

EXCEEDING BORDERS

The retail market in the CEE-13 countries

November 2017



Contents

| | |
|--|----|
| 1. Introduction | 3 |
| 2. CEE retail markets fundamentals | |
| 2.1. Long-run macro drivers | 4 |
| 2.2. Short-term dynamics | 6 |
| 2.3. Demographics and purchasing power | 8 |
| 3. Viewpoints on the selected CEE retail markets | |
| 3.1. Retail space availability | 12 |
| 3.2. Active retailers | 17 |
| 3.3. Rental terms | 26 |



Introduction

Welcome to our Autumn 2017 Colliers International review and prognosis of the traditional shopping centre (“TSC”) opportunity across a spectrum of 13 CEE countries (the “CEE-13”). We believe the expansion potential for national and cross-border retail chains is very much a story to unfold in the 2018-20 period. Retail consumption and penetration levels vary across the regional space. We thus assess the key economic demand drivers, as well as assembling the decision-making building blocks on the supply side, including retail space availability, the most active chains, developer activity and rental terms.

ROBUST DEMAND SIDE DYNAMICS...

We see the likelihood of escalating demand via consumer spending as very high. Annual EUR-terms retail sales growth was in a range of 3.6% per annum (Slovakia) all the way up to a blistering 14.8% in Serbia between 2000 and 2016. We project retail sales expanding across the region between 4.2%-7.6% per annum in EUR terms in 2017E-2026E. Robust GDP growth, wage rises and price inflation should be the drivers. The base for that growth is wide: CEE-13's demographic footprint of 160.4 million inhabitants encompasses over a quarter of the population of Europe outside of Russia. The purchasing power of these inhabitants, whilst generally low, lies in a huge range: it was just 5.9% of

the European average in 2016 in Ukraine, up to 61.2% in Croatia (source: GfK). Of the capital cities, only Lithuania's Vilnius (100.7%) exceeds the European average. The potential for convergence towards European averages is clear if the macro dynamics seen in the region since 2000 continue over the next decade.

...TO ENCOURAGE NEW JOINERS TO THE SUPPLY SIDE CLUB

Our estimates suggest continued expansion of the varying densities of TSCs by over 200,000 sqm between 2018-20 in each of Belarus, Czechia, Estonia, Poland, Romania, Serbia and Ukraine. Some expansion pipelines are very extensive (Belarus, Poland and Ukraine are all over 500,000 sqm), even in the face of consideration of the fast potential growth of online retailing. We distil out the largest planned TSCs within the CEE-13 geography, the largest developers, new brand entrants' frequency, selected examples of those brand entrants in the past 3 years, as well as the patterns of the most active operators in fashion and entertainment & leisure. To those retailers joining the club and considering expanding in the region, an understanding of the variation of rental terms across the CEE-13 will be vital. We summarise rents, service charges & fees, indexation, lease periods and anchor incentives.

AUTHORS



Mark Robinson
CEE | Research Specialist

Mob +420 777 532 072
mark.robinson@colliers.com



Dominika Jędrak
Poland | Director
Research and Consultancy Services

Mob +48 666 819 242
dominika.jedrak@colliers.com



Katarzyna Michnikowska
Poland | Associate Director
Research and Consultancy Services

Mob +48 607 559 587
katarzyna.michnikowska@colliers.com

2. CEE retail markets fundamentals

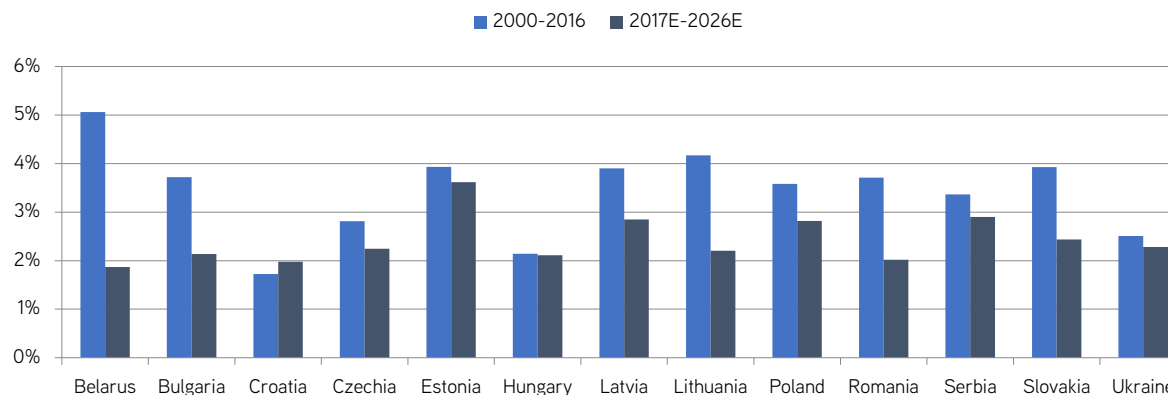
2.1. Long-run macro drivers

Range of average annual GDP growth from 1.9% (Belarus) up to 3.6% (Estonia) to drive CEE consumer demand in 2017E-26E.

A history of growth likely to extend through the next convergence phase.

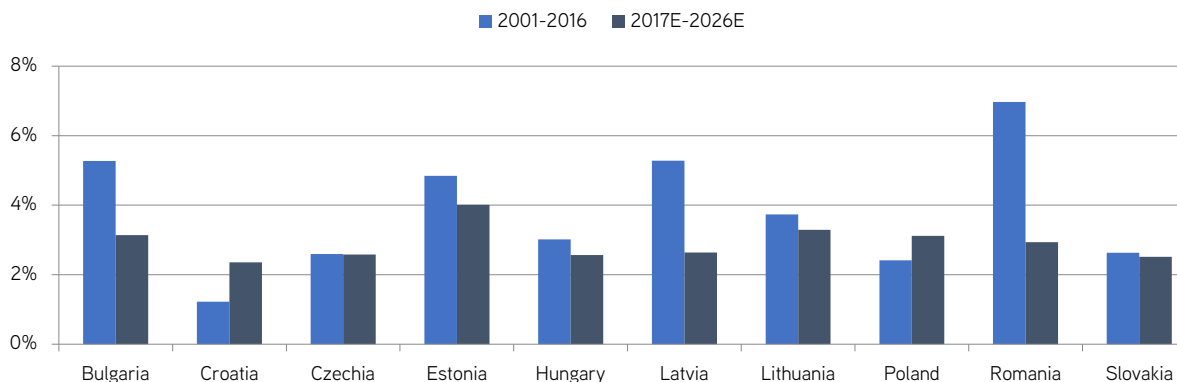
Real wages are money in consumers' pockets. GDP growth helps drive long-run wage growth. We should expect 2-4% real wage growth between 2017E-2026E.

Average annual GDP growth rates in CEE, year 2000 to 2026E* (%)



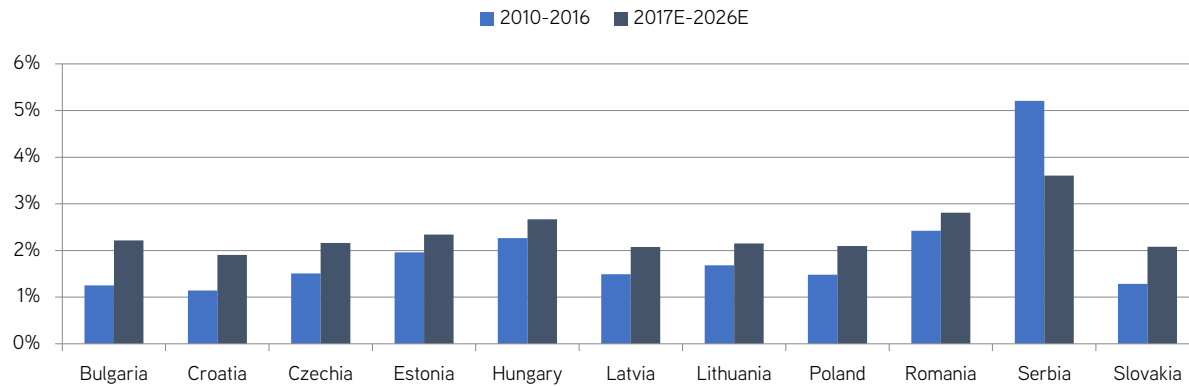
Source: Oxford Economics, Colliers International, *estimation

