

PRESS RELEASE 17TH OCTOBER, 2012

PRIIMA-CENTER IN LIETO OFFICIALLY OPENED

The grand opening of the new Priima-Center in Lieto was held on 15th October which means that the first phase of the project that was already started in 2007 is now completed.

Strongly involved in the project has been a company ETACOM which is a part of the Priima Group and a daughter company of "Kaarinan Yrityspalvelut Oy" (KYP). KYP is also a part of Priima-Group and original investor of the project.

The Priima-Center building is a versatile complex including caretaking and healthcare services operated by the community of Lieto, a private healthcare company Mehiläinen and the church of Lieto. A new real estate agency will also be opened by company Kiinteistö-Etappi with a special focus on seniors and their needs. Additionally small part of the building is reserved for operators which complete the entity. The project was based on the social political strategy of Lieto and to implement this strategy modern facility were needed.

From this background negotiations were started and Priima Group applied ideas from Lieto community into Priima-Group based "Priima-Center" concept which is now implemented perfectly in this new building. Investment to buy the lot was made by KYP already in 2009. Because the project was very demanding it took a while before Etacom had the plans completed and the final pieces were put together in 2011 when all open questions from major players as well as final investors were solved.

In Priima-Concept and in Lieto Center all the essential goals of different interest groups e.g. special experts, public sector, private sector and even state will be realized above all the aim to centralize the operations of social sector and to get together all players in the field in order to be able to successfully plan the project. Under a same roof there are now operators from public, private and third sector.

In the building there are constantly developing activities for elderly people with possibility to exercise, a clubroom for mutual meetings, a rehab center with facilities provided by Härkätien terveystakeskus. All these mean both physical and mental simulative activities and enable elderly people to stay healthier and live longer in their homes. These is also a private medical center and a private nursing home run by Mehiläinen and offices for the church of Lieto.

The central location of Priima Center in neighborhood of Lieto healthcare center is based on good co-operation with the city of Lieto. This location strengthens the synergy inside the operations of senior citizens' healthcare and makes the services easily available.

The building itself is of high quality with a concrete frame and a brick cladding in the center of Lieto and with a total area of 3.500 sqm. Total value of the project is appr. 9,5 Meur.

The contractor was Teollisuuden Rakentajat Oy which is also a part of Priima Group.

ETACOM OY

Chairman of the board Mr Jari Rastas stated in the opening ceremony as follows: "Cases like these are becoming more and more important as the age structure in our society changes dramatically in the future and already now these changes play an important role in building sector.

Due to a weakening overall economy as well as public economy the environment is getting more and more challenging day by day. What makes this in no way easier is the each day tightening building specifications, the unclear discussion concerning governmental subsidies and additionally the plans to combine the administration in local communities.

All this naturally concerns all the operators in the building itself regardless private or public.

This should not make the projects more difficult and should not have any affect on the costs because after all the tax payers pay in every case the final invoice. All we who work for Priima Group work strongly figuring out how to assist in this situation and develop new solutions to these questions."

A vital part of Priima Group's activities is supplying the financing for the projects and that is why we work in a close relationship with major financing institutes and investors. In practise this means that the operators need not themselves to invest in walls. In public sector this is becoming extremely important in the future. In Lieto project the investment bank EVLI was one of our key partners through a fund which invests in social sector companies.

During building period the project played locally an important role as an employer and this naturally continues as the building is ready and starts its' operations.

Already by now we are aware of that Priima-Center is considered very interesting object and is a followed up reference for design and completion of this kind of buildings. The project can be considered a nationally excellent example and acts as a guideline for further projects!

We want to take the opportunity to thank everyone who were involved in this project, all co-operators and all who were involved in designing and implementing!

The companies in Priima Group will do their best also in the future in order to improve the conditions for operators and combine own expertise with expertise of designers and final users.

We have numerous projects in our design table and we are actively looking for new ones especially in South-Western Finland.

The second phase of the Lieto project on the other side of the road includes office space and senior apartments and will get started with an architectural contest this autumn.