

Press release
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MORE BARGAINS WITH GALERIA KATOWICKA'S SHOPPING APP

Until the end of February, Galeria Katowicka is going to distribute prizes worth over PLN 100k among shoppers using its new mobile application. Additional benefits during the hot sales season include discount coupons to be redeemed at stores and restaurants in the mall, as well as a personal shopping navigation feature. Within just three weeks in December, the app was downloaded by 7,500 customers.

Every day from January 15 to February 29, Galeria Katowicka's customers using the new shopping 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.

"We need to keep in mind that except for our special rewards, i.e. gift cards for the largest number of points collected on a single day, throughout a week and at the end of the promotion, Galeria Katowicka's customers can also exchange their points for any prize available in the application. This has no impact upon the total number of points calculated towards the promotion. Each user can check their position in the ranking at any time as we want to ensure full transparency. Since regular prize redemption has no bearing on our special action, we can safely say that customers win twice," says Dawid Prymas, Marketing and PR Director at Galeria Katowicka.

During the campaign's first stage held in December, whose primary goal was to promote the innovative shopping solution, Galeria Katowicka was offering PLN 1,000 gift cards for most points collected on a single day. Many of 22 winners got their rewards by registering receipts worth significantly less than the gift card value.

The use of Galeria Katowicka's application within the sales season entails even more benefits than during the Christmas period. Aside from significant discounts in stores, the app offers special vouchers, rewards for downloads and prizes for points gathered in the loyalty program. Gift cards worth PLN 700, 2,000 and 15,000 for most active customers who decide to register their receipts in the app mean more bargain opportunities.

"As far as benefits for customers are concerned, one would be hard pressed to find a better shopping destination for the sales season than Galeria Katowicka. The new application has already become very popular, with over 7,000 people downloading it within just three weeks in December. Nearly 2,000 times customers reached a selected store thanks to a precise navigation feature that relies on beacons. We have registered thousands of receipts covering Christmas purchases. Points collected back then were exchanged for almost 700 rewards. Those

who still haven't redeemed their points can do that now or wait till they collect more to get a higher-value prize," says Dawid Prymas.

Receipts for purchases made at Galeria Katowicka can be registered at designated places. Points count towards both the promotion and Galeria Katowicka's loyalty program which allows customers to get various clothes, underwear, leather goods, jewelry, accessories, watches, bags, suitcases, cinema and theater tickets, sets from the menu of restaurants and cafés located in Galeria Katowicka, as well as gift cards and many other prizes. New items are added on a regular basis.

Galeria Katowicka's mobile application is a highly innovative solution which combines four key features: a loyalty program with prize-exchangeable points, a competition module with special rewards coming up every now and then, a digital module with discount coupons, and precise shopping navigation which saves consumers' time by leading them to a selected store down the fastest route, with an accuracy of 1 meter. In order to use the coupon module and the loyalty program, it is necessary to register, indicating only one's e-mail address.

Galeria Katowicka's application makes it possible to fully personalize and adjust the information users receive to their individual preferences. Having defined specific product categories, favorite stores and a shopping list, customers will only be getting information matching their needs. The app has been designed for smartphones with iOS or Android operating system. Further development works are scheduled for the future.

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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.



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