Annual real wage growth, 2001 to 2026E (%)*



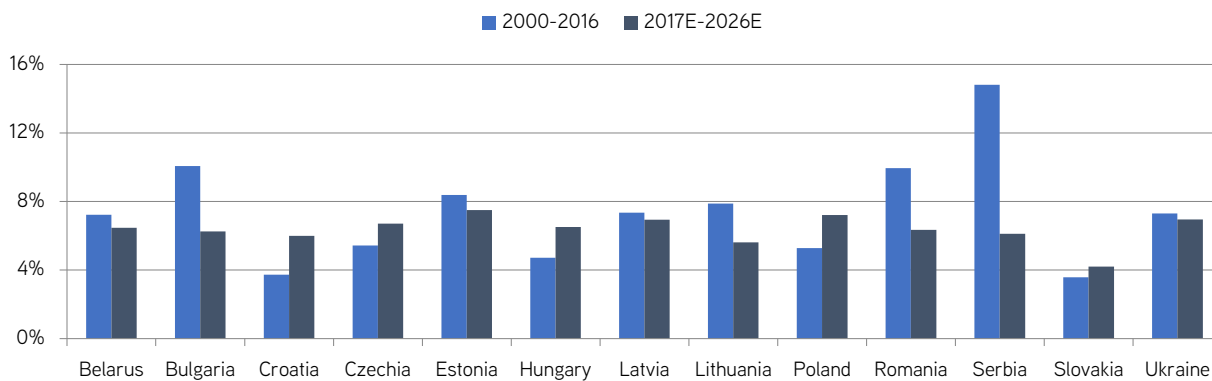
Source: Oxford Economics, Colliers International; *lack of comparable data for Belarus, Ukraine, Serbia

CPI rates, 2010 to 2026E (%)*



Source: Oxford Economics, Colliers International, **lack of comparable data for Belarus, Ukraine*

Annual retail sales (EUR terms) growth, 2000 to 2026E (%)



Source: Oxford Economics, Focus Economics (Slovakia only), Colliers International

Expectations of inflation (CPI), adding to prices, are higher than seen in the 2010-2016 period.

Combining real wage growth with CPI suggests projections of CEE-13 retail sales growth of 4.2-7.6% per annum between 2017E-2026E.

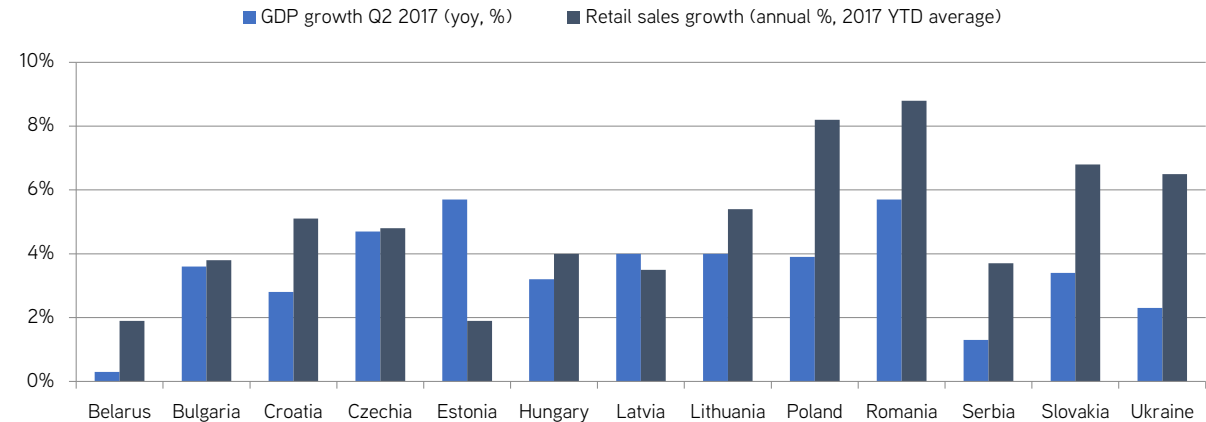


Palladium - Prague, Czechia

2.2. Short-term dynamics

Very buoyant retail sales growth in Romania and Poland (over 8% yoy in 2017 year-to-date) underpinned by economic growth across the region.

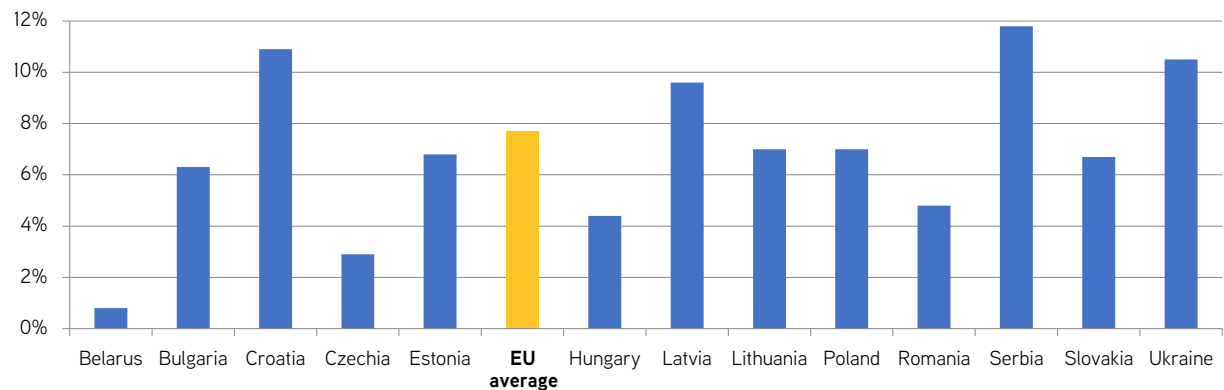
Latest GDP growth (yoy, %) and retail sales growth (annual %, 2017 year-to-date average)



Source: Investing.com, Trading Economics, Colliers International

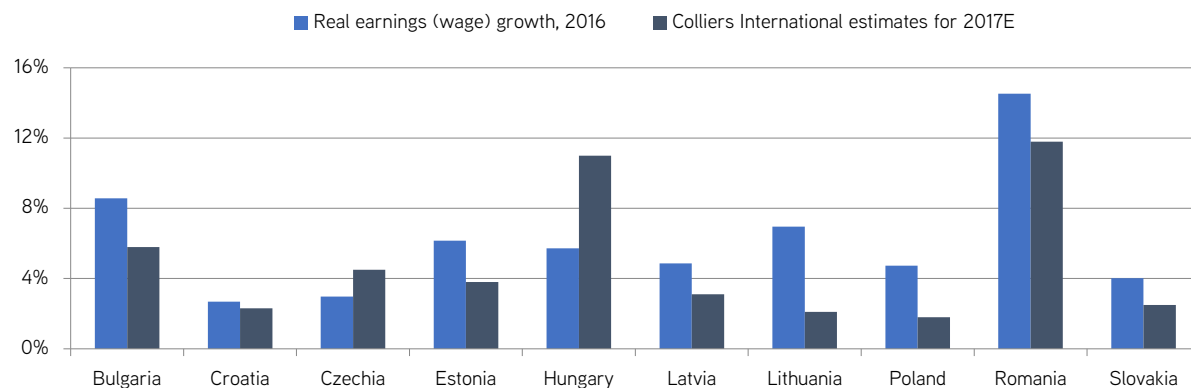
Low and falling unemployment rates implies wage pressures are likely to sustain.

Latest unemployment rate (%)



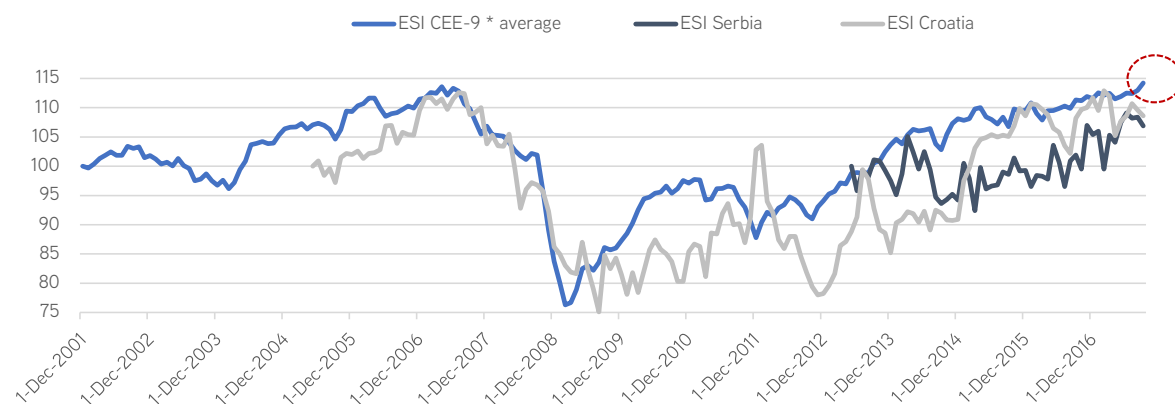
Source: Eurostat (for EU members), National Statistics Agencies, Colliers International

