

## **Press release**

### **Lacina : Launching of the largest commercial project in Poznan, one of the most important in Poland**

**Apsys Polska has signed an agreement with the City of Poznań regarding the exchange of land for the construction of the ŁACINA Shopping and Leisure Centre. Under this agreement the company has acquired the land needed to start the works. The company has also obtained the final building permit for shopping centre, that will become one of the largest and most modern complexes of its type in Poland.**

The new generation multi-function Lacina shopping centre will be the sole regional shopping center of the Wielkopolskie Voivodeship and will be built in the heart of Poznań, right next to the Rataje roundabout that connects the Old Town with the important Rataje district and is also an interchange point for municipal and suburban transport as well as some of national communication links. The total value of the investment, which according to the plans should be put into use at the end of 2014, amounts to 350 million Euros.

#### **Łacina - Unique tenant-mix wrapped in exceptional architecture**

Łacina will be an example of the standard European city centre commercial building, in which modern architecture plays a significant role. The building is developed by the world-class designers from the RTKL architects studio, known for project like Arkadia in Warsaw, Metropolis in Moscow or Westfield in San Francisco. It will house, on 98 000 square metres of GLA, 3 anchors, almost 40 medium size and large units, circa 230 boutiques and more than 30 restaurants and cafes. It will be the first shopping centre in Poznań to gather under one roof such large operators as Carrefour hypermarket, Leroy Merlin DIY or Van Graaf Department Store. The project will also include Multikino - a nine-screen digital cinema and a family leisure centre with attractions for the youngest customers. In front of Carrefour units dedicated to services will be placed and in Leroy Merlin's vicinity there will be an area dedicated for home decoration. The ground floor level will also have units dedicated to sport activity, shoes, lingerie and accessories. In the Forum a cat walk surrounded by perfume and health & beauty stores will be located.

There will be also external part dedicated to restaurants with their private winter and summer gardens. Fashion activity will be located on the 1st floor (except units which are on 2 floors). On +2 level fitness club will be located, housing the swimming pool and the sauna. People visiting the complex will benefit from a free, easily accessible car park with 3300 parking places

### **Łacina – center of a new generation**

The Łacina complex aspires to be a new flagship project of Apsys in Poland, after Manufaktura reference in Łódź opened in 2006 that welcomes nearly 20 million visitors per year. Due to the scale of this venture, the variety of its tenants and its innovative architectural solutions, the building will become an example of the new generation shopping centres, not only in this city and region but in the whole country. With its glazed façade, spacious interiors and impressive promenade, Łacina will be unique. Its shop fronts at Fashion Boulevard will have the non-standard height of 8 m . The space outside the complex will be surrounded by terraces and restaurants balconies with a view on fountains and on an amphitheatre in which numerous cultural and artistic events will be organized. Łacina will be a meeting point for the Poznań dwellers as well as the guests visiting the capital city of the Wielkopolska region.

### **Łacina – a “green” shopping center**

The investor’s unconventional approach to Lacina project will also be reflected in the particular emphasis put on ecology. This will later translate into further benefits related not only to reduction of the service charges but also creation of a healthier and friendlier work environment. The high standard of the building will be certified with the BREEAM sustainable building certificate which the investor pursues to obtain at “Very Good” level for Łacina Shopping Centre.

### **Łacina – transferring shopping into a new experience**

Apsys Polska is also a precursor of new trends in the field of operation of the Polish shopping centres. The uniqueness of the Poznań complex will be reflected in the provision of unique services to clients and application of new technologies. The solutions introduced in Łacina will not only facilitate the shopping and communication between the tenants and customers but above all they will make shopping a completely new experience.

Rich in digital and multi senses experiences, the project will be a place made for discoveries: it will be dedicated to high-quality services, inspired from top notch hotels.

**Services and new technologies to ease the visitors comfort:**

- Servants, valet parking, delivery, laundry, shoe-repairing, home lunch, baby-sitting, game area for children, area for rest, personal shoppers, vehicule management system (Intelligent car park with position determination technology ),
- A personalized digital shopping experience through an application, a website, social media, digital table maps, touch pads and digital screens, Wifi equipment, online concierges, position determining technologies...

“The Łacina complex will be the largest retail destination of Poznan and the whole Wielkopolska region. LACINA project is a new generation of multifunctional shopping-and-leisure center, that will distinguish itself by its innovative architecture, ecologic solutions and access to modern shopping technologies. All this will allow our customers to experience the shopping of a new quality.

Lacina will propose, with its 3 anchors, 40 medium-size units, 230 boutiques and 40 restaurants & coffees, one of the largest retail offer of Poland. Łacina will be the place where “Wielkopolanie” (inhabitants of Wielkopolska region – not translatable) will be able to not only make shopping in a unique and innovative space with the use of new technologies, but also to meet up with friends and take part in cultural events”

” - says Fabrice Bansay, Chief Executive Officer of Apsys Polska. *“Over 3 thousand employees will be involved in the construction of the centre, whereby after the opening of the building as many as 3,5 thousand Poznań dwellers will be employed in the centre. The construction of Łacina is closely related to the concept of urbanization of the Rataje district initiated already in the 60-ties. It's worth stressing the fact that the project includes also extension of the communication system in connection with the construction of the centre which will increase attractiveness of this region for potential investors”* adds Fabrice Bansay

**PROJECT FIGURES:**

Total Project Area: **98 000 sqm of GLA**

Catchment Area (source): more than **760 000 inhabitants within 30 min driving distance and more than 995 000 inhabitants within 45 min (Jones Lang LaSalle market survey)**

Nb of units: **ca. 310**

Nb of parking spaces: **3300**

Date of opening: **II half of 2014**

Name of the architects: **RTKL, BEG**

Jobs created: **3000 during construction stage, 3500 after opening**

Total investment **350 Million Euro**

**About Apsys**

Apsys is a ecologically conscious, global operator, investor, developer, leasing agent, project and property manager created in 1996. Apsys responds to consumers' behavior by adopting an original approach and using its expertise, which enables it to design its programs and to make them evolve over time. As a pioneer in sustainable development, Apsys poses a wide and unique know-how in shopping centers' development and management and designs tailor-made spaces that the residents can naturally make their own.

Apsys Polska is currently managing 15 shopping centers in 12 cities and is developing the new project in Poznań – Łacina Shopping Center.

For any additional information please visit [www.apsysgroup.com](http://www.apsysgroup.com)

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