

## **IMMOFINANZ Group opens first VIVO! Shopping Center in Piła**

**In the Polish city of Piła, IMMOFINANZ Group has completed the first shopping center in its new VIVO! retail brand. This weekend marks the opening of roughly 24,000 sqm of selling space with well-known tenants that include Carrefour, H&M, Deichmann, Media Expert, Reserved, LPP and many more. This first VIVO! shopping center currently has an occupancy rate of 91%. The investment for IMMOFINANZ Group amounted to roughly EUR 32.0 million (approx. PLN 134.7 million).**

“VIVO! represents a new brand for the retail sector, which we are positioning between our established STOP.SHOP. retail warehouse concept, on the one side, and our large shopping centers, on the other side, with respect to size, orientation and offering. Poland is one of our key markets and the current focus of our retail development activities. As a next step, we are planning the further roll-out of VIVO! in Poland“, indicated Eduard Zehetner, CEO of IMMOFINANZ Group. The second VIVO! shopping center is under construction in Stalowa Wola – a city in the south-west of Poland – and is scheduled to open during the third quarter of 2015.

The characteristic features of the VIVO! concept include single-storey construction and a focus on fashion and entertainment with strong anchor tenants. The VIVO! concept is well-suited, above all, for secondary cities in the CEE region with a population of 40,000 to 100,000 and a catchment area of at least 200,000 persons.

The VIVO! shopping center in Piła is located near the downtown area and, with its close proximity to the railway station and the national bus station, is well integrated in the public transportation network – 700 parking spaces are also available on site. IMMOFINANZ Group took over this retail property from the Polish developer Rank Progress and finalised the sale at the end of August. As the new owner IMMOFINANZ also changed the name of the shopping center: the former “Galeria Piła” was transformed into “VIVO! Piła”.

The following well-known tenants, among others, will join this first VIVO! location: Carrefour, H&M, Reserved, House, CroppTown, Mohito, Sinsay, Media Expert, Deichmann, CCC, Carry, Lee-Wrangler, 4F, Levi´s-Mustang, Hebe, Gino Rossi, Ryłko, Calypso fitness Club, Martes Sport, Empik and Smyk. Rentals have already reached 91% of the available units.

The official part of the opening ceremony took place today with representatives of the Piła city government, IMMOFINANZ Group and Rank Progress. Up to Sunday the opening-programme will include a number of further highlights.

**On IMMOFINANZ Group**

*IMMOFINANZ Group is one of the leading listed property companies in Europe. The company is included in the leading ATX index of the Vienna Stock Exchange and also trades on the Warsaw Stock Exchange. Since its founding in 1990, the company has compiled a high-quality property portfolio that now comprises more than 470 investment properties with a carrying amount of approx. EUR 6.9 billion. As a “real estate machine” the company concentrates on linking its three core business areas: the development of sustainable, specially designed prime properties in premium locations, the professional management of these properties and cycle-optimised sales. IMMOFINANZ Group concentrates its activities in the retail, office and logistics segments of eight regional core markets: Austria, Germany, Czech Republic, Slovakia, Hungary, Romania, Poland and Russia. Further information under: <http://www.immofinanz.com> / <http://blog.immofinanz.com> / <http://properties.immofinanz.com>*

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