



OLYMPIA BRNO

Deutsche EuroShop Real Estate Summer 2017

Brno | 4.9.2017

Location



● Brno

● Olympia Brno

Location



Brno city

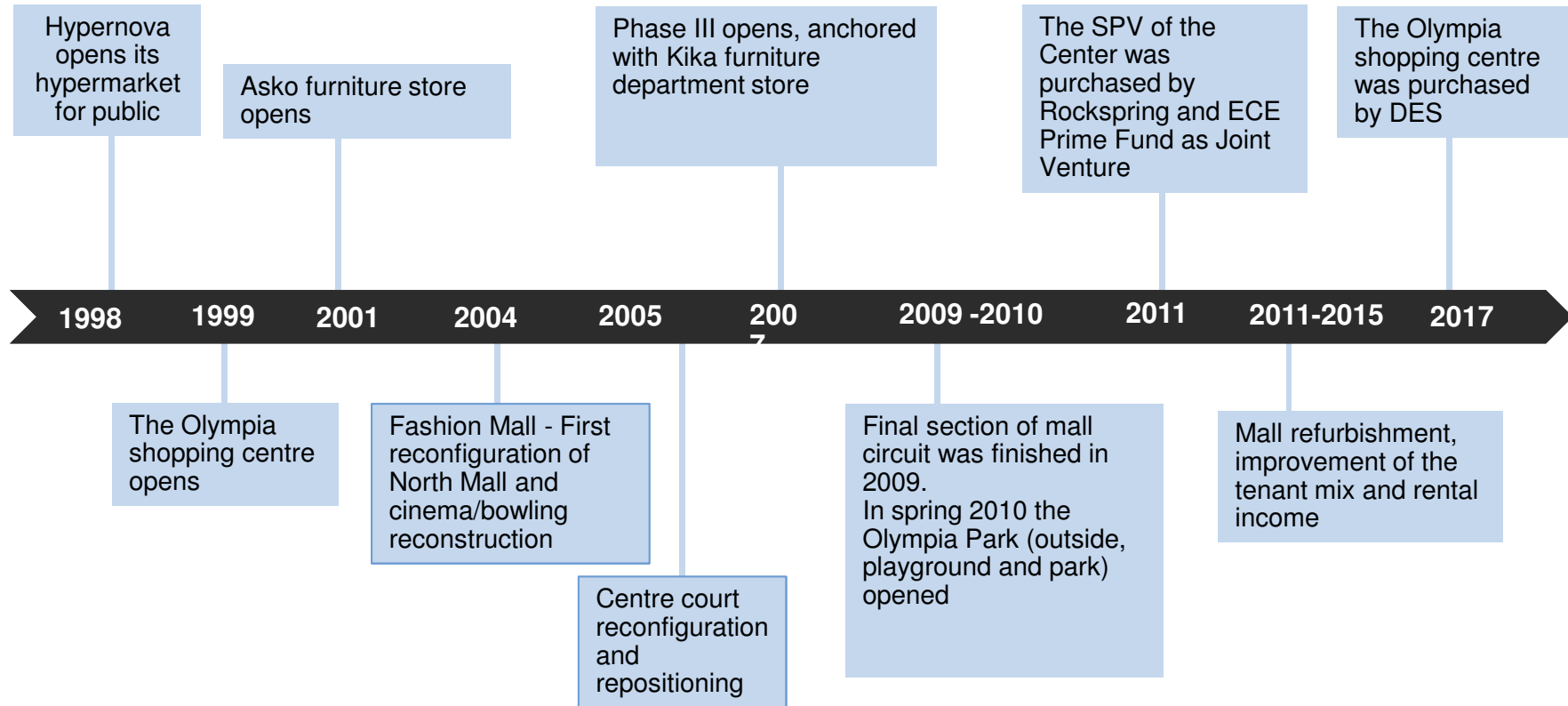
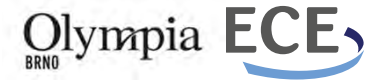
Olympia Brno

