

ECE's flagship scheme in Hungary, Arkád Őrs Vezér Tere was completed in 2002 and immediately dominated its section of Budapest. Under the pressure of competition, the German-based developer has launched a 20,000 sqm expansion. Currently, the company is building Arkád Szeged, a 41,000 sqm scheme due for completion in the fall of 2011. This is consistent with its policy of building powerful, centrally located schemes which it fills with its retail partners from around Europe.

ECE Retail Projects 2000 – 2010

NAME	CITY	GLA m ²	UNITS
Árkád Őrs Vezér Tere	Budapest	45,000	170
Árkád Győr	Győr	36,000	123
Árkád Pécs	Pécs	35,000	126
Fórum Debrecen	Debrecen	30,500	106

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Magnum Hungaria

Mag. Klaus Riederer | Managing Director
MMag. Christian Rimpf | Managing Director

Hungary

Total Projects Completed: 14
Total GLA of Projects: 143 086

Magnum Hungaria has extensive experience with land purchasing and the development of retail across Hungary. Its largest retail scheme is the 24,000 sqm Euro Center Obuda, built in 2000. The company is currently planning Eurocenter Kecskemet, of a similar size. In addition, it's built a series of branded FamilyCenters in a dozen Hungarian towns and is also active in residential development. Its 30,000 sqm Budapest office project Duna Tower was completed in 2007. The company is owned by the Austrian real estate company Real 4 You.

Magnum Hungaria Retail Projects 2000 – 2010

NAME	CITY	GLA m ²	UNITS
Euro Center Óbuda	Budapest	24230	61
Family Center Szombathely	Szombathely	17460	29
Family Center Hódmezővásárhely	Hódmezővásárhely	11877	9
Family Center Mohács	Mohács	10930	9
Family Center Győr	Győr	10587	13
Family Center Vác	Vác	10451	6
Family Center Ózd	Ózd	10276	10
Family Center Szolnok	Szolnok	9321	13
Family Center Gyula	Gyula	9107	7
Family Center Kőbánya	Budapest	8776	24
Family Center Hatvan	Hatvan	6638	10
Family Center Sopron	Sopron	6540	11
Family Center Baja	Baja	5238	12
Strip Mall Keszthely	Keszthely	1655	6

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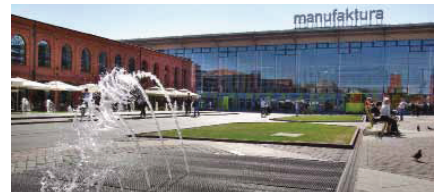
Apsys

Fabrice Bansay | CEO

Poland

Total Projects Completed: 2
Total GLA of Projects: 135 608

French developer Apsys has built an impressive portfolio of projects in Poland since its arrival in the country in the 1990's. The company has been rather quiet recently, however, with Manufaktura, delivered in 2006, being its last project to make headlines. With Manufaktura, which is a mall contained within a revitalized quarter of former textile factory complex in Łódź, Apsys began a new era of retail development in Poland.



Manufaktura

Apsys Retail Projects 2000 – 2010

NAME	CITY	GLA m ²	UNITS
Manufaktura	Łódź	111,542	307
Platan Zabrze	Zabrze	24,066	83



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Parkridge Retail

Jarosław Fijałkowski
CEO

Poland

Total Projects Completed: 5
Total GLA of Projects: 134 700

British-based developer Parkridge is a strong player in the downtown retail niche, with projects in locations like Rybnik, Bydgoszcz, Zielona Góra, Piotrków Trybunalski, or Świdnica, branded Focus Mall or Focus Park. Parkridge's strategy is to go to the very centers of towns, preferring to be the first project in a location, but not afraid to take on existing competition.

Parkridge Retail Projects 2000 – 2010

NAME	CITY	GLA m ²	UNITS
Focus Mall Bydgoszcz	Bydgoszcz	43,600	145
Focus Mall Piotrków Trybunalski	Piotrków Trybunalski	35,000	110
Focus Mall Zielona Góra	Zielona Góra	29,100	111
Focus Mall Rybnik	Rybnik	17,600	80
Focus Park Świdnica	Świdnica	9,400	7