

ELEKTROWNIA

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Warsaw, May 30th, 2019

Urban Outfitters enters Central Europe and will open its first flagship store at Elektrownia Powiśle in central Warsaw

For several years, results of surveys presenting the most desirable brands not yet available in Poland placed Urban Outfitters in the Top 5. They are one of the most recognizable brands in the world and will open its first flagship store in Central Europe at Elektrownia Powiśle, a former power plant that's currently being restored. Urban Outfitters is a unique American multi-brand concept, famous not only for its original fashion and accessories collections, but also for their outstanding store design and unforgettable in-store atmosphere.



Dariusz Domański, Associate Partner, Development and Leasing Director at White Star Real Estate comments: "Elektrownia Powiśle is a unique project not only for us, but also for many international brands. We are really proud and it is a great satisfaction for us that Urban Outfitters – a brand that is awaited by Polish customers for so many years - will open its first, flagship store in Central Europe at Elektrownia Powiśle. Urban Outfitters entering the Polish market is one of the biggest fashion news

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for the last couple of years. It shows that international brands see the potential in their expansion to Poland and this part of Europe and projects like ours create perfect opportunities for their growth. Urban Outfitters perfectly complements tenant mix of Elektrownia. The industrial character and unique interior design ideally fit to Urban Outfitters outstanding store fit-outs and their unforgettable atmosphere. The unique offer of this multi-brand concept, which was unavailable in stores in Poland until now, will surely draw attention of many customers."

Urban Outfitters was established almost 50 years ago. The first store was opened in the early 70's in a small space across the street from the University of Pennsylvania. Urban Outfitters originated as a community center for creative college-age customers. Over the years they have expanded the brand and products on offer. Today Urban Outfitters has over 200 stores in the United States, Canada and Western Europe. Despite the expansion, the idea of Urban Outfitters' being a place for likeminded creative individuals and as a community space continues today. The brand still shares customers' interests and values, representing a community and offering an inclusive social media, events and community environment.

Emma Wisden, Managing Director of Urban Outfitters says: "Our ultimate goal, as a brand pioneering at the forefront of the global retail market, is to offer our customers a unique experience both in terms of our product and the environment we create to showcase it. For us, retail is experiential, personal and inclusive. The success of this lifestyle assortment of proprietary Women's and Men's apparel mixed with National cult brands, Vintage, Home and Beauty formula puts us in a position to buck current trend and expand our offer further across Europe and the world.

Elektrownia Powiśle is an exciting project and Poland a thriving nation which, we feel, will work well with and enjoy the experience we can create."

The Urban Outfitters store will be almost 900 sq. m. Customers shall be able to choose from wide selection of clothes and accessories, as well as cosmetics, interior decor, pet care, vinyl, books and electronics.

Elektrownia Powiśle will be a place where customers can find unique fashion brands, pop-up and concept stores that are not yet available in Poland, restaurants serving cuisine from all over the world and the first Beauty Hall concept of its kind in Poland. Customers will also experience unforgettable memories from multiple events organized at Elektrownia.

Information about the investor (Tristan Capital Partners) and the developer (White Star Real Estate):

Tristan Capital Partners is an employee-controlled investment management boutique specialising in real estate investment strategies across the UK and Continental Europe. Tristan's pan-European real estate funds include core-plus and value-added/opportunistic strategies with total assets under management of over €10 billion. Tristan is the portfolio manager for core-plus funds Curzon Capital Partners III, Curzon Capital Partners IV, Curzon Capital Partners 5 LL, and for the private equity funds European Property Investors, LP, European

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Property Investors Special Opportunities, LP, European Property Investors Special Opportunities 3, LP and European Property Investors Special Opportunities 4 LP and European Property Investors Special Opportunities 5 LP. Tristan's headquarters are in London and it has offices in Luxembourg, Milan, Paris, Stockholm, Frankfurt, Madrid and Warsaw.

White Star Real Estate is a well-known, international real estate company with a first-class track record. Its team has been active in Central and Eastern Europe since 1997, leading the completion of over 50 development projects throughout the region. These projects include a large portfolio of landmark office buildings, as well as warehouse, retail, leisure and residential properties. White Star Real Estate is also an experienced asset and property manager, providing services to its clients for over 1.6 million square metres of commercial properties. White Star Real Estate is part of White Star Group, a holding company established to provide real estate management services and to make real estate and private equity investments primarily in Central and Eastern Europe.

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