Key Facts – Macro Economic Data

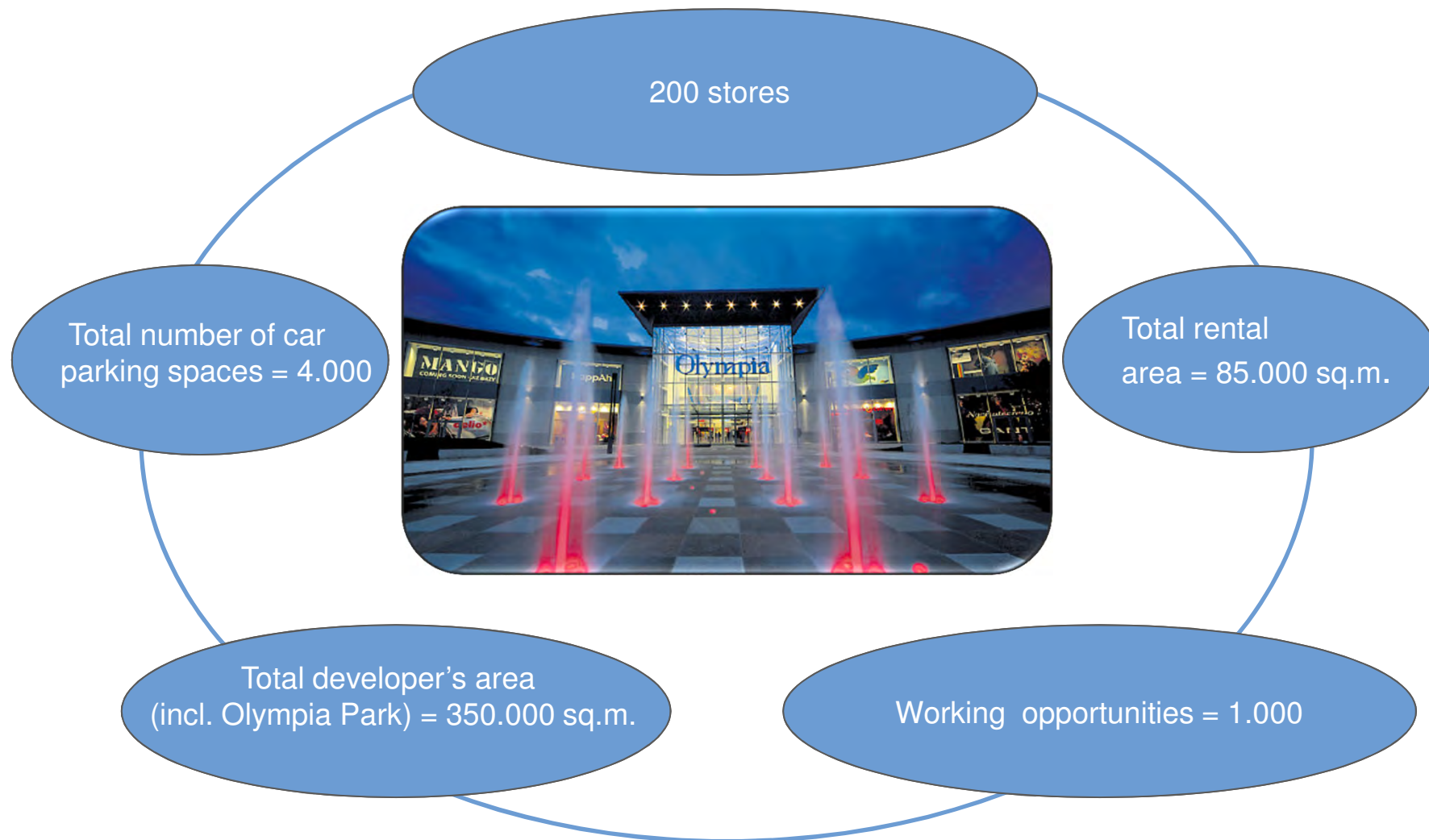
- Catchment area 1.175.222 inhabitants
- Population of Brno 377.440* (in addition 80.000 students)
- Unemployment rate South Moravia 3,60 %*
- Av. income gross South Moravia € 1.000 (CZ: € 1.032)*

