

NIEUWEGEIN CITYPLAZA

4 October 2017



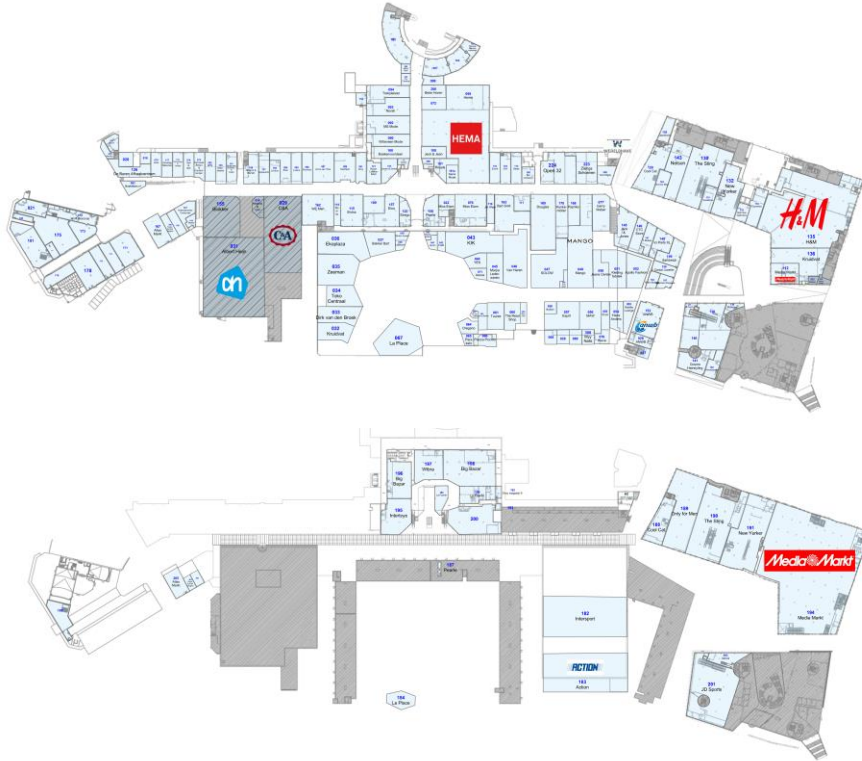
WERELDHAVE



CITYPLAZA

NIEUWEGEIN

FLOORPLAN



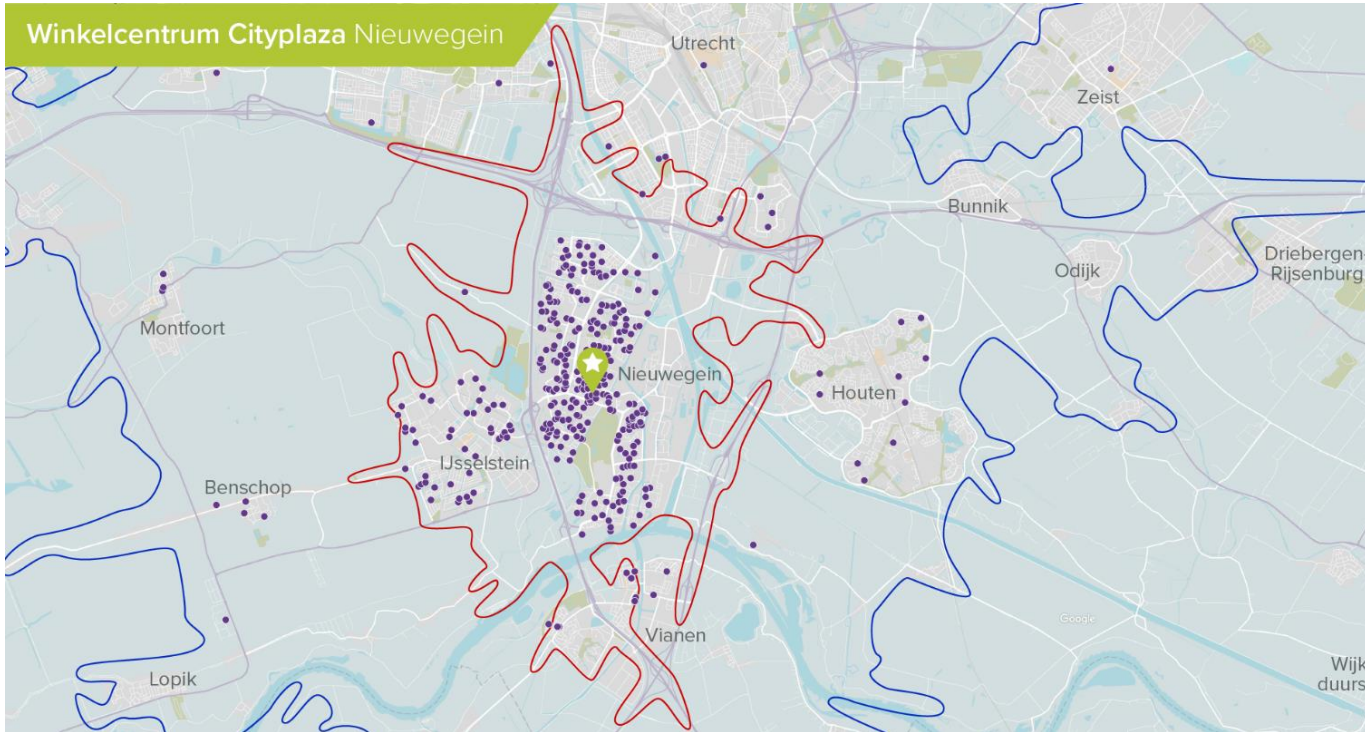
KEY FACTS

- GLA of 53,600 m²
- Approximately 167 stores & catering facilities
- 2,250 (paid) parking spaces
- 6.8 million visitors per year

- Located in city centre of Nieuwegein
