

Shopping Centers of the *Future*



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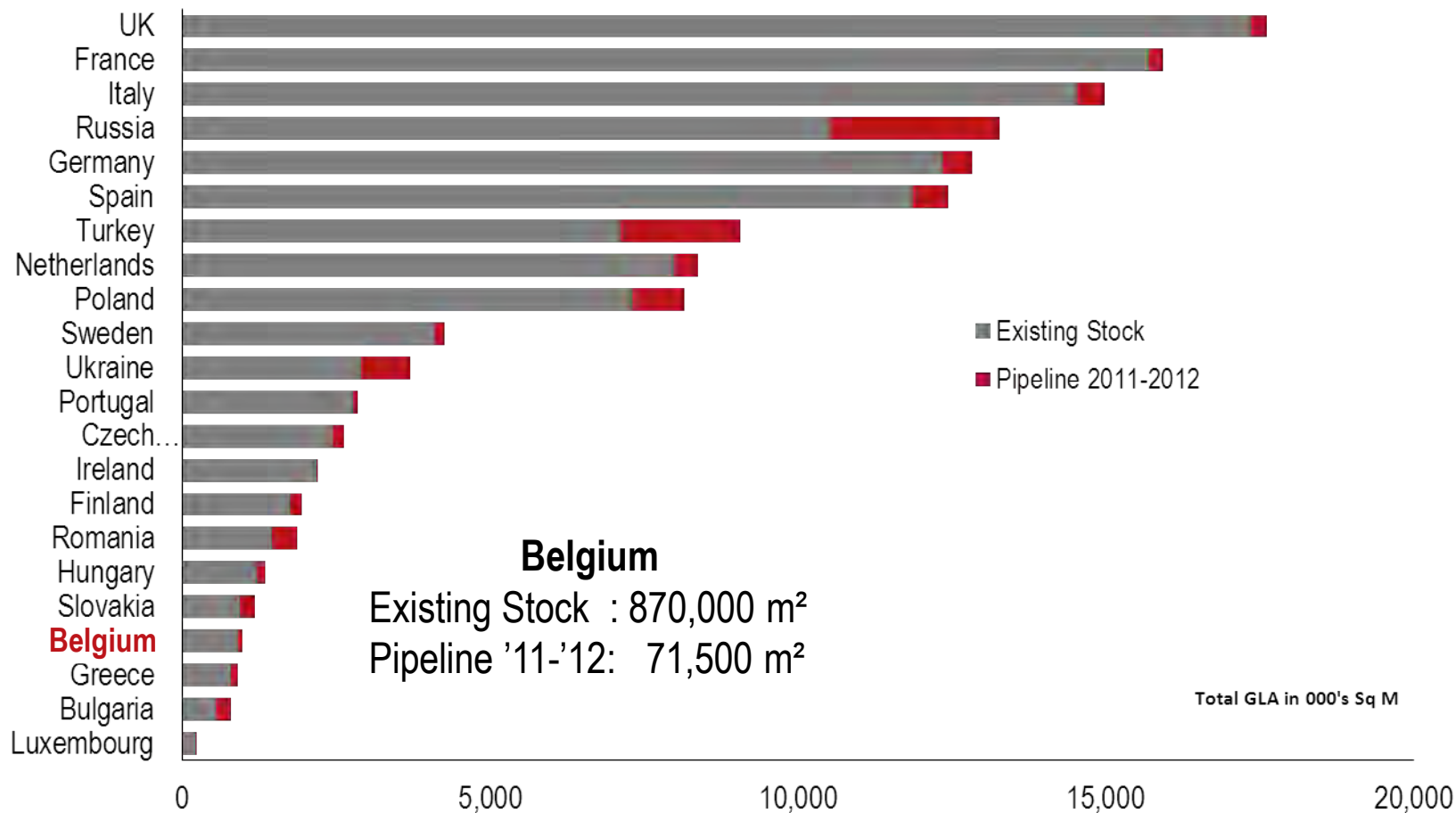
JONES LANG
LASALLE

