

THE BLEED GOLF COURSE NOW PART OF THE ELIGO GROUP

Ljubljana, 17 December 2013 – Sava Turizem d.d. sold the Bled Golf Course, which is in accordance with the development strategy of Tourism. The buyer of the Bled Golf Course is the company Gerrard Enterprises, the founder of the Eligo Group that joins 39 golf courses and golf players from all over the world, thereby opening up new markets for both the golf course and the tourist destinations of Sava Hotels & Resorts. The sales contract was signed yesterday, sales value being €11 million.

Sava Turizem d.d. is the largest Slovene tourism company, which joins six tourist destinations under the umbrella brand of Sava Hotels & Resorts: Sava Hoteli Bled, Terme Ptuj, Terme 3000 - Moravske Toplice, the Radenci Health Resort, Terme Banovci and Terme Lendava. The company includes 14 hotels, six apartment villages and five campsites, six thermal parks, four wellness centres and golf. The key company's products with the greatest shares in the revenues structure are the hotel industry, health care, wellness, thermal parks, campsites, congresses and MICE.

Golf has a minor - 3 % - share in the revenues structure of Sava Turizem. It requests specific marketing approaches or channels for reaching the target golf players groups, but also specific knowledge and investments in the top-end quality of the golf course and equipment. After selling the Bled Golf Course, Sava Turizem will focus on, develop and strengthen its core business. The policy of Sava Turizem set for the future and the investments in this relation will mainly be earmarked for the modernisation, upgrading and development of key products. A radical upgrade of the health care business is in progress.

The selection criterion was to find a buyer who will further develop the golf business in Bled. It is expected from the new buyer to strengthen the recognisability of Bled as a select golf destination, thereby maximising positive effects on tourism in Bled. As a result of a close cooperation, higher occupancy rates of accommodations of Sava Hotels & Resorts are thus expected.

The Management Board of Sava Turizem and the new owner already had a meeting with the representatives of the Bled local community, on the occasion of which the plans for the Bled Golf Course were presented. All employees at the golf course were transferred to the new owner.

Eligo is an international golf club joining the members from all over the world, but above all from Great Britain and the United States of America. The Group members play golf together as well as organise amateur and professional tournaments on 39 selected golf courses.

The Eligo Group wishes to make the Bled Golf Course renowned as a sport and tourist destination for players from Great Britain, West Europe and the USA, as well as from the region. The newly established Eligo Golf Club in Bled will open its doors to domestic golf players and members, and will serve as a practice ground for young golf players.

The President of the Eligo Group's Management Board, Dragan Šolak, announced renovation of the Bled Golf Course so that it can host international professional and amateur championships. Paul McGinley, who won 4 European Tour tournaments, is one of the shareholders of the Eligo Group.

Dragan Šolak is also the Executive Chairman of Managing Board of the United Group, which incorporates one of the leading cable operators in Slovenia, Telemach.

Further information about the Eligo Group is available in the web brochure at <http://viewer.zmags.co.uk/publication/4ffee869#/4ffee869/1>

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