- Easy accessibility
- Website & social media
- Marketing & events
- Free WiFi

- BREEAM certificate in progress
- Subsidy granted for installing 740 solar panels

CATCHMENT AREA



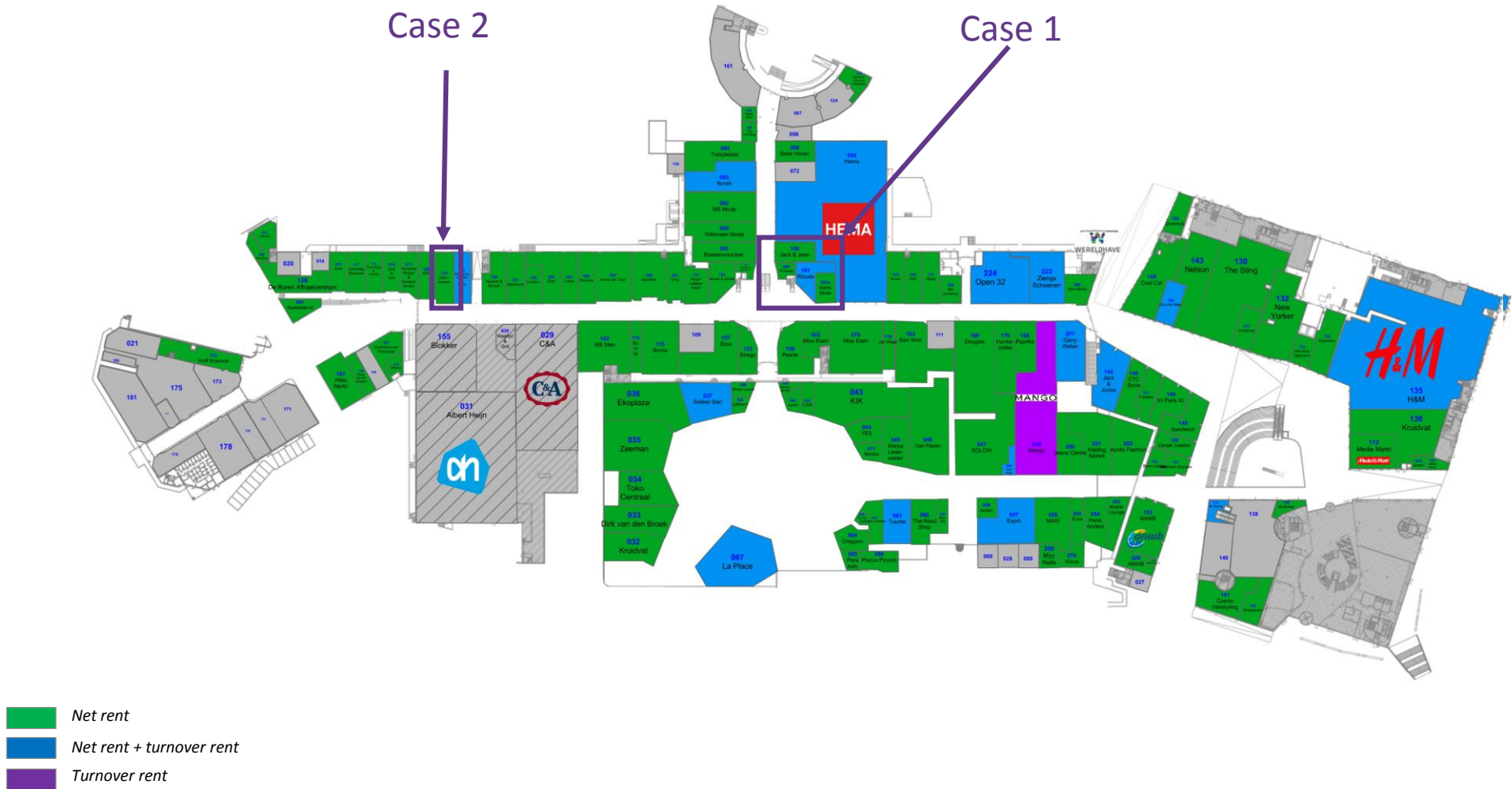
★ Location Shopping Centre Cityplaza
● Origin of visitors
— Primary catchment area
— Secondary catchment area

