



Chinese-brand Experience Retail Space in the Metropolitan Prime Location of Warsaw

Discussion document prepared for H.E. Ambassador Liu Guangyuan

Warsaw, November 22nd, 2018

Introduction

- This presentation serves as a basis for discussion about creating in the prime location in Warsaw a High-end Experience Retail Space that would promote Chinese brand(s), position them as exceptional corporate citizens and be the key source of their competitive advantage
- The proposed marketing concept reflects the newest trend in the global retail industry
- The concept would be a game changer on the retail-business, social, cultural and architectural map of Warsaw and Poland
- Recently adopted local master plan enables substantial flexibility when it comes design and development
- All options for the Partnership can be directly discussed with the plot owner. They may include other ideas on how to leverage and maximize the attractiveness of location

The future of retail

- The industry's future potential rests on the ability of operators and retailers to re-learn the rules of an *ever-changing game*
- Where 20th-century malls and shopping centers grew through “push,” marketing brand-oriented offerings to a mass market consumer interested in acquisition, 21st-century retail real estate will prosper by catering to a customer base proud of its diversity, less interested in owning things than in *having experiences and accessing functionalities and who demand the right to codevelop and design the goods and services they buy*
- The example of a new marketing concept that addresses this consumer trend are so-called *experience stores* located in prime locations of big cities

The role of experience store

- Environments where people gather to engage with friends, connect with like-minded shoppers, seek out unique experiences, reaffirm values, and interactively relate to brands on a personal level
- “Showrooming” experience, customers may be drawn to destination centers to build their wish lists for future online purchases. Anything that gets a customer close to you creates an incremental opportunity to make a sale
- Transactions will be a by-product of consumer socialization and engagement

Warsaw - Concept (illustrative)

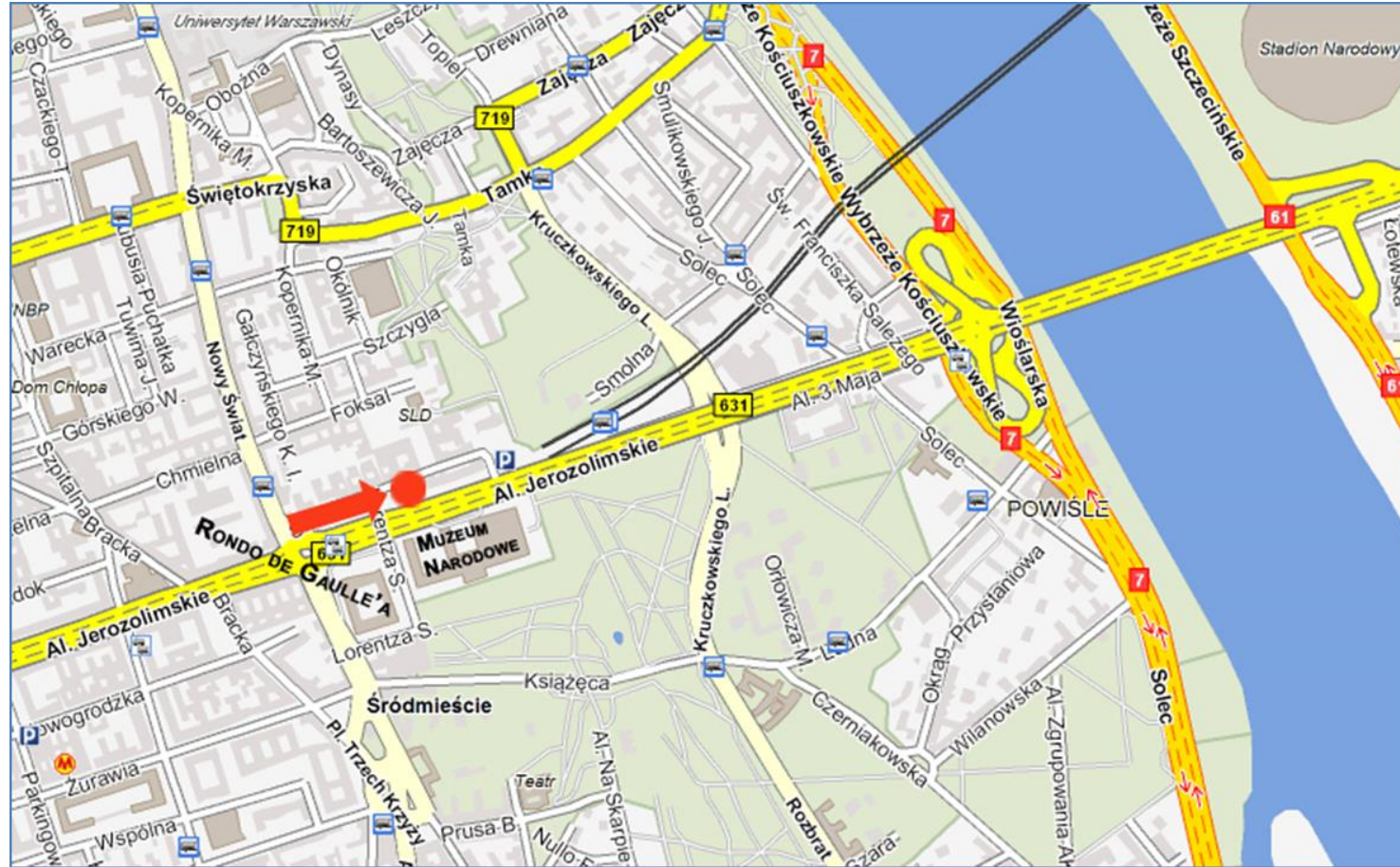


Warsaw - Concept (illustrative)



<p>PROJEKT / PROJECT: BUDYNEK BIUROWY Z USŁUGAMI OFFICE BUILDING WITH RETAIL SPACE WARSZAWA, UL. SMOLNA, dz.nr 129/5</p>	<p>PROJEKTANT / ARCHITECT: MARCIN FERENC MARTA CHRZANOWSKA MARTYNA SARNA MATEUSZ ZWOLAK</p>	<p>MXCF ARCHITEKCI ul. Racławicka 99/128 02 - 634 Warszawa tel.: +48 502 652 656</p>	<p>SKALA / SCALE: - DATA / DATE: 09.2017</p>	<p>ETAP / STAGE: WSTĘPNY PROJEKT KONCEPCYJNY ANALIZA KUBATURY BUDYNKU BUILDING VOLUME STUDY RYSUNEK / DRAWING: WIDOK Z RONDA DE GAULLE'A PERSPECTIVE VIEW FROM DE GAULLE ROUNDABOUT</p>	<p>NR RYS. / DRAW. NUMBER: BBS_ACH_A_401 REWIZJA / REVISION REVISION: _00</p>
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Location



Fact Sheet

- Privately owned plot since 1936, prime location: Aleje Jerozolimskie/ Nowy Świat/ Rondo de Gaulle'a
- The plot is now empty – original building was destroyed during the WW II.
- Local master plan recently adopted allowing construction: ca 2000 m2 leasable area, up to 7 floors, big flexibility in design
- Highest traffic rate in the city: 52 000 vehicles* cross at this location daily
- Key road to the PGE National Stadium (ca 60 000 seats)
- Vis-a-vis of National Museum –key tourist destination in Warsaw
- Close proximity to the Warsaw Stock Exchange, train station Warszawa Powiśle
- Numerous tram and bus lines

All options for the partnership can be discussed directly with the owner. The owner is open to discuss also other options that would be of interest for potential stakeholders and investors.

* Source: ZDM

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