

# Galeria Malta is remodeling its sports offer. Martes Sport will join the center's portfolio

Galeria Malta consistently implements the center's new development strategy as well as more and more visible changes. Thanks to its strategic location and diversified offer addressed to families, it enriches the shopping and entertainment map of Poznań.

 Poland, Warsaw – 10<sup>th</sup> of September 2019

The cooperation established with Martes Sport emphasizes the direction of development chosen by Galeria Malta. This is a friendly place, opened to the surroundings, being in harmony with what is around. The proximity of Maltańskie Lake favors active lifestyle and entertainment. The offer of Martes Sport will certainly interest those who do all kinds of sports.

The new Malta development strategy responds to the expectations of those who are looking for a unique place in Poznań. The place with an attractive retail but also entertainment offer, where people can spend good time between shopping or on trade ban Sundays. The changes that have been initiated are already visible. The first floor of the gallery is being prepared for remodelling and new tenants are joining. Lider Plac Zabaw with his creative concept has already opened and the Pepco chain store will join Galeria Malta soon.

Martes Sport is a chain of more than 300 sports clothing stores addressed to people who value comfort, freedom and high-quality products. It is a well-known brand with hundreds of thousands of satisfied customers who value a wide range of sports products at attractive prices: assortment for women, men and children, as well as accessories and sports equipment, including backpacks, trekking shoes, bicycles, tents, accessories for fitness and gym or swimming. To ensure maximum customer convenience, the store will be located on the ground floor, close to the entrance and will occupy an area of more than 1200 sqm.

For our stores location we choose shopping destinations in a convenient location, which are characterized by an offer tailored to the needs of both individual customers and entire families. "Martes Sport's offer is addressed to demanding customers, who attach great importance to the brand and quality. It is appealing to both groups: those who do sports more professionally as well as those who are just looking for a discipline suitable for them. We are pleased with the cooperation established with Galeria Malta in Poznań. It's a well-placed center with great potential. The area around Maltańskie Lake favors active lifestyle and it is a great place to do sports: running, cycling, roller skating or water sports. I believe that Malta's customers will be interested in assortment they could find in Martes Sport store" – comments the representative of Martes Sport.

"Martes Sport as one of the largest producers and distributors of clothing and sports equipment in the country, perfectly fits into our development strategy and implemented changes. I am glad that customers

of Galeria Malta will soon be able to take advantage of tenant's wide offer, who has products and equipment from renowned brands, including: Hi-Tec, Nike Accessories, Elbrus, IQ, AquaWave and Magnum. I am convinced that everyone will find something interesting for themselves, both fans of summer and winter sports." – comments Lech Polański, the center's director.

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## About Galeria Malta

Galeria Malta is one of the largest shopping and entertainment centers in Poznań, managed by Sierra Balmain. 54,000 sqm. area contains stores and service outlets of many sectors, including popular and demanded fashion brands as Tk Maxx, CCC, H&M, New Yorker and soon – Pepco. The main offer of the Gallery is dominated by local and global brands from the mid-mass market and premium segment.

The gallery is distinguished by its location in the immediate vicinity of the recreational areas of Malta, a restaurant zone with a view of the Maltańskie Lake and a wide range of sport and entertainment activities. At Malta Gallery one can find: a fully modernized 10-screen Multikino with premium screens, the largest squash club in Poznań, two escape rooms, the Poznań School of Acrobatics, fitness club and Lider Plac Zabaw and soon enel-med.

The changes taking place in Galeria Malta are aimed at developing a new format of the place where the existing center functions harmoniously combine with the advantages of the unique location over the Malta lake. Leisure, entertainment and spending time together are extremely important values for Malta's customers.

## About Sierra Balmain

Sierra Balmain is an independent consulting company on the commercial real estate market, focusing on the area of Poland and Central and Eastern Europe. The company offers its clients a full range of services within the commercial real estate market, including office, industrial and retail premises, property management as well as transaction advisory in the investment market.

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