* Czech Statistical Office

Key Facts – Development Phases



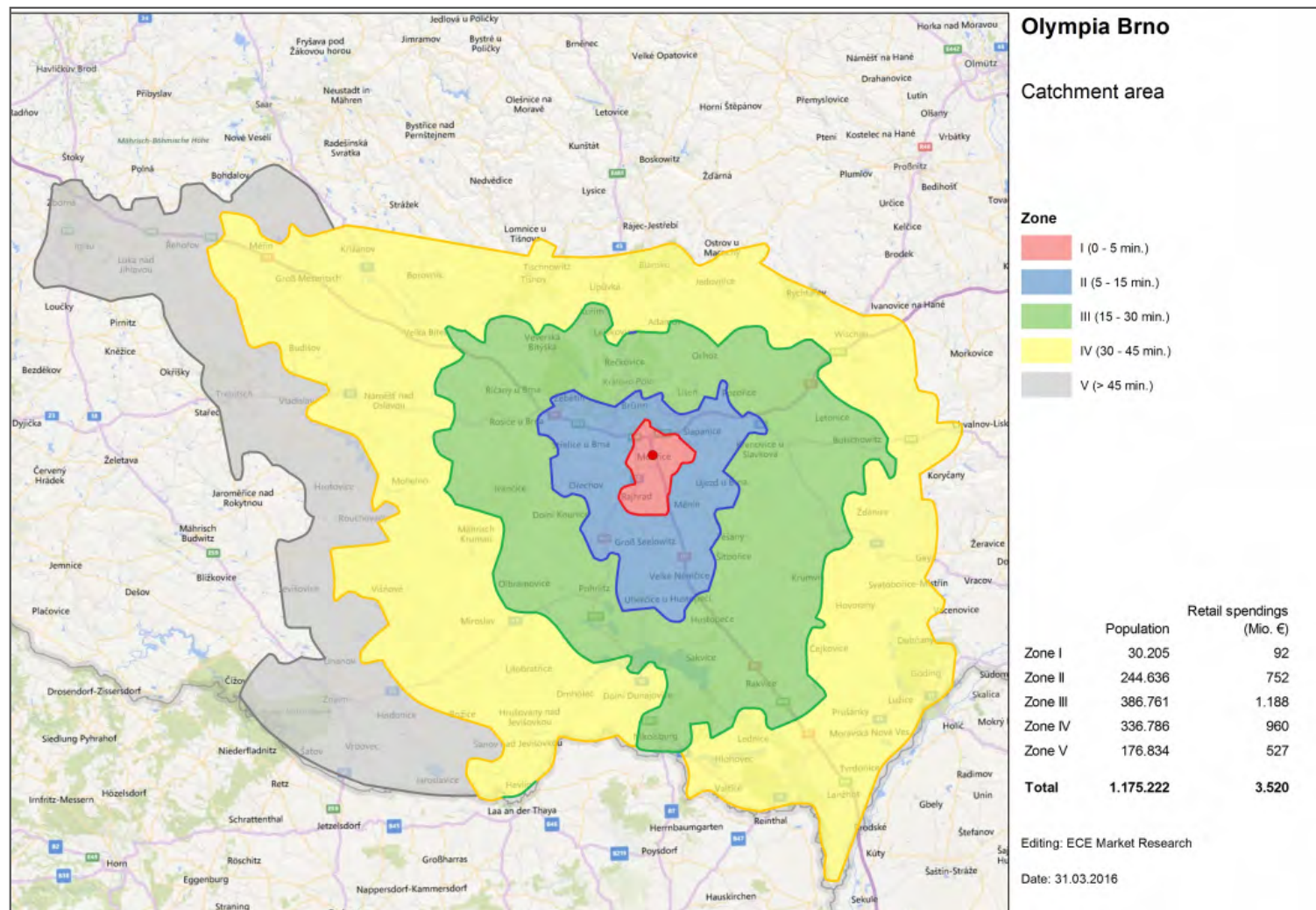
