

PRESS RELEASE

Prague, 14 August 2018

Arcona Capital introducing new brand to the Polish retail market

TUŹ TUŹ is a new brand for retail projects. Setting up the brand is another step in Arcona Capital business development in Poland. Bueller & Frye was responsible for the new branding. First rebranded project is one in Piotrków Trybunalski, where after partial recommercialization, TUŹ TUŹ Piotrków Trybunalski is just opened at Aleja Wojska Polskiego.

The need for convenience shopping is still growing. Such retail projects fit very well into recent market trends, answering clients' expectations, especially in smaller towns. Arcona Capital investment fund, trying to address those needs brought to live new brand TUŹ TUŹ. Brand creation was coordinated by the Warsaw office of Arcona.

“Creating new brand was one of our strategic aims when we purchased our Polish retail properties portfolio. We would like to highlight the characteristic of our assets. We would like to be available, nearby – we want to be ‘tuż tuż’,” – says Mateusz Siejka, managing director Arcona Capital Poland. Created by Bueller & Frye branding concept is based on local Polish naming. Blue & green colours intend to be fresh and optimistic.

First TUŹ TUŹ location is Piotrków Trybunalski. Located in the residential area, next to Al. Wojska Polskiego, asset (with a tettare area of about 2500 m² and nearly 100 parking spaces) is of a purely retail characteristic. Tenant mix is planned to secure daily shopping needs of the nearest neighbourhood. There is supermarket – new food retail operator is Biedronka, there is Rossmann, well known Pepco, pharmacy, flower shop, jeweller, press point Inmedio and pet shop. New tenant of TUŹ TUŹ Piotrków Trybunalski is also Madej Wróbel – butchery chain shop. Savills is the manager of the project. Arcona plans to continue portfolio rebranding in the coming months.

###

Note to editors:

Arcona Property Fund N.V. invests in commercial property in Central Europe. Shares in the Fund are tradeable daily through Euronext Amsterdam (ISIN-code NL0006311706) as a closed-end investment fund.

Contacts for media:

Best Communications

Barbora Dlabáčková, Mob: +420 602 161 138, e-mail: barbora.dlabackova@bestcg.com

Alexandra Drozdová, Mob: +420 725 544 877, e-mail: alexandra.drozdova@bestcg.com