Real value in a changing world

Current situation of the shopping center market

A. Europe: Existing Shopping Center Stock and Pipeline

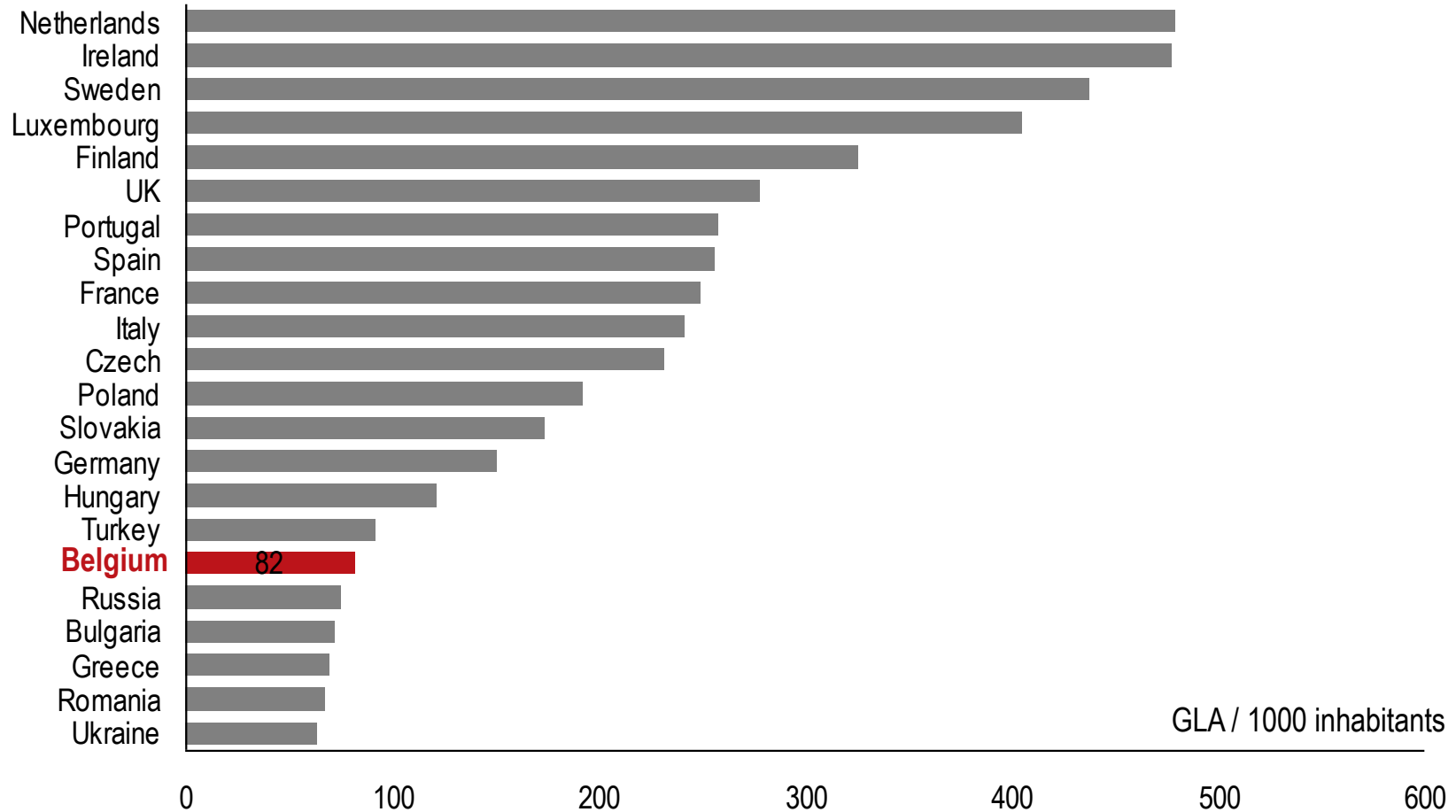
Constrained supply, with exception of Russia and Turkey



