

Press release
November 25, 2015

NEW RECORDS SET AT GALERIA KATOWICKA

Galeria Katowicka is analyzing past month's results which include record-breaking figures – biggest sales since the mall's opening and over 1.2m visitors.

October 2015 proved to be Galeria Katowicka's best month in terms of sales, except for December 2014 when they were 50% up compared against the corresponding period of 2013. Despite the opening of a new shopping center in downtown Katowice, Galeria Katowicka's sales last month were 20% higher than in October 2014.

The previous month also turned out to be record-breaking with respect to footfall. The number of customers is constantly on the rise, with month-to-month increases of up to 30%. Not that long ago Galeria Katowicka celebrated the first month with over 1m and then 1.1m customers. In October 2015, i.e. at least a month before the Christmas shopping rush, the mall attracted over 1.2m visitors. There were many days when it welcomed more than 50,000 people.

"We can see all the changes going on. Galeria Katowicka's performance indicators have continued a steady upward trend for a long time now. We are very happy with these results which motivate us to come with new ideas. We are waiting to see what December holds," says Ewa Spsychalska, Galeria Katowicka Director.

There key factors behind Galeria Katowicka's impressive results include an optimized tenant mix with many popular stores, as well as the presence of brands which are not available anywhere else in Katowice.

"We also stand out through our strategy and a broad range of marketing activities. In October, for instance, we carried out three campaigns and sales-support actions appealing to potential customers in a variety of ways. We hosted several events as part of the HIGHER LEVEL PROJECT*. Working with Fashion TV, Avant Models and Glamour, we organized Katowice Fashion Week, the first large-scale event of its kind in Silesia," says Dawid Prymas, Marketing and PR Director at Galeria Katowicka.

Galeria Katowicka is located in the center of the Upper-Silesian capital. Its retail area of 53,000 m² hosts over 250 units. The mall has a two-level parking lot for 1,200 vehicles and offers direct access to a railway station and a public bus station.

The list of Galeria Katowicka's tenants includes TK Maxx, Samsung Saturn Store, Estee Lauder, M·A·C, iSpot, TOUS, English Home, Ryłko, Zara, Euro RTV & AGD, Reserved, Matras, SMYK, 4 Faces, aTab, Duka, Tiger and Peek & Cloppenburg – a multibrand store offering apparel by renowned fashion names, such as Ralph Lauren, Hugo Boss, Calvin Klein, Armani, Dolce & Gabbana and others.

*Galeria Katowicka's HIGHER LEVEL PROJECT makes local residents realize how much their region can offer in terms of culture and education, supports interesting initiatives and makes it possible to take active part in them. It has won the recognition of the National Center for Culture for its contribution to redefining the role of culture in public space, and was named one of Poland's top 20 cultural projects.

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Galeria Katowicka, a unique retail and transport center, is located in the heart of Katowice. Its retail space of 53,000 m² hosts over 250 units. Customers can leave their vehicles at an underground two-level car park with 1,200 parking spaces. **Galeria Katowicka** attracts over a million customers each month. It offers direct access to the railway station and the underground public bus terminal. The mall has a Multikino cinema with 10 screening rooms, incl. an ultra-modern "Xtreme" room equipped with Dolby Atmos sound system.

The construction process of **Galeria Katowicka**, a mixed-use transport, retail and business complex, began in December 2010. The investment's first stage covered the railway station that was completed in October 2012. February 2013 saw the opening of the underground bus terminal. **Galeria Katowicka** was opened on September 18, 2013.

Find out more at www.galeriakatowicka.eu.