

KRONENBURG

ARNHEM

04 October 2017



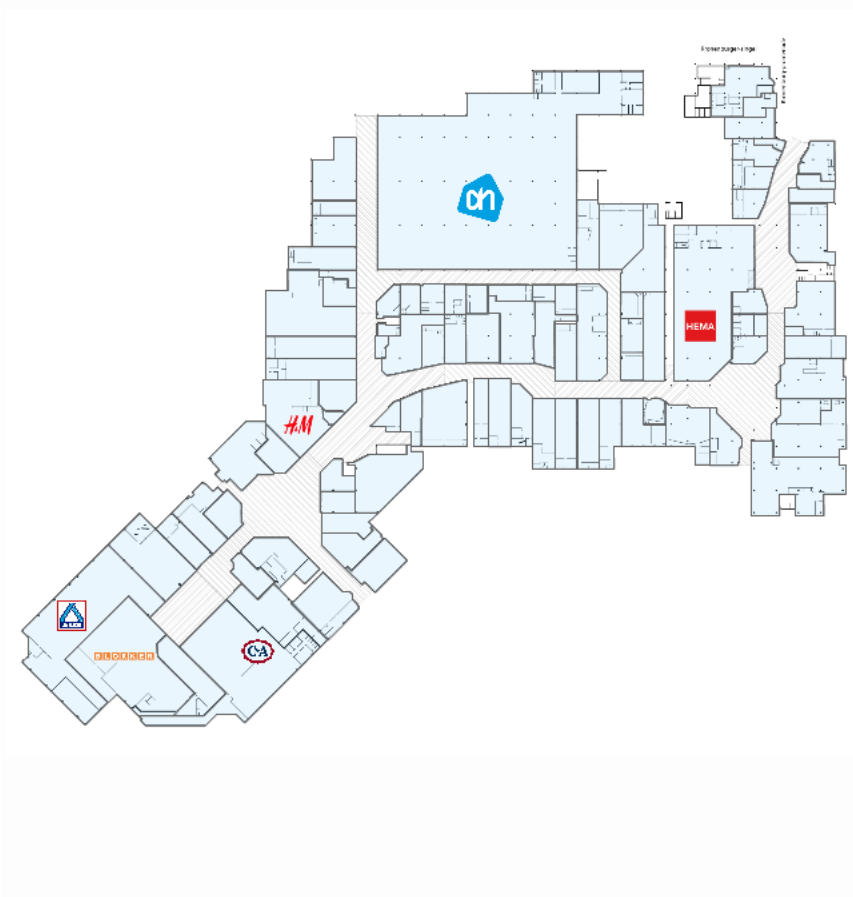
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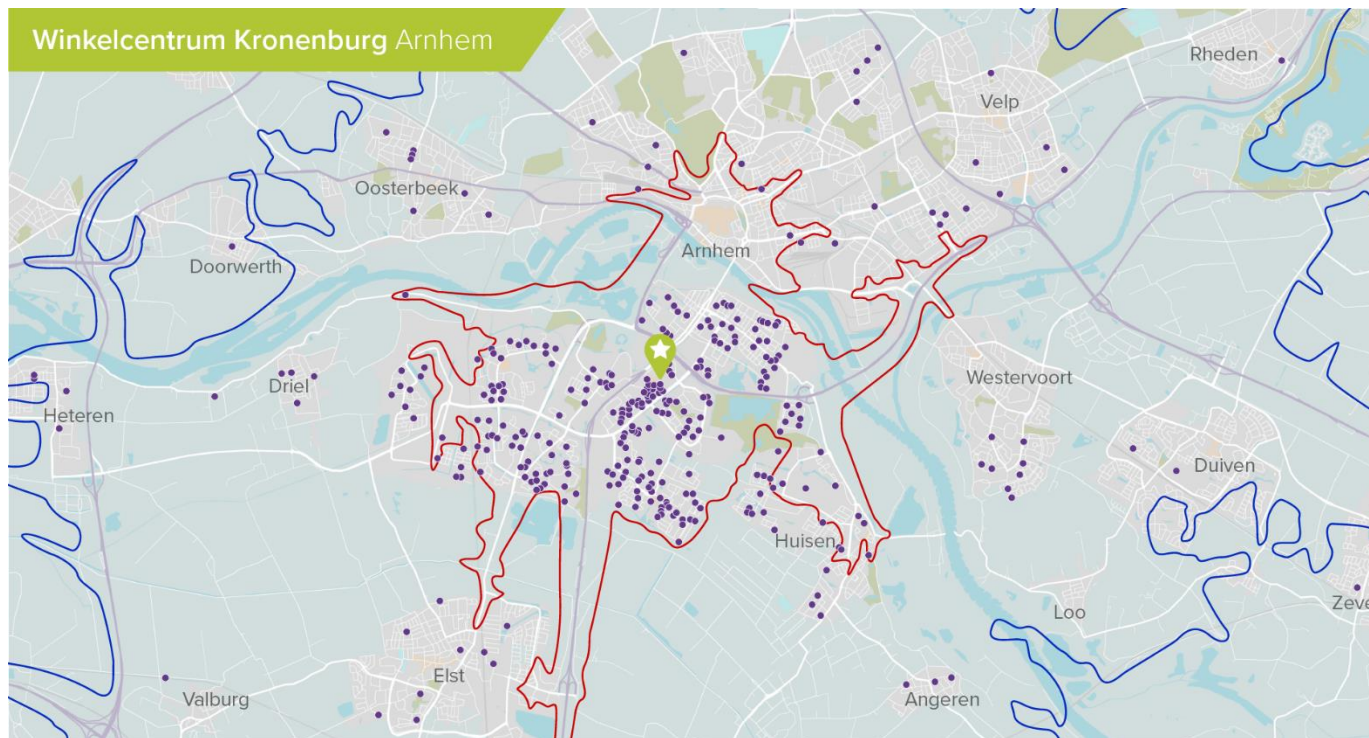
FLOORPLAN



KEY FACTS

- 37,900 m² GLA
- 5.8 million visitors per year
- ~110 stores & catering facilities
- Kids playing area & free toilets
- 1,300 free parking spaces
- Website & social media
- Marketing & events
- Free WiFi
- 2,140 solar panels: ~40% common areas energy usage
- Customers are really satisfied about the accessibility & parking garage (7.7 & 7.9)

CATCHMENT AREA



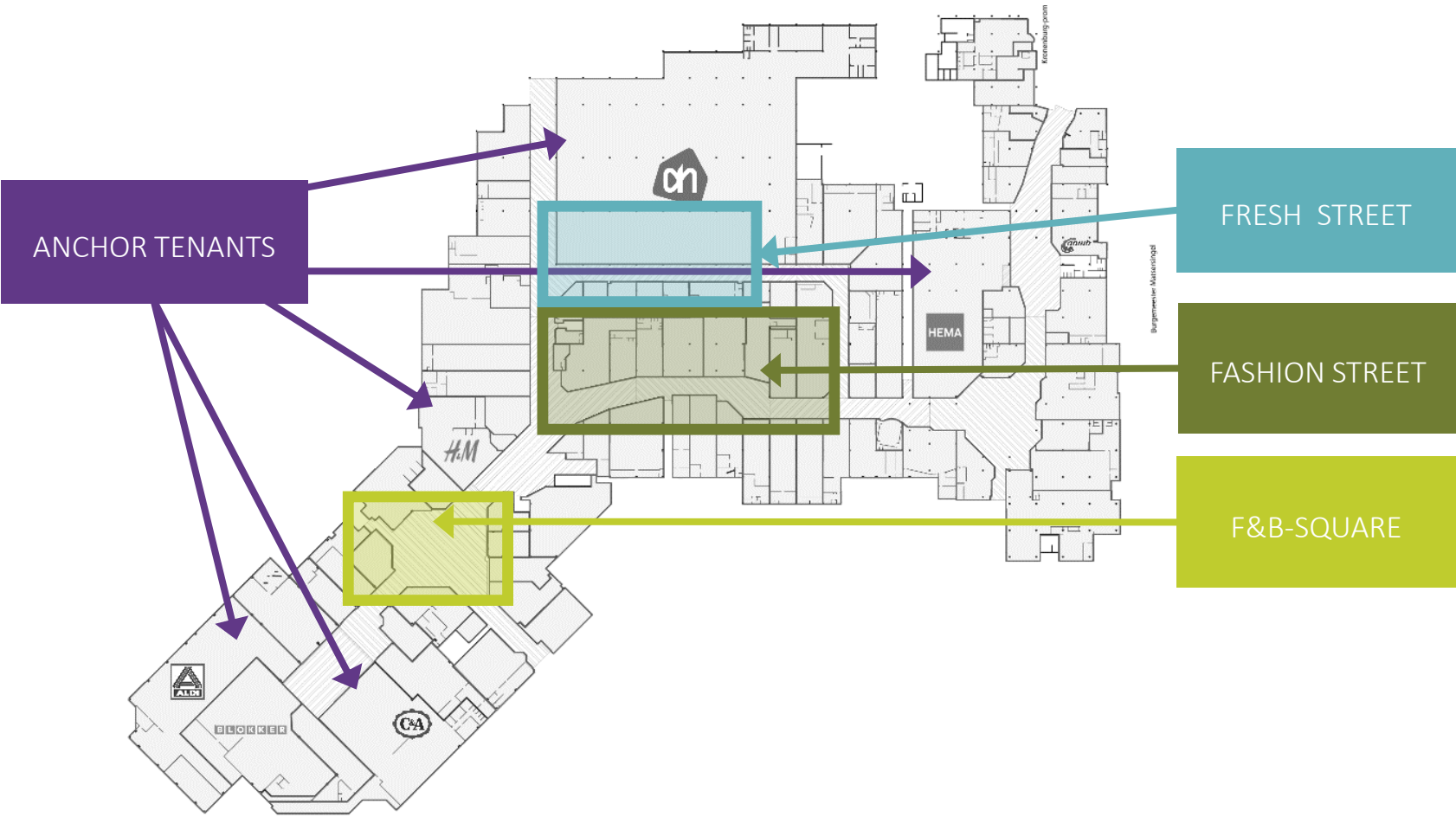
Catchment area of 336,600 inhabitants:

- Primary catchment area of 94,600 inhabitants (0-10 minutes)
- Secondary catchment area of 242,000 inhabitants (10-20 minutes)

- ★ Shopping Centre Kronenburg
- Origin of visitors
- Primary catchment area
- Secondary catchment area

OVERVIEW KRONENBURG

CLUSTERING BRANCHES & SPREADING ANCHORS



LEASING ACTIVITY

2013-2017: ~40% OF ALL UNIT "ROTATED"

- Renegotiation / rent renewal
- New lease
- Relocation of tenant
- Extension of store
- Temporary lease



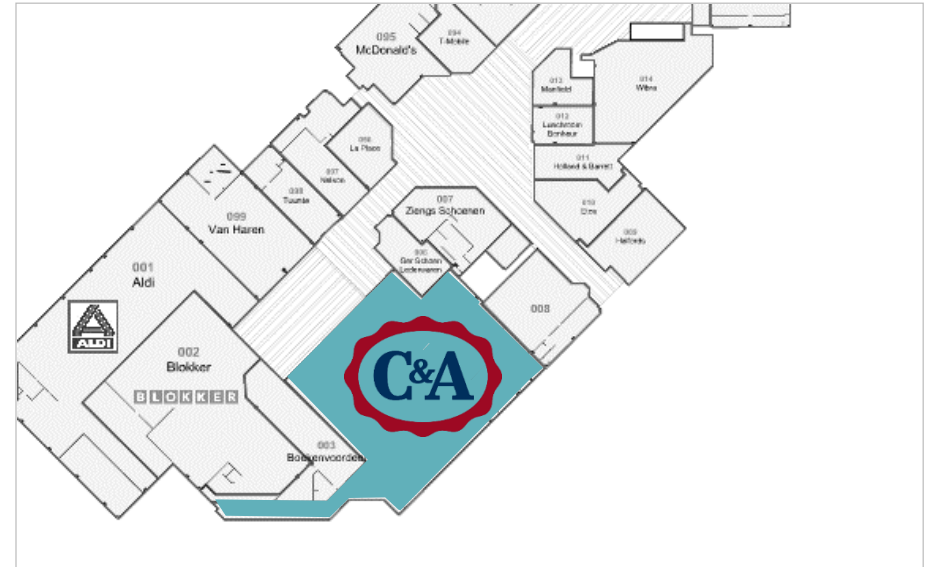
OPTIMIZING UNITS

FIRST NEW C&A FORMAT

OLD SITUATION



NEW SITUATION



- C&A just opened its first new concept store in The Netherlands at Kronenburg
- Unit increased from 1,300m² to 1,600m² by adding the former Takko-unit
- Strong revenues per m², important catchment area for fashion and strong footfall were C&A's drivers to choose for Kronenburg instead of the inner city of Arnhem.

ADDING RETAIL SURFACE

SCAPINO IN FORMER MANAGEMENT OFFICE PER Q1 2018

FIRST FLOOR



* Based on internal valuation

LATEST DEALS IMPROVED LOOK & FEEL

NEW FORMATS & LIFTED SHOP FRONTS



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MARKETING & EVENTS

ADAPTING OPENING HOURS TO CONSUMER NEEDS

- Monthly Sunday opening this year, weekly Sunday opening next year

DRIVING FOOTFALL AND CONVERSION WITH MARKETING AND COMMUNICATION

- Opening C&A
 - +23% visitors
 - Livestream, Facebook campaign, discount coupons and after movie
- Lucky Summer Weeks
 - Collected +2,412 e-mail addresses and +800 newsletter subscribers
 - Conversion driving 'Shop & Win' campaign
 - For each € 10,- spent in Kronenburg, shoppers received a unique lucky coupon
 - Lucky coupons could be checked online





WERELDHAVE

Bringing people together