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Project №.2100

Integrated Premium Medical Campus and Medical Tourism Platform (Northern Cyprus)

Required Investment Amount:
$31 million

Investor's Share:
40%

Return on Investment Capital:
17%

Project Description: The project represents a fully integrated international medical campus located in **Kyrenia, Turkish Republic of Northern Cyprus (TRNC).**
The complex combines a full-cycle multidisciplinary hospital, an IVF and reproductive medicine center, an aesthetic and plastic medicine center, a sports injury and rehabilitation center, as well as premium residences for patients and accompanying persons.

Total Built-Up Area:

- **7,500 sq.m** of medical and functional facilities
- Bed Capacity: **75 beds**
- Intensive Care Units:
- Adult ICU: **20 beds**
- Pediatric / Neonatal ICU**: 8 beds**
- Fully equipped admission and diagnostic department
- Emergency department

Target Audience:
The primary target audience includes patients from **Europe, the Middle East, CIS countries, and North Africa**, focused on medical tourism and **FX**-denominated revenues.

Current Status
The project is in a state of full readiness for implementation:

- All discussions with key stakeholders have been completed
- Company formation, land acquisition, and construction have been agreed upon and approved
- Permits and licenses have been issued to the company
- Construction and procurement frameworks have been prepared
- Implementation begins immediately after financing approval
- Construction period: 18 months

Key regulatory approvals are expected within 3 months after deal closing

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Key Advantages:

The project represents a rare market format of a licensed medical platform initially designed as an **investment asset** with predictable economics and a structured exit within **5 years.**

The core uniqueness of the project lies in combining several **high-margin** medical segments — general hospital services, reproductive medicine **(IVF),** aesthetic medicine, and medical tourism — within a single operational and management platform.

Market and Growth Outlook:

The project targets the rapidly growing medical tourism market, driven by long waiting lists and high treatment costs in Europe and the Gulf countries. Key Growth Drivers:

- Strong international demand for **IVF, aesthetic procedures, and rehabilitation**
- FX-denominated revenues with a local cost base
- Scalable and replicable campus model

In the **EU** medical services market, prices for key procedures vary significantly. The average EU cost is approximately **USD 4,000–5,000+** excluding accommodation, medications, and other related services.
Aesthetic and plastic surgery costs in the **EU** are also high and vary by procedure and country.
Rehabilitation and sports therapy are typically provided separately without included accommodation.

Within the project model, pricing for international patients is structured in **all-inclusive packages** (“treatment + accommodation + services”).
The average package value is approximately **USD 10,000**, depending on the medical specialty.

Team:

The project is implemented by the founder with the support of a board of directors and a management team with more than **30 years of experience** in healthcare. The team includes, professorial-level medical staff, experienced healthcare managers, specialists in construction and operational implementation of large medical facilities

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Required Investment Amount:

The total required investment amounts to approximately **USD 31 million**, structured in three tranches:

- **40%** — land acquisition, permits, and mobilization
- **35%** — construction and medical equipment
- **25%** — licensing, pre-opening activities, and working capital formation

The use of funds is planned over the construction and launch period of approximately **18 months**.

Investor Offering:

The project seeks to raise **USD 31 million in equity investment** in exchange for a **40% ownership stake** in the company, along with **40% voting rights on the Board of Directors**.

The target investment holding period is **five (5) years**, with **predefined and structured exit scenarios** in place. The primary exit strategy is a **strategic sale to an international or regional healthcare group**. Additional exit options include the **sale of the stake on the secondary market to a private equity fund or institutional investor**, as well as a **partial share buyback supported by the project's operating cash flows**.

The anticipated exit is based on an **enterprise valuation in the range of USD 67–90 million**. Accordingly, the investor's proceeds from exit, assuming a **40% equity stake**, are estimated at **USD 27–36 million**.

In addition to capital appreciation upon exit, the investor is offered **dividend income through regular cash distributions** throughout the investment holding period.

- Dividends over 5 years: **USD 4.75 million**
- Exit proceeds: **~USD 31.4 million**
- Total received: **USD 36.15 million**
- Investor share: **40%**
- Net investor profit (5 years): **USD 5.15 million**
- Initial investment: **USD 31.0 million**

$$\mathbf{ROI} = \frac{\text{Net Investor Profit}}{\text{Investment Amount}} * \mathbf{100\%} = \mathbf{17\%}$$