Real wage growth, 2016 to 2017E (yoy, %)*



Source: Oxford Economics, Colliers International; *lack of comparable data for Belarus, Ukraine, Serbia

The effect on the cycle - stronger EU ESI consumer sentiment in CEE



Source: Eurostat, Colliers International; *Bulgaria, Czechia, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia

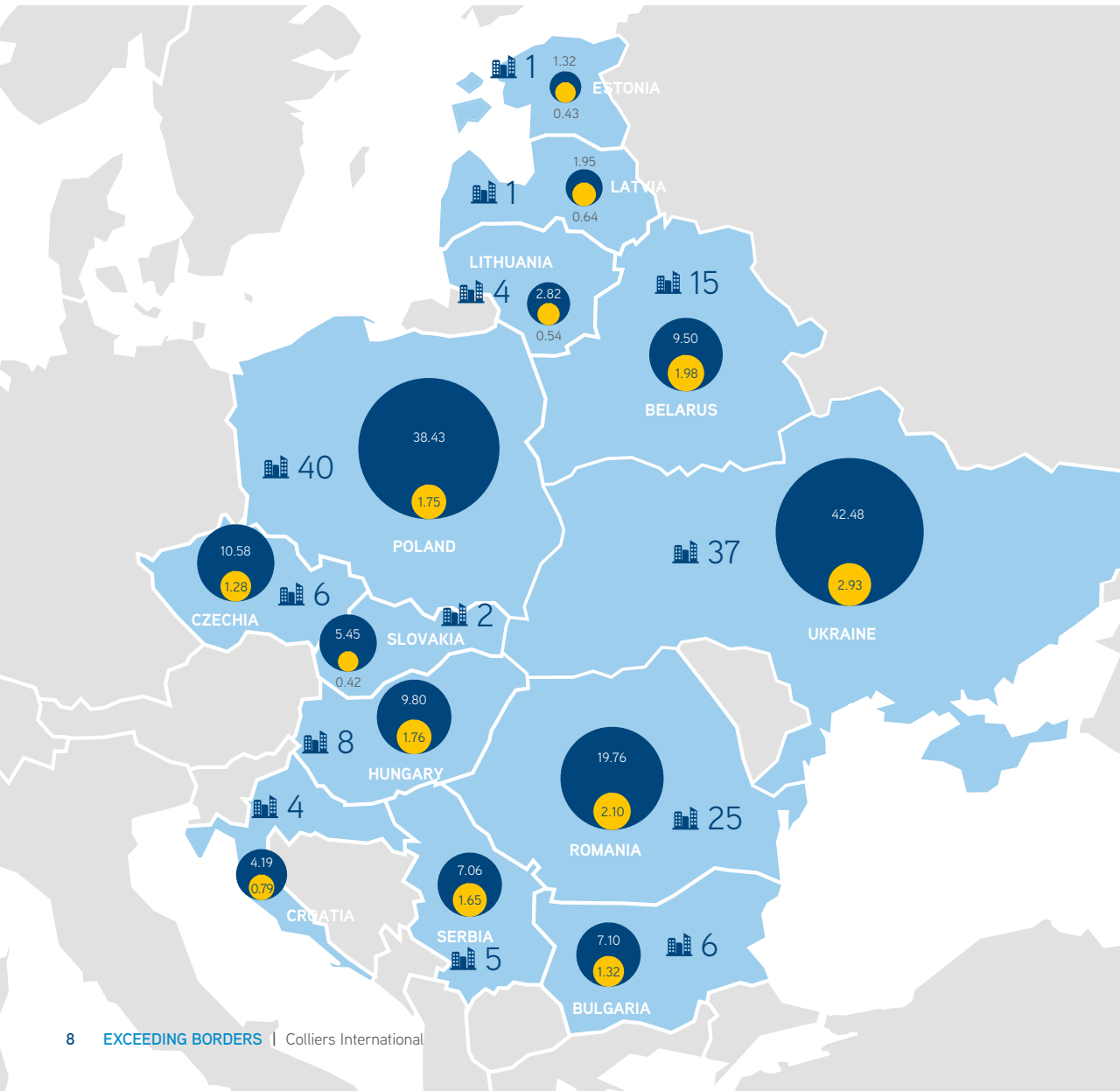
Wage growth is running well ahead of inflation, meaning consumers have renewed spending power.

Monthly consumer sentiment in the CEE-9 EU members is ahead of the last cyclical peak. It is close to the peak in Croatia and rising in Serbia.



Galleria - Minsk, Belarus

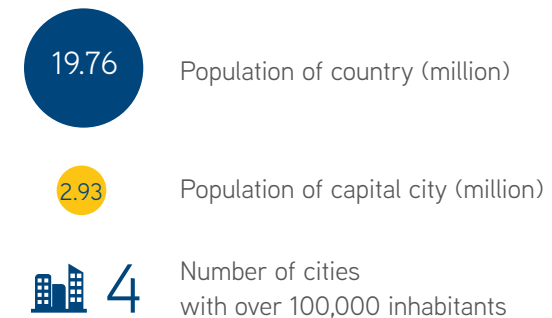
2.3. Demographics and purchasing power



Riga Plaza - Riga, Latvia



Rajiceva - Belgrade, Serbia



Source: National Statistics Agencies, Colliers International

The GfK purchasing power indices provide a widely – recognised instant comparative of consumer spending potential. We show the relative spending power of the capital city, these ratios relative to the 2016 European average of EUR 13,637 and the ratio of gross salaries to purchasing power across

the region. The higher the gross salary to GfK purchasing power is the more likely that the purchasing power should increase faster than the wages in the long run.

| | ANNUAL PURCHASING POWER PER INHABITANT (2016, EUR) | PURCHASING POWER PER INHABITANT OF COUNTRY INDEX (EUROPE = 100) | ANNUAL PURCHASING POWER OF INHABITANT OF CAPITAL (2016, EUR) | PURCHASING POWER PER CAPITAL CITY INHABITANT INDEX (EUROPE = 100) | CAPITAL CITY'S RELATIVE PURCHASING POWER | AVERAGE MONTHLY SALARY (EUR, 2016, GROSS) | ANNUAL SALARY AS MULTIPLE OF PURCHASING POWER |
|------------------|--|---|---|---|---|---|--|
| Estonia | 8,347 | 61.2 | 13,376 | 98.0 | 160 | 1,146 | 1.65 |
| Latvia | 8,196 | 50.7 | 8,845 | 64.8 | 108 | 859 | 1.26 |
| Slovakia | 8,164 | 59.8 | 12,614 | 92.5 | 155 | 897 | 1.32 |
| Czechia | 7748 | 56.8 | 10,077 | 73.9 | 130 | 1,106 | 1.71 |
| Lithuania | 6,922 | 60.1 | 13,743 | 100.7 | 199 | 839 | 1.45 |
| Croatia | 6,490 | 47.6 | 8,360 | 61.3 | 129 | 1,074 | 1.99 |
| Poland | 6,366 | 46.7 | 11,587 | 84.9 | 182 | 988 | 1.86 |
| Hungary | 5,568 | 40.8 | 6,973 | 51.1 | 125 | 926 | 2.00 |
| Romania | 4,202 | 30.8 | 5,553 | 40.7 | 132 | 523 | 1.49 |
| Bulgaria | 3,465 | 25.4 | 4,367 | 32.0 | 126 | 526 | 1.82 |
| Serbia | 3,028 | 22.2 | 3,762 | 27.6 | 124 | 405 | 1.61 |
| Belarus | 2,364 | 17.3 | 3,482 | 25.5 | 147 | 388 | 1.97 |
| Ukraine | 805 | 5.9 | 1,828 | 13.4 | 227 | 245 | 3.65 |