Key Facts – Development Facts



Catchment Area – Dates and Facts

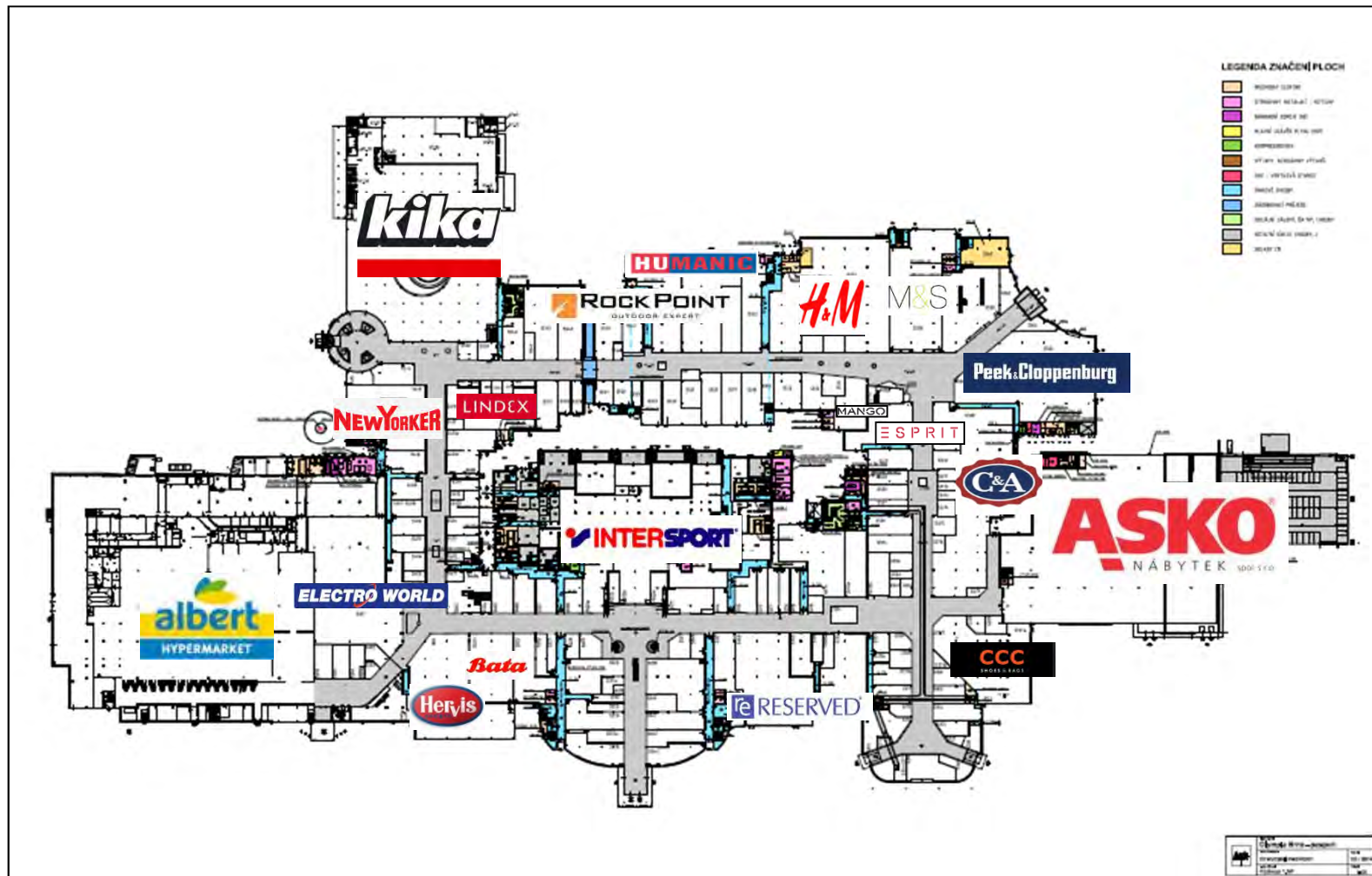
Population and retail spending