Source: Jones Lang LaSalle, July 2011

A. Europe: Existing Shopping Center Stock Per Capita Q2 2011

Highest Shopping Centre density in the mature retail markets

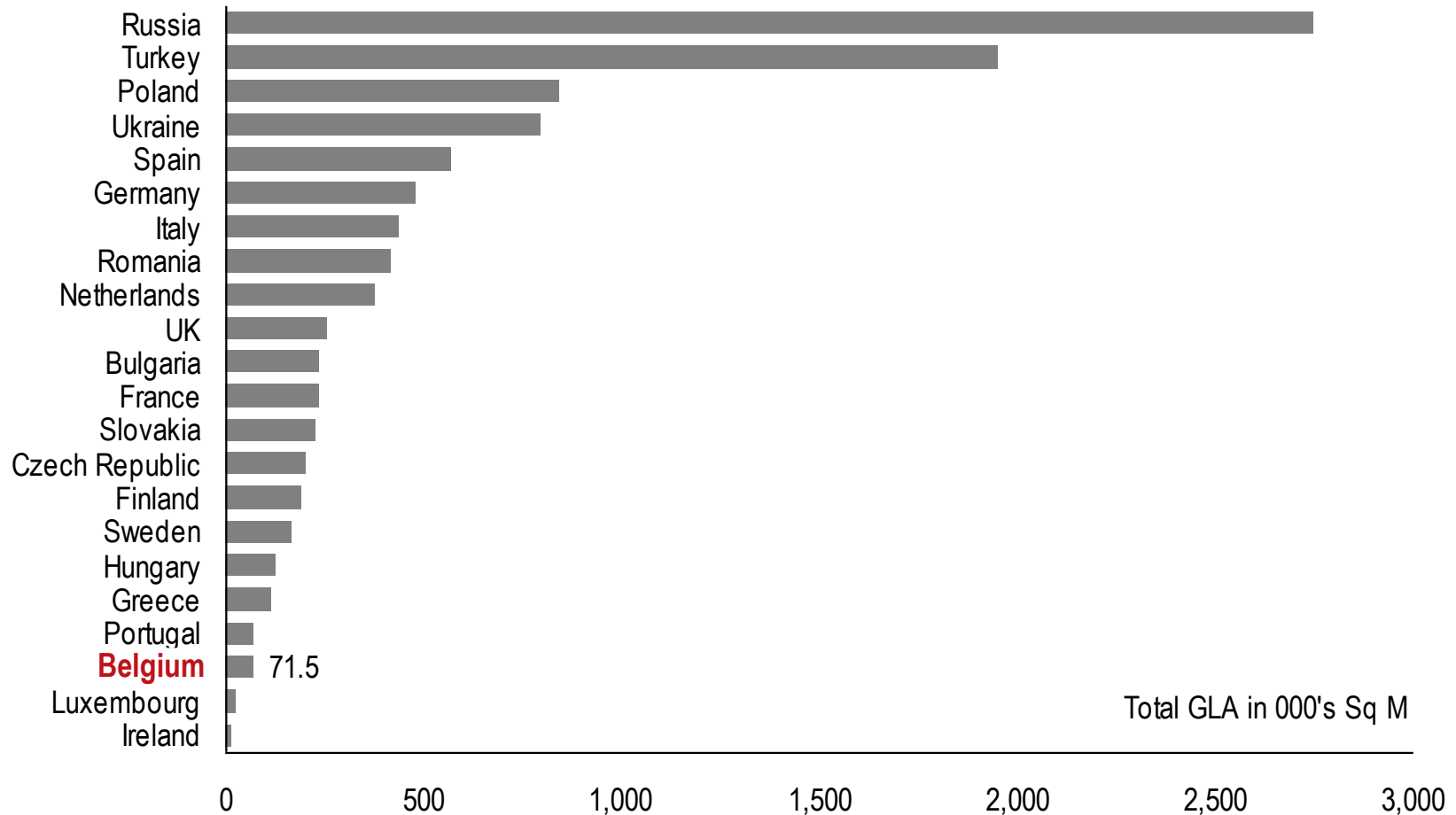


Source: Jones Lang LaSalle, July 2011

Note: Includes schemes >5,000m² GLA only; excludes Retail Warehousing and Factory Outlet Centre.