Source: GfK, Eurostat, Colliers International

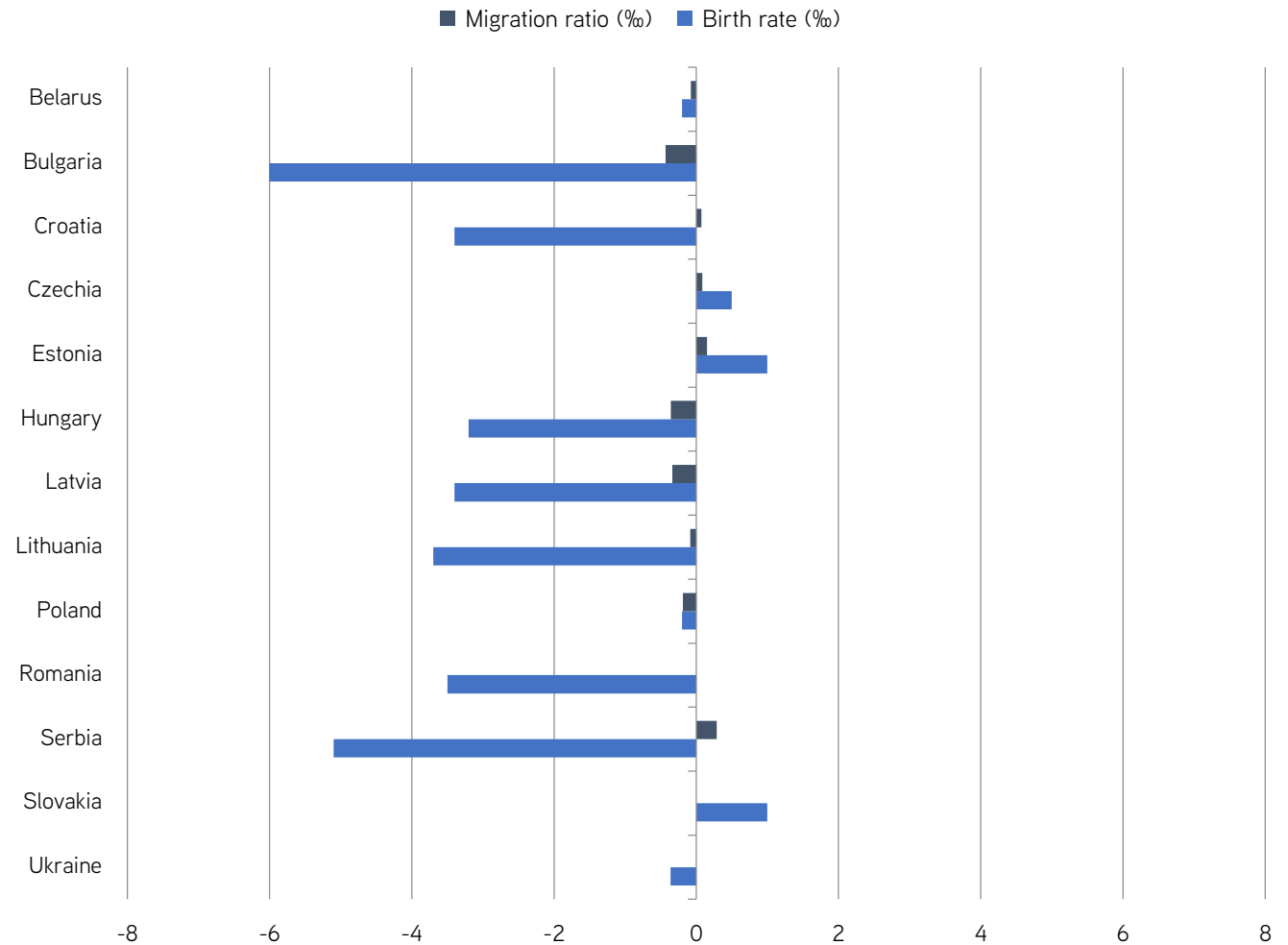
The most recent demographic data suggests a steadying of emigration pressures. Net birth rates are negative in several countries.

We see shrinking and ageing population as the key macro risk for retail demand in 10 out of the 13 countries.



IKEA Zabrze - Zabrze, Poland

Migration ratio and birth rate* (2016)



Source: Eurostat, Colliers International; *birth rate - the crude rate of natural change is the ratio of the natural change during the year (live births minus deaths) to the average population in that year. The value is expressed per 1,000 people.

Galleria Riga - Riga, Latvia



Ulemiste - Tallinn, Estonia



Mega - Kaunas, Lithuania

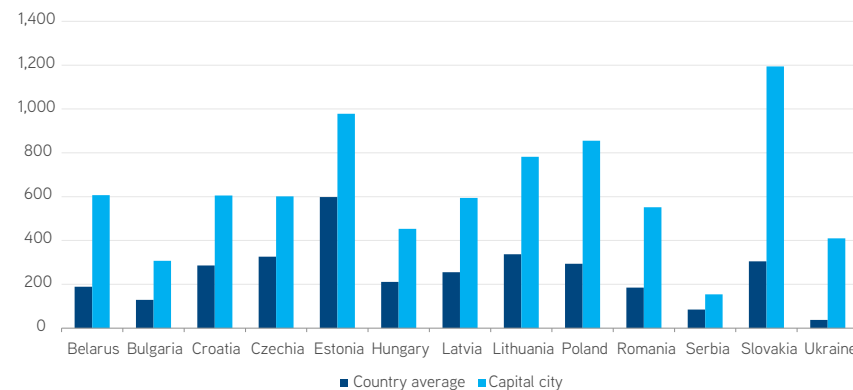
3. Viewpoints on the selected CEE retail markets

3.1. Retail space availability

For the purpose of the report, Colliers International experts analyzed 13 retail markets (Belarus, Bulgaria, Croatia, Czechia, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Serbia, Slovakia, Ukraine) in the context of the modern retail space availability, type of schemes, developers and retailers active in the above markets as well as lease terms.

The highest modern retail stock level is recorded in Poland (11.3 million sqm GLA), Romania (3.65 million sqm GLA) and Czechia (3.45 million sqm GLA), but taking into the consideration the number of population, the highest density ratio is in Estonia (598 sqm/1,000 inhabitants). Among capital cities Bratislava (Slovakia) and Tallinn (Estonia) are saturated, with 1,194 sqm/1,000 inhabitants and 978 sqm/1,000 respectively.

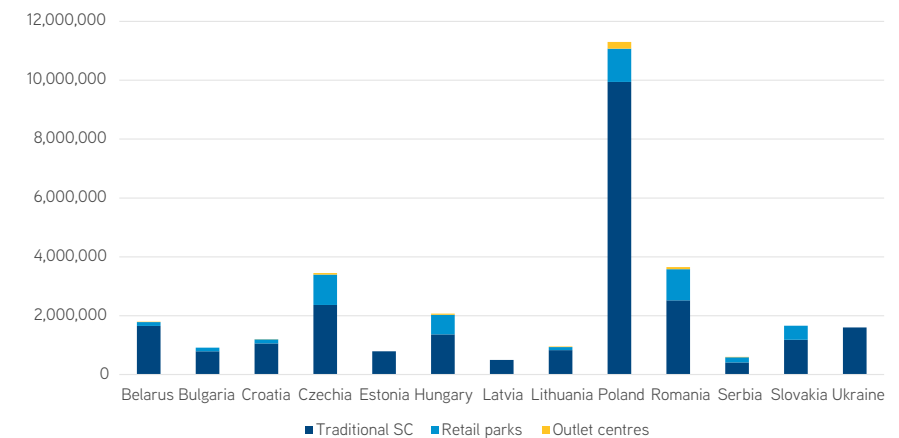
Density ratio (sqm/1,000 inhabitants)



Source: Colliers International

Traditional shopping centres dominate most of the analyzed markets: relatively high availability of retail parks space is recorded in Czechia, Poland, Romania, Hungary and Slovakia. The largest retail parks in CEE countries were developed by IKEA Centres, including Aleja Bielany, Targowek and Matarnia in Poland as well as Avion Shopping Parks in Ostrava and Brno in Czechia. Large scale retail parks operate also in Estonia (Lõunakeskus Tartu) and Romania (Baneasa Bucharest).

Shopping centres stock by formats (sqm GLA)

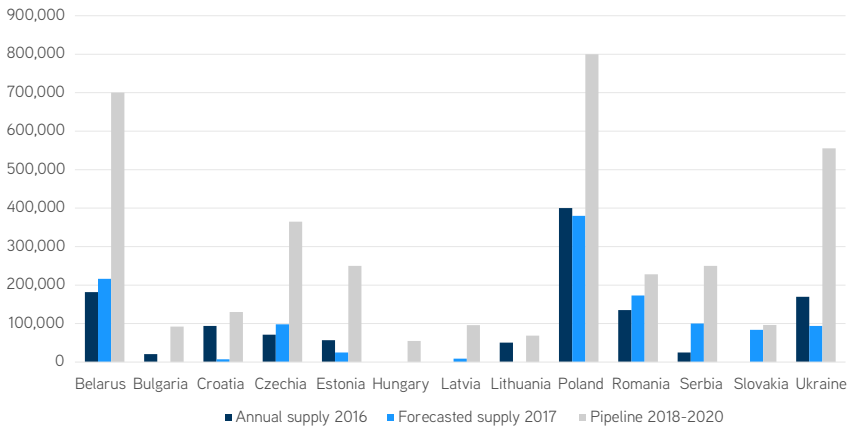


Source: Colliers International

Developers are moving forward with new shopping centre capacity in the analyzed countries: the highest dynamic is recorded both in emerging markets as Belarus or Ukraine and in mature arenas, such as Poland, Czechia and Estonia.

Extensions of existing schemes are observed all over the region, including projects in Czechia (Centrum Chodov in Prague), Slovakia (Eurovea Galleria in Bratislava) and Latvia (Alfa and Origo shopping centres in Riga).

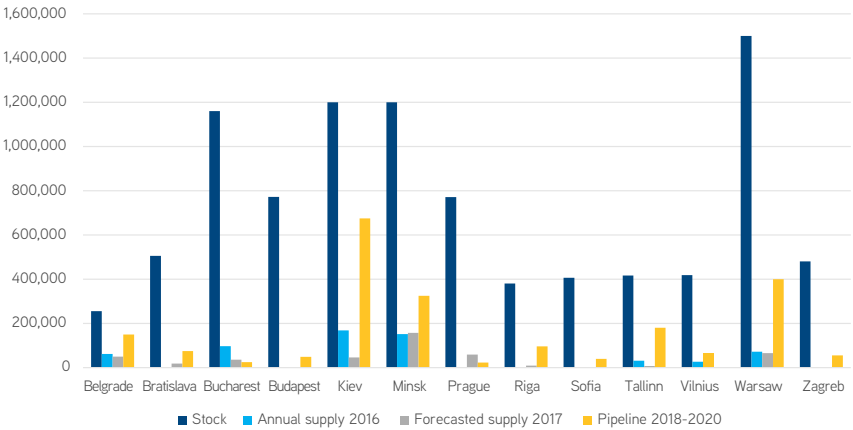
Annual supply and pipeline (sqm GLA)



Source: Colliers International

Shopping centres are concentrated in the capital cities in the majority of the analyzed countries. The exceptions are Poland, where over 86.7% of the stock is located in regional cities, and Czechia (77.7%). Most of the pipeline stock is planned in the capitals, although new projects are scheduled to also appear in some regional cities, for example Forum Gdansk (Poland), Trinity Grodno (Belarus), AFI Brasov (Romania) and Promenada Novi Sad (Serbia).

Stock, annual supply and pipeline (sqm GLA) in capital cities



Source: Colliers International

Corvin Plaza - Budapest, Hungary

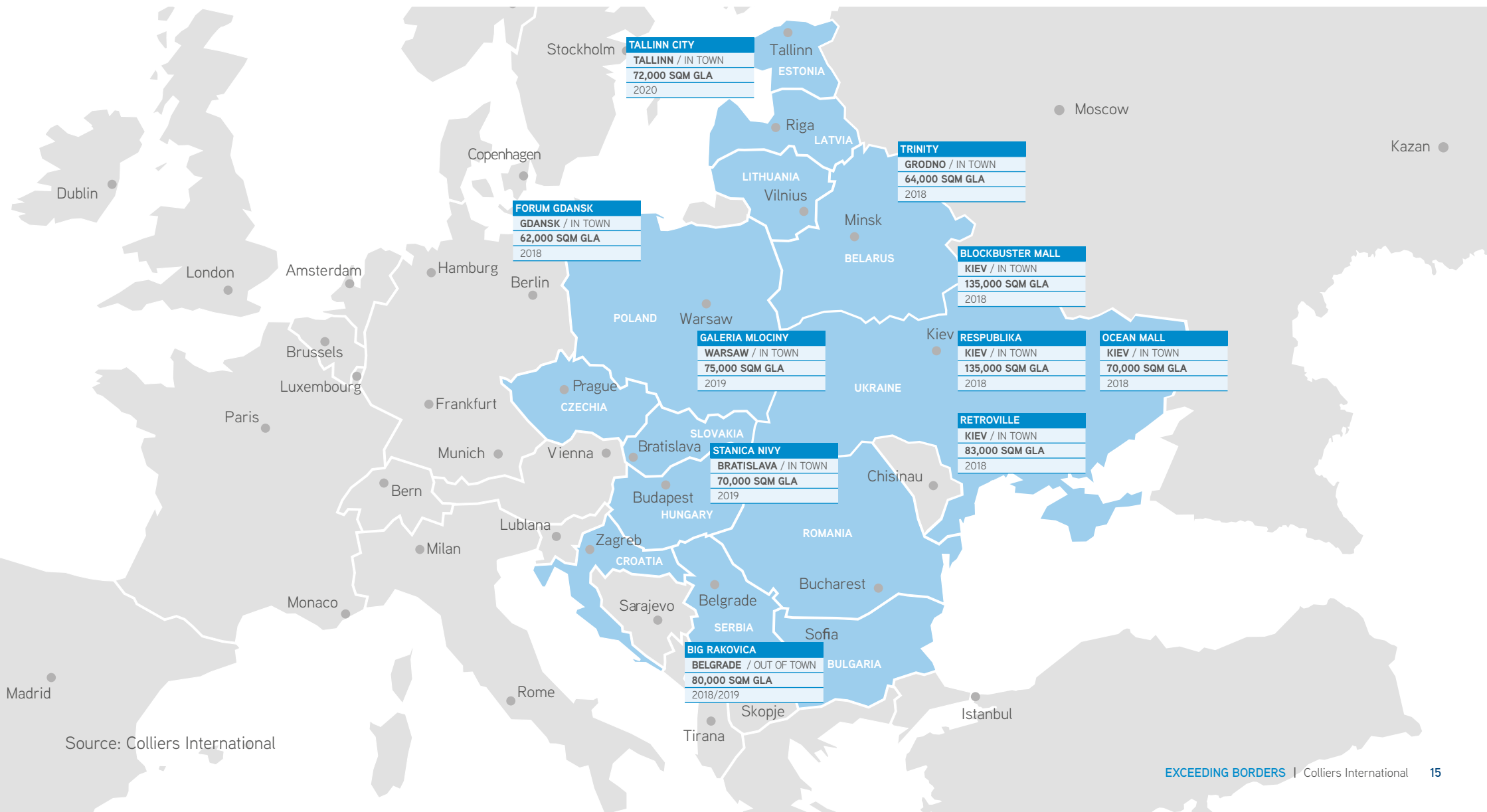


Top 20 of existing shopping centres in analyzed countries (by size)

| NAME | COUNTRY | CITY | LOCATION | TYPE | SIZE (SQM GLA) | COMPLETION DATE |
|-------------------------------|-----------|------------|-------------|-------------------------------|----------------|-----------------|
| Aleja Bielany | Poland | Wroclaw | Out of town | Shopping centre & retail park | 131,000 | 1998-2015 |
| Homepark Targowek | Poland | Warsaw | Out of town | Retail park | 124,000 | 2001-2016 |
| Baneasa | Romania | Bucharest | Out of town | Shopping centre & retail park | 120,200 | 2007 |
| Lavina Mall | Ukraine | Kiev | In town | Shopping centre | 115,000 | 2016 |
| Avion | Slovakia | Bratislava | In town | Shopping centre | 112,600 | 2002 |
| Manufaktura | Poland | Lodz | In town | Shopping centre | 110,000 | 2006 |
| Avion | Czechia | Ostrava | Out of town | Shopping centre & retail park | 105,800 | 2001-2012 |
| Arkadia | Poland | Warsaw | In town | Shopping centre | 105,000 | 2004-2017 |
| Centrum Chodov | Czechia | Prague | Out of town | Shopping centre | 100,000 | 2005-2017 |
| Posnania | Poland | Poznan | In town | Shopping centre | 99,000 | 2016 |
| Magnolia | Poland | Wroclaw | In town | Shopping centre | 98,500 | 2007-2015 |
| Westgate Shopping City | Croatia | Zagreb | Out of town | Shopping centre | 93,000 | 2009 |
| Centrum Cerny Most | Czechia | Prague | Out of town | Shopping centre | 91,910 | 1997-2013 |
| Bonarka | Poland | Krakow | In town | Shopping centre | 91,000 | 2009 |
| Dream Town | Ukraine | Kiev | In town | Shopping centre | 90,000 | 2009 |
| Afi Palace Cotroceni | Romania | Bucharest | In town | Shopping centre | 88,500 | 2009 |
| Olympia Brno | Czechia | Brno | Out of town | Shopping centre | 87,100 | 1999-2009 |
| Paradise Center | Bulgaria | Sofia | In town | Shopping centre | 85,000 | 2013 |
| Silesia City Center | Poland | Katowice | Out of town | Shopping centre | 84,000 | 2005-2011 |
| Akropolis | Lithuania | Vilnius | In town | Shopping centre | 83,400 | 2002-2004 |

Source: Colliers International

Top 10 shopping centres in the pipeline in analyzed countries (by size)



Source: Colliers International

Top 20 active* developers in the retail sector



A number of international and domestic developers are active in the region, led by IKEA Centres, currently developing projects in Poland (IKEA Zabrze, Silesia), Croatia (IKEA Designer Outlet & Retail Park Zagreb) and Serbia (IKEA Belgrade). Unibail Rodamco, NEPI Rockcastle and GTC are other international

developers active in the CEE countries. Local players dominate the retail property markets in Belarus and Ukraine including Tabak-Invest and Evrotorg as well as Megaline and KAN Development respectively.