Catchment area of 613,800 inhabitants:

- Primary catchment area of 170,800 inhabitants (0-10 minutes)
- Secondary catchment area of 506,000 inhabitants (10-20 minutes)

CASES

RELOCATION OF TENANT AND EXTENDING STORES



CASE 1

RELOCATION OF TENANT, SPLITTING STORE IN TWO, UPGRADE LOOK AND FEEL

SITUATION Q4-2016



INCREASE IN GRI

+28%

SITUATION Q1-2017



Result after splitting the store, raising the store front by 50 cm and opening of both tenants.

CASE 2

EXTENDING STORES WITH NEW STORE FRONTS



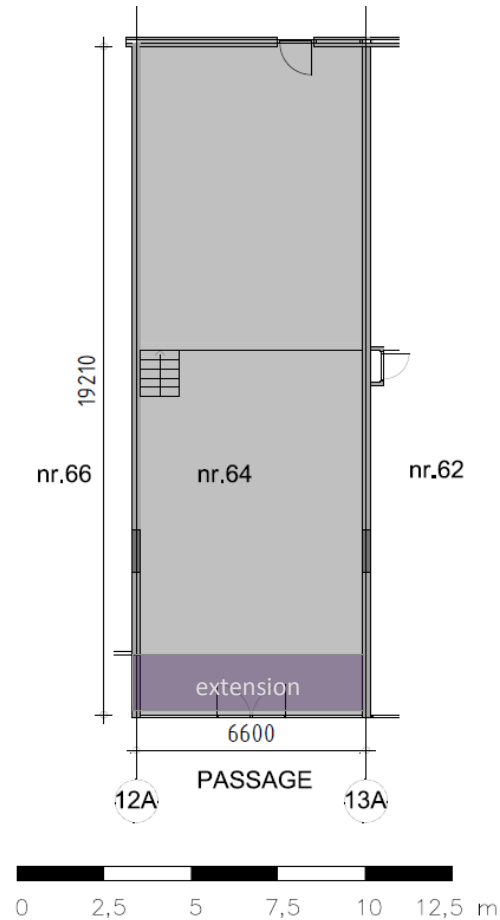
CASE 2

EXTENDING SHOPS WITH NEW SHOP FRONT



INCREASE IN SURFACE

+6%



EVENTS CITYPLAZA 2017



Kom dansen, ontbijten, lachen en genieten!

City
Huis-kamer festival

za 23 sept
12.00 - 23.00 uur

zo 24 sept
11.00 - 17.00 uur

Je voelt je thuis in City

Shop & win deze zomer!
Superprijzen bij besteding van €10

Lucky Summer Weken

WTH

Green Carpets

Zomerprogramma op de Green Carpets!
Ontspanning, workshops en entertainment van 11 juni tot 10 september.

goed voor elkaar

CITYPLAZA
SPORT!

Lekker sporten met z'n allen!

Gezellig en sportief weekend op 24 en 25 juni

goed voor elkaar

In samenwerking met **SPORTID**

NEW STORE OPENINGS 2017





WERELDHAVE

Bringing people together