A. Europe: Shopping Center Pipeline 2011-2012

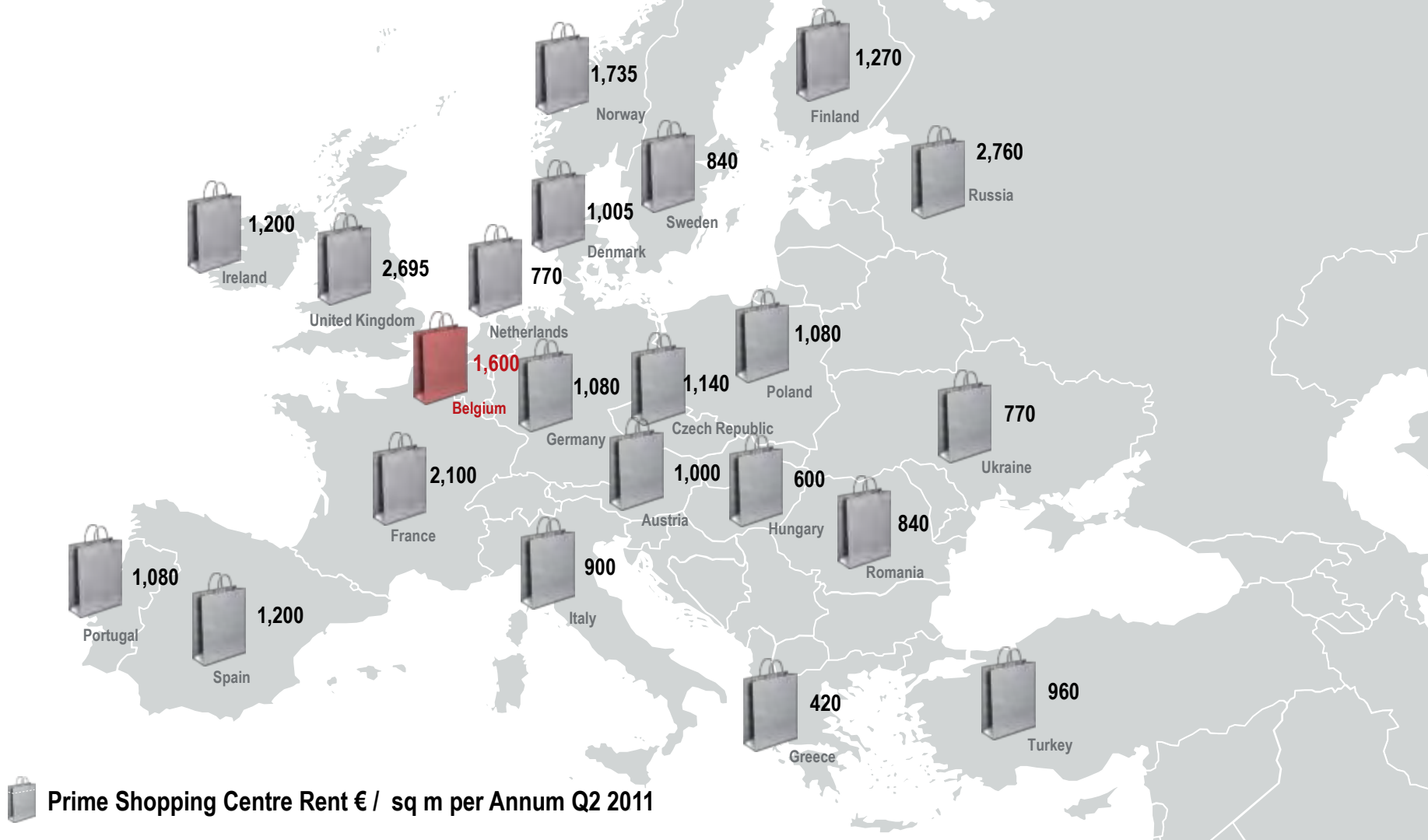
Development of new stock most active in Russia & Central East Europe...



Source: Jones Lang LaSalle, July 2011

Note: Includes schemes >5,000m² GLA only; excludes Retail Warehousing and Factory Outlet Centre.