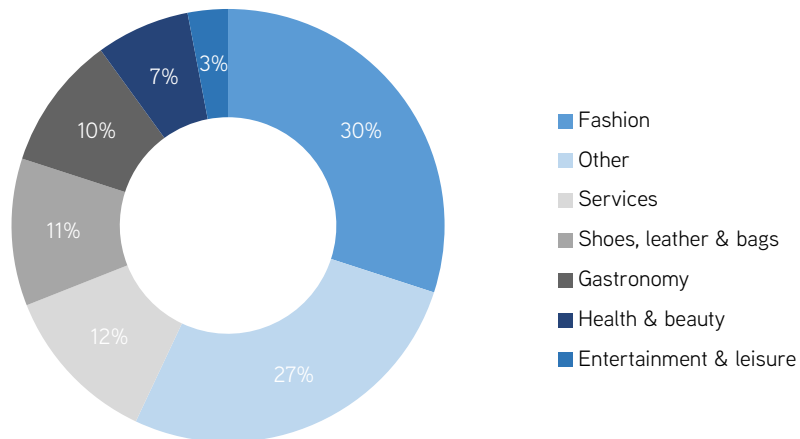
| DEVELOPER | BELARUS | BULGARIA | CROATIA | CZECHIA | ESTONIA | HUNGARY | LATVIA | LITHUANIA | POLAND | ROMANIA | SERBIA | SLOVAKIA | UKRAINE |
|-------------------|---------|----------|---------|---------|---------|---------|--------|-----------|--------|---------|--------|----------|---------|
| Akropolis | | | | | | | | | | | | | |
| BIG | | | | | | | | | | | | | |
| Crestyl | | | | | | | | | | | | | |
| Cromwell | | | | | | | | | | | | | |
| Depo | | | | | | | | | | | | | |
| ECE | | | | | | | | | | | | | |
| Echo Investment | | | | | | | | | | | | | |
| Evrotorg | | | | | | | | | | | | | |
| Futureal | | | | | | | | | | | | | |
| Garanti Koza | | | | | | | | | | | | | |
| GTC | | | | | | | | | | | | | |
| HB Reavis | | | | | | | | | | | | | |
| Infortar | | | | | | | | | | | | | |
| IKEA Centres | | | | | | | | | | | | | |
| KAN Development | | | | | | | | | | | | | |
| Megaline | | | | | | | | | | | | | |
| NEPI / Rockcastle | | | | | | | | | | | | | |
| Tabak-Invest | | | | | | | | | | | | | |
| Tulipan Group | | | | | | | | | | | | | |
| Unibail Rodamco | | | | | | | | | | | | | |

Source: Colliers International; *according to GLA completed in 2015-2017 and pipeline for 2018-2020

3.2. Active retailers

Shopping centres are the main focus for the international and domestic retail chains in most of the CEE-13 countries. Branch mixes of the majority of schemes are very similar – fashion is the main sector, both in terms of size and number of units, followed by shoes, leather & bags and health & beauty. In most of countries services and gastronomy are also important parts of the shopping center offer. In line with the inexorable e-commerce growth, the role of gastronomy, leisure and entertainment in shopping centres is expanding in CEE – it is observable especially in Poland and the Baltic countries, where extensions of existing schemes are taking place to set up cinemas, kidsplays, fitness clubs, and new food courts & dining areas.

Typical branch mix in shopping centre (by number of units)



Source: Colliers International



Blue City - Warsaw, Poland

Top active retailers in the food sector



The food sector is in a consolidation process in most of the CEE-13 countries. Evidence of transactions taking place includes the purchase of Profi (shops in 250 cities) by Mid Europa Partners in Romania and Żabka (4,500 convenience shops in Poland) by CVC Capital Partners.

The most active players are Lidl, expanding dynamically in six countries and planning to enter new markets in the region, as well as Kaufland (expansion in five countries). The market is still fragmented, despite the presence of international food chains in the region: local food chains have a strong position.



Galleria Burgas - Burgas, Bulgaria

| RETAILER | BELARUS | BULGARIA | CROATIA | CZECHIA | ESTONIA | HUNGARY | LATVIA | LITHUANIA | POLAND | ROMANIA | SERBIA | SLOVAKIA | UKRAINE |
|---------------|---------|----------|---------|---------|---------|---------|--------|-----------|--------|---------|--------|----------|---------|
| Albert | | | | | | | | | | | | | |
| Aman | | | | | | | | | | | | | |
| Auchan | | | | | | | | | | | | | |
| Biedronka | | | | | | | | | | | | | |
| Billa | | | | | | | | | | | | | |
| Carrefour | | | | | | | | | | | | | |
| CBA | | | | | | | | | | | | | |
| Coop | | | | | | | | | | | | | |
| Cora | | | | | | | | | | | | | |
| Delhaize | | | | | | | | | | | | | |
| DIS | | | | | | | | | | | | | |
| Euroopt | | | | | | | | | | | | | |
| Fantastiko | | | | | | | | | | | | | |
| Fozzy | | | | | | | | | | | | | |
| Idea | | | | | | | | | | | | | |
| Iki | | | | | | | | | | | | | |
| Intermarche | | | | | | | | | | | | | |
| Kaufland | | | | | | | | | | | | | |
| Konsum | | | | | | | | | | | | | |
| Korona | | | | | | | | | | | | | |
| Lidl | | | | | | | | | | | | | |
| Maxima | | | | | | | | | | | | | |
| Norfa | | | | | | | | | | | | | |
| Novus | | | | | | | | | | | | | |
| Penny Market | | | | | | | | | | | | | |
| Piotr i Pawel | | | | | | | | | | | | | |
| Plodine | | | | | | | | | | | | | |
| Prisma | | | | | | | | | | | | | |
| Profi | | | | | | | | | | | | | |
| Real | | | | | | | | | | | | | |
| Rimi | | | | | | | | | | | | | |
| Rublevskyi | | | | | | | | | | | | | |
| Selver | | | | | | | | | | | | | |
| Silpo | | | | | | | | | | | | | |
| Sosedi | | | | | | | | | | | | | |
| Spaar | | | | | | | | | | | | | |
| Tesco | | | | | | | | | | | | | |
| T-Market | | | | | | | | | | | | | |
| Univerexpert | | | | | | | | | | | | | |
| Zabka | | | | | | | | | | | | | |

Top active* retailers in the fashion sector



Large international fashion operators such as Inditex Group and H&M dominate the fashion sector in the CEE-13 countries. The Polish LPP Group also has a strong position as a shopping centre anchor. Large fashion operators are also expanding into and within some countries, entering new brands based

on franchises or licenses (for example Apranga Group in the Baltic countries). Luxury fashion brands are present in CEE markets mainly through multi-brand stores, and franchises.

| RETAILER | BELARUS | BULGARIA | CROATIA | CZECHIA | ESTONIA | HUNGARY | LATVIA | LITHUANIA | POLAND | ROMANIA | SERBIA | SLOVAKIA | UKRAINE |
|-----------------|---------|----------|---------|---------|---------|---------|--------|-----------|--------|---------|--------|----------|---------|
| Apranga** | | | | | | | | | | | | | |
| Baltika** | | | | | | | | | | | | | |
| C&A | | | | | | | | | | | | | |
| Fashion Company | | | | | | | | | | | | | |
| H&M | | | | | | | | | | | | | |
| Inditex | | | | | | | | | | | | | |
| LC Waikiki | | | | | | | | | | | | | |
| LPP | | | | | | | | | | | | | |
| MD | | | | | | | | | | | | | |
| MTI | | | | | | | | | | | | | |
| New Yorker | | | | | | | | | | | | | |
| Poldma | | | | | | | | | | | | | |
| Sportina** | | | | | | | | | | | | | |

Source: Colliers International; *currently expanding main fashion anchors; **clothing chain, which runs shares under various brands (franchise)

Top active* operators in the entertainment and leisure sector



The entertainment and leisure sector is growing in the CEE-13 countries. The main operators are cinemas, fitness clubs and kidsplays. Cinema City holds a strong position in the region, having opened multiplexes in 6 CEE countries.

Forum Cinemas is active in the Baltics. Most of fitness clubs and kidsplays are led by local operators.

| CINEMA | BELARUS | BULGARIA | CROATIA | CZECHIA | ESTONIA | HUNGARY | LATVIA | LITHUANIA | POLAND | ROMANIA | SERBIA | SLOVAKIA | UKRAINE |
|------------------|---------|----------|---------|---------|---------|---------|--------|-----------|--------|---------|--------|----------|---------|
| Apollo Kino | | | | | | | | | | | | | |
| Cinamon | | | | | | | | | | | | | |
| Cine'Grand | | | | | | | | | | | | | |
| Cinema City | | | | | | | | | | | | | |
| Cinema Pink | | | | | | | | | | | | | |
| Cinemax | | | | | | | | | | | | | |
| Cineplexx | | | | | | | | | | | | | |
| Cinestar | | | | | | | | | | | | | |
| Forum Cinemas | | | | | | | | | | | | | |
| Helios | | | | | | | | | | | | | |
| Kino Arena | | | | | | | | | | | | | |
| Movieplex Cinema | | | | | | | | | | | | | |
| Multikino | | | | | | | | | | | | | |
| Multiplex | | | | | | | | | | | | | |
| Planeta Kino | | | | | | | | | | | | | |
| Premiere Cinemas | | | | | | | | | | | | | |
| Silver Screen | | | | | | | | | | | | | |

Source: Colliers International; *currently expanding leisure operators

Top active* operators in the entertainment and leisure sector



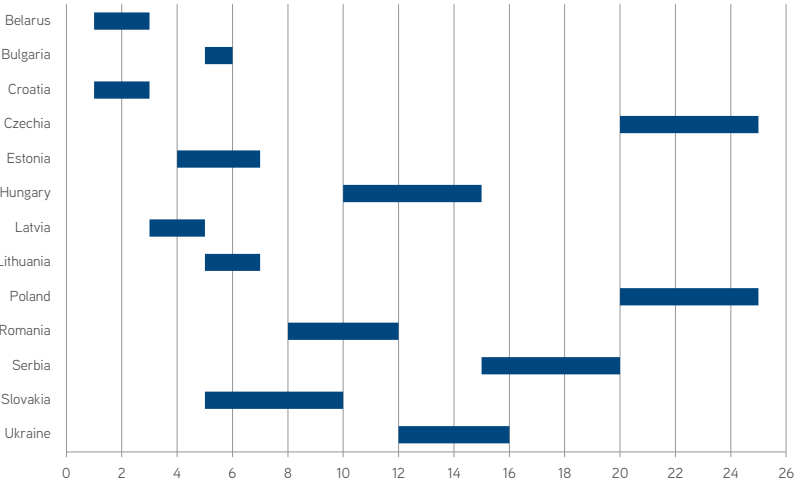
| FITNESS CLUB | BELARUS | BULGARIA | CROATIA | CZECHIA | ESTONIA | HUNGARY | LATVIA | LITHUANIA | POLAND | ROMANIA | SERBIA | SLOVAKIA | UKRAINE |
|---------------------|---------|----------|---------|---------|---------|---------|--------|-----------|--------|---------|--------|----------|---------|
| Big Z | | | | | | | | | | | | | |
| CityFit | | | | | | | | | | | | | |
| Fit inn | | | | | | | | | | | | | |
| Fit up | | | | | | | | | | | | | |
| Gilda Max | | | | | | | | | | | | | |
| Golem | | | | | | | | | | | | | |
| Gym Plius | | | | | | | | | | | | | |
| Gyms4you | | | | | | | | | | | | | |
| Fabryka Formy | | | | | | | | | | | | | |
| Impuls | | | | | | | | | | | | | |
| Kocovic | | | | | | | | | | | | | |
| Lemon Gym | | | | | | | | | | | | | |
| MyFitness | | | | | | | | | | | | | |
| Pure Jatomi | | | | | | | | | | | | | |
| Sport life | | | | | | | | | | | | | |
| World Class Fitness | | | | | | | | | | | | | |

| KIDSPLAY | BELARUS | BULGARIA | CROATIA | CZECHIA | ESTONIA | HUNGARY | LATVIA | LITHUANIA | POLAND | ROMANIA | SERBIA | SLOVAKIA | UKRAINE |
|------------------|---------|----------|---------|---------|---------|---------|--------|-----------|--------|---------|--------|----------|---------|
| Capella Play | | | | | | | | | | | | | |
| Dityacha Planeta | | | | | | | | | | | | | |
| Fantasy Park | | | | | | | | | | | | | |
| Gymboland | | | | | | | | | | | | | |
| Juhu | | | | | | | | | | | | | |
| Kinderplaneta | | | | | | | | | | | | | |
| Playground | | | | | | | | | | | | | |
| Ton Bon Bon | | | | | | | | | | | | | |

Source: Colliers International; *currently expanding leisure operators

New brands, mainly from the fashion sector, are continuously entering the CEE markets. The highest number of annual debuts is recorded in Poland and Czechia, followed by Slovakia, Hungary, Serbia, Romania as well as Ukraine. As an example, in 2015-2017, LPP Group (fashion) debuted on the Croatian, Serbian and Belarussian markets. Zara Home entered Estonia and Lithuania.

Average number of annual entrances, 2015-2017












Source: Colliers International

Eurovea - Bratislava, Slovakia



Selected debuts in CEE countries in 2015-2017



| |  |  |  |  |  |  |  |  |  |
|------------------|--|--|--|--|--|--|--|--|--|
| Country | FOOD | FASHION | SHOES, LEATHER&BAGS | KIDS | HOMEWARE | LEISURE | GASTRONOMY | HEALTH& BEAUTY | SPORT |
| Belarus | SPAR | LPP Group, Inditex Group, Finn Flare, Love Republic, Koton, Calzedonia, Intimissimi | New Balance, Parfois | | Jysk | | Burger King, Texas Chicken, KFC, Sbarro | | Quiksilver |
| Bulgaria | | Forever21, Brunello Cucinelli, Love Moschino, Armani Exchange | CCC | | | | Hesburger, Wagamama, Hamburguesa Nostra | | |
| Croatia | | Armani Exchange, Banana Republic, GAP, Koton | | | Tedi | | Subway | NYX | |
| Czechia | | Brunello Cucinelli, Plamers, Oysho, Barbour, Boux Avenue, Karl Lagerfield | Hogan, O bag, Wojas, Tezyo | Hamley's | Zara Home, Flying Tiger | | Pizza Hut | | |
| Estonia | | Gloria Jean's, DoubleRed, Suitsupply, Apranga | CCC | | Zara Home, Alandeko | People Fitness, Lemon Gym | Burger King | NYX, Bottega Verde | |
| Hungary | | COS, Palmers, Michal Negrin, Michael Kors, Polo Ralph Lauren, J. Press | O bag | | | | | | |
| Latvia | | COS, River Island, Michael Kors, Intimissimi, Calzedonia, La Perla | Sizeer, Sketchers | | | | | NYX | Sportsdirect, 4F |
| Lithuania | Lidl | Intimissimi, Calzedonia | Sizeer | Imaginarium, Sterntaler | Zara Home | People Fitness | Hooters | NYX, Kiehl's | Sportsdirect, 4F |
| Poland | | Forever21, &Other Stories, Superdry, U.S. Polo Assn., Uterque, Trespass, Fashion Melon Group, Sfera, Victoria's Secret | Skechers, Steve Madden, Caprisa | Hamley's | Le Creuset | | Blue Frog, Max Burger | | |
| Romania | | Forever21, COS, Uterque, Armani Exchange, Tati, Lanidor, Boggi | Wojas | | | | Taco Bell, Pizza Sbarro | NYX | Sport Loft, Under Armour |
| Serbia | Lidl | Tenezis, LPP Group, Liu Jo, Calvin Klein, Armani Exchange, Jeordies | CCC | Lego, Jumbo | IKEA | | Funky Buddha | | |
| Slovakia | | Forever21, Karl Lagerfield | Nine West | | | | Starbucks | Douglas, NYX | |
| Ukraine | | Uterque, Superdry, Stradivarius Men, Tenezis, Ravin Jeans, Scotch & Soda | CCC, Superstep | Okaidi | | | | | Intersport |

