



Category: Best Property Management Company

Company: Apsys Polska SA

## Shopping centers IN POLAND

**23** SHOPPING CENTERS

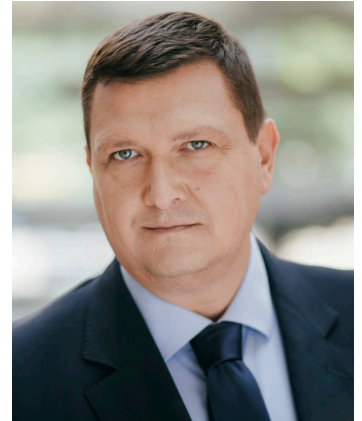
**950 000** SQM OF **GLA**  
IN MANAGEMENT

**10%** OF THE TOTAL RETAIL  
SPACE IN POLAND



## APSYS

ICONIC PLACES



**Benoit Charles**  
CEO and President of the  
Board

Established in Poland in 1996 Apsys acts as an investor, developer, leasing manager, property manager as well as promoter and marketer. It has developed such flagship shopping and leisure centers as Manufaktura in Łódź and Posnania in Poznań, and has obtained leading position in the area of property management. Currently Apsys Polska manages 23 centers in 16 major cities, with about 950 thousand sqm GLA - 10% of the total GLA of shopping industry in Poland. All the centers have a combined footfall of 130 mln customers per year. The highest quality and effectiveness of Apsys management confirm solid data: footfall index 2% above a market, increase of the turnover index by 4,74% YTD (11% above a market), 2000 lease agreements managed representing 124 MEUR collected rents yearly with rent collection ratio at 99,7%, service charges 97,5%, NOI 4% over the budget, 14 Breeam In-Use certificates at excellent level in managed portfolio. Among the most important latest achievements of Apsys Polska, there are successful management of Posnania and increasing management portfolio.

### 1. Posnania management:

- o on time closure of the development process
- o triumphant opening with 99% of GLA in operation
- o over 13 mln visitors in one year of operation
- o brand awareness level: 74% after 8 months from opening
- o customers satisfaction and recommendation will level: 77%
- o implementation of APSYS LAB solutions setting up new standard of customer experience in the retail sector
- o acquiring 4 gold awards at ISCS Solal Marketing Awards and PRCH Retail Awards for: the Grand Opening Day, Brand awareness project "In Posnania" and Best New Shopping Mall

### 2. Increasing management portfolio:

- o gaining two new assets for property management services: Focus Mall Piotrków Trybunalski and Focus Mall Zielona Góra, with total GLA: 62k sqm
- o 15% increase of managed GLA within 1 year: from 826k to 950k GLA sqm
- o 354 lease agreements (for first 9 months of 2017) representing 67 266 sqm GLA

## **New Approach / Special Efforts Undertaken**

The ambition of Apsys Polska and its 270 employees is to make life and cities more beautiful. Apsys combines perseverance with imagination and applies a tailored-made approach to each project. The company brings out the potential of a city or district, combines the past and the present, breathes new life into the city center. It creates and manages places that invoke emotional connections and draws together a collection of brands and services that brighten up and facilitate everyday life of people. Due to this unique approach, model and high-quality management, its representative events and pro-active asset management, Apsys adds value for all stakeholders.

The company constantly develops new solutions and creates new standards at the shopping sector market to create centres tailored to the needs and expectations of today's tenants and customers. To underline the importance of that matter company established the APSYS LAB, a think tank of experts from different fields and specializations, coming from different departments to monitor new trends in the industry and generate innovative solutions. The APSYS LAB operates in 4 areas: customer experience, customer service, new technologies and social media, smart management.

Beside APSYS LAB company implements on current basis own innovative solutions in the area of management, ex.: "knowledge base", 360 degrees reporting solutions or affordability heat map. In 2017 Apsys Polska has started the process of implementation LEAN management philosophy.

Apsys Polska and its projects have been several times awarded by PRCH, ICSC and others in the fields of development, management and marketing.

### **Key clients**

Union Investment, Pradera, Rockcastle, Cromwell, Aerium, Meyer Bergman, Standard Life Investments, Portus Retail, ImmoGdansk

### **Key projects**

Posnania in Poznań, Manufaktura and Pasaż Łódzki and Tulipan and Guliwer in Łódź, Janki and Bemowo in Warszawa, Czyżyny in Kraków, Bielawy and Kometa in Toruń, Galeria Przymorze and Osowa in Gdańsk, Galeria nad Jeziorem in Konin, Rondo in Bydgoszcz, Galeria Katowicka and 3 Stawy in Katowice, Focus Park in Rybnik, Europa Centralna in Gliwice, Gniezno in Gniezno, Platan in Zabrze, Korona in Wrocław, Focus Mall Zielona Góra, Focus Mall in Piotrków Trybunalski.