

Press release  
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## **GALERIA KATOWICKA'S LOYALTY PROGRAM NOMINATED FOR LOYALTY AWARDS 2015**

**Customer relationship management experts have nominated Galeria Katowicka's loyalty scheme integrated with a mobile application for Loyalty Awards 2015 in the best new loyalty program category. Awards will be presented at the seventh annual Poland & CEE Customer Loyalty Summit 2016, the largest event in the loyalty industry. Galeria Katowicka's representatives are going to discuss their project at a meeting focusing on best practices in retail and retail marketing.**

98.5% members of the loyalty program integrated with Galeria Katowicka's mobile application say they have changed their shopping habits and started choosing Galeria Katowicka for both small and large shopping trips. The main reason behind that is a wide range of benefits offered by the loyalty program and other functions of the app, especially competitions, a navigation feature and digital coupons.

Over the first three months following the app's implementation, Galeria Katowicka's key indicators have been on the rise and are now similar to the results generated in the highly successful corresponding period of the preceding year.

"It seems that Galeria Katowicka really deserves the Loyalty Awards 2015 nomination because monthly sales results between December 2015 and February 2016 soared respectively by 25%, 18% and 24.5%, whereas sales within the program itself leapt by 67% and 59%," says Dawid Prymas, Marketing and PR Director at Galeria Katowicka.

Between December 2015 and February 2016 Galeria Katowicka's monthly footfall was rising by 23%, 17.5% and 14%, respectively.

Other nominees in the Loyalty Awards 2015 best new loyalty program category are VISA and Starbucks. Results will be revealed at an official ceremony held in Kraków on April 21.

The Navishopper multifunctional mobile app was launched by Galeria Katowicka in December 2015, becoming the first solution of its kind to undergo successful implementation in a large shopping center. It combines 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 that relies on beacons spread throughout the mall to save consumers' time and enhance customer convenience. Over 13,000 people are using the application. So far Galeria Katowicka's customers have picked more than 2,300 prizes.



[www.galeriakatowicka.eu](http://www.galeriakatowicka.eu)

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**Galeria Katowicka** is a unique retail and transport center located in downtown Katowice. Its retail space of 47,000 m<sup>2</sup> 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](http://www.galeriakatowicka.eu)

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About **Meyer Bergman**

**Meyer Bergman** is a privately held real estate investment management firm headquartered in London. The firm was established in 2004 from the core investment management platform of its predecessor, MAB Group, which had a successful track record of developing over 3 million sqm of real estate worth over €7.5 billion across Europe. **Meyer Bergman** advises three closed-ended, value-add real estate funds with a total of approximately €4 billion of assets on behalf of global institutional investors including leading pension fund, sovereign wealth funds, endowments, and asset managers.

**Meyer Bergman** focuses on a retail-led investment strategy, targeting well located assets in gateway cities across Europe that provide value creation opportunities and are attractive to institutional investors and expanding retailers. Target markets include the UK, Germany, France, the Nordic Region, Poland, and Czech Republic. Typical transaction size is between €25m to €200m involving under-managed or under-utilised retail properties sourced off-market through its extensive network. Assets are managed actively to deliver attractive risk-adjusted returns to its investors.

Further information: [www.meyerbergman.com](http://www.meyerbergman.com)