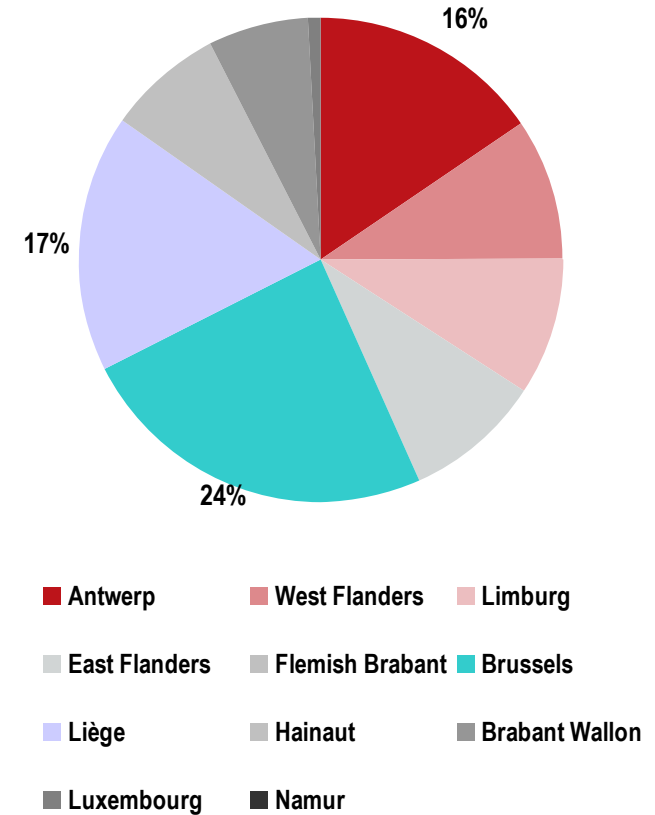
A. Europe: Prime Shopping Center Rents in Europe



B. Belgium: Stock Shopping Centers

Highest stock in Brussels, Liège and Antwerp

Region	Province	Total (m ²)	Total (m ²)
Flanders	Antwerp	136.500	
	West Flanders	80.200	
	Limburg	81.100	377.000 (43%)
	East Flanders	78.900	
	Flemish Brabant	0	
Brussels	Brussels	211.000	211.000 (24%)
Wallonia	Liège	148.900	
	Hainaut	67.000	
	Brabant Wallon	59.900	282.300 (33%)
	Luxembourg	6.500	
	Namur	0	
		870.000	870.000

