

APSYS

TOGETHER,
ANOTHER CITY
IS POSSIBLE.

Brand UP!
Promoting your
brand in the mall

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Brand UP!

Your Brand at a Higher Level

Apsys Polska presents Brand UP! - a comprehensive sales and marketing solution for increasing brand visibility and customer engagement in shopping centers.

What benefits does Brand UP offer?

- **Increase sales:** reach new customers and increase revenue through strategically placed pop-up stores and sales booths at properties.
- **Building brand awareness:** using a variety of media and digital surfaces to effectively communicate with a wide audience.
- **Customer interaction:** face-to-face meetings with consumers and building lasting relationships through special events and roadshows held at the centers.

Apsys Poland, through Brand UP!, gives brands not only the opportunity to establish a presence in 15 shopping centers across Poland, but also commercial and marketing experimentation - innovative and non-standard forms of promotion, in a market that everyone knows well, but not everyone uses well.

We open up opportunities to promote and trade in a variety of venues, forms and times to suit the customer.

Contact us and see,
how your brand rises to the next level!



Izabela Turkiewicz

Shopping Center Director
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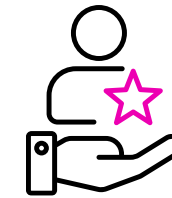
The goals your brand will achieve with Brand UP!



**Customer
experience**

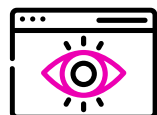


**Sales
growth**

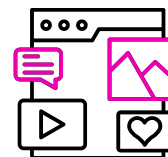


**Customer
loyalty**

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BRAND



Brand recognition

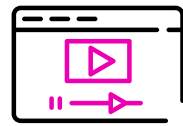


**Image
building**



**Building
relationships with
customers**

Areas of your brand activity within Brand UP!



Advertising

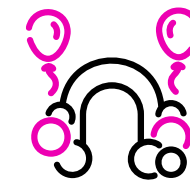


Sales booths

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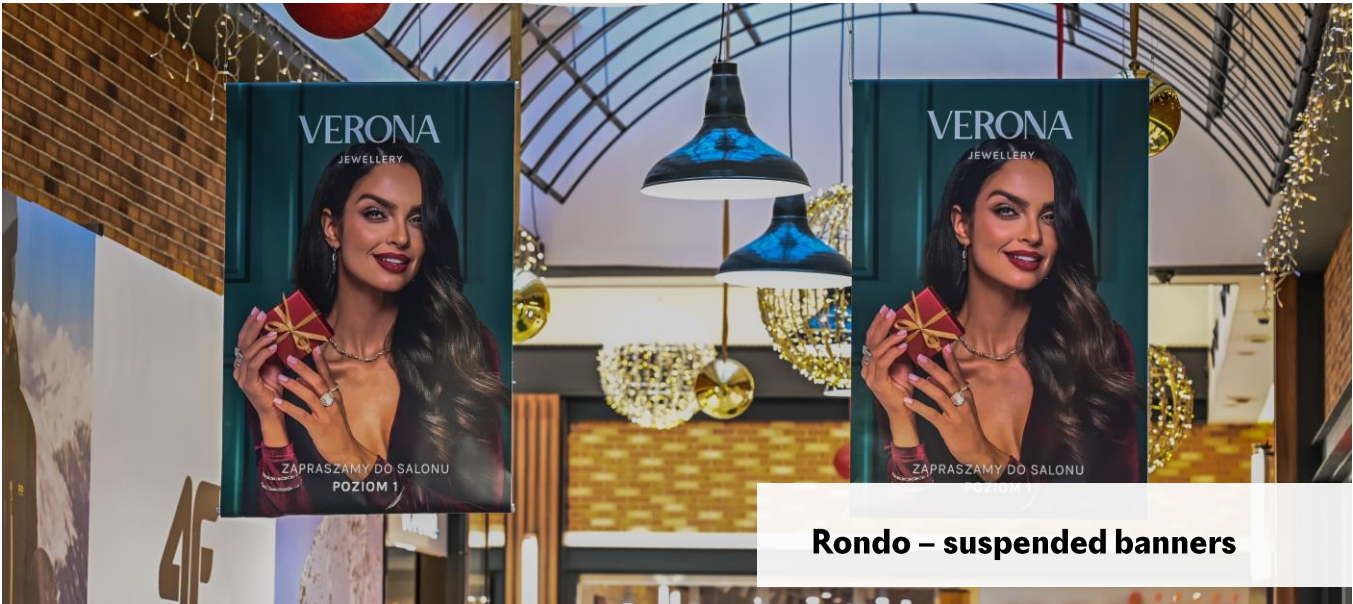


