

Warsaw, 29 November 2022.

Press Release

## **Apsys Polska again honoured with prestigious awards from the Polish Council of Shopping Centres**

**In the 13th edition of the PRCH Retail Awards, the biggest and most important competition on the Polish retail market organised by the Polish Council of Shopping Centres, shopping centres managed by Apsys Polska and the professionals representing the company won a total of 5 awards.**

A record 103 projects were nominated for this year's PRCH Retail Awards. For the first time in its history, PRCH also presented personal awards to the best professionals in the market. The award for the best shopping centre manager went to Joanna Bagińska, a representative of Apsys Polska - the manager of Galeria Katowicka.

Apsys Polska's managed shopping centres' projects have received four awards - two Gold Awards and two Silver Awards.

The Gold Award in the category "Best Performance for 2020 - 2022 - Best Business Results" went to Manufaktura in Łódź, which has been managed by Apsys Polska for many years. The jury recognised Manufaktura's outstanding business performance, effective management strategy and operational achievements in difficult and challenging post-pandemic times.

In the Marketing category, in the "Centre's CSR activities and strategy" category, the Gold Award went to Galeria Katowicka for its comprehensive project "This city is going green! The award-winning initiative aimed to encourage customers to engage in pro-environmental activities and to educate and promote the idea of sustainable development. The project addressed the latest trends that are becoming increasingly important in cities - the creation of green enclaves, food sharing, increasing the ecological value of the area, initiating pro-environmental activities that bring people together and build a community of engaged customers. The project consisted of 2 campaigns with 4 events, including the collection of second-hand clothes, the creation of an urban farm and an air-purifying eco-mural in the centre of Katowice.

The centres managed by Apsys Polska also won two silver trophies in the marketing categories. The first went again to Galeria Katowicka for its branding campaign during the pandemic, 'Communication vs. Isolation'. The idea behind the campaign was to keep in touch with the centre's customers, despite the many restrictions, and to inform them in an original and witty way about the lifting or reintroduction of restrictions, in line with the centre's #citylife positioning. The second silver trophy was awarded to Janki Centre for its pro-sales campaign - the "Holidays with a camper" lottery, in which the jury perfectly appreciated innovative prizes that

the current needs and expectations of customers. One of the prizes in the lottery was a week's holiday in a camper van.

*- We are very pleased that our events and campaigns have been recognised and awarded in the prestigious PRCH competition, which annually brings together the best projects implemented by shopping centres across Poland. This is especially true as more centres enter the competition each year and the quality of the initiatives submitted increases. We are not only proud of the awards in the marketing categories. Manufaktura's award for Best Business Performance reflects the efforts of the whole team to improve the centre's business efficiency. The award for Best Centre Manager to Joanna Bagińska, who has been with Apsys for many years, is also a particular highlight. Apsys Poland is a team of experts in many fields. The strength and potential of our organisation lies in its people,"* **says Agnieszka Tomczak-Tuzińska, Marketing Director at Apsys Polska.**

**APSYS** is one of the leading commercial property operators in Poland and France. The company is active in the retail property sector, mixed-use projects, residential investments and office space management. The company was established in 1996 and acts as an investor, developer, leasing agent, project manager and property manager.

Apsys has always been a company with the vision and ambition to deliver unique projects, creating iconic and significant places that become an integral part of the urban fabric. From 2022, the company's activities will be guided by the slogan 'Together, a new city is possible'. Apsys aims to harness the potential of cities in an even stronger and more responsible way, influencing their transformation by addressing environmental needs, stimulating social and economic growth, and creating a comfortable environment for all people through a collaborative dialogue with stakeholders. The company's strategic goal is to change cities for the better, creating exceptional places that make life better for everyone.

Thanks to our many years of experience and expertise, all our activities are tailored to the needs of our clients, regardless of the size or location of the individual properties. The company's largest investments include Manufaktura in Łódź and Posnania in Poznań. APSYS Poland currently manages over 1,000,000 sqm. GLA in 23 retail properties in 18 major cities. Apsys also manages a residential investment - Solea Mieszkania przy Wyścigach in the Mokotów district of Warsaw.