Source: Colliers International

3.3. Rental terms in analyzed countries (sqm/month)

| | BELARUS | BULGARIA | CROATIA | CZECHIA | ESTONIA | HUNGARY |
|---|--|---|---|--|---|---|
| Prime rent* | EUR 80 | EUR 38 | EUR 40 | EUR 200 | EUR 60 | EUR 100 |
| Typical average turnover rent | 7-9% | 8% | 5-9% | 8% | 6-9% | 7-9% |
| Typical service charge level** | EUR 4-6 | EUR 6-8 | EUR 3-6 | EUR 4-6 | EUR 3.5-5 | EUR 10-12 |
| Typical marketing fee level** | EUR 2-5 | EUR 0-1 | EUR 1-2 | EUR 1.25-2 | EUR 1.2-1.75 | EUR 2-4 |
| Indexation (annual) | n/a | EUROSTAT HICP | Eurozone CPI | Eurozone CPI or local CPI if rent quoted in CZK | Estonian CPI or Eurozone harmonized CPI | Eurozone CPI |
| Typical lease period | 3-5 years | 3-5 years | 3-5 years | 3-5 years | 3-5 years | 5 years |
| Typical lease incentives for anchors | Rent free periods 2-3 months, step rent, cap on the service charge | Fit-out EUR 300/sqm/month, turnover rent only, service charge included in turnover rent or capped | Fit-out contribution EUR 500-700/sqm, rent free period 2-3 months, step rent, cap on the service charge | Fit-out contribution in EUR 500-800/sqm and EUR 800-1,000/sqm for anchors; rent free period 2-3 months per year of lease, step rent, cap on the service charge | Fit-out EUR 120-150/sqm/month, rent free periods 1-2 months, step rent, cap on the service charge | Step rent, turnover rent, rent free period of 2-3 months for a 5 year lease |

*100-150 sqm unit for fashion, located in prime shopping centre

**in-line tenants, excluding supermarket & other large size retailers

| LATVIA | LITHUANIA | POLAND | ROMANIA | SERBIA | SLOVAKIA | UKRAINE |
|--|---|---|----------------|--|---|--|
| EUR 50 | EUR 45 | EUR 120 | EUR 60 | EUR 60 | EUR 38.5 | USD 68 |
| 8% | 7-9% | 7-9% | 7-8% | 4-10% | 5-7% | 10-12% |
| EUR 4-8 | EUR 4.5-5 | EUR 7-13 | EUR 6-10 | EUR 6-10 | EUR 12-15 | USD 6-10 |
| EUR 2-3 | EUR 1.5-2 | EUR 5-7 | EUR 1.5-4 | included in service charge | EUR 2.5 | USD 2-4 |
| Eurozone CPI | Average annual CPI/HICP | Eurozone CPI | HICP | Eurozone CPI | CPI/HICP Eurozone | n/a |
| 3-5 years | 3-5 years | 3-5 years | 5 years | 3-5 years | 7-15 years | 3-5 years |
| Rent free periods 2-3 months, step rent, cap on the service charge | Rent free periods 2-3 months, turnover rent only, step rent, cap on the service charge | Fit-out EUR up to 500/sqm/ month, turnover rent only, rent free periods 2-3 months, step rent, cap on the service charge | Fit out budget | Fit-out (min. EUR 100/sqm/ month), step rent, service charges included in the rent (not additional expense) | Fit-out EUR 400-700/sqm/ month, turnover rent only, rent free periods 2-3 months, step rent, cap on the service charge | Fit-out EUR 500-700/sqm, minimal fixed rate + turnover rent, rent free periods 3-6 months, early termination clause after 3 first years, step rent, cap on the service charge |

Source: Colliers International

Contacts

BELARUS



Andrey Pavlyshko
Partner | Managing Director
Phone +375 172 569 569
andrey.pavlyshko@colliers.com



Denis Chetverikov
Partner | Director of Research
and Advisory Department
Phone +375 172 569 569
denis.chetverikov@colliers.com

BULGARIA

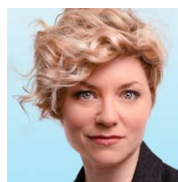


Boryana Peneva
Manager | Retail Services
Phone +359 2 976 9 976
boryana.peneva@colliers.com



Kamelia Radova
Market Researcher
Phone +359 2 976 9 976
kamelia.radova@colliers.com

CROATIA



Vedrana Likan
Managing Partner
Phone +385 99 3117 364
vedrana.likan@colliers.com



Klara Matic
Senior Consultant | Investment,
Valuation and Advisory Services |
EMEA
Phone +385 98 172 1024
klara.matic@colliers.com

CZECHIA



Omar Sattar
Managing Partner
Phone +420 602 363 705
omar.sattar@colliers.com



Ondrej Vlk
Senior Associate | Head of Research
Phone +420 602 940 066
ondrej.vlk@colliers.com

ESTONIA



Avo Rõõmussaar
Partner | Managing Director
Phone +372 52 79 638
avo.roomussaar@colliers.com



Maksim Golovko
Head of Research | Analytical
Department
Phone +372 6160 787
maksim.golovko@colliers.com

HUNGARY



Tim Hulzebos
Managing Director
Phone +36 30 986 6093
tim.hulzebos@colliers.com



Tamás Steinfeld MBA
Associate Director
Phone +36 70 286 2505
tamas.steinfeld@colliers.com

LATVIA



Deniss Kairans
Partner | Managing Director
Phone: +371 6778 33 33
colliers.latvia@colliers.com



Dmitrijs Kačalovs
Associate Director | Research
& Advisory Department
Phone +371 6778 3333
dmitrijs.kacalovs@colliers.com

LITHUANIA



Efim Hiterer
Senior Consultant | CRE Department
Retail Sector
Phone +370 671 69866
efim.hiterer@colliers.com



Diana Lebedenko
Market Analyst | Consultancy
Department
Phone +370 5 249 1212
diana.lebedenko@colliers.com

UKRAINE



Alexander Nosachenko
Managing Director
Phone +38 067 2301777
alexander.nosachenko@colliers.com

POLAND



Monika Rajska-Wolińska MBA, MRICS
Managing Partner | EMEA Board
Member
Phone +48 668 139 759
monika.rajska@colliers.com



Marta Machus-Burek
Partner | Director | Retail Advisory
Services | Retail Agency
Phone +48 691 711 235
marta.machus-burek@colliers.com

ROMANIA



Ilinca Paun
Managing Partner
Phone +40 72 258 93 23
ilinc.paun@colliers.com



Silviu Pop
Head of Research | Administrative
Phone +40 721 176 701
silviu.pop@colliers.com

SERBIA



Ana Vukovic
Managing Director | Greece & Serbia
Phone +30 2106832440
ana.vukovic@colliers.com



Ilija Samardzija
Valuer | Valuation and Advisory
Services
Phone +381 63 10 77 849
ilija.samardzija@colliers.com

SLOVAKIA



Ermanno Boeris
Managing Partner
Phone +421 911 667 542
ermanno.boeris@colliers.com



Tamila Nussupbekova
Associate | Research
Phone +421 911 556 899
tamila.nussupbekova@colliers.com

554 offices in
68 countries on
6 continents

United States: **153**

Canada: **34**

Latin America: **24**

Asia Pacific: **231**

EMEA: **112**

EUR 2,3 billion

revenue in 2016

170 million sqm

space under management

15,000

employees

Colliers International

Colliers International Group Inc. (NASDAQ and TSX: CIGI) is a global leader in commercial real estate services with 15,000 professionals operating in 68 countries. With an enterprising culture and significant insider ownership, Colliers professionals provide a full range of services to real estate occupiers, owners and investors worldwide. Services include brokerage, global corporate solutions, investment sales and capital markets, project management and workplace solutions, property and asset management, consulting, valuation and appraisal services, and customized research and thought leadership. Colliers International has been ranked among the top 100 outsourcing firms by the International Association of Outsourcing Professionals' Global Outsourcing for 10 consecutive years, more than any other real estate services firm.

www.colliers.com

Colliers International has been active in the Polish market since 1997 and operates through offices in Warsaw, Krakow, Wroclaw, Poznan, Gdansk, Katowice and Lodz with over 250 employees in total. The company has been often honored for its achievements by industry organizations such as Eurobuild, CIJ Journal, CEE Quality Awards and the International Property Awards. Colliers' most recent distinction in Poland include the "Outsourcing Star", given in recognition of its status as one of the most active real estate advisors in the outsourcing sector; and the "Gazeta Biznesu" for being one of the most dynamically developing companies in Poland.

Colliers International
Pl. Pilsudskiego 3
00-078 Warsaw, Poland
+48 22 331 78 00



Copyright © 2017 Colliers International.

The information contained herein has been obtained from sources deemed reliable. While every reasonable effort has been made to ensure its accuracy, we cannot guarantee it. No responsibility is assumed for any inaccuracies. Readers are encouraged to consult their professional advisors prior to acting on any of the material contained in this report.