Roadshow



**Promotional
actions**

Advertising – indoor media



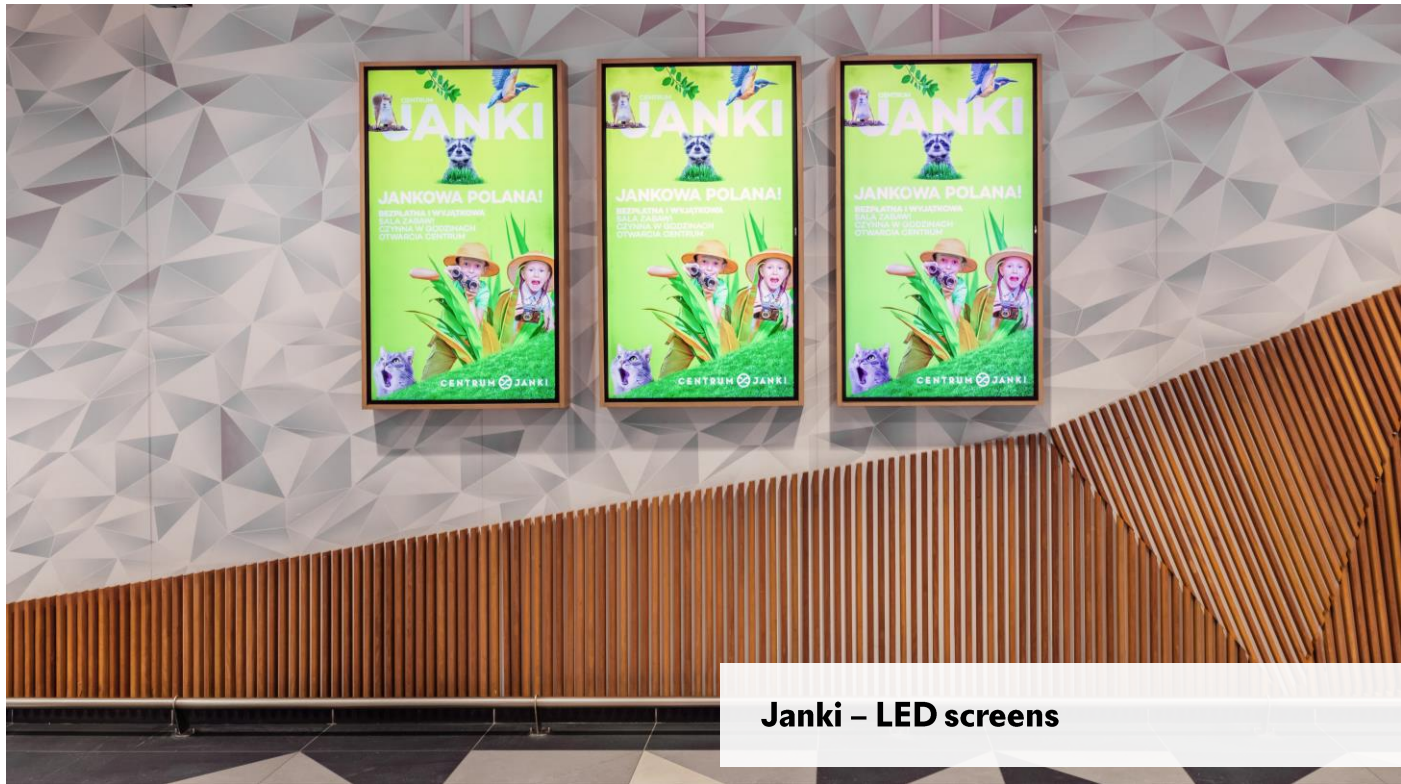
Advertising – indoor media



Korona – suspended flags



Manufaktura – gate screen



Janki – LED screens

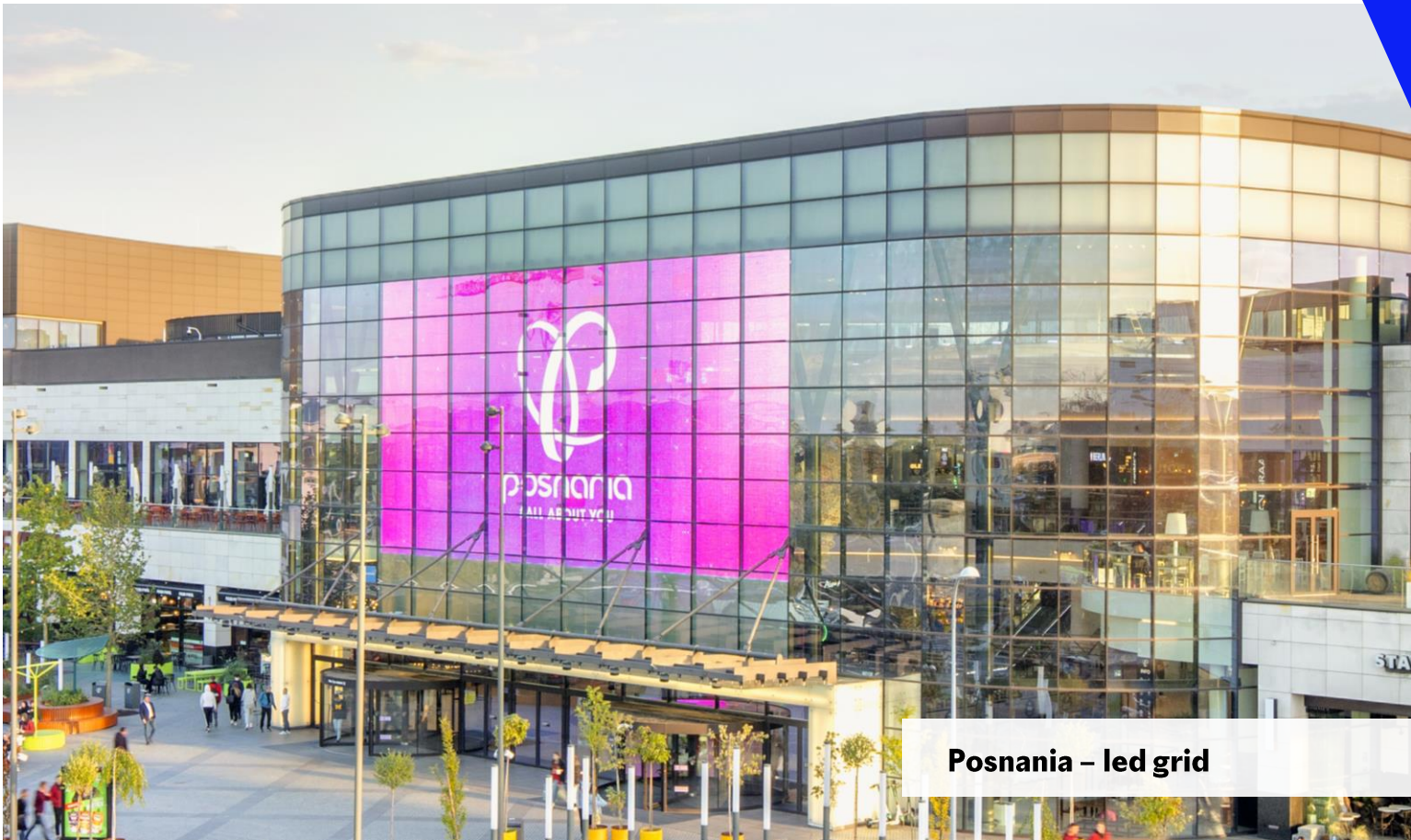


Tulipan – stickers on mirrors

Advertising – outdoor media



Galeria Katowicka – screen on the facade



Posnania – led grid



Manufaktura – advertising grid



Nowe Bielawy – banner on the facade

Promotional campaigns



Manufaktura – Milka



Manufaktura – Kiehl's



Manufaktura – L'Oréal



Nowe Bielawy – Verona

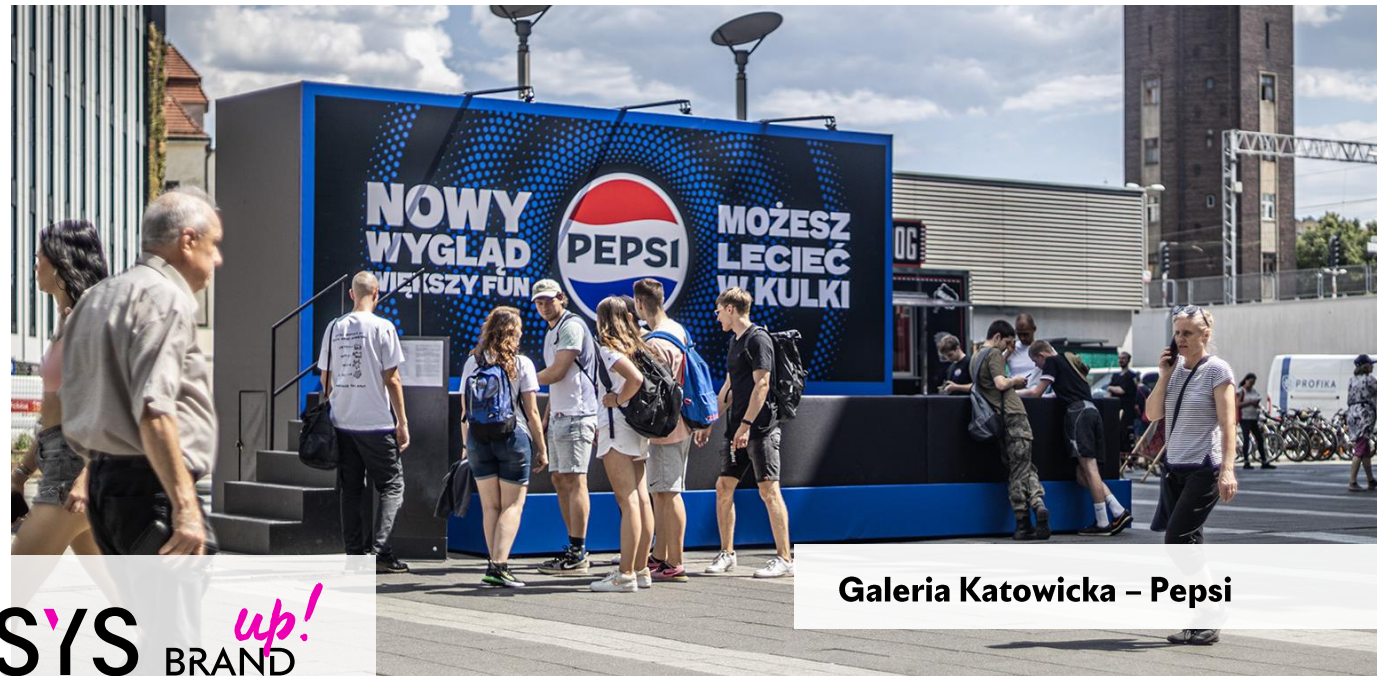
Promotional campaigns



Riviera – Douglas



Galeria Katowicka – Coca-Cola



Galeria Katowicka – Pepsi



