



# Saliena Newsletter

№ 43, July 2011

Welcome to the July edition of our Saliena Newsletter. It's a great way for you to keep up with Saliena social events, as well as the latest project news and anticipated future activities.

We're always trying to improve the way we do things, and have therefore created a **Saliena Facebook** page, which works alongside the monthly newsletter. Follow us for regular mini news updates, photo albums of the project and community, and to sign up for our upcoming social events.

## Michael Makarov

In recent months we've published a series of newsletter articles about Saliena employees. These profiles show how our team works in various ways to create a great lifestyle for our residents. To culminate



the series this month, we interviewed the man responsible for managing Saliena's development, Chairman of the Board, Michael Makarov.

Michael talked about Saliena, rather than himself. However, the interview is certainly very personal, as Saliena is continually in

his thoughts and takes up most of his time. In his opinion, the Saliena project comes with a huge slice of responsibility, and therefore needs his full dedication. Here's what he had to say...

## Our goals

– Our goal is to become the most desirable place to live in Latvia. We set this objective at the start of the project, but not everyone saw our vision. Even five years ago, our ambitions were met with disbelieving smiles.

But our goal feels more tangible now, as Saliena has been equipped with contemporary infrastructure and leisure facilities, is home to about 150 families, and almost all the built houses have been sold.

We are located between two of Latvia's hubs: the resort town of Jūrmala and the capital city of Rīga. Some potential buyers didn't immediately appreciate

***An increasing number of people, including residents themselves, describe Saliena as the most desirable place to live.***

our great location, and foreigners were usually drawn to Jūrmala in particular. However, people soon realised that realty prices in Jūrmala are extremely over-inflated. Plus it's a town of contrasts:

sprawling mansions worth millions are located alongside dilapidated wooden shacks. However, Saliena offers a consistent and coherent architectural plan and a vibrant social life - the majority of people living here share similar values, which generates a strong community atmosphere.

Therefore, we are approaching our goal, and an increasing number of people are describing Saliena as the most desirable place to live. Most significantly, many of our residents agree with this statement.



## Our immediate plans




– We are starting a new phase of construction that will follow the globally recognised Golf Estate concept. We'll be offering the first Golf Estate in the region, which will comprise a serviced residential village with close links to Saliena Golf complex.

We've already started building the green village park, and the first residential buildings will be positioned

***This relatively low price will enable new residents to enjoy all the benefits of our residential complex.***

around it. The new phase of construction includes a combination of low-rise apartment buildings and row houses, which will retain Saliena's characteristic style of well-planned architecture, set in a green environment. As with other Golf Estates, road access to the new phase territory will be guarded and controlled. A small shop will open here – the first in Saliena.




The forecast price for these apartments starts at EUR 75,000. This relatively low price will enable new residents to enjoy all the benefits of our residential complex, including the manicured forest park and children's playground. Construction work and sales will begin in spring 2012, with the first apartments ready for occupation by the end of 2012.

## Life and our residents

– In the pre-crisis years, a large number of residential areas were built in Latvia. Only the best survived, including ours. Unlike other developers, we offer not just houses, but also a lifestyle with aftercare – safe, comfortable, mobile. Saliena is a convenient place to live, with a wide range of facilities, benefiting older professionals, young working couples and families with kids. For example, from 24<sup>th</sup> August 2011, the prestigious International School of Latvia, where classes are held in English, will start operating in a new building near Saliena.

***Saliena's international community has expanded; several American families have recently chosen to live here.***

We are delighted that our community of residents is becoming increasingly international, and offer a warm welcome to a number of new American families - teachers from the international school and employees from the US Embassy in Latvia. We are slowly achieving our vision to make Saliena a high-quality international residential development, with all required facilities for a comfortable lifestyle.



**We'll continue working to provide a better way of life for all our residents.  
Thank you for choosing Saliena!**



With best regards, from the Saliena team.

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