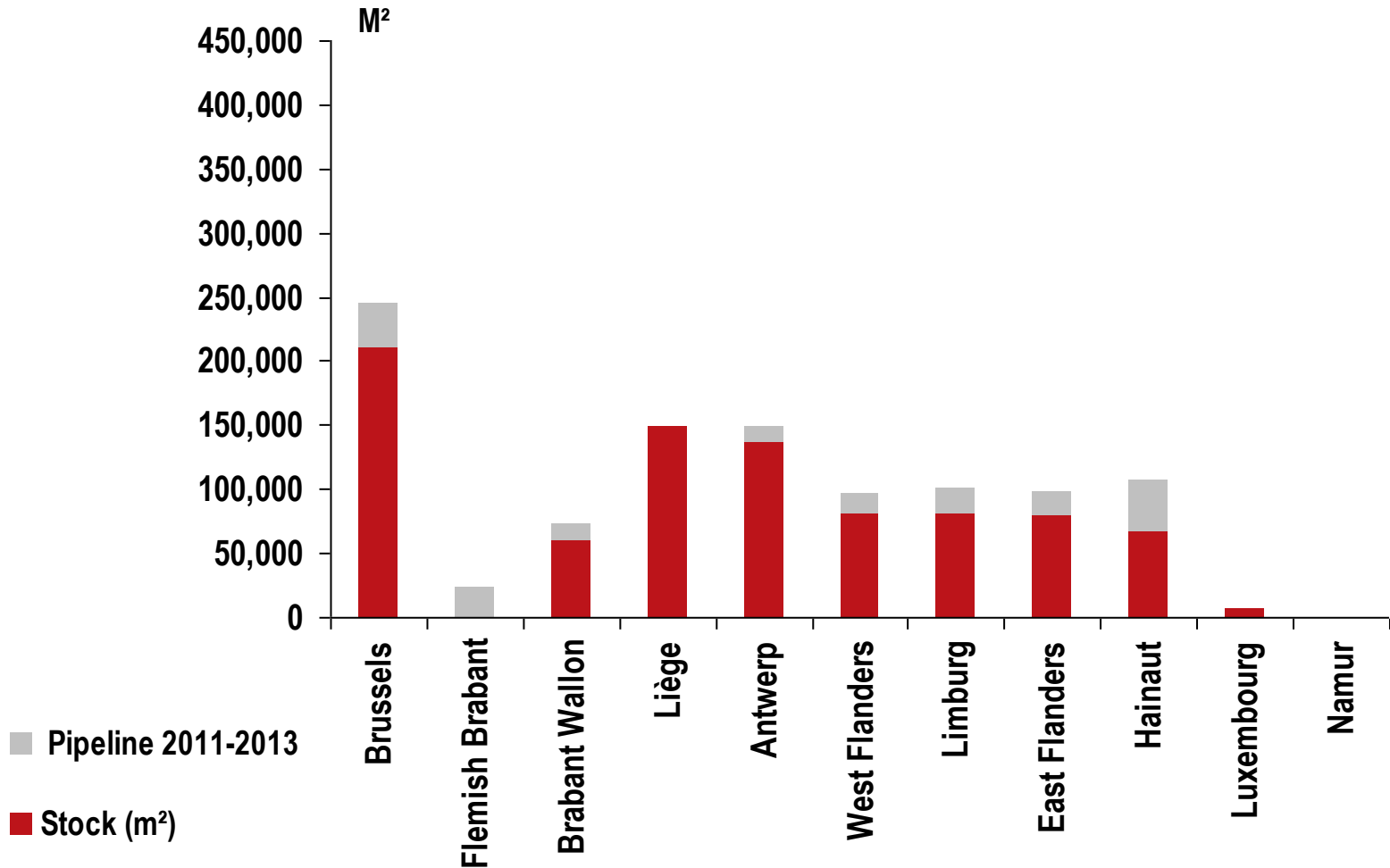


Source: Jones Lang LaSalle, September 2011

Note: Includes schemes >5,000m² GLA only; excludes Retail Warehousing and Factory Outlet Centre.

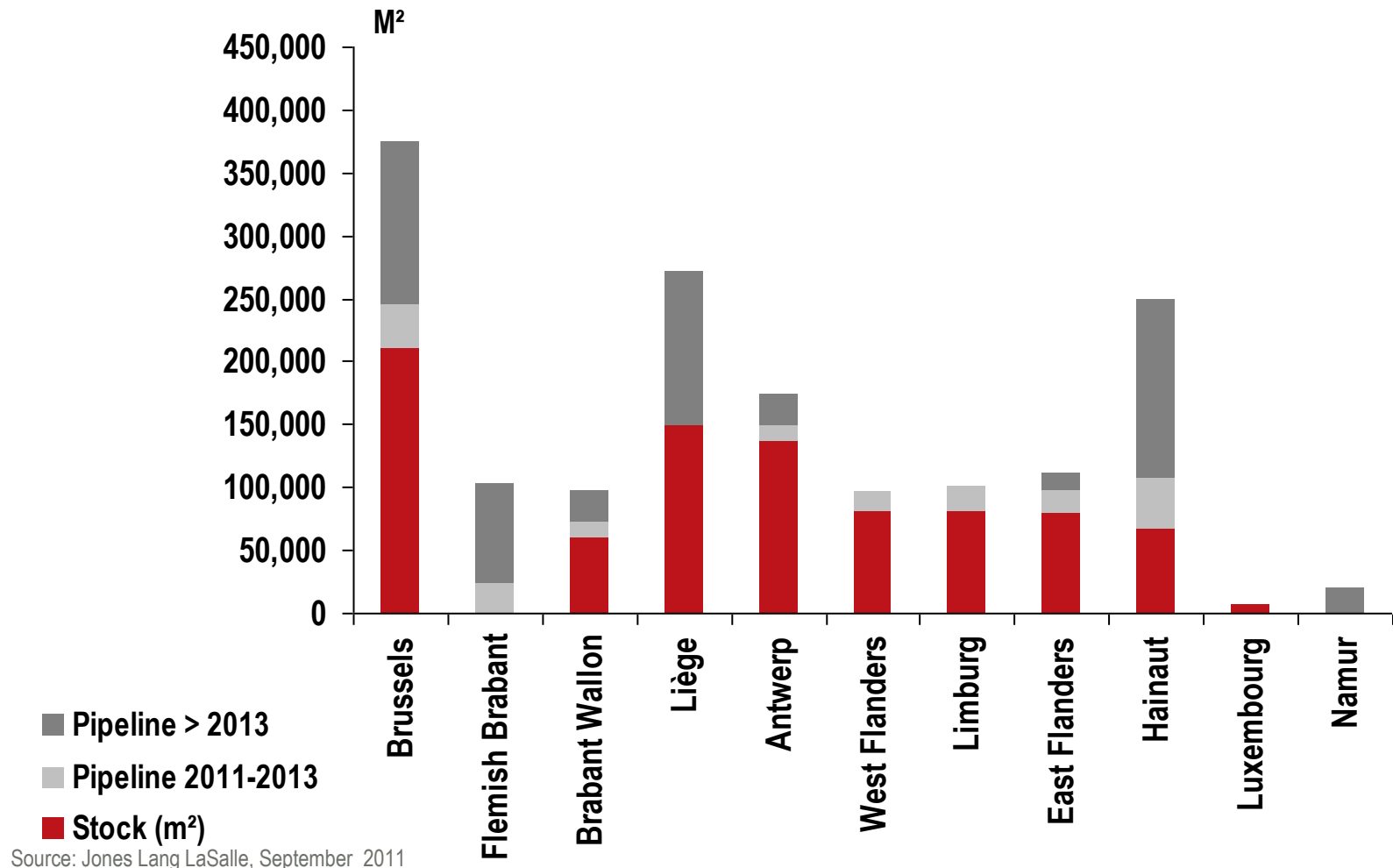
B. Belgium: Shopping Center - Stock & Pipeline (m²)