Manufaktura – Douglas

Roadshow



Galeria Katowicka – TCL



Manufaktura – Motorola



Manufaktura– Viessmann



Riviera – Soda Stream

Sales stands



Galeria Katowicka –Golden Rose



Riviera – ING



Manufaktura – Bubblejoy Taiwan



Janki – PLOOM

Sales stands



Janki – Cukiernia Olsza



Riviera – Karmello



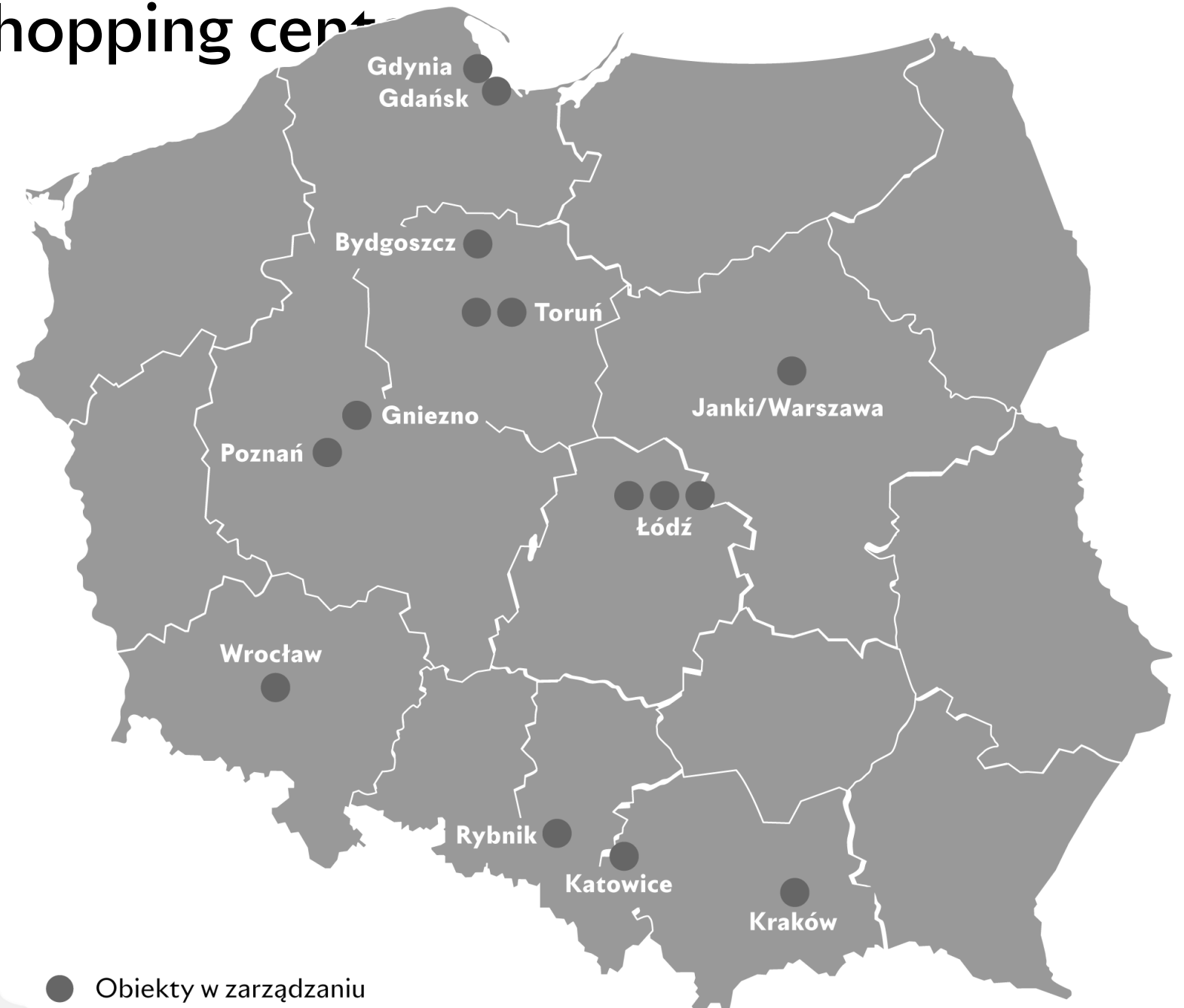
Nowe Czysta – Inglot



Poznań – Shishka

Apsys Polska - shopping center portfolio

Leading developer and manager of shopping centers
shopping centers in Poland



* Data from 2024



315
LOCALS



CATCHMENT AREA:
1 000 000
CUSTOMERS WITHIN
45 MINUTES



GLA:
103 400 m²

Key tenants:

RTV Euro AGD, Primark, TK Maxx, Half Price, Helios, Carrefour, Leroy Merlin, Zara, Notino, H&M, Reserved, Nike, Lego, Van Graaf, Boss

CONTACT

CH Posnania
ul. Pleszewska 1
61-136 Poznań
e-mail wynajem@posnania.eu
<https://posnania.eu>

Carrefour
LEROY MERLIN
HELIOS
VAN GRAAF
PRIMARK
GAJATACJA
HalfPrice

FOOD F

STARBUCKS COFFEE

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303
LOCALS



CATCHMENT AREA:

916 000
CUSTOMERS WITHIN
45 MINUTES



GLA:

128 000 m²

Key tenants:

Auchan, Leroy Merlin, Primark, TK Maxx, Cinema City, Zara, Pull&Bear, Masimo Duttì, Douglas, Sephora, H&M, Lego, Van Graaf, Media Markt, RTV Euro AGD, Modivo

CONTACT

CH Manufaktura
ul. Drewnowska 58,
91-002 Łódź
e-mail: wynajem@manufaktura.com
www.manufaktura.com

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CATCHMENT AREA:
1 267 600
CUSTOMERS WITHIN
45 MINUTES



GLA:
71 500 m²

Key tenants:

Auchan, Kino Helios, Zdrofit, TK Maxx, Media Markt, RTV Euro AGD, Van Graaf, Rossmann, Hebe, CCC, E-obuwie, Zara, H&M, Reserved, Smyk

CONTACT

CH Riviera
ul. Kazimierza Górskiego 2
81-304 Gdynia
e-mail: najemstoiska@centrumriviera.pl
<https://centrumriviera.pl>



**GALERIA
KATOWICKA**



243
LOCALS



CATCHMENT AREA:

2 461 253

CUSTOMERS WITHIN
45 MINUTES



GLA:

50 500 m²

Key tenants:

Carrefour, Peek&Cloppenburg, TK Maxx,
Zara, Pull&Bear, Bershka, Sinsay, C&A,
Reserved, Martes Sport, Multikino, Lego,
Smyk, RTV Euro AGD

CONTACT

CH Galeria Katowicka
ul. 3-go Maja 30
40-097 Katowice
e-mail: wynajem@galeriakatowicka.eu
galeriakatowicka.eu

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CENTRUM JANKI



181
LOCALS



CATCHMENT AREA:
2 424 100
CUSTOMERS WITHIN
30 MINUTES



GLA:
85 000 m²

Key tenants:

Auchan, Cinema City, Half Price,
Leroy Merlin, TK Maxx, Jysk, Media
Markt

CONTACT

Centrum Handlowe Janki
ul Mszczonowska 3
05-090 Janki k/Warszawy
e-mail: janki@apsysgroup.pl
www.chjanki.pl



69

LOCALS



CATCHMENT AREA:

1142 700

CUSTOMERS WITHIN
45 MINUTES



GLA:

40 500 m²

Key tenants:

Auchan, Cinema City, Decathlon, Sinsay,
Mohito, Cropp, Fitness Academy, RTV Euro
AGD

CONTACT

CH Korona
ul. Krzywoustego 126
51-421 Wrocław
e-mail: korona@apsysgroup.pl
www.centrum-korona.pl

