

## Malta Evolution – embracing our changing world B2C

It's time for a great modernization of Galeria Malta! New features, new tenants and even more entertainment are just some of the changes that are already taking place at Galeria Malta!

 Poland, Warsaw – 13<sup>th</sup> of August 2019

Galeria Malta is undergoing an important transformation, which it grew up to after a ten-year presence in Poznan. Those who visited Galeria Malta as children and teenagers, are now adults who lead a different lifestyle to their parents. What do residents of Poznań coming to Malta need today? Another shopping gallery? Or maybe a place where they can rest well, meet up with friends, see an exhibition, go to the cinema, spend time doing their favorite sport or do shopping? The answer is clear, and it results from what Galeria Malta accustomed the inhabitants to. This is a friendly place, opened to the surroundings, being in harmony with what is around. New investments will allow to use the advantages of Galeria Malta, creating more and more creative and, in time, the most dynamic place in Poznań. The development strategy of Malta assumes the creation of a unique destination on the map of Poznań: the new urban space, both from a functional and architectural point of view. Thanks to the changes, a coherent unity will be created, consisting of multifunctional areas, naturally being combined into one attractive space for spending time and relaxation as well as shopping.

"We wanted to redefine Galeria Malta when working on a new evolution strategy. First was to understand the evolving needs of our clients and the role of the center as a social institution and its individual functions. I think that we have analyzed them well, which will result in a new design, a commercial and gastronomic offer as well as an approach to the customer. Many of our loved tenants will stay with us, but importantly the portfolio of stores is constantly expanding thanks to signing contracts with the most-liked brands. The first floor will turn into something that has not yet existed in Poznań! We want the character of this place, and especially the unique location of Galeria Malta, to serve the residents of Poznań better in realizing their various needs and desires. For example, we have already introduced further family offers such as

Lider Plac Zabaw (a high-quality children's entertainment center) and a medical center, Enel-med at the beginning of the next year. We believe in ourselves, in our creative and organizational potential." – comments Lech Polański, the center's director.

Due to the works being carried out, the locations of some stores will change. Well-known and liked tenants as: CCC, TK Maxx, H&M, Carry, New Yorker, Empik will stay at Galeria Malta. New brands will also be located on the ground floor and Malta's clients will be able to use their offer as soon as autumn 2019. After completing the relocation of tenants, the first floor will be adapted for rearrangement works.

Galeria Malta is about to go through an unprecedented transformation! Galeria Malta has been building its identity in the minds of Poznań residents for years as a well-known, popular and family-friendly center. It is also a place of entertainment and leisure, which fits into the increasingly visible trend of spending free time outside home. The new offer and tenant mix of Galeria Malta will harmoniously complement the range of attractions gathered around the Maltańskie Lake. The surrounding areas have always been a vibrant space, full of positive energy, joy and closeness to nature. The new Galeria Malta will become a unique meeting point and a synonym of wonderful times. It will be Malta, which previous clients know well and appreciate, but with an extensive and refined offer: there will be new brands closely related to urban culture and lifestyle.

The very popular entertainment tenants will remain in the center. However, their portfolio will grow significantly. In June the Lider Plac Zabaw opened a creative concept for children, organized in the form of a chocolate factory. In Malta, at the beginning of 2020, there will also be an enel-med medical operator that will occupy premises of 700 sqm. The facility will have the character of a multi-profile branch and will offer the most wanted medical specialties: general medicine, ophthalmology, laryngology, gynecology and occupational health medicine.

"We want everyone visiting Galeria Malta, regardless of age, to find here everything they need, both for the soul and for the body. And every moment spent in this extraordinary space to bring new energy and a desire to return here as soon as possible" – summarizes Lech Polański, the center's director.

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Galeria Malta is entering the times of great modernization. The Poznań shopping centre will feature new functions, new tenants and even more opportunities for entertainment. With the planned scale of changes and the potential coming from its location, Galeria Malta will be a unique multi-functional place with a carefully selected shopping offer and an extensive leisure and entertainment area.

 Poland, Warsaw – 13<sup>th</sup> of August 2019

After 10 years of presence in Poznań, Galeria Malta is undergoing a major transformation. For the past 7 months, Sierra Balmain has carefully analysed the market, market changes, and consumer preferences to finally develop the right development strategy that would be in line with heritage of this place. Based on studies, inhabitants of Poznań who visit Malta do not need another typical shopping gallery; instead they want a place where they can relax, meet their friends, see an exhibition, go to the cinema, go in for sports, and shop at the same time.

“Footfall at Galeria Malta is still strong, even Sundays when the ban operates. place has great potential. We believe that the key to success is strong focus on the shopping offer based on affordable and mid-price segments, supplemented by restaurants, sports, leisure, entertainment, lifestyle, cultural events, and workspace. The new Galeria Malta will offer all of this”, says Monika Idźkowska, the director of Asset Management, Sierra Balmain.

The next phase of changes to Galeria Malta will begin to take place in 2020, but the cornerstones of the strategy are already being laid. The future of commercial real estate is based on their social role. It is a totally different approach and significant change of shopping malls role and function – instead of just a simple, traditional retail role, now the community galleries are being created where social and cultural roles dominate. These types of facilities help with socializing and experiencing emotions together, and naturally fit into the urban public space.

A part of the center will keep its main retail function, while level +1 will change its shape and character. A completely new space will be created – open, but coherent with the rest of the Gallery, made up of multi-functional areas that naturally merge into a single attractive place for spending time, leisure and shopping.

*“Retail will work best when it is located on the ground floor and in the western part of the first floor of the Galeria. Such a layout will support a smooth flow of customers, an easier, more*

*intuitive navigation around the Galeria, and concentration of sales function in a single location. We are delivering a wide retail offer that will be superbly complemented by a unique mix of leisure, food, workspace and it will also be the place for various cultural events and exhibitions", adds Monika Idźkowska, the director of Asset Management, Sierra Balmain.*

The first floor will undergo an unparalleled transformation: Galeria Malta will not only still have the existing and popular entertainment facilities, but their number will grow considerably and who will contribute to the existing offering of the centre: Lider Plac Zabaw playground, which opened in June, a completely modernized 10-screen Multikino, the largest in Poznań squash club, two escape rooms, the Poznań School of Acrobatics, Saturn fitness club, and soon a modern branch of the enel-med medical centre.

The new offer and tenant mix of the Galeria Malta will also smoothly complement the range of attractions gathered around the Maltańskie Lake. The areas which surround the centre has always been a vibrant space, full of positive energy and joy that is close to the nature.

The planned changes will allow us to fully benefit from the advantages of this place and develop more creative and, in time, the most dynamic location in Poznań. Malta's development strategy assumes the creation of a unique place on the map of Poznan: the new urban space, both from a functional and architectural point of view.

*"We wanted to redefine Galeria Malta when working on a new evolution strategy. First was to understand the evolving needs of our clients and the role of the center as a social institution and its individual functions. I think that we have analyzed them well, which will result in a new design, a commercial and gastronomic offer as well as an approach to the customer. The centre will turn into something that has certainly not yet existed in Poznań and even further afield! We want the character of this place, and especially the unique location of Galeria Malta, to serve the residents of Poznań better in realizing their various needs and desires. We believe in ourselves, in our creative and organizational potential." – comments Lech Polański, the center's director.*

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