Development 2011-2013 (+/- 175,000 m) in all provinces or regions except Liège, Namur & Luxembourg.



B. Belgium: Shopping Center - Stock & Pipeline (m²)

Design pipeline >2013 (+/-550,000 m²) predominantly in Brussels, Flemish Brab., Liège and Hainaut



Source: Jones Lang LaSalle, September 2011



Real value in a changing world

Shopping Centers of the Future



Developers, Operators, Investors and Shopping Center Managers :
*What are the key factors to be for the future success of your
Shopping Centers in these changing times?*



Markitecture

Branding your Shopping Center



Society integrated within the catchment area

Urbanity



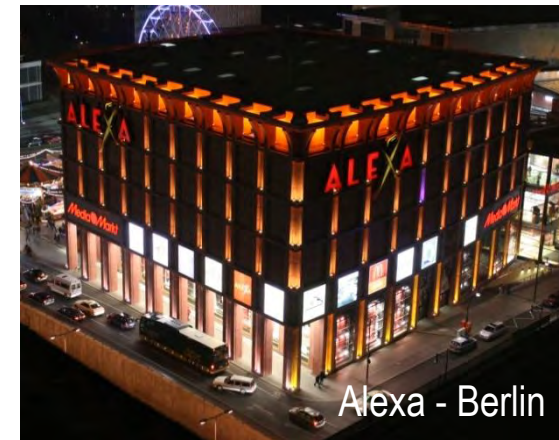
Sustainability

More than simply being green

A. Markitecture



A perfect name wins out with a regional reference because it addresses the Shopping Center's catchment area with the goal being local positioning



B. Urbanity

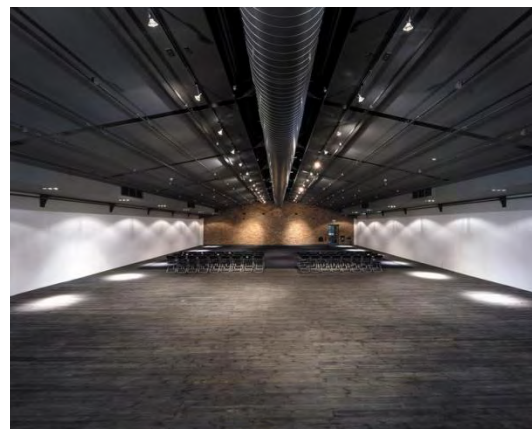
What urban places share is the pleasant atmosphere that makes visitors want to stay

- ✓ **Integrated role** of the Shopping Centres in society.
Regionally networked, designed with a sustainable concept and environmentally friendly
- ✓ Not building mere places to shop but rather **sophisticated public** space where visitors feel comfortable and that they consider recreational and entertainment destinations
- ✓ **Urban Shopping Centers can revive** commercial streets and entire quarters previously consisted dead
- ✓ Not every Shopping Center outside the city center or on a greenfield site can manage to be **urban**
- ✓ **Sustainable and location based planning** is essential from the start, along with Shopping Center positioning
- ✓ The highest level of urbanity is achieved when **art** is successfully integrated in this popular space and made accessible to a wide audience (art exhibitions, theatre and concert hall in the Shopping Center, advertising pylons designed by artists or prominent architecture)
- