LET’S TALK RETAIL

RANGE OF SERVICES
IN CENTRAL & EASTERN EUROPE

Real Estate
for a changing world
Retail is changing, it is becoming increasingly multichannel and the prime retail pitch is constantly evolving. Despite these changes, physical retail space is still a key part of the retailers’ offer and will therefore continue to be an integral part of any balanced real estate portfolio.

We understand the effect of new consumer practices on the relationship with brands, on what it means to be a retailer in an era of instant interaction on social media and e-commerce. We are real estate specialists and know how to adapt their approach to your needs, to the history of your brands and ambitions. Covering 5 countries, our teams offer a comprehensive range of services and advice, from letting to transaction. They are by your side to support your ambitions.

BNP Paribas Real Estate has a dedicated team of retail specialists with ability to create the right retail strategy to match client objectives in both the occupational and investment markets supported by retail research, valuation, professional and rating experts. Our regional knowledge extends across our Central & Eastern European network of offices, as well as our international network of experts in Europe, Asia and the USA, providing comprehensive retail advice in all areas of retail property.

We speak your language and provide innovative and revenue driving solutions.
INVESTMENT ADVISORY
FOCUS ON RETAIL

CROSS-BORDER RETAIL INVESTMENT
The investment team works in tandem with occupational, lease advisory and research teams to provide strategic advice across portfolios and individual assets to clients seeking to protect, maximise and grow the value of their holdings. We ensure that clients receive consistently high levels of service and advice, enabling rapid decisions to be made in a market where speed can be the difference between success and failure.

INVESTMENT RELATED ANALYSIS
Our team has experience in delivering bespoke research projects to support our clients’ commercial retail property decision making and to create realistic performance based strategies. The team specialises in providing strategic advice to shopping centre and retail park portfolio owners and managers, with strong experience in retail asset tenant risk assessment, pre-acquisition performance assessment, turnover and sustainable rent estimates, retail feasibility studies.

TRANSACTIONAL ADVISORY
We can deliver you the full spectrum of transactional advisory services on both purchases and sales, to include the delivery of asset management strategies and solutions on retained assets in order to maximise returns.

FINANCING ADVISORY SERVICES
Choosing to work with BNP Paribas Real Estate means gaining the benefit of both an integrated model and a powerful international group. We can tap into BNP Paribas’ private global client base and obtain advice on sourcing debt.

WE ACT FOR A WIDE RANGE OF INVESTORS INCLUDING
AEW
Alba Masterco
Atrium International
Auchan
Balmain
Bluehouse Capital
Centerscape
Commerz Real
Deka
Direkt Invest Polen
Exeter Property Group
First Property Group
Gecina
HB Reavis
Hillwood
Immobel
Invesco
King Cross
Kleipierre
NBGI
Peakside Capital
Pradera
Savills IM
Unibail Rodamco

DO YOU KNOW?
From the beginning of April, BNP Paribas Real Estate Poland took over the management of four IKEA Centers retail parks located in Poland on behalf of the landlord Pradera. Ultimately, the international property management business line of BNP Paribas Real Estate will manage 25 properties in eight European countries.

A key advantage in the execution of this mandate lies with the centralized location of the financial services in Warsaw.

Phase 1
Under BNPPRE management since April 2017
Phase 2
Will be under BNPPRE management from H2 2017

BY THE NUMBERS
over €500m
Current transactional volume of retail investment projects under BNPPRE management in CEE region.

over €200m
Volume of retail transactions completed in 2015 & 2016 in CEE region by BNPPRE.
WHAT SCOPE OF SERVICES YOU CAN PROVIDE THE CLIENT WITH?

We go beyond normal agency services in the sense of providing a ‘comprehensive scope’ including consultancy and financial advisory. Clients find our cash flows showing incomes and returns extremely useful coupled with concise market data. We go that extra mile – analysing closely a property’s merits against market norms. With my position as heading retail investments across CEE I can provide clients with balanced expertise in differing markets at different stages of the property cycle.

WHAT DO YOU SPECIALIZE IN?

We particularly specialise in projects that have some upside to the investor depending on the their demand criteria. These may be dry retail investments or more added value opportunities that need careful asset management and working up. Cross border portfolio transactions are increasingly popular with our clients. Having offices in all countries within CEE makes this service possible for us providing both local country knowledge mixed with wider expertise. We work closely with a number of loan serving clients and private equity investors to achieve high ratio returns through strategic sales and acquisitions of both portfolios and shopping centres.

WHAT WILL THE CLIENTS BENEFIT FROM COOPERATION WITH US?

We can offer the Client a spectrum of services within one ‘shop’. This includes financing arrangements, valuations and property management. Our retail agency letting services are very useful for investors buying portfolios with vacancy or needing tenant profile restructuring. We focus on our departments sharing business and knowledge whilst respecting professionalism.

WHAT WILL YOU FOCUS ON IN 2018?

