

PRESS RELEASE

MOZAIKA - THE NEW BRAND FOR NEIGHBOURHOOD CONVENIENCE CENTRES IN POLAND

MOZAIKA is a newly developed brand for convenience and grocery shopping in well established locations in Poland. With the launch on December 2nd 2021 in Krakow, **MOZAIKA** approached a diverse client base on both the retailer as well as the customer side.

MOZAIKA Krakow is located within the **Bieżanów-Prokocim** district of Krakow, in a very frequented area and on a well-connected route heading towards **Wieliczka**. The excellent accessibility via **public transport** incl. tram stops as well as individual transport such as the **highway** A4 leads to a high frequency and a broad catchment area. So that the 65,000 inhabitants of the district will be reached as customers as well as people passing by the location via car or public transport.

The customer centric tenant base includes a modern **Kaufland** grocery store on 7,400 sqm, a large **OBI** DIY store and several others such as **Rossmann**, **Deichmann**, **RTV Euro AGD**, **Maxi Zoo** etc. Furthermore, **MOZAIKA** provides a large food court which provides modern **gastronomy concepts** to the customers.

*– We redefine places that have been inscribed in the fabric of the district for years, we react to the constant changes in shopping habits. It is a big responsibility and a challenge because we are changing projects with a commercial history and giving it a completely new life. Together with residents, we are rediscovering the functionality of the location, we highlight new opportunities by introducing brands that have not been available in the area before. It is rewarding for us, when we see a great interest from the clients of what may surprise them, in fact in a place that they really know Well – says **Fabrice Paumelle**, Head of Retail, BNP Paribas Real Estate Poland.*

4FI – a polish/german based investment group – developed **MOZAIKA** after acquisition from **TESCO** who operated the location beforehand. The local **4FI** team was supported by **BNP Paribas Real Estate Poland** who are responsible for the leasing and the management of the locations. Next to Krakow the group owns around 100,000 sqm of grocery and convenience space in Poland.

*– Convenience centres, such as **MOZAIKA**, are gaining popularity. They perfectly meet the new expectations of Polish customers and are a direct response to their constantly purchasing habits. The*



**BNP PARIBAS
REAL ESTATE**

Real Estate
for a changing
world

*modern customer thinks highly of the convenience, size and overall offer of compact shopping facilities, that are sufficient in meeting their extended list of daily needs. Their benchmarks are value chain stores and well-recognized brands which guarantee shopping satisfaction. Such customers are to be found in Krakow's Mozaika – highlights **Radosław Trzepla**, Head of Polish Operations.*

*– In this way, a completely new commercial quality has been created for the asset. It is a game changer to the location and engaging for the inhabitants of Krakow. Additionally, its advantage is the overall diversification of the offer and a skillful mix of well-known chain-stores with local tenants who feel at home in such a mosaic – says **Michał Pszkit**, Management Board member and Head of Property Management Department, BNP Paribas Real Estate Poland.*

MOZAIKA Kraków comprises of:

Kaufland grocery store, **OBI** DIY store, **RTV Euro AGD** electronics market, **Maxi Zoo** pet store.

Gastronomy: Krakowskie Wypieki, Georgian Bakery, Strusinianka Bakery, Bistro Grande, Route 66 (burgers/salads).

Health and beauty: Rossmann health & beauty products, DR Max pharmacy, MIB OPTIC (optician), Toto Hair (hairdressing supplies).

Mobile 'phone **accessories** and mobile **operators:** T-Mobile, Orange, Play, Liberty, Teletorium.

Fashion/ footwear: **Szachownica**, **Deichmann**.

Service facilities: EBS laundry, La Flor florist, exchange office - pawnshop, Mister Minit (service/repairs).

Inmedio newsagent.

Pekao Bank.

ABOUT 4FI

4FI was founded in 2016 and invests in the three areas: real estate, growing corporates and fitness, health & lifestyle.

The former family office has developed into an investment platform with branches in Frankfurt, Berlin and Warsaw. Main shareholders of 4FI are two German entrepreneurs, who both have more than 20 years of experience in the real estate sector.

Today the group's real estate portfolio includes several assets in Poland as well as in Germany, that are in transformation to create modern neighbourhood convenience centres – comparable to Krakow.

ABOUT BNP PARIBAS REAL ESTATE

BNP Paribas Real Estate is an international advisory and consulting company focused on the commercial real estate market. It is based on six business lines covering the entire property life-cycle: Construction Investments, Transactions, Advisory, Valuation, Property Management and Investment Management.

Thanks to its unique competences, BNP Paribas Real Estate Poland, has been operating in Poland and the region in its present form since 2010. BNP Paribas Real Estate Poland relies on its own qualifications, the knowledge of a team of over 90 experts and senior managers, and the unique ability to



**BNP PARIBAS
REAL ESTATE**

Real Estate
for a changing
world

combine global experience with excellent knowledge of local specifics and dynamically changing markets. The company's goal is to create added value in all projects carried out for the benefit of clients.

About BNP Paribas Real Estate

BNP Paribas Real Estate, one of the leading international real estate providers, offers its clients a comprehensive range of services that span the entire real estate lifecycle: Property Development, Transaction, Consulting, Valuation, Property Management and Investment Management. With 5,000 employees, BNP Paribas Real Estate as a one stop shop company, supports owners, leaseholders, investors and communities thanks to its local expertise across 30 countries (through its facilities and its Alliance network) in Europe, the Middle-East and Asia. BNP Paribas Real Estate is a part of the BNP Paribas Group, a global leader in financial services.

Follow us on



For more information: www.realestate.bnpparibas.com

Twitter: @BNPPRE_PL

Real estate for a changing world

Contact for press :

JUSTYNA MAGRZYK-FLEMMING – Head of Marketing & PR Central Eastern Europe

Tel: +48 22 653 44 00 Mobile: +48 511 155 274 E-mail: justyna.magrzyk-flemming@realestate.bnpparibas



**BNP PARIBAS
REAL ESTATE**

**Real Estate
for a changing
world**