

Press release
February 1, 2016

14 MILLION CUSTOMERS – RECORD-BREAKING YEAR AT GALERIA KATOWICKA

In 2015 Galeria Katowicka drew 2.4m customers more than the year before. Over the past 12 months, the retail mall based in Upper Silesia’s capital saw record-breaking footfall and sales figures, as well as innovative projects and solutions.

“2015 was a breakthrough year marked by innovation and numberless records. At all levels we managed to exceed our ambitious goals,” says Dawid Prymas, Marketing and PR Director at Galeria Katowicka. “Given that we’re going to keep developing our marketing programs and optimizing the tenant mix, the future is likely to bring further achievements,” he adds.

In December 2015 the mall drew the highest number of customers yet – nearly 1.4m. That’s a 25% rise against the same period in 2014. The final month of 2015 also saw a new top daily footfall figure of 69,000.

Throughout 2015 Galeria Katowicka’s stores attracted a total of 14m customers, i.e. 2.4m more than in 2014.

In terms of sales, the best month in 2015 and since the mall’s opening was undoubtedly December, with a 59% leap compared against the preceding month. The year-to-year sales figures in December increased by 23%.

Towards the end of 2015, Galeria Katowicka launched an innovative version of a shopping application which was downloaded 7,500 times within just three weeks. Galeria Katowicka’s mobile app combines four key features: a loyalty program with prize-exchangeable points, a competition module with special rewards coming up periodically, a digital module with discount coupons, and precise shopping navigation that communicates with beacons, enhances customer experiences and saves time. It is the first successfully implemented solution of its kind in a large European shopping mall.

New popular brands joined Galeria Katowicka’s tenant mix in 2015. They include TK Maxx off-price retailer, Adidas, Tiger with Scandinavian-style interior decoration products, PAWO men’s apparel store, “Manicure & Pedicure Marta Gajewska” nailbar, and Endorphone cosmetics store.

The tenant mix features Peek & Cloppenburg, a multibrand store with clothing items from renowned brands, such as Ralph Lauren, Hugo Boss, Calvin Klein, Armani, Dolce&Gabbana and others, incl. own brands. Customers

can also visit stores of Tommy Hilfiger, the North Face, iSpot, Zara, Euro RTV & AGD, Reserved, Matras, SMYK, 4 Faces, Duka and Estee Lauder.

In 2015 Galeria Katowicka held a large number of events, for instance Key Fashion Week and Katowice Fashion Week which saw the participation of Joanna Krupa. Plac Szewczyka turned into a snowpark during the winter holiday season and became a beach for summer holidays. The mall also launched the HIGHER LEVEL PROJECT which is carried out in cooperation with crucial cultural institutions and city authorities. Over the past 6 months only, this project has seen nearly 200 different events, incl. workshops for kids and adults, relaxation sessions, theater plays, performances, meetings, concerts, etc.

As part of the HIGHER LEVEL PROJECT, the Silesian Theater opened its stage in Galeria Katowicka, marking the first time in Europe a large public theater has a regular stage in a shopping center. Galeria Katowicka's HIGHER LEVEL PROJECT has been named one of Poland's top 20 cultural and CSR projects by the National Center for Culture.

###

Further information:

Marta Stach

m.stach@imagopr.pl

+48 609 808 119

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