

Press release
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GALERIA KATOWICKA'S SHOPPING APP WINS CUSTOMERS' HEARTS

Galeria Katowicka's innovative shopping application has been highly popular since its launch date. Within just three weeks it has been downloaded 7,500 times. Customers use discount coupons, register receipts and redeem them for prizes. The best ones can also win gift cards. In addition, shopping at Galeria Katowicka has been made easier through a personal navigation feature that relies on beacons.

The Navishopper multifunctional app was implemented at Galeria Katowicka in the second week of December 2015. It is the first solution of its kind in Europe to be successfully launched at a large shopping mall.

Galeria Katowicka's mobile application combines four key features: a loyalty program with prize-exchangeable points, a competition module with special rewards for best customers, a digital module with discount coupons, and precise shopping navigation which saves consumers' time.

"Until the end of December, i.e. within less than three weeks, the application was downloaded by 7,500 people. Customers have registered thousands of receipts, used several hundred coupons and exchanged their points for over 700 rewards. Nearly 2,000 times visitors reached a selected store thanks to a precise navigation feature. Given the innovative character of this market newcomer, it is becoming popular more than satisfyingly fast," says Dawid Prymas, Marketing and PR Director at Galeria Katowicka.

The second campaign promoting the app has just kicked off. Every day until February 29, Galeria Katowicka will be rewarding its best customers with gift cards on top of offering regular prizes for shopping points. Consumers using the new application can get a PLN 700 gift card for collecting the biggest number of points on a given day. The weekly winner is going to receive a PLN 2,000 gift card, whereas the whole action's winner will leave the mall holding a gift card worth as much as PLN 15,000.

Galeria Katowicka's tenants will soon get access to first stats and analyses collected and processed by the Navishopper platform. The mall and Sigma Group, the app's developer, are going to keep working to improve the tool and add new features.

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Further information:



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Galeria Katowicka is a unique retail and transport center located in downtown Katowice. Its retail space of 47,000 m² hosts over 250 units. Galeria Katowicka attracts more than a million consumers each month. Customers can leave their vehicles at a two-level underground car park with 1,200 spaces. The mall offers direct access to a railway station and an underground public bus terminal. It has a Multikino cinema with 10 screening rooms, incl. an ultra-modern "Xtreme" room equipped with Dolby Atmos sound system. Galeria Katowicka was opened on September 18, 2013.

Galeria Katowicka's owner is **Meyer Bergman**, an investment management company operating in the real property sector. On behalf of global investors, it runs three closed-end funds with assets worth a total of c. EUR 3bn. **Apsys Poland** manages Galeria Katowicka, overseeing daily operations and leasing.

Visit our website www.galeriakatowicka.eu