



## **ATRIUM OPENS 75,000 SQM ATRIUM FELICITY SHOPPING CENTRE DEVELOPMENT IN LUBLIN, POLAND**

JERSEY, 20 March 2014 – Atrium European Real Estate (the “Group”) (VSE/Euronext: ATRS), a leading owner, operator and developer of retail real estate and shopping centres in Central and Eastern Europe, announces that its first major greenfield development, Atrium Felicity, in Lublin, Poland opens today.

The 172,000 sqm building is the largest and most modern shopping centre to open in the city of Lublin, which is the capital of the Lublin Voivodeship province and, with a population of around 350,000, is the largest Polish city east of the Vistula River. With its large scale, market leading offer and dominant location, as well as a catchment area of around 470,000 people which extends out of Lublin and into nearby cities such as Chełm and Zamość, Atrium Felicity is expected to attract shoppers from across the region.

Atrium Felicity offers 75,000 sqm of gross leasable area of retail across 120 units. The centre is 95% occupied, with a further four stores in solicitors’ hands. The shopping centre is anchored by a 20,000 sqm hyper market which was pre-sold to Auchan in 2011, a 12,600 sqm Leroy Merlin DIY store and a 3,500 sqm Saturn electronics store. It also houses a large number of important fashion brands such as H&M, the Inditex Group (Zara, Bershka, Stradivarius, Pull & Bear, Massimo Dutti), C&A and LPP Group (Reserved, Mohito, Sinsay, Cropp, House and Home&You). In addition, Tommy Hilfiger and New Yorker are among many brands which have chosen Atrium Felicity as the location for their first stores in Lublin in Atrium Felicity.

In line with changing consumer habits and in order to create a dominant family or social destination centre Atrium Felicity has a comprehensive leisure offering with 15 cafés and restaurants, as well as free wifi which both encourages dwell time and allows visitors to be fully interactive with the centre’s own marketing activities and those of its tenants. In addition, the shopping centre will host a nine screen Cinema City complex which will be the first in Lublin and only the second in Poland to offer the new 4D experience.

Atrium Felicity has been designed and constructed in line with the up-to-date standards of efficiency and sustainability, and an application has been made for a BREEAM rating.



**Rachel Lavine, Chief Executive Officer of Atrium, commented:** “The opening of the Atrium Felicity shopping centre today is an important milestone in both Atrium’s history, being the first major greenfield development, and for the City of Lublin, as its largest and most modern retail and leisure centre. The fact that Atrium Felicity has been delivered almost fully occupied to such a wide range of strong international and regional retail brands is testament to the quality and location of the centre itself and the hard work and expertise of our leasing teams. I am confident that Atrium Felicity will be a great success and be seen as an exciting and desirable retail and leisure proposition for both residents of and visitors to Lublin.”

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**About Atrium European Real Estate**

Atrium is a leading real estate company focused on shopping centre investment, management and development in Central and Eastern Europe. As at 31 December 2013 the Group owned 153 shopping centres and retail properties, with a market value of €2.4 billion, diversified across seven countries with a total gross lettable area of 1.3 million sqm. In 2013, Atrium produced a gross rental income of €203.5 million.

Prior to the opening of Atrium Felicity, Atrium owned 22 properties in Poland with a gross lettable area of 423,000 sqm and a market value of €1.2 billion.

The Company is based in Jersey and dual listed on the Vienna and Euronext Amsterdam Stock Exchanges under the ticker ATRS.

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# news release



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