

DOWNTOWN SHOPPING DESTINATION

Winmarkt shopping centers' portfolio



RIVIERA 7, STAND R7.M1

winmarkt
shopping in center



DOWNTOWN SHOPPING DESTINATION

PLACE YOUR BUSINESS IN CENTER

Acquired in 2008 by the real estate Italian company Immobiliare Grande Distribuzione (IGD), Winmarkt is the most widespread network of shopping centers in Romania.

Winmarkt's portfolio includes 14 shopping centers and an office building, located in the central areas of 13 cities.

AFACEREA TA ÎN CENTRUL ORAȘULUI

Achiziționată în 2008 de compania italiană Immobiliare Grande Distribuzione (IGD), Winmarkt este cea mai extinsă rețea de centre comerciale din România. Portofoliul Winmarkt cuprinde 14 centre comerciale și o clădire de birouri, situate la kilometrul 0 al fiecăruia dintre cele 13 orașe.

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THE IGD GROUP

Grupul Igd

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MAIN PARTNERS

Partenerii principali

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LOCATION IS LOCATION

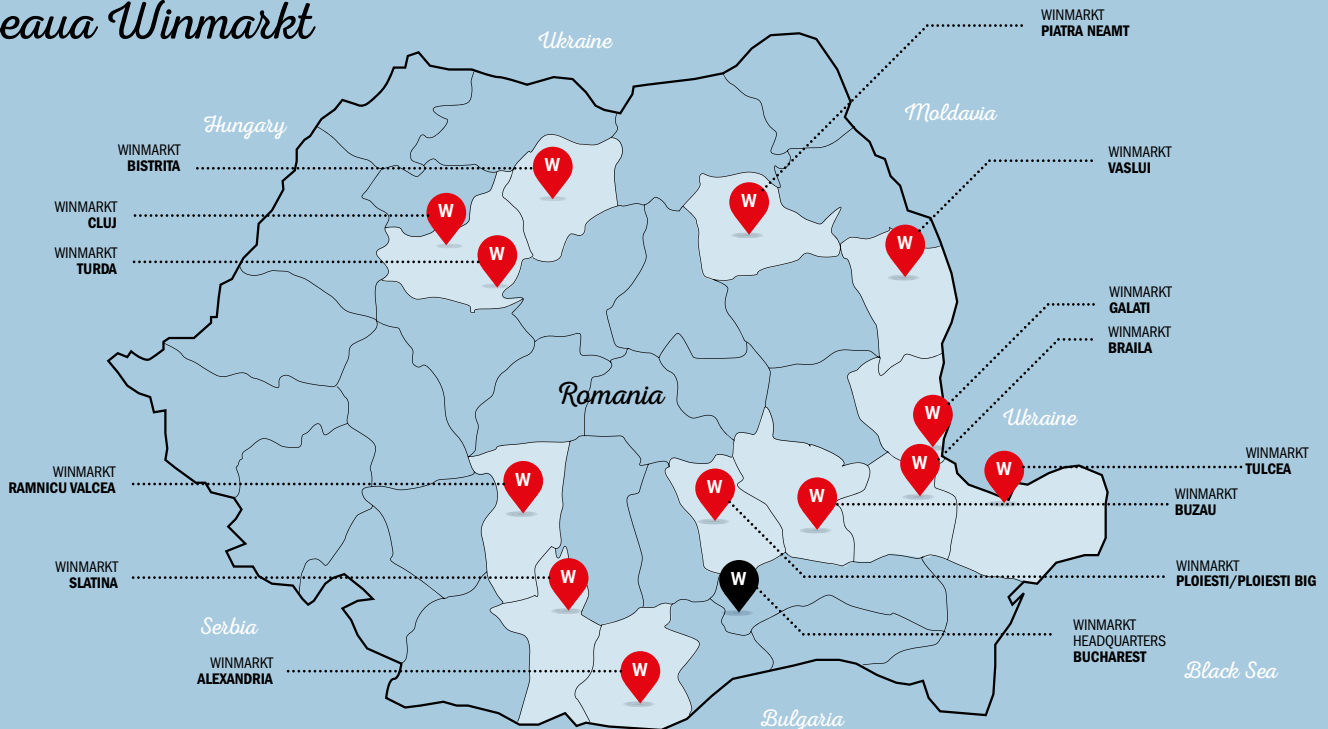
Winmarkt assets were built downtown to represent the meeting point and the main shopping destination for the customers who live in each city. This is why, city by city and irrespective of the competition, Winmarkt roots firmly inside people's life experience.

LOCAȚIA ESTE TOTUL

Centrele comerciale Winmarkt sunt construite în centrul orașelor pentru a reprezenta principala destinație comercială și locul preferat de întâlnire al locuitorilor. De aceea, în fiecare oraș și indiferent de concurență, Winmarkt face parte din viața cotidiană a oamenilor.

WINMARKT NETWORK

Rețeaua Winmarkt



● INHABITANTS
● CATCHMENT AREA

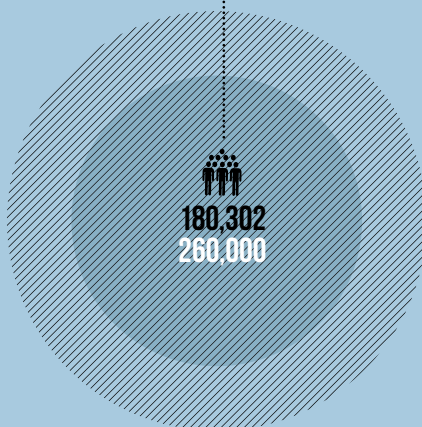
Alexandria



Bistrita



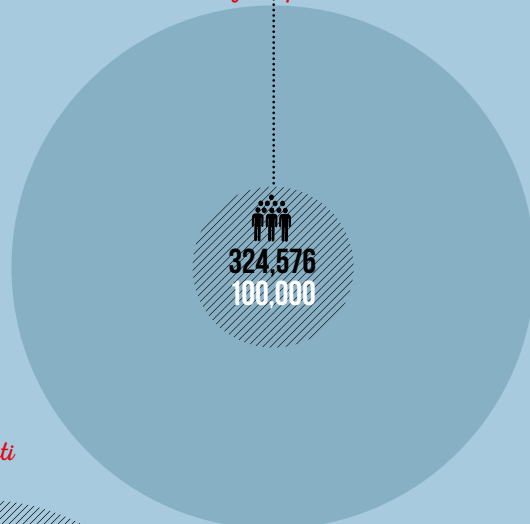
Braila



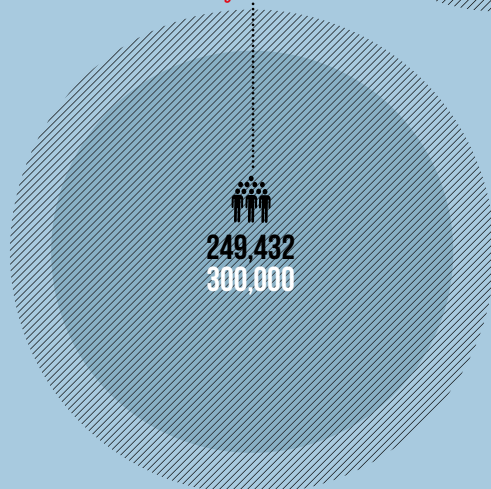
Buzau



Cluj Napoca



Galati



Piatra Neamt



Ploiesti



Ramnicu Valcea



Slatina



Tulcea



Turda



Vaslui



14

SHOPPING CENTERS AND ONE OFFICE BUILDING LOCATED IN DOWNTOWN AREA OF 13 CITIES

14 CENTRE COMERCIALE ȘI O CLĂDIRE DE BIROURI, SITUATE LA KILOMETRUL 0 AL FIECĂRUIA DINTRE CELE 13 ORAȘE

VISION AND INNOVATION SUPPORTING MARKET GROWTH IN ROMANIA

We consider the Romanian market trends as being similar to the ones experienced 15 years ago in Western Europe.

The winning idea of enhancing a downtown located network of shopping centers drives our management's vision.

The global crisis speeded up the evolution of the Romanian retail market, by accelerating its modernisation.

VIZIUNE ȘI INOVAȚIE SPRIJININD CREȘTEREA PIETEI ÎN ROMÂNIA

Considerăm că tendințele pieței românești sunt similare cu cele de acum 15 ani din Europa de Vest.

Ideea câștigătoare de consolidare a unei rețele de centre comerciale în centrul orașelor a determinat viziunea managementului nostru.

Criza economică globală a grăbit evoluția pieței de retail din România prin accelerarea modernizării sale.

COMPANY VISION

Viziunea companiei

Time line		BEFORE 2008	2008 - 2013	2014 - 2018
Romanian Economy	→	GROWTH	GLOBAL CRISIS	REVIVAL
Retail market	→	DEVELOPMENT over-renting offer-driven	ADAPTATION renegotiations demand-driven	MODERNIZATION new comers
Winmarkt Portfolio	→	NETWORK LAUNCH	CONSOLIDATION refurbishment tailoring	ATTRACTION refurbishment tailoring
Rental strategy	→	MAXIMIZATION	SUSTAINABILITY	ENHANCEMENT

WINMARKT HEADQUARTERS
BUCHAREST

winmarkt
shopping in center

**OUR CONSOLIDATED CATCHMENT AREA:
FOR LESS RISKS AND MORE OPPORTUNITIES,
KEEPING YOUR INVESTMENT IS SAFE**

STEADY POSITIONING

The competition of the new malls - which opened in the periphery of the cities - is limited by the shopping habits and by the perception that they are over the consumption power of the wider population share.

BALANCED OFFER

The recent insertion of supermarket offer in most of the assets has enhanced the daily essential products purchase. New international fashion anchors are going to be brought in.

**UN CATCHMENT AREA CONSOLIDAT:
MAI PUȚINE RISCURI ȘI MAI MULTE
OPORTUNITĂȚI DE INVESTIRE ÎN SIGURANȚĂ**

POZIȚIONARE STABILĂ

Concurența noilor centre comerciale, deschise la periferia orașelor, este limitată de obiceiurile de cumpărături și de percepția că sunt peste puterea de consum a majorității populației.

OFERTĂ ECHILIBRATĂ

Recenta introducere a supermarketurilor în majoritatea centrelor noastre comerciale a sporit achiziția zilnică a produselor de bază. Urmează să introducem noi magazine de modă internaționale.

BUSINESS MODEL

Modelul de business

RISK FRAGMENTATION

Being spread in 15 assets, the portfolio grants an effective risk fragmentation, for both sides: sales and rents.

SUSTAINABILITY

The business is performed based on the belief that the sustainability - especially in the areas of fair and ethic dealing, labor rights and environmental protection - is a competitive added value.

DIRECT MANAGEMENT

Both property and lease services are directly managed by professionals with extensive knowledge on local markets and international business practices.

FRAGMENTAREA RISCULUI

Fiind format din 15 centre comerciale, portofoliul oferă o fragmentare eficientă a riscurilor pentru ambele părți: vânzări și chirii.

SUSTENABILITATE

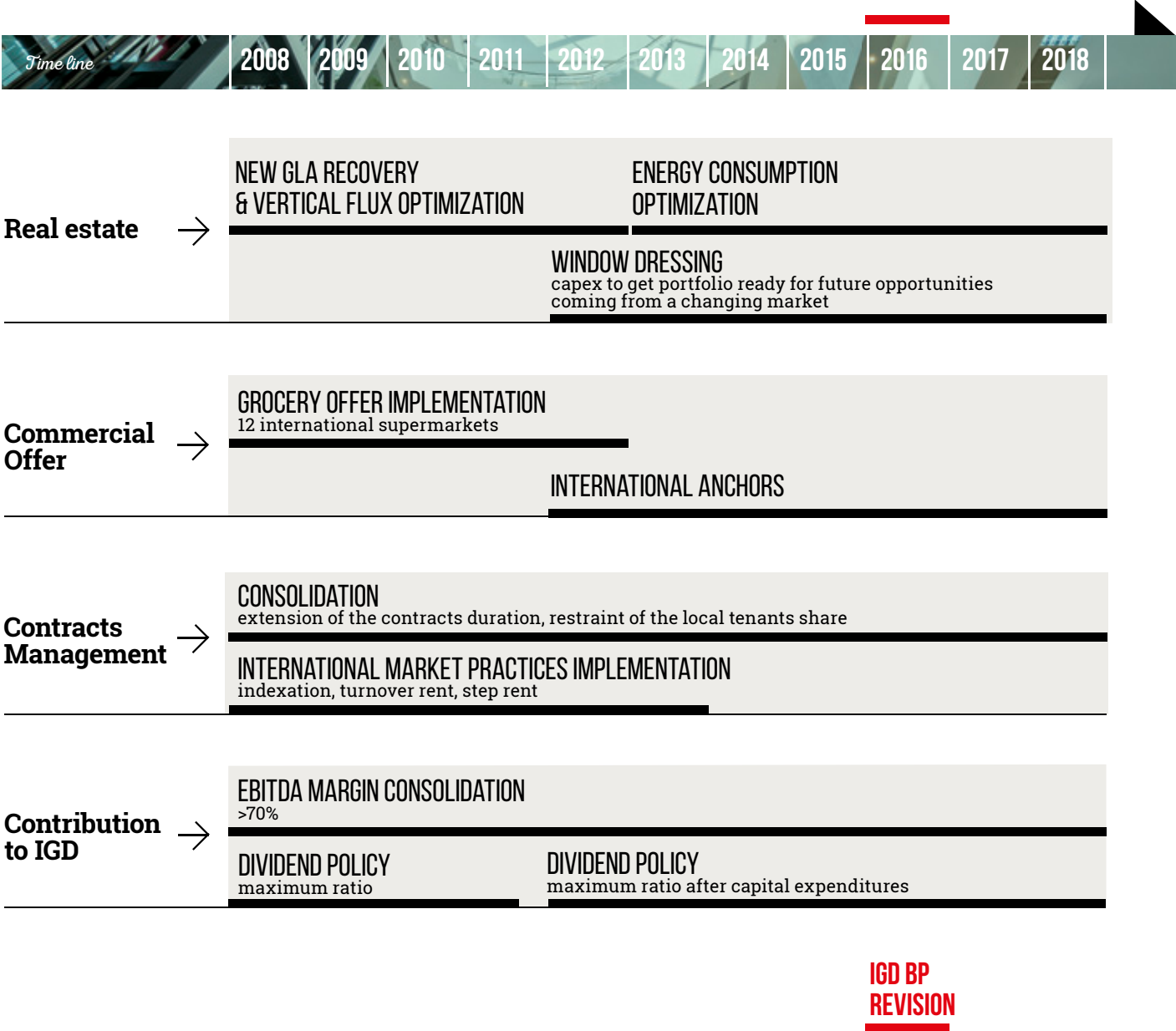
Afacerea se bazează pe convingerea că sustenabilitatea, în special în zonele comerțului etic și echitabil, drepturilor angajaților și protecției mediului, reprezintă o valoare adăugată competitivă.

MANAGEMENT DIRECT

Serviciile imobiliare și de închiriere sunt gestionate direct de către profesioniști având cunoștințe aprofundate în ceea ce privește piețele locale și practicile internaționale de afaceri.

BUSINESS STRATEGY

Strategia de afaceri



**OFFERING A FLEXIBLE, ATTRACTIVE AND
EXTENSIVE REAL-ESTATE PORTFOLIO.
KEYSTONES:**

NETWORK

The most widespread network of shopping centers in Romania. The unique opportunity to develop retail business on a significant platform, consisting in all but one county capitals.

LOCATION

All the assets are strategically positioned in the heart of each city, mainly in the centralsquares.

The buildings' visibility and accessibility are excellent.

**UN PORTOFOLIU IMOBILIAR VAST,
FLEXIBIL ȘI ATRACTIV.
ELEMENTELE CHEIE:**

REȚEA

Cea mai extinsă rețea de centre comerciale din România. Oportunitatea unică de a dezvolta afaceri de retail pe o platformă importantă constând în toate reședințele de județ, mai puțin una.

AMPLASARE

Toate centrele sunt amplasate strategic în inima fiecărui oraș, în special în piețele centrale. Vizibilitatea și accesibilitatea centrelor sunt excelente.

REAL ESTATE

Portofoliul imobiliar

FOOTFALL

Opportunity to take advantage of an immediate and consolidate traffic, as the portfolio attracts monthly an average of 2.6 million visitors.

FLEXIBILITY

The flexibility of the internal lay-out and the easiness of the administrative constraints grant the opportunity to quickly adapt the lay out to each kind of store format.

TRAFIC

Oportunitatea de a profita de un trafic imediat și consolidat, întrucât portofoliul atrage lunar, în medie, 2.6 milioane de vizitatori.

FLEXIBILITATE

Flexibilitatea configurației interioare și gradul redus al constrângerilor de ordin administrativ ne oferă oportunitatea de a adapta rapid configurația fiecărui format de magazin în parte.

WINMARKT PIATRA NEAMT
SHOPPING CENTER

★
5,911 SQM
GLA

Restyling in 2014

SERVICES DESIGNED TO MEET ALL YOUR NEEDS

Winmarkt employees are an international team with a wide and in-depth knowledge of the retail-real estate field in Romania. Built in a period of strongly competitive market's dynamics and having behind one of the most European well known real estate shareholder (IGD Group), Winmarkt team is able to provide an in-house full-range services under one roof.

SERVICII CONCEPUTE PE NEVOILE CHIRIAȘILOR

Angajații Winmarkt formează o echipă internațională care acoperă o arie vastă de cunoștințe din domeniul real estate din România. Construită într-o perioadă cu o piață puternic concurențială, și având susținerea acționariatului, unul dintre cei mai cunoscuți jucători din piața europeană de real estate (IGD Group), echipa Winmarkt este în măsură să ofere o gamă largă de servicii complete, in-house.

- REFURBISHMENT AND PROJECT DEVELOPMENT
- LEASE SERVICES
- PROPERTY MANAGEMENT
- FACILITY MANAGEMENT
- MASTER PLANNING
- MARKETING SERVICES



**WINMARKT PLOIESTI
SHOPPING CENTER**

★
19,118 SQM
GLA

Restyling in 2015



**WINMARKT BUZAU
SHOPPING CENTER**

★
5,298 SQM
GLA

Restyling in 2013



SHOPPING CENTERS

Centre commerciale



WINMARKT ALEXANDRIA

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WINMARKT BISTRITA

p. 18



WINMARKT BRAILA

p. 20



WINMARKT CLUJ

p. 24



WINMARKT GALATI

p. 26



WINMARKT PIATRA NEAMT

p. 28



WINMARKT PLOIESTI JUNIOR OFFICE

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WINMARKT RAMNICU VALCEA

p. 36



WINMARKT SLATINA

p. 38



WINMARKT PLOIESTI



WINMARKT BUZAU

p. 22



WINMARKT PLOIESTI BIG

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WINMARKT TULCEA

p. 40



WINMARKT TURDA

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WINMARKT VASLUI

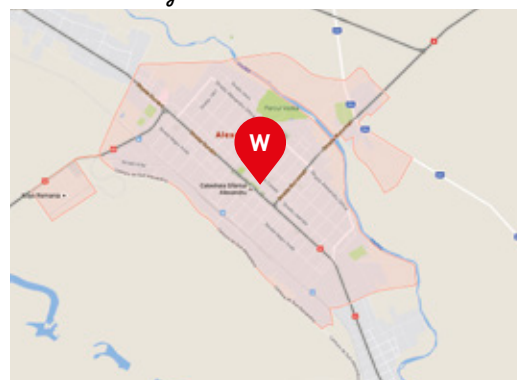
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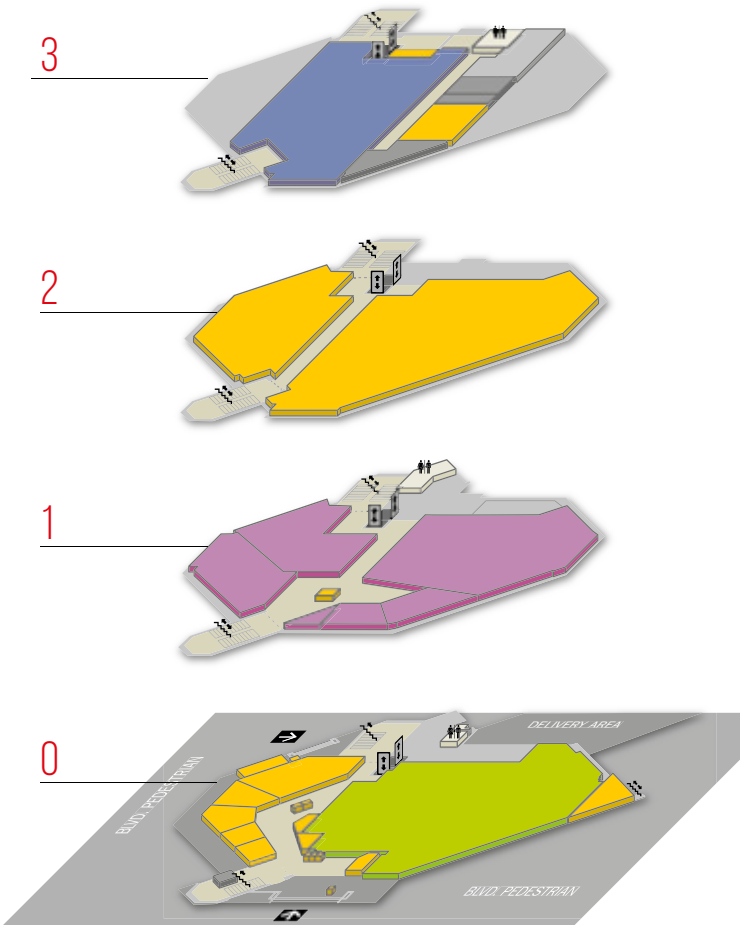
WINMARKT ALEXANDRIA

242 Libertatii St., Alexandria

Alexandria city center



Floor plans



Winmarkt Alexandria


CITY
ALEXANDRIA (CAPITAL CITY
OF TELEORMAN COUNTY)


INHABITANTS
45,434


LOCATION
CITY CENTER


CATCHMENT AREA
50,000

Shopping center description


3
2
1
0

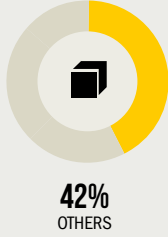
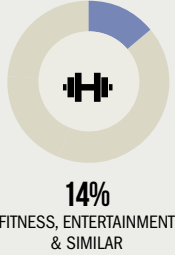
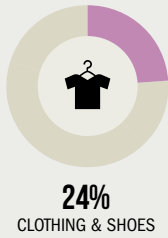
5,361
SQM GBA

3,443
SQM GLA


200,000
AVERAGE MONTHLY
TRAFFIC


KEY TENANTS
**CARREFOUR MARKET,
PEPCO, JOLIDON, LEONARDO,
TOP SPORT, ORANGE,
TELEKOM, CASA RUSU,
OFICIUL REGISTRULUI
COMERTULUI**

MERCHANDISING MIX



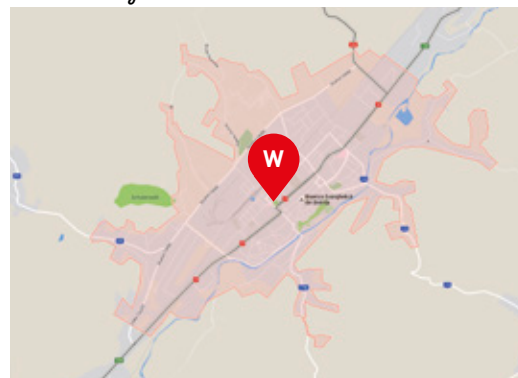
ALEXANDRIA



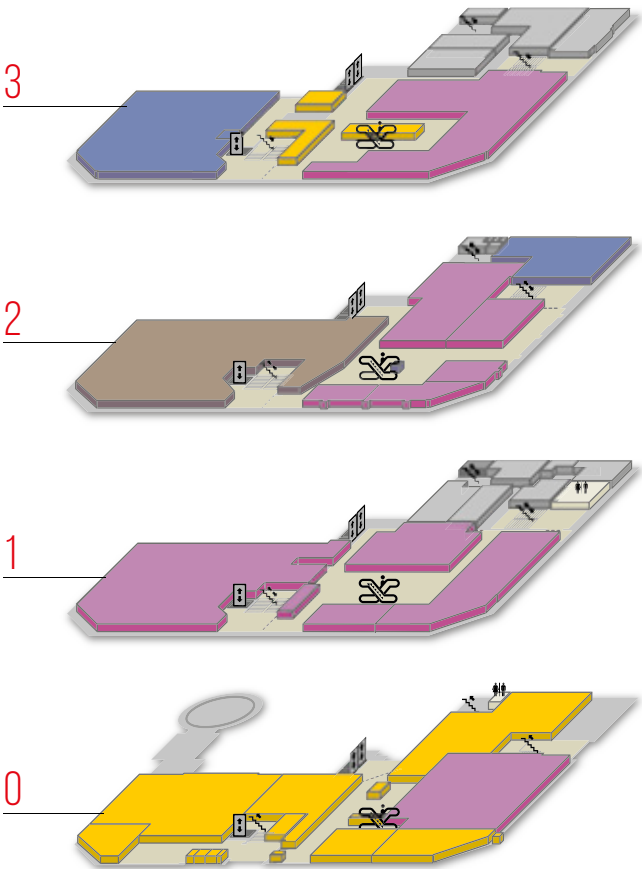
WINMARKT BISTRITA

17 Garii St., Bistrita

Bistrita city center



Floor plans



Winmarkt Bistrita

CITY
BISTRITA (CAPITAL CITY OF
BISTRITA-NASAUD COUNTY)

INHABITANTS
75,076

LOCATION
CITY CENTER

CATCHMENT AREA
100,000

Shopping center description



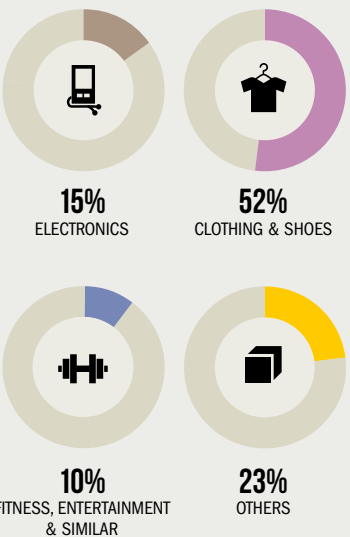
8,223
SQM GBA

5,203
SQM GLA

142,000
AVERAGE MONTHLY
TRAFFIC

KEY TENANTS
**DM, BENVENUTI,
PEPCO, JOLIDON,
COCCODRILLO, RESHOES,
KENDRA, B&B COLLECTION,
SENSIBLU, SAFIRELLI,
NOBILA CASA**

MERCHANDISING MIX



BISTRITA



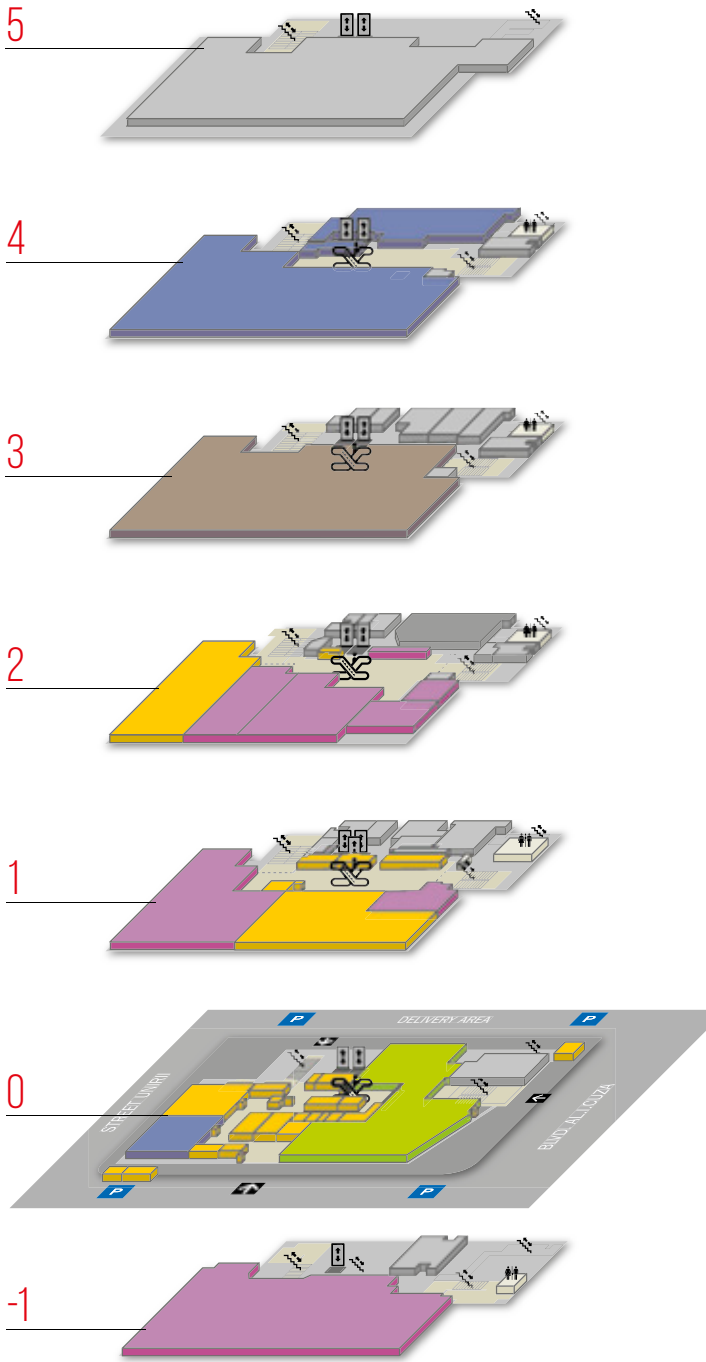
WINMARKT BRAILA

90 Mihai Eminescu St., Braila

Braila city center



Floor plans



Winmarkt Braila


CITY
BRILA (CAPITAL CITY
OF BRILA COUNTY)


INHABITANTS
180,302


LOCATION
CITY CENTER


CATCHMENT AREA
260,000

Shopping center description

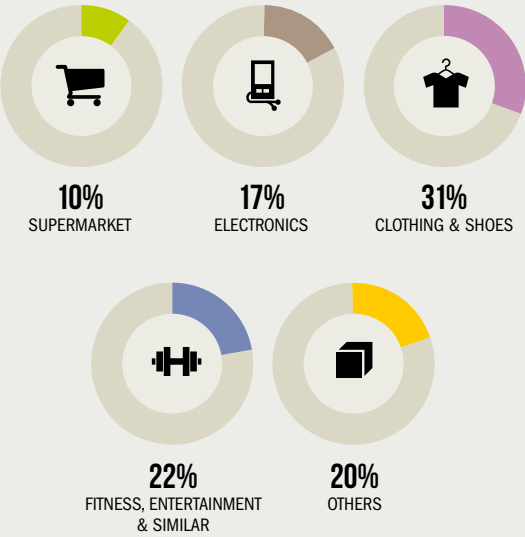

9,890
SQM GBA

7,264
SQM GLA


210,000
AVERAGE MONTHLY
TRAFFIC


KEY TENANTS
**CARREFOUR MARKET,
DM, PEPCO, LEONARDO,
JOLIDON, SEVDA, CADOR,
ELITE GYM, VODAFONE,
TELEKOM, ALTEX**

MERCHANDISING MIX



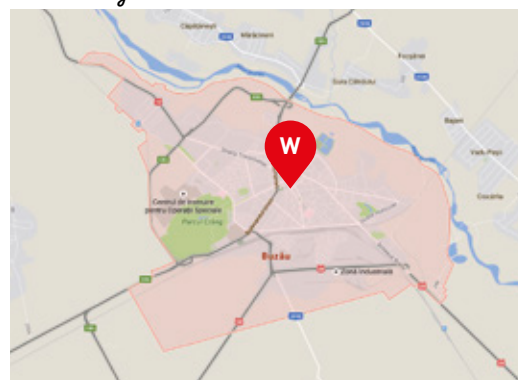
BRILA



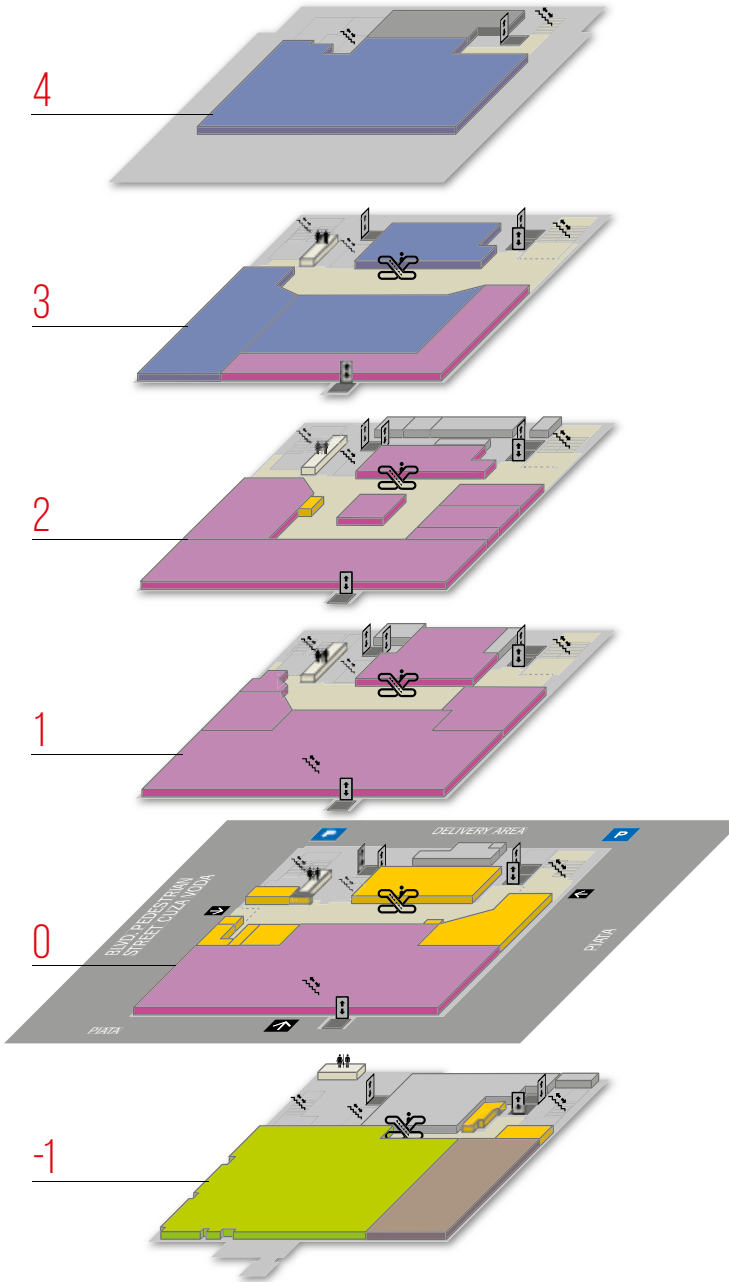
WINMARKT BUZAU

1st Daciei Square, Buzau

Buzau city center



Floor plans



Winmarkt Buzau

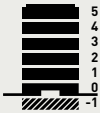

CITY
BUZAU (CAPITAL CITY OF BUZAU COUNTY)


INHABITANTS
115,494


LOCATION
CITY CENTER


CATCHMENT AREA
130,000

Shopping center description



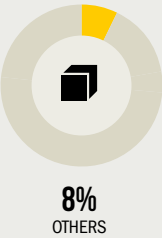
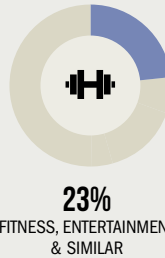
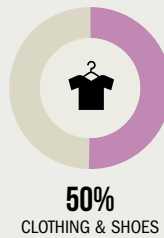
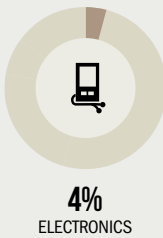
9,890
SQM GBA

5,298
SQM GLA


180,000
AVERAGE MONTHLY TRAFFIC


KEY TENANTS
H&M, CARREFOUR MARKET, PEPCO, CADOR, PUNTO O, LEONARDO, ATHLETIC FITNESS CLUB

MERCHANDISING MIX



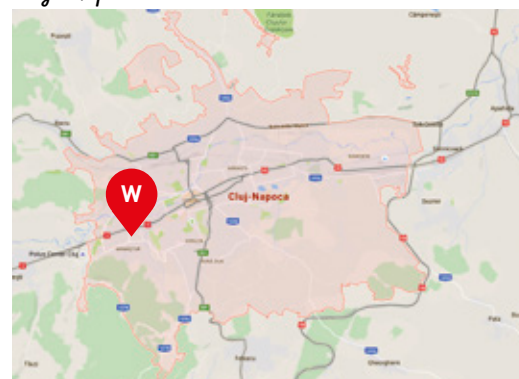
BUZAU



WINMARKT CLUJ-NAPOCA

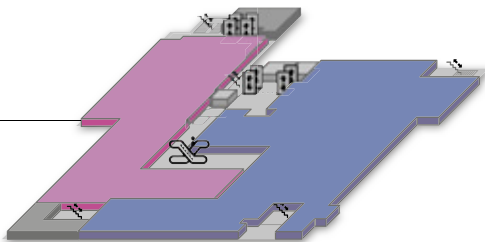
19 Bucegi St., Cluj Napoca

Cluj Napoca

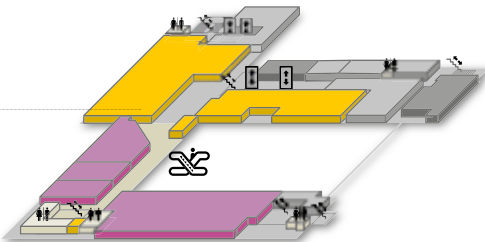


Floor plans

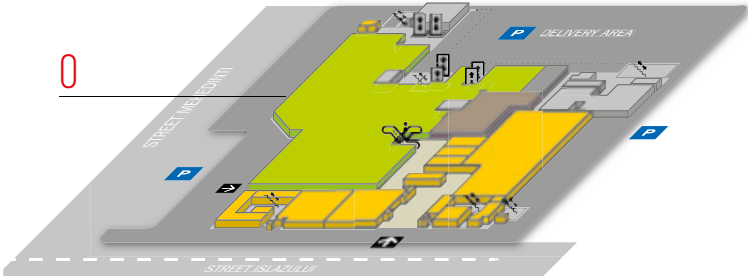
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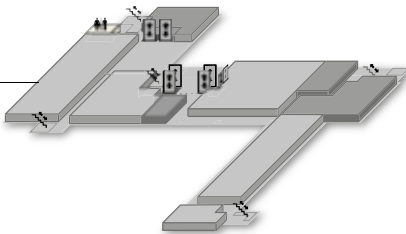
1M



0



-1



Winmarkt Cluj Napoca



CITY
CLUJ-NAPOCA (CAPITAL CITY OF
CLUJ COUNTY)