The retail sector is thriving at the moment in Central and Eastern Europe. It accounted for 80% market share of capital invested in Q2 2017 in Poland. In other countries in CEE region, the situation looks similar. We aim to focus on all countries within CEE however there is an increasing trend for investors to look at markets that are higher yielding such as Romania and Hungary aside from Poland and Czech Republic. I see e-commerce requirements and in turn the investment opportunities they create being a key focus. I also see increasing interest in regional cities and situated there good retail projects. Retail parks and outlet centres are becoming an attractive investment opportunity. Thanks to the increasing footfall and average visit time, outlet centres are undergoing a transformation. Leisure and entertainment areas as well as food courts are gaining popularity. As an investment product, outlet centres offer many advantages. They are more resilient to market fluctuations in terms of yields and rents thank other types of assets.
Central and Eastern European countries being European Union members, develop two times faster than countries from Old Europe. Moreover, they are dynamic markets with positive macroeconomic factors and forecasts. Beside stability, those countries provide investors with competitive labour costs, industrial diversity and real possibilities for the development of new businesses.
Shopping is no longer just about stores, it is about emotional connection, interaction and the delivery of a story. 68% of consumers believe that retailer’s integrity should equal society’s interest. Loyalty to Brands is now driven by ethics and the consumer’s latest experience. However, many Brands still recognise there is a need to progress traditional drivers, to think both digital and continue to embrace analogue.

We are seeing a return to “bricks and mortar” as Brands appreciate the need to create greater human connectivity in order to promote their retail story.

We have a strong understanding of the on-going structural changes occurring. We are alive to opportunity for our clients, entrepreneurial and bespoke in our approach.

Retail property is without doubt one of the most exciting of all asset classes. Nowhere else opportunities and risks co-exist so closely. As a differentiation from the other agencies, we can provide you with tailor-made solutions to help facing your daily challenges, staying ahead of the competition and reaching your goals. We assist you first with the advisory on right positioning or repositioning and then with negotiating the best lease terms to support business strategy and objectives. Detailed understanding of the Landlord and Tenant needs and strong working relationships with our clients, their solicitors and project advisors ensures that the client’s position is always protected and optimum tactics employed to successfully achieve their goals.

Our Clients Include:
- Aberdeen Investments
- Amrest
- Auchan
- BRIJU
- Converse
- Helical
- High Street private owners
- Immochan
- Kulczyk Silverstein Properties
- LHI
- Swatch Group
- Triuva

D O  Y O U  K N O W ?
Exclusive tenant representation for Converse monobrand stores expansion in Poland and Czech Republic.
YOU CAN BENEFIT FROM

QUALITY & EXPERIENCE
WE OFFER SUPPORT OF DEDICATED TEAMS WITH
WIDE EXPERIENCE ON THE REAL ESTATE MARKET

PROPERTY MANAGEMENT
MANAGE YOUR ASSETS TO THE EVERYDAY
Our responsibilities include day to day property management, involving management in retail parks, shared costs in high street retail parades and footfall analysis in shopping centres.
We are also involved in leading and assisting in asset management and add value initiatives. Close retailer liaison is also an important part of our function. We also advise on sustainability and other green issues.

VALUATION
PROPERTY VALUATION AT EVERY STAGE OF ASSET LIFECYCLE
In an ever changing retail environment it is vital that investors and occupiers have access to accurate valuation information in order to make informed business decisions.
Our valuation team is highly regarded with a proven track record of delivering thoroughly researched valuation advice to investors, financial institutions and occupiers.

RESEARCH
DECRYPT, ANTICIPATE MARKET TRENDS
Our dedicated team is known for their skill and talent in anticipating future trends and their ability to create the right retail strategy to match your objectives.
We have the local and regional knowledge, a network of international experts and insight to provide you with comprehensive retail advice in all areas of retail property.

LEASING
BUILD YOUR RETAIL PROPERTY PLANS
We provide a swift and local response to your needs, both for classical retail assets such as shopping centres or positioned high street multi-use asset. We also support retailers not only acting as a classical tenant representative but also adviser recommending tailored solutions. We assist real estate developers and landlords not only during leasing and reletting agency services but also during refurbishment, repositioning and extension projects of their assets. We have also wide expertise in high-street programming and highest and best-use concept planning.

ACTIVE MANAGEMENT
FIND CUSTOM MADE SOLUTIONS FOR YOUR REAL ESTATE INVESTMENTS
The era of uncontrolled retail development spree is long over. The time has come to focus on the most important aspect of retail – on the consumer, which in turn means intensive and active management of your asset.
Anticipating customer’s expectations, investing in new technologies and improving OCR will be the key themes for landlords of the future wishing to stand out from the crowd.
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6 BUSINESS LINES
in Europe
A 360° vision

Main locations*

EUROPE
FRANCE
BELGIUM
CZECH REPUBLIC
GERMANY
HUNGARY
IRELAND
ITALY
JERSEY
LUXEMBOURG
NETHERLANDS
POLAND
ROMANIA
SPAIN
UNITED KINGDOM
MIDDLE EAST / ASIA
DUBAI
HONG KONG

Alliances*

ALGERIA
AUSTRIA
CYPRUS
DENMARK
ESTONIA
FINLAND
GREECE
HUNGARY **
IVORY COAST
LATVIA
LITHUANIA
MOROCCO
NORTHERN IRELAND
NORWAY
PORTUGAL
SERBIA
SWEDEN
SWITZERLAND
TUNISIA
USA

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** Coverage In Transaction, Valuation & Consulting

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