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75
LOCALS



GLA:
31 000 m²

Key tenants:

Carrefour, Leroy Merlin, RTV Euro
AGD, Jysk, Rossmann, CCC, 4F,
Douglas, Empik, Home & You

CONTACT

CH Nowe Czyżyny
ul. Medveckiego 2
31-870 Kraków
e-mail: czyzyny@apsysgroup.pl
www.nowe-czyzyny.pl

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GALERIA PRZYMORZE



75
LOCALS



CATCHMENT AREA:

618 356

CUSTOMERS WITHIN
30 MINUTES



GLA:

36 000 m²

Key tenants:

E.Leclerc, Jysk, RTV Euro AGD, Pepco,
Sinsay, C&A, CCC, Deichmann, Empik,
Decathlon, Zdrofit

CONTACTS

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80-398 Gdańsk Przymorze
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galeriaprzymorze.pl

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TULIPAN

centrum handlowe



57
LOCALS



CATCHMENT AREA:
777 821
CUSTOMERS WITHIN
30 MINUTES



GLA:
33 000 m²

Key tenants:

Auchan, Jysk, RTV Euro AGD, Pepco, Dealz, KIK, Rossmann, CCC, Hebe, Szachownica, Maxi Zoo, Komfort, Abra

CONTACT

CH Tulipan
al. Piłsudskiego 94
92-202 Łódź
e-mail: lodzl@apsysgroup.pl
www.chtulipan.pl

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CATCHMENT AREA:
576 700
CUSTOMERS WITHIN
45 MINUTES



GLA:
31 600 m²

Key tenants:

4F, Sinsay, Gudi Home, Martes Sport, RTV
Euro AGD, CCC, Hebe, Pepco, Rossmann,
KFC, Auchan, CityFit

CONTACT

CH Rondo
ul. Kruszwicka 1
85-213 Bydgoszcz
e-mail: rondo@apsysgroup.pl
<https://chrondo.pl>





67
LOCALS



GLA:
30 400 m²

Key tenants:

Carrefour, Douglas, Jysk, KFC, Sinsay, Action, Maxi Zoo, Komfort, CCC, Home&You

CONTACT

CH Nowe Bielawy
ul. Olsztyńska 8
87-100 Toruń
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www.nowe-bielawy.pl



22

LOCALS



CATCHMENT AREA:

114 647

CUSTOMERS WITHIN
10 MINUTES



GLA:

20 500 m²

Key tenants:

Auchan, CCC, Rossmann, Cukiernia
Sowa, Vision Express

CONTACT

CH Kometa
ul. Grudziądzka 162
87-100 Toruń
e-mail: kometa@apsysgroup.pl
www.chkometa.pl

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47

LOCALS



CATCHMENT AREA:

52 029

CUSTOMERS WITHIN
20 MINUTES



GLA:

18 300 m²

Key tenants:

H&M, New Yorker, Carrefour, Jysk,
Apart, CCC, Douglas, Rossmann,
Reserved, Yes, W.Kruk

CONTACT

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ul. Pałucka 2
62 – 200 Gniezno
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chgaleriagniezno.pl

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71

LOCALS



CATCHMENT AREA:

401 619

CUSTOMERS WITHIN
30 MINUTES



GLA:

18 000 m²

Key tenants:

C&A, Martes Sport, CCC, Multikino, Strad-
varius, Bershka, Medicine, 4F, Smyk, Deich-
mann, Empik, Calzedonia, Intimissimi

CONTACT

CH Focus Park
ul. Bolesława Chrobrego 1
44-200 Rybnik
e-mail: rybnik@apsysgroup.pl
www.focuspark.pl

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Nowa Górna



36

LOCALS



GLA:

21 000 m²

Key tenants:

Carrefour, CCC, Rossmann, Vision
Express, Sinsay, Action, KIK, Maxi Zoo,
Pepco

CONTACT

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They trusted us



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**We look forward to
working with you!**

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BRAND

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