	Netanya, Israel	66
32	AZIMUT Hotel Prometey Nebug	Tuapse, Russia	265
33	AZIMUT Hotel Penza	Penza, Russia	134
34	AZIMUT Hotel Pereslavl	Pereslavl-Zalessky, Russia	379
35	AZIMUT Hotel Mirniy	Mirniy, Russia	83
36	AZIMUT Hotel Suzdal	Suzdal, Russia	85
37	AZIMUT Hotel Nalchik	Nalchik, Russia	74

## Design

In 2012, AZIMUT Hotels decided to renovate its accommodation facilities and to cross over to the new industry trends in the segment of business hotels - functionality, manufacturability and laconic brevity. The company adapted the list of services in accordance with the basic needs of business tourists and focused mainly on the combination of comfort, technological solutions and opportunities for 24/7 service. Hotels together with the Berlin architectural firm developed a new concept of design and organization of space, known as SMART.

Since 2012, the company has carried out a renovation program for owned hotels in the historical center of St. Petersburg, Moscow, Ufa, Voronezh and Murmansk.

SMART-hotel is a hotel, which combines convenience, functionality, multifunction and stylish design. The new standards of hospitality meet the basic needs of business tourists: bed & breakfast hotels, technological details, free Wi-Fi throughout the hotel. One of the features of SMART is the creation of the maximum functional space. Each room has a working and resting area. The lobby of the hotel combines reception and bar functions, there is a comfortable area with soft furniture for reading, working, holding of meetings and conducting of negotiations, take away 24/7 service is available with a wide selection of drinks, sandwiches and snacks.

## **Awards and Merits**

### **AZIMUT Hotels**

The best chain in Russia and CIS,  
Business Traveller Russia and CIS Awards 2016

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Business Traveller Russia and CIS Awards 2017

The best chain in Russia,  
Business Traveller Russia and CIS Awards 2018

The fastest growing hotel brand in Europe  
PKF Hotel experts 2014

The best hotel chain for business events  
Business Travel & MICE Award 2013

### **AZIMUT Hotel Smolenskaya Moscow**

Nominee in the nomination "Hotel Real Estate»  
Award CRE Moscow Awards 2018

### **AZIMUT Hotel Tulsкая Moscow**

3\* Business hotel of the year  
Russian Hospitality Award 2015

Certificate of quality – Winner 2014 года  
By Tripadvisor

The ranking of hotels according to guest reviews – rating 8,5  
By Hotels.ru (2014)

The ranking of hotels according to guest reviews – rating 8,6  
By Booking.com (2013)

Laureate of award «Discovery of the year»,  
Russian Hotel Awards Moscow 2013

### **AZIMUT Hotel Olympic Moscow**

Best hotel of category 4\*  
Guiding star (2016)

The best hotel for MICE events in Moscow  
Buying Business Travel Awards Russia & CIS (2016)

Nominee «MICE-hotel 2015 года»  
Prize Russian Hospitality Award 2015

The best conference hotel–2015,  
Prize Zvezda Travel.ru 2015

Quality certificate of Tripadvisor – Winner 2014 year

Perfect hotel, recommended to stay,  
Holidaycheck.com (2014)

### **AZIMUT Hotel Saint Petersburg**

The best hotel for conferences in the North-West  
Star of Bronevik (2016)

Nominee «MICE-hotel 2015 year»  
Prize Russian Hospitality Award 2015

Nominee «The Best Congress Hotel in St. Petersburg»,  
Business Travel & MICE Award 2013

### **AZIMUT Hotel Murmansk**

Nominee « Business hotel of the year 3\*»,  
Russian Hospitality Award 2015

### **AZIMUT Hotel Siberia**

Perfect hotel, recommended to stay,  
By TripAdvisor (2013)

The ranking of hotels according to guest reviews – rating 8,1  
By Booking.com (2013)

«Restaurant of the year»,  
according to the magazine "Organization and holding of the wedding» (2013)

### **AZIMUT Hotel Nizhny Novgorod**

Perfect hotel, recommended to stay,

By Holidaycheck.com (2014)

The ranking of hotels according to guest reviews – rating 8,1  
By Booking.com (2013)

#### **AZIMUT Hotel Kostroma**

Quality certificate Tripadvisor – Winner of 2014 year

#### **AZIMUT Hotel Voronezh**

The best business hotel in the Far East  
Star of Bronevik (2016)

#### **AZIMUT Hotel Vladivostok**

The best hotel for conferences in the Far East  
Star of Bronevik (2016)

Best business hotel in the Far East region award  
Business Traveller Russia and CIS Awards 2016

Best business hotel of Far Eastern Federal District awards  
Business Traveller Russia and CIS Awards 2017

#### **AZIMUT Hotel Astrakhan**

Best banquet hall - 2017  
The best conference-hall in the city - 2018  
At the Annual Business Award

#### **AZIMUT Hotel Polar Star Yakutsk**

Best business hotel of Far Eastern Federal District award  
Business Traveller Russia and CIS Awards 2018

#### **AZIMUT Hotel Kurfuerstendamm Berlin**

Gold award – 2014, By Agoda.com

#### **AZIMUT Hotel Dresden**

Quality certificate Tripadvisor – Winner 2014 года

Perfect hotel, recommended to stay,  
Holidaycheck.com (2014)

#### **AZIMUT Hotel Cologne**

Perfect hotel, recommended to stay,  
Holidaycheck.com (2014)

Quality certificate Tripadvisor – Winner 2013 года

Perfect hotel, recommended to stay,  
По версии hotel.de (2013)

**AZIMUT Hotel Munich**

Quality certificate Tripadvisor – Winner 2013 года

**AZIMUT Hotel Nuremberg**

Award for the highest user rating,  
By Hotel.de (2014/2015)

**AZIMUT Hotel Erding**

The cleanest hotel,  
By Venere.com (2014)