

## PRESS RELEASE

Non-regulated information  
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# Smyk homecoming. The company will open its flagship, near 1,500-metre store in the refurbished CEDET building

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*Despite its important role in the modern history of Warsaw, the CEDET building, located at Krucza 50, is mainly known as the birthplace and long-standing HQ of the iconic company Smyk.*

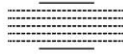
*Just before Christmas this year, 40 years after opening ‘the largest kids store in Poland’, Smyk representatives and the investor, Immobel Poland, signed the lease agreement.*

*So, as expected by Warsaw residents, after a few years’ break for the extension and modernisation of the building, Smyk returns to its original seat.*

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All the youngest residents of the capital have urged their parents to visit this very place since Christmas 1977. Young couples from all over the country used to come to Smyk to buy layettes for their children, and it is the place where most Poles rode an escalator for the first time. Now after 40 years, SMYK has become an international company with a chain of toy stores in Poland, Romania and Ukraine. It currently operates over 150 of its own retail outlets located in Poland’s most attractive shopping centres and the smyk.com online store. In addition, the company has its own brands of clothes (COOL CLUB) and toys (SMIKI), which are also available outside Europe. The role of the location at Krucza 50 for the growth of the company is underlined by **Marek Janeczko, COO and Member of the Smyk Group Management Board:**

*‘Krucza 50 is a magical address for Smyk. This is where Smyk was born 40 years ago. It was in this historical building where the first office of the modern Smyk was opened in 2000. This is where we opened the first Polish teddy bear factory. In this very store, with its selection of products, we took our first steps on the Internet as smyk.com. I am extremely happy that after a few years Smyk will be back at Krucza 50’.*



Under the provisions of the lease agreement signed 21 December 2017, the company's store will be located in a two-storey building, connected, of course, by internal escalators. The ground floor with entrances on Krucza Street and Jerozolimskie Avenue, will occupy 405 m<sup>2</sup>, and the first floor will take up nearly 1,100 m<sup>2</sup>.

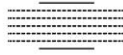
Built in the 1950s, the Centralny Dom Towarowy (Central Shopping Centre) has been refurbished since 2015 by Immobel Poland, a subsidiary of Immobel Group, a leading Belgian real estate company. The investor's intention was to restore the original character of the building – a commercial landmark of the city and a meeting place for its residents.

The agreement with Smyk enabled Immobel Poland to close 2017 with the commercialisation level of the retail part of the building at 75%. The retail outlets with a leasable area of over 7,000 m<sup>2</sup> have been designed on the -1 level, the ground floor and the first floor. The remaining floors with an area of approximately 15,000 m<sup>2</sup> are destined for prestigious offices. The new part of the investment will be put into operation at the turn of the first and second quarters of 2018.

*'CEDET and SMYK are two inseparable brands for anybody who knows Warsaw. From the beginning of the refurbishment, we had hoped that this company, beloved by kids, would decide to return to its roots and come under our roof. We didn't envisage a different scenario,' emphasises Jacek Wachowicz, President of Immobel Poland.*

*'However, the redevelopment of the building was inevitable because its structure was severely affected by a careless and hasty refurbishment after the fire in 1975. Now, with a fresh look and new functionalities, the building will be back on the city's shopping and office map, and the new Smyk store will undoubtedly be the brand's showpiece. This agreement is also a confirmation that we managed to achieve our goal in this investment – to maintain the unique character of the place and give it a modern touch,' adds the investor.*

The construction works were carried out in close cooperation with the Monument Conservation Office. The new CEDET was built using the best materials and green technologies. The solutions implemented by the investor were acknowledged by the BREEAM Excellent Certificate, that was awarded for the building.



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## IMMOBEL Group:

A Belgian real estate development company in operation since 1863 and listed on the Euronext stock exchange. A Belgian real estate market leader, focused on the office and housing sector, and creating its own land banks. It also operates in the Grand Duchy of Luxembourg, and, since 2011, in Poland.

150 years of experience enables the company to design and develop innovative urban projects with functionalities that are fully adapted to the current needs of cities and their residents.

The company's portfolio includes unique office buildings, such as the European Parliament Building and the Black Pearl office building in Brussels, and the Federal Police building. The Infinity Living complex, the first residential tower in Luxembourg, stands out among the Group's numerous ambitious housing projects. One of the latest ventures of the group, the historical Chambon complex, located in the Belgian capital, received the 'Best Refurbished Building' prize as part of the MIPIM Awards 2017. For further information, visit [www.immobelgroup.com](http://www.immobelgroup.com)

## Immobel Poland

Immobel Poland – operating since 2011, is a subsidiary of Immobel Group, a Belgian real estate market leader in the office and housing sectors. On the Polish market, the company consistently implements the brand strategy of carrying out ambitious, often multi-functional, development projects which create permanent value for city residents. The company investments are renowned for cooperation with the world's best architects, a unique combination of the utility values of buildings with the latest architectural trends, and care for the environment.

In Poland, the company is famous for refurbishing the Okrągłak in Poznań. Immobel Poland is currently finishing works at the historical CEDET in Warsaw – the old Smyk building. Also in Warsaw, the company is preparing to build a modern office skyscraper called Central Point, which will be located at the junction of Świętokrzyska and Marszałkowska streets. In Gdańsk, the company is successfully operating a multi-functional investment called Granaria, located on the Granary Island.