

ICSC European Shopping Centre Awards 2018

ParkLake receives a commendation at the ICSC Awards

Maia - Portugal, 27 April 2018

- With 70,000m^2 of GLA, it boasts more than 200 shops, ranging from entertainment, leisure, sports and services
- The first shopping centre in Romania to be recognised by ICSC

ParkLake, a Sonae Sierra and Caelum Development Joint venture project, has recently been distinguished by the International Council of Shopping Centres (ICSC) with a commendation **in the category "New Developments: Large"**, at the 2018 ICSC European Shopping Centre Awards. This is the first time a shopping centre in Romania has received a distinction from ICSC.

The highly regarded ICSC awards recognises the outstanding quality of ParkLake's retail space of 70,000m^2, with more than 200 shops, including 23 restaurants, a multiplex cinema and underground parking for up to 2,450 cars. Opened in September 2016, with an investment of €180 million, ParkLake serves a catchment area of over 1.4 million inhabitants.

"We are very proud to receive this distinction at the ICSC annual conference. This commendation confirms that ParkLake is truly more than just a shopping destination, but also an excellent place to either work or study, for entertainment, sports or social meetings, and where visitors can choose from a variety of different experiences and services, showing consideration and respect to the community and its surroundings."
Fernando Guedes de Oliveira, Sonae Sierra CEO.

"The ICSC commendation is an important recognition for our work done at ParkLake. Our efforts to go *beyond shopping* and offer a unique space connecting the people and park, are now appreciated at highest level and giving us the confidence to continue to do what

we do best: Making ParkLake the top destination for shopping, services and above all leisure."
David Sharkey, Caelum Development CEO.

ParkLake is an outstanding project founded on the concept of Innovative Retail Next Generation Architecture. This development has successfully merged the heavily populated part of the city with the existing Park, bringing people and nature together and paving the way for a whole world of unique experiences that truly reflect its motto "Beyond Shopping". This centre houses new brands seen for the first time in the Romanian market, as well as a comprehensive tenant-mix, offering exceptional services and comfort. ParkLake has also created a space that links with the park area, where winter and summer leisure activities, sports and event entertainment can be enjoyed all year round.

Design and Architecture: 'Beyond Shopping'

ParkLake offers complementary services catering to the needs of every customer. As an extension of Titan park, ParkLake has created an additional park area of 22,000m^2, with over 250 more trees, which now hosts the outdoor leisure, greenery, entertainment and sports events in Bucharest.

A 2,000m^2 terrace offers a picturesque view of the lake and green areas; there is a large relaxation area and a sun-deck overlooking the park, as well as a gym with a roof-top swimming pool. The food hall overlooks a 1,000m^2 events plaza used for concerts, shows, exhibitions, tournaments and large gatherings. This food hall of generation 3.0, unique in the world, is one of ParkLake's distinctive features. The large glasshouse covering the food hall houses a Food and Beverage area that acts like an anchor. It links the exterior with the interior through the terrace, and offers a bird's eye view over the events plaza. The amazing natural light which floods into the glasshouse, makes it perfect for business meetings, studying, casual meetings or extended family stays. The sitting areas in the food hall easily adapt to different group sizes and uses. The food hall offers over 23 restaurants including national and international traditional cuisine.

ParkLake is also a world of adventure for children with 3 different playgrounds both inside and outside: the Zeppelin playground located inside in the kids area; the Jules Vernes themed area housing a two-floor lighthouse with a "Zorbing" zone, slides and other enticing attractions for children; as well as an area which can be used as an Ice Ring in the winter and where children can also have fun in the summer with water cannons.

Public art also plays an important role in the centre with an enormous Titan sculpture, designed by a famous local designer, proudly paying homage to the neighbourhood's name. Likewise, the designs, materials, lighting and colours within the centre embody the predominant theme of nature, park and family. This central theme is reflected in the public art pieces, which mirror Nature's seasons, with a scene depicting a little boy and a girl running with their kites and balloons. The architecture also revolves around this theme, evident from the unique design of the toilets to the custom-designed kiosk and the resting areas.
The enhanced customer experience continues throughout with the inviting and comfortable seating areas, gaming areas, an Information Desk with personalised services and toilets that include nursery facilities and child sized toilets.

The Most Demanding Safety, Health and Environmental Standards

The centre was designed according to international top standards in terms of quality, safety and sustainability. Moreover, Safety, Health and the Environment were key factors in the shopping centre's design and development, also playing an important role during its operational phase with the implementation of a management system aligned with ISO 14001 and OHSAS 18001 international standards. ParkLake also obtained the BREEAM certification for its development, with a score of Excellent, showing a strong commitment towards the surrounding environment and its neighbourhood. Additionally, ParkLake recently bought the full year's electrical production from a small solar farm (with approximately 1.200mW) connecting the centre with renewable energy.

Leasing

ParkLake has transformed Titan neighbourhood into an attractive shopping destination with its modern and exclusive set of tenants. Its appealing layout spans 3 floors, and its complete mix of clusters offering Food Retail, Services, Home Decoration, Electronics, Fashion and Restaurants make ParkLake a reference in the Romanian market and satisfies the demand of its customers.

Amongst its anchor stores are Carrefour, Media Galaxy, Inditex Group with all its brands (Zara, Massimo Dutti, Bershka, Stradivarius, Pull&Bear, Zara Home and Oysho), H&M, Kotton, New Yorker, LCWaikiki, LPP Group with all its brands (Reserved, Mohito, Sin Say, House and Cropp) and Forever 21. It hosts a 14-screen multiplex cinema operated by Cinema City and a HealthClub operated by WorldClass. ParkLake has also introduced new brands to the Romanian market such as Forever 21, 4F, Greyder, Lanidor and Lynne. Some of the other brands complementing the shopping and leisure offer at Park Lake are Collective, Levi's, Tommy Hilfiger, Gant & Lacoste, Desigual, Swarovski, Douglas, Sephora, Mac and Bobbi Brown. The leisure and cultural range has also been enhanced with prominent tenants such as a major bookstore from Carturesti, MaxiToys, Smyk, and Lego. The centre also boasts a wide range of sportswear with brands like Hervis, Intersport, Nike, Adidas, Reebok and Sketchers. The restaurant and coffee shop offer enhance the innovative design and architecture of the international food hall and its spacious terrace, attracting a large variety of international and national names.

In essence, ParkLake combines the park's surrounding nature with a family neighbourhood environment, creating an unforgettable experience. The centre is a destination offering the best ground-breaking experiences, where visitors are presented with innovative retail and leisure concepts, and a unique set of tenants. Its appealing architecture and design reflect the adjacent Park perfectly, forming a natural extension, while assuring a comfortable and pleasant stay, like no other shopping centre in the country.

ICSC is the largest global association in the shopping centre industry, with more than 70 thousand members in 100 countries. The ICSC European Shopping Centre Awards are presented at the association's Annual European Conference, which took place in Barcelona this year. They are the most prestigious awards of the shopping centre sector and, every year, a jury composed of renowned international specialists select the industry's best developments in Europe.

Would you like to see more of ParkLake?

Give yourself 2 minutes to enjoy some of the amazing experiences at ParkLake *(click the image)*



See our remarkable interior design and themed food hall overlooking the park: **Click Here!**

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About Sonae Sierra

Sonae Sierra (www.sonaesierra.com) is an international Company dedicated to providing services to investors and promoting real estate projects anchored in retail. The Company has offices in 12 countries, providing services in geographic areas as diverse as Portugal, Germany, Algeria, Brazil, Colombia, Slovakia, Spain, Greece, Italy, Morocco, Romania, Russia, Tunisia and Turkey.

Sonae Sierra owns 46 shopping centres with a market value of about €7 billion euros, and manages and/or lets 81 Shopping Centres with a Gross Lettable Area of about 2.5 million m^2 and more than 9,300 tenant contracts. At present, Sonae Sierra has 14 projects under development, including 7 for third parties.

Sonae Sierra is currently working with more than 20 co-investors at asset-level, and manages four real estate funds for a significant number of investors from all around the world.

About Caelum Development

Caelum Development, www.caelumdevelopment.eu, is a private Irish owned retail Investment/Development specialist with over 15 years of experience in the European Real Estate Market. Based in its Company headquarters in Warsaw, the Caelum Group owns and manages an extensive Property Portfolio throughout Europe including a variety of Retail Centres comprising over 200,000 sqm GLA. With emphasis on highest professional standards combined with local market knowledge Caelum benefits from a strong dynamic and dedicated team of property specialists, enjoying a growing market position in an ever changing market.