INHABITANTS
324,576



LOCATION
**RESIDENTIAL
NEIGHBORHOOD**



CATCHMENT AREA
100,000

Shopping center description



11,079
SQM GBA

7,243
SQM GLA



272,000
AVERAGE MONTHLY
TRAFFIC



KEY TENANTS
**CARREFOUR MARKET,
DM, PEPCO, SENSIBLU,
BIG FITNESS**

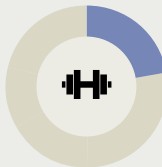
MERCHANDISING MIX



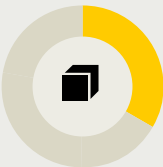
17%
SUPERMARKET



27%
CLOTHING & SHOES



22%
FITNESS, ENTERTAINMENT
& SIMILAR



33%
OTHERS

CLUJ-NAPOCA



WINMARKT GALATI

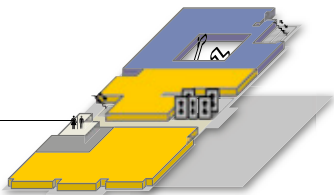
24 Domneasca St., Galati

Galati city center

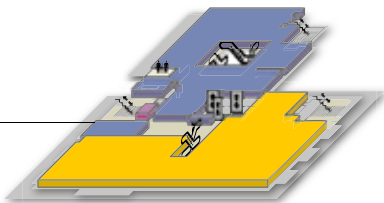


Floor plans

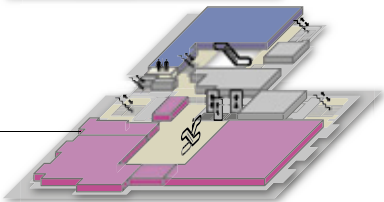
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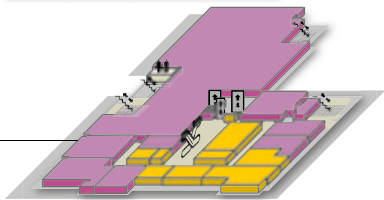
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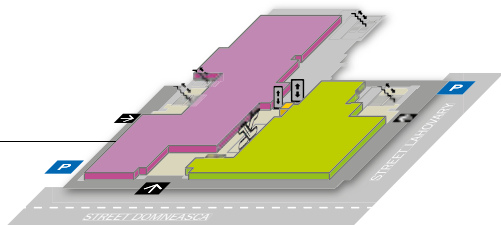
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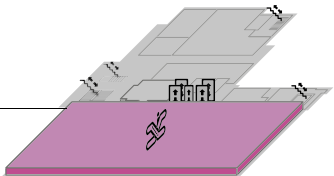
1



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-1



Winmarkt Galati



CITY
GALATI (CAPITAL CITY OF GALATI
COUNTY)



INHABITANTS
249,432



LOCATION
CITY CENTER



CATCHMENT AREA
300,000

Shopping center description



11,120
SQM GBA

7,910
SQM GLA



149,000
AVERAGE MONTHLY
TRAFFIC



KEY TENANTS
**H&M, CARREFOUR MARKET,
PEPCO, MASSINI,
JOLIDON, LEONARDO,
SEVDA, ELITE GYM, CGS**

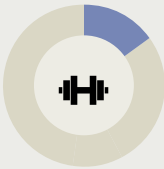
MERCHANDISING MIX



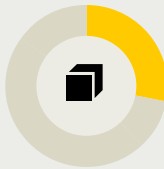
10%
SUPERMARKET



47%
CLOTHING & SHOES



15%
FITNESS, ENTERTAINMENT
& SIMILAR



28%
OTHERS

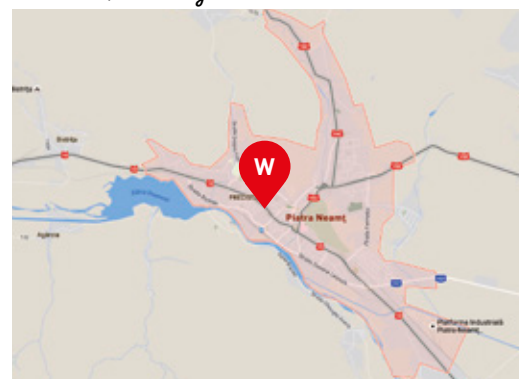
GALATI



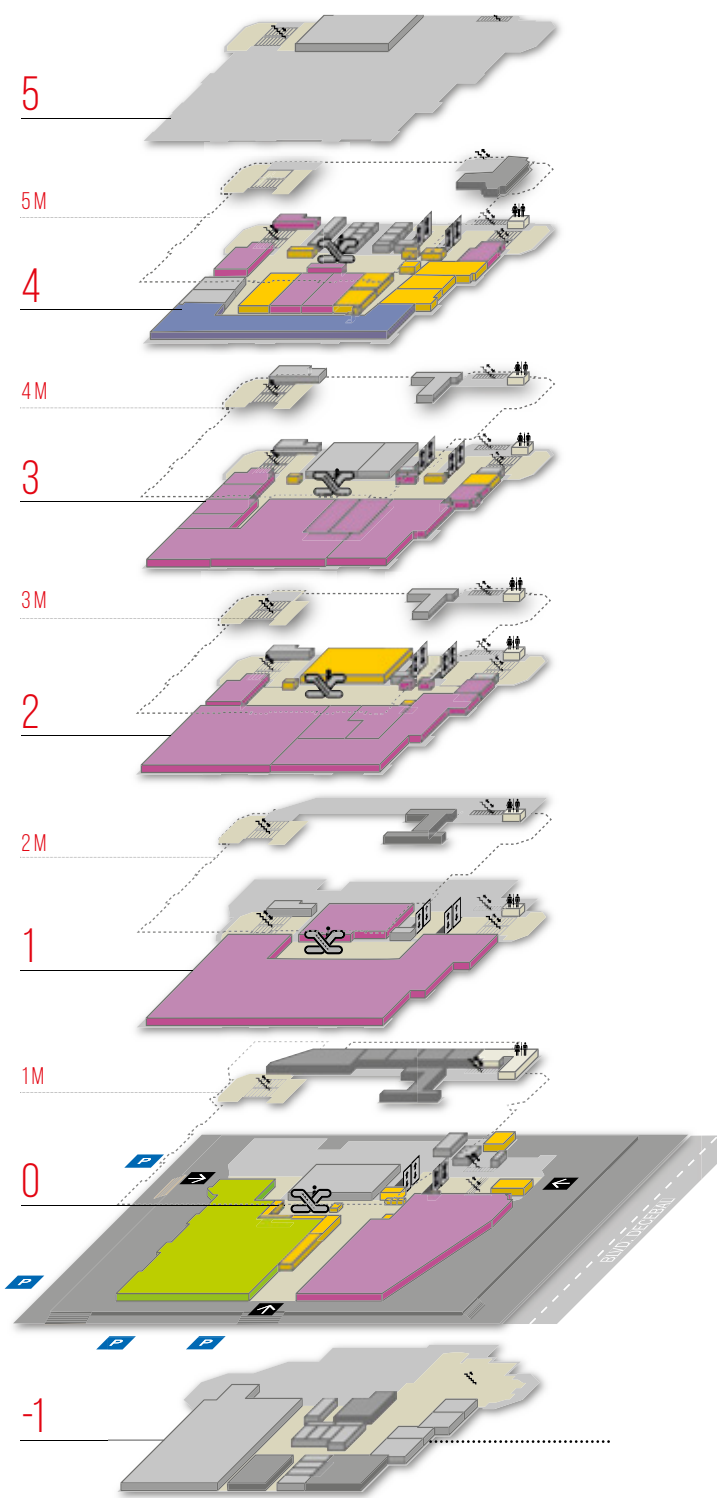
WINMARKT PIATRA-NEAMT

15 Decebal Blvd, Piatra Neamt

Piatra Neamt city center



Floor plans



Winmarkt Piatra Neamt

CITY
PIATRA-NEAMT (CAPITAL CITY OF
NEAMT COUNTY)

INHABITANTS
85,055

LOCATION
CITY CENTER

CATCHMENT AREA
110,000

Shopping center description



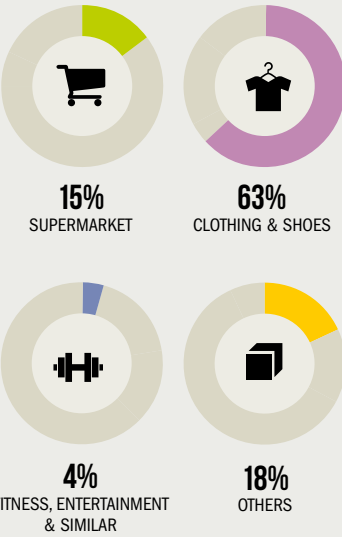
10,459
SQM GBA

5,911
SQM GLA

121,000
AVERAGE MONTHLY
TRAFFIC

KEY TENANTS
**H&M, CARREFOUR MARKET,
PEPCO, RESHOES,
LEONARDO, B&B COLLECTION,
SEVDA, WINILAND**

MERCHANDISING MIX



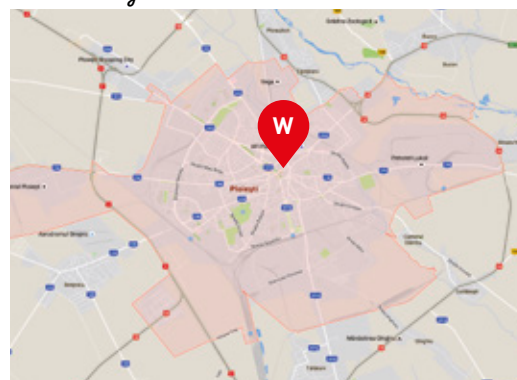
PIATRA-NEAMT



WINMARKT PLOIESTI

17-25 Republicii Boulevard, Ploiesti

Ploiesti city center



Floor plans



Winmarkt Ploiesti



CITY
PLOIESTI (CAPITAL CITY OF
PRAHOVA COUNTY)



INHABITANTS
209.945



LOCATION
CITY CENTER



CATCHMENT AREA
270.000

Shopping center description



30,355
SQM GBA

19,118
SQM GLA



582,000
AVERAGE MONTHLY
TRAFFIC

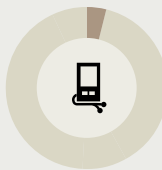


KEY TENANTS
**H&M, CARREFOUR MARKET,
DM, LEE COOPER, TIME OUT, KVL,
CCC, STEILMANN, PEPCO, ONLY,
BENVENUTI, JOLIDON, KENDRA,
B&B COLLECTION, SEVDA,
HELP NET, SENSIBLU, MEDLIFE,
VODAFONE, ORANGE, FLANCO,
KFC, PIZZA HUT, LA PLACINTE,
DOMINO'S PIZZA**

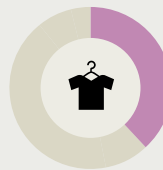
MERCHANDISING MIX



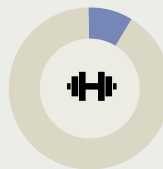
7%
SUPERMARKET



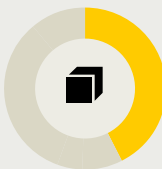
4%
ELECTRONICS



38%
CLOTHING & SHOES



9%
FITNESS, ENTERTAINMENT
& SIMILAR



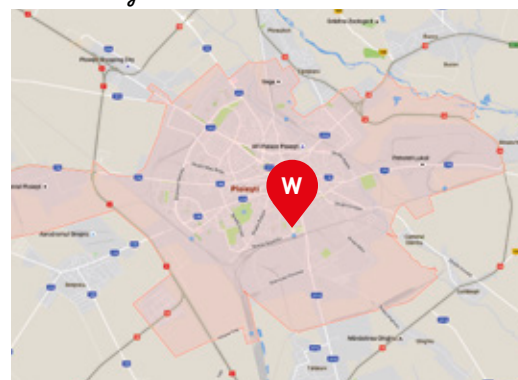
42%
OTHERS

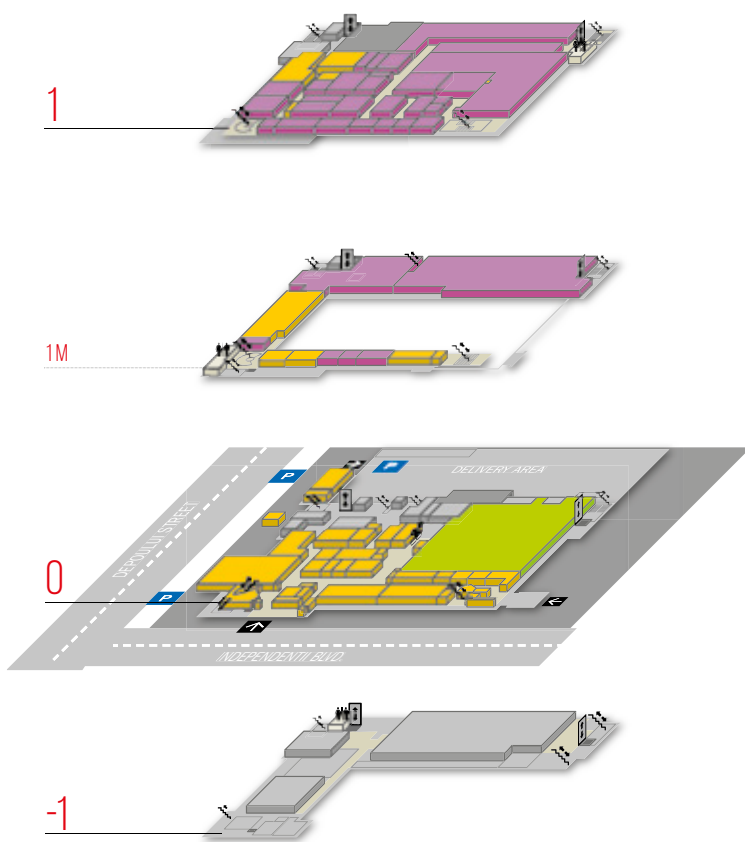


WINMARKT PLOIESTI BIG

1 Decembrie 1918, Nr. 4, Ploiesti

Ploiesti city center





Winmarkt Ploiesti Big

CITY
PLOIESTI (CAPITAL CITY OF
PRAHOVA COUNTY)

INHABITANTS
209,945

LOCATION
CITY CENTER

CATCHMENT AREA
270,000

Shopping center description



8,848
SQM GBA

4,814
SQM GLA

250,000
AVERAGE MONTHLY
TRAFFIC

KEY TENANTS
**CARREFOUR MARKET,
PEPCO, CATENA,
VODAFONE,
BANCA TRANSILVANIA**

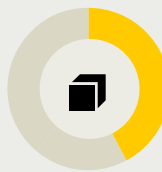
MERCHANDISING MIX



19%
SUPERMARKET



39%
CLOTHING & SHOES



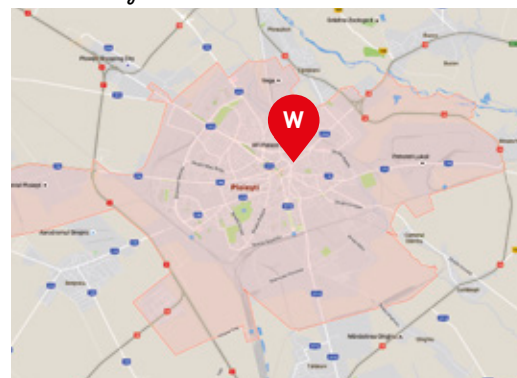
42%
OTHERS



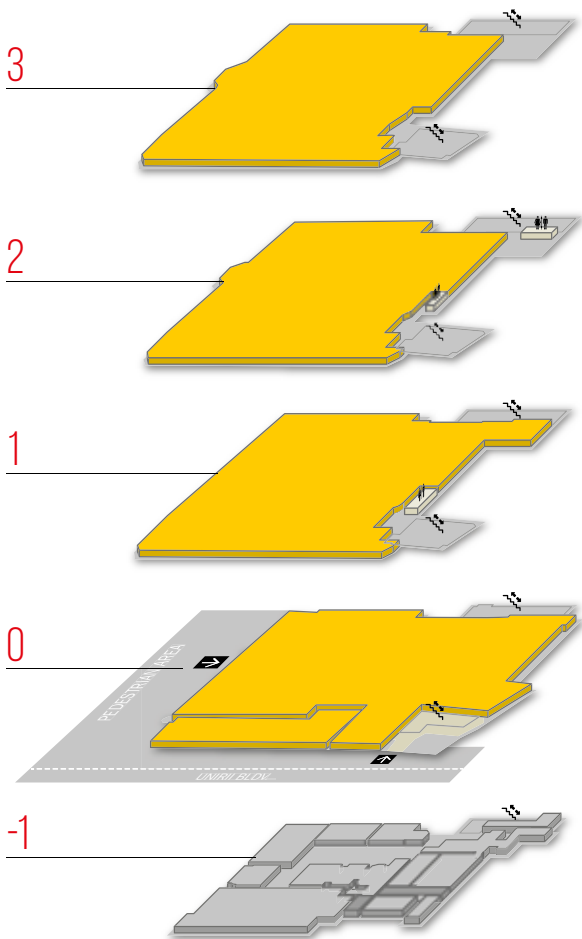
WINMARKT PLOIESTI JUNIOR OFFICE

17-25 Republicii Boulevard, Ploiesti

Ploiesti city center



Floor plans



Winmarkt Ploiesti Junior Office

CITY
PLOIESTI (CAPITAL CITY OF
PRAHOVA COUNTY)

INHABITANTS
209,945

LOCATION
CITY CENTER

CATCHMENT AREA
270,000

Shopping center description

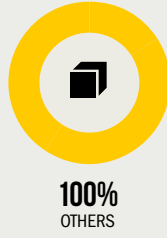


3,167
SQM GBA

3,012
SQM GLA

KEY TENANTS
**OFICIUL DE CADASTRU
PRAHOVA, SENSIBLU**

MERCHANDISING MIX



PLOIESTI



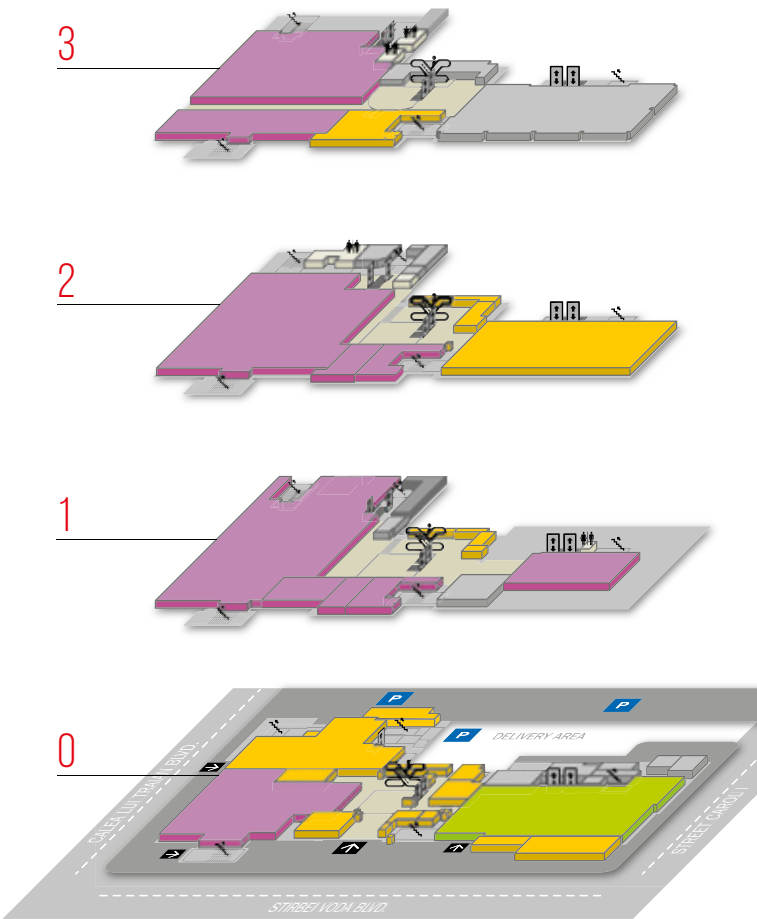
WINMARKT RAMNICU-VALCEA

127 Calea lui Traian St., Ramnicu Valcea

Ramnicu Valcea city center



Floor plans



Winmarkt Ramnicu Valcea


CITY
RAMNICU-VALCEA (CAPITAL CITY
OF VALCEA COUNTY)


INHABITANTS
98,776


LOCATION
CITY CENTER


CATCHMENT AREA
130,000

Shopping center description


3
2
1
0

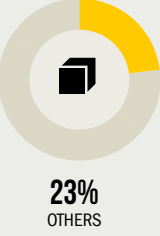
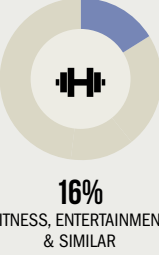
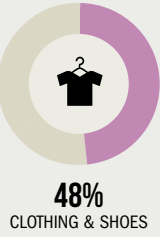
11,427
SQM GBA

7,901
SQM GLA


240,000
AVERAGE MONTHLY
TRAFFIC


KEY TENANTS
**H&M, CARREFOUR MARKET,
DM, JOLIDON,
SAN SAVANA, LEONARDO,
BIJUTERIA STIL, VODAFONE,
ORANGE, TELEKOM**

MERCHANDISING MIX



RAMNICU-VALCEA



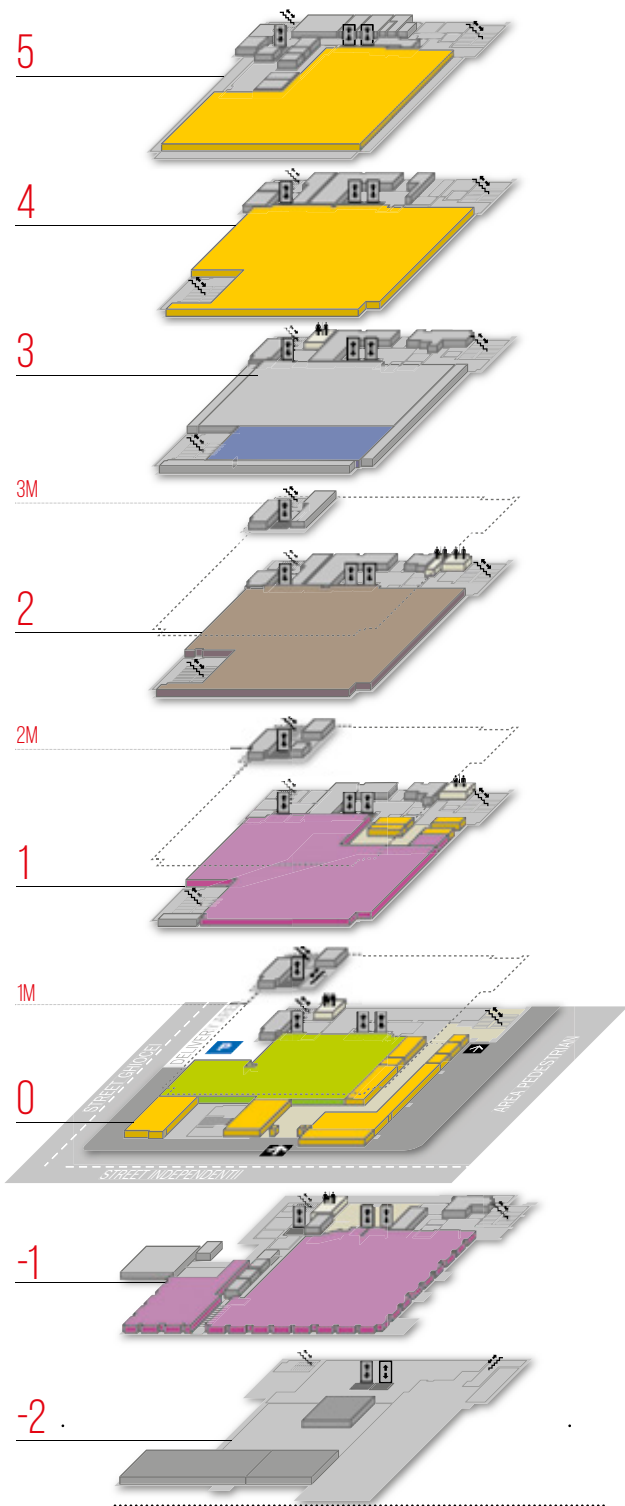
WINMARKT SLATINA

20 Bud. Al. I. Cuza, Slatina

Slatina



Floor plans



Winmarkt Slatina


CITY
SLATINA (CAPITAL CITY OF OLT
COUNTY)


INHABITANTS
70,293


LOCATION
RESIDENTIAL
NEIGHBORHOOD


CATCHMENT AREA
110,000

Shopping center description



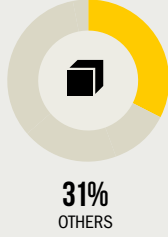
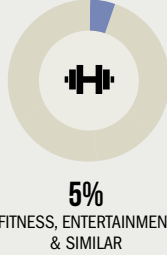
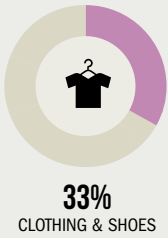
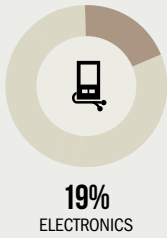
9,207
SQM GBA

6,084
SQM GLA


112,000
AVERAGE MONTHLY
TRAFFIC


KEY TENANTS
CARREFOUR MARKET,
B&B COLLECTION, KENDRA,
HERBALIFE, TELEKOM,
ALTEX

MERCHANDISING MIX



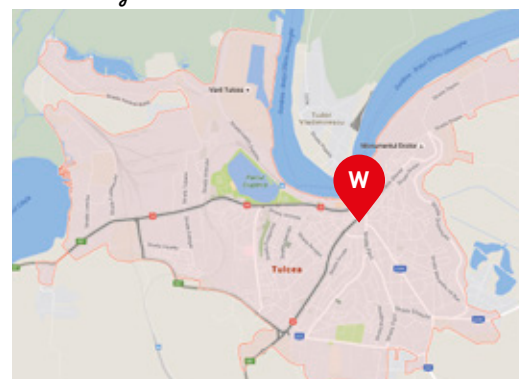
SLATINA



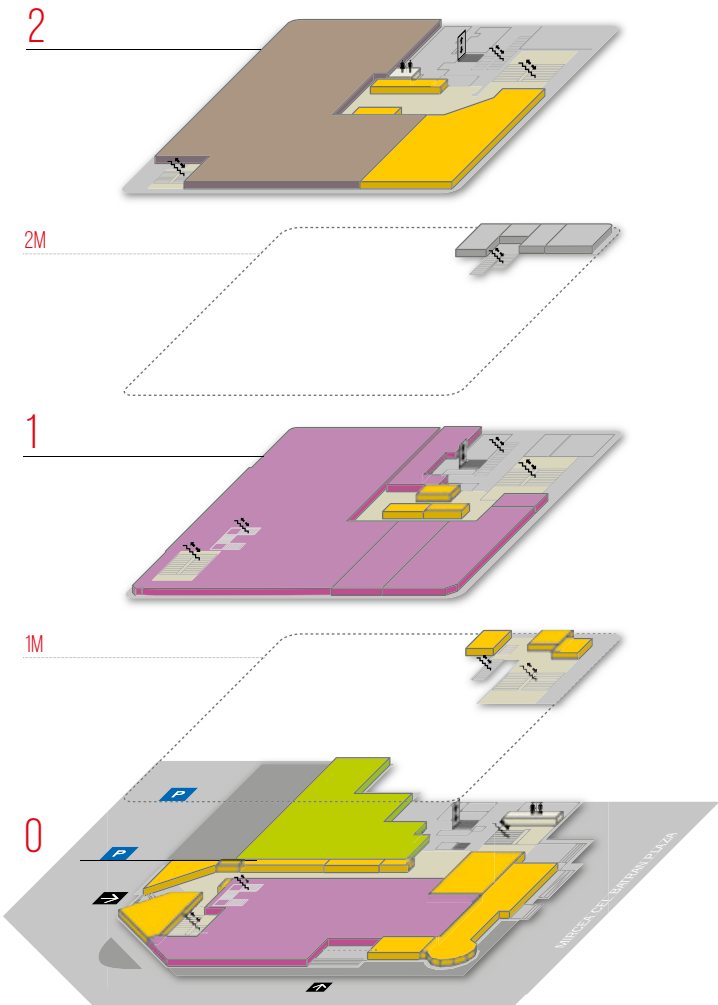
WINMARKT TULCEA

1 Babadag St., Tulcea

Tulcea city center



Floor plans



Winmarkt Tulcea


CITY
TULCEA (CAPITAL CITY
OF TULCEA COUNTY)


INHABITANTS
73,707


LOCATION
CITY CENTER


CATCHMENT AREA
100,000

Shopping center description



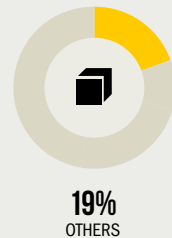
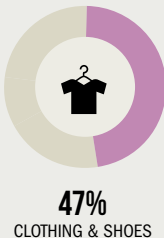
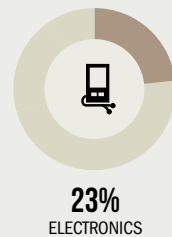
6,442
SQM GBA

3,955
SQM GLA


186,000
AVERAGE MONTHLY
TRAFFIC


KEY TENANTS
**H&M, BENVENUTI, KENDRA,
SPLEND'OR, NORIEL,
TELEKOM, ORANGE,
ALTEX, FRAHER MARKET**

MERCHANDISING MIX



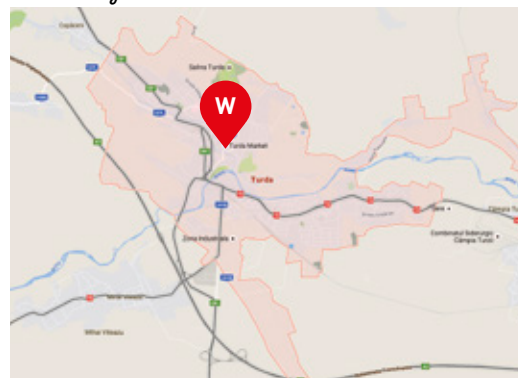
TULCEA



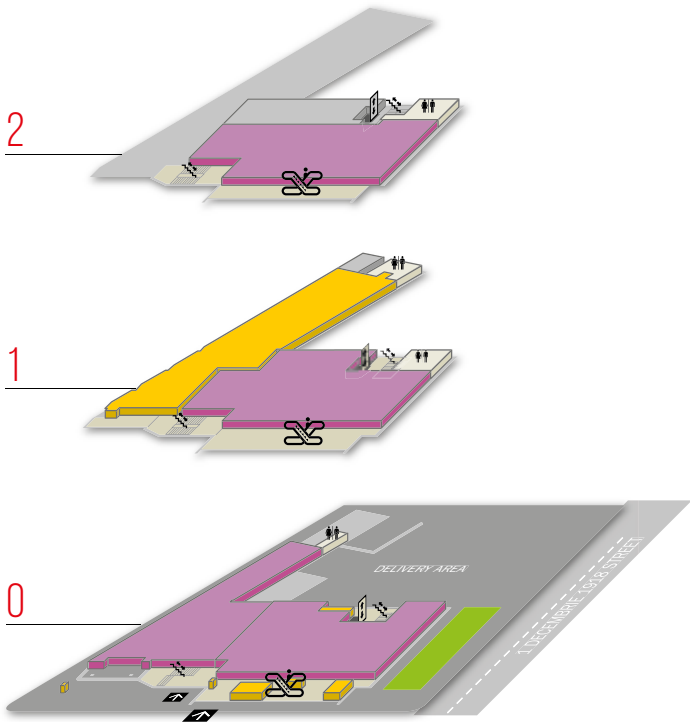
WINMARKT TURDA

34/36, Piata 1 Decembrie 1918 St., Turda

Turda city center



Floor plans



Winmarkt Turda

CITY
TURDA (CAPITAL CITY OF CLUJ
COUNTY)

INHABITANTS
47.744

LOCATION
CITY CENTER

CATCHMENT AREA
60.000

Shopping center description

2
1
0

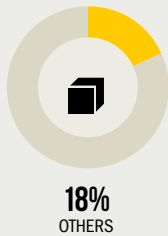
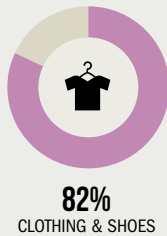
3.942
SQM GBA

2,365
SQM GLA

44,000
AVERAGE MONTHLY
TRAFFIC

KEY TENANTS
PEPCO, ANDRADA STIL

MERCHANDISING MIX



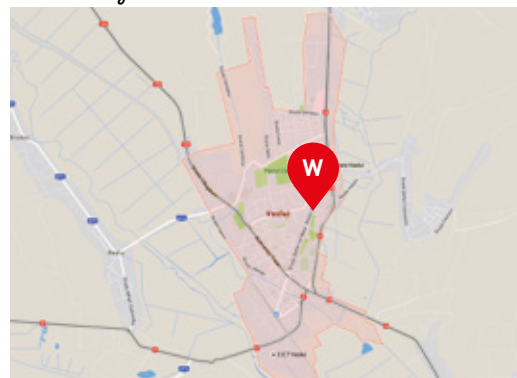
TURDA



WINMARKT VASLUI

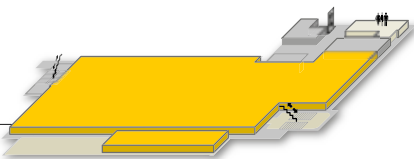
82 Stefan cel Mare St., Vaslui

Vaslui city center

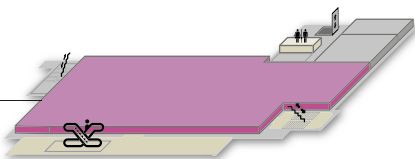


Floor plans

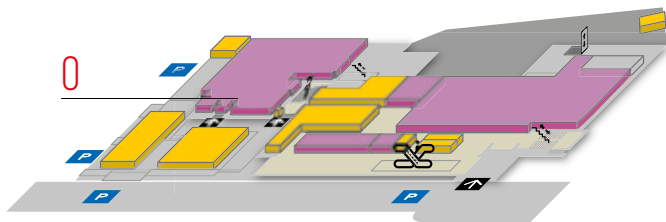
2



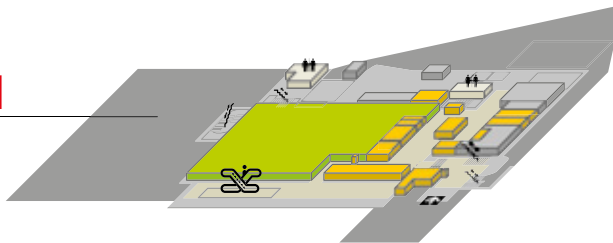
1



0



-1



Winmarkt Vaslui



CITY
VASLUI (CAPITAL CITY OF VASLUI
COUNTY)



INHABITANTS
55,407



LOCATION
CITY CENTER



CATCHMENT AREA
70,000

Shopping center description



5,366
SQM GBA

3,666
SQM GLA



184,000
AVERAGE MONTHLY
TRAFFIC

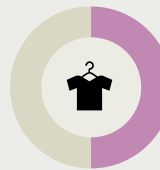


KEY TENANTS
**CARREFOUR MARKET,
PEPCO, JOLIDON,
RESHOES, RIMMINI PIZZA**

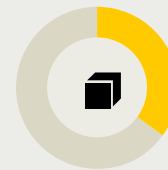
MERCHANDISING MIX



15%
SUPERMARKET



50%
CLOTHING & SHOES



35%
OTHERS

VASLUI

KEY FIGURES

Cifre cheie

Real estate

GBA (sqm)

144,776

PORTFOLIO

GLA (sqm)

90,175

RETAIL

3,012

OFFICE

93,187

PORTFOLIO

OCCUPANCY

96.5%

SURFACE RATIO

Commercial

FOOTFALL

> 31 MILLION

2016

MERCHANDISING (sqm/rented)

11%

SUPERMARKETS

5%

ELECTRONICS

41%

CLOTHING

11%

ENTERTAINMENT

32%

OTHERS

STORE SIZE (sqm)

12%

0-100

27%

100-400

61%

MORE THAN 400

Financial

EBITDA MARGIN ¹

> 70%

FFO (euro/month)

~ 500,000

COMMITTED CAPEX PLAN (mil. euro)

100%

SELF-FINANCING

100%

REFURBISHED

16

2009-2016

>4

2017-2018

DATA AS OF 1H 2017

¹ EBITDA MARGIN = EBITDA/TOTAL REVENUES. IT CONSIDERS BAD DEBTS DEPRECIATION AND ONE-OFF COSTS TOO

MAIN PARTNERS

Principalii parteneri

Retailers



steilmann

JOLIDON

KENDRA
BEAUTY COSMETICS

B&B
collection

SEVDA
JEWELRY



Consultants



PRICEWATERHOUSECOOPERS



CLIFFORD
CHANCE

THE IGD GROUP

Grupul Igd

Long term vision: this is key to how IGD develops, manages and enhances its properties; with this imprinting IGD builds and cultivates relationships with the more than 1,300 retailers present in its shopping centers. The results indicate that this business philosophy works.

SOLID ROOTS AND A STRONG INDUSTRIAL CULTURE CAPABLE OF TRANSFORMING AMBITIONS INTO REALITY

A real estate portfolio of over €2.2 billion, €1.8 billion of which in Italy: today IGD is Italy's one of the most important retail real estate player, with revenues generated primarily by the rental business.

IGD's portfolio is very segmented and diversified in terms of geographic distribution, in order to more effectively meet the unique retail needs of the local Italian population. Even the locations near mid-size urban centers, typical of IGD's shopping centers, represent the answer to a special type of demand. The presence of a food anchor next to the mall is another distinguishing factor: in this way IGD is able to maintain customer loyalty and generate foot traffic all week long. Since 2008 IGD has also been present in Romania, where it controls Winmarkt, the country's largest department store chain found in the historic heart of 13 cities.

In 2016, there were 75 million visitors at IGD's Italian centers and more than 31 million in Romania.

Viziunea pe termen lung: acest lucru este esențial pentru modul în care IGD se dezvoltă, gestionează și consolidează proprietățile sale; cu această mentalitate IGD construiește și dezvoltă relații cu mai mult de 1.300 de retaileri prezenți în centrele sale comerciale. Rezultatele arată că această filozofie de afaceri funcționează.

ORIGINI SOLIDE ȘI O CULTURĂ INDUSTRIALĂ PUTERNICĂ CAPABILĂ SĂ TRANSFORME AMBIȚIILE ÎN REALITATE

Un portofoliu imobiliar de aproape 2,2 miliarde €, din care 1,8 miliarde € doar în Italia, astăzi IGD este unul dintre cei mai importanți jucători din piața de real estate din Italia, cu venituri generate în primul rând din închirierile comerciale.

Portofoliul IGD este foarte diversificat și divizat în ceea ce privește distribuția geografică, cu scopul de a satisface în mod eficient nevoile unice, în materie de retail, ale consumatorilor italieni. Chiar și locațiile centrelor urbane de dimensiuni medii, tipice centrelor comerciale IGD, reprezintă răspunsul la un formă specială de cerere. Prezența unei ancore de tip food, în imediata vecinătate a galeriei comerciale, este un alt factor distinctiv. În acest mod IGD este capabil să mențină loialitatea clienților și să genereze trafic pe tot parcursul săptămânii.

Începând cu anul 2008, IGD este prezent și în România, unde deține Winmarkt, cea mai extinsă rețea de centre comerciale din țară, situate în centrul istoric din 13 orașe.

În 2016, au fost 75 de milioane de vizitatori în centrele italiene IGD și mai mult de 31 de milioane în România.

igd SPAZI DA VIVERE

igd management

PORTA  MEDICEA

Millennium
Gallery

winmarkt
shopping in center

www.gruppoigd.it

winmarkt
shopping centre



H&M

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NOUL TĂU MAGAZIN PREFERAT!

H&M





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Bucharest, **Romania**

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