Population and retail spending



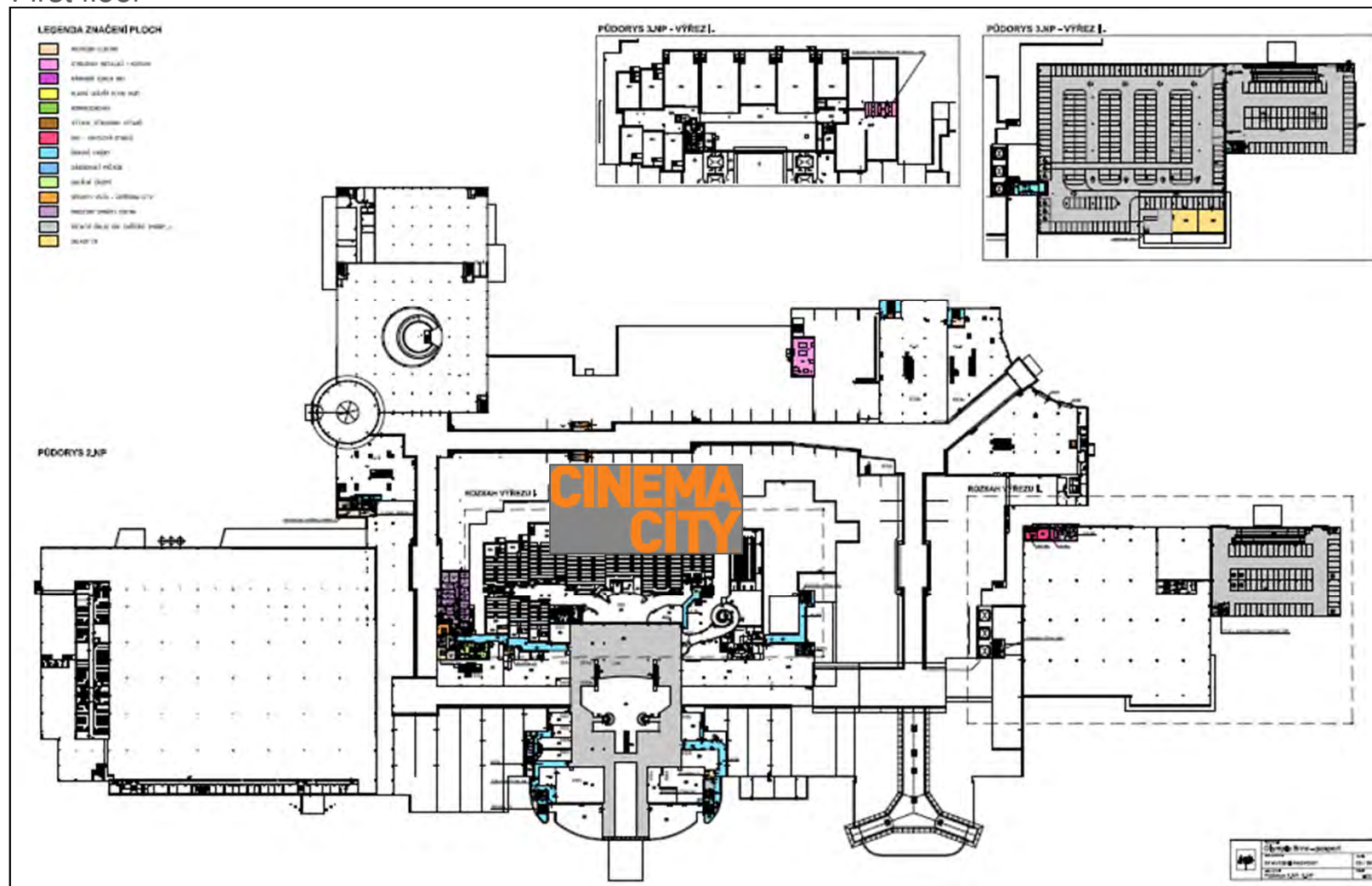
Mall Guide (Shopping Mall)

Ground floor



Mall Guide

First floor



Competition Overview



- Olympia Brno
- 1 Galerie Vaňkovka (37,000 sqm, 132 Shops)
- 2 Avion Shopping Park (60,410 sqm; 66 Shop incl. Ikea, potential extension +15,000 sqm – 10-15 shops)
- 3 SC Futurum (28,000 sqm; 65 Shops)
- 4 Královo Pole (21,000 sqm; 79 Shops)
- 5 Campus Square (20,000 sqm; 57 Shops)
- 6 Tesco (20,000 sqm)
- 7 Retail park Modřice (65,000 sqm, currently Decathlon, Möbelix and XXXLutz only)

Potential new sizable retail projects:

- 8 Aupark I+II (71,000 sqm, under development since 15+ years)
- 9 Galerie Dornych (current Tesco, approx. 35,000 sqm)

Galerie Vaňkovka



Leasable Area:	37.000 sqm
No. of Shops:	132
Anchors:	P&C, C&A, H&M, Hervis, Albert, New Yorker, Bershka, Pull&Bear, Stradivarius, Reserved, Humanic
No. of Shopping Floors:	2
No. of Parking Spaces:	1.000
Opening:	2005
Owner:	HGA
Managing co. :	ECE Projektmanagement Praha, s.r.o.



Avion Shopping Park Brno

Leasable Area:	60.410 sqm
No. of Shops:	66
Anchors:	Ikea, Electro World, Siko, Tesco, Datart, Jysk, Sportisimo, H&M
No. of Shopping Floors:	1
No. of Parking Spaces:	2.500 (for free)
Opening:	1998
Owner:	Inter Ikea Centre Czech Republic
Managing co. :	Inter Ikea Centre Czech Republic



04.09.2017



Avion Shopping Park Brno

Ground floor



SC Futurum

Leasable Area:	28.000 sqm
No. of Shops:	65
Anchors:	Tesco, Okay Elektro, Jena, Sportisimo, CCC, Bambule, Gate, Pepco, Takko, Kik, Reno
No. of Shopping Floors:	2
No. of Parking Spaces:	1.500 (for free)
Opening:	2001
Owner:	Atrium



SC Futurum

Ground floor



First floor



Královo Pole



Leasable Area:	21.000 sqm
No. of Shops:	79
Anchors:	Tesco, Sportisimo, Bata, Reserved, Okay Electro, Deichmann, CCC, Bambule
No. of Shopping Floors:	2
No. of Parking Spaces:	862 (for free)
Opening:	2004
Owner:	CPI (since 08/2017)



Královo Pole

Ground floor



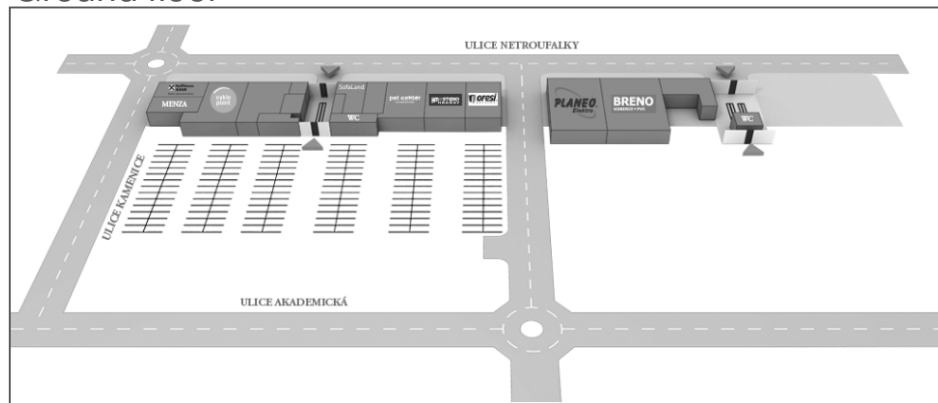
Campus Square

Leasable Area:	20.000 sqm
No. of Shops:	57
Anchors:	Tesco, Hervis, CCC, New Yorker, Marks&Spencer, Humanic, Takko
No. of Shopping Floors:	2
No. of Parking Spaces:	260 outdoor (for free for the first three hours), 360 indoor (for free for first 3 hours)
Opening:	2008
Owner:	CBRE s.r.o.
Managing co. :	CBRE s.r.o.

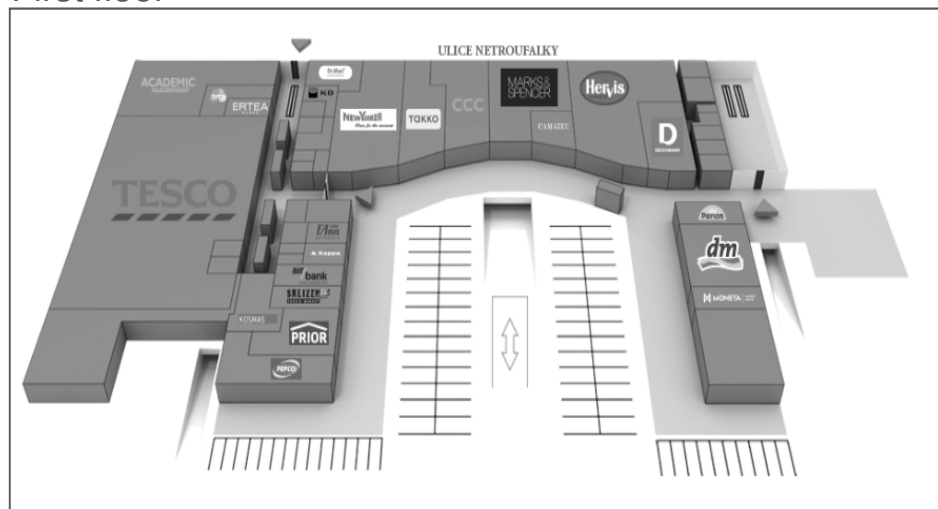


Campus Square

Ground floor



First floor



Tesco – Department Store

Leasable Area:	20.000 sqm
No. of Shops:	65
Anchors:	Tesco
No. of Parking Spaces:	363
Opening:	Department Store from 1981
Owner:	Crestyl (since 08/2017)



Retail Park Modřice



Developer: CTP

Land plot: 255.900 sqm

Total floor area: 65.450 sqm

No. of parking spaces: approx. 3.000

Anchor tenants: sports and leisure retailer
home furnishings store,
hypermarket,
DIY provider,

Current situation: Decathlon opened in 9/2014, Möbelix opened in 12/2016,
XXXLutz opened 5/2017. Opposite to Olympia, will strengthen the Olympia location.



IMPLEMENTATION OF MARKETING ACTIVITIES

Typical Customer







The logo for ECE, consisting of the letters 'ECE' in a bold, sans-serif font, with a blue swoosh underneath.

**THANK YOU
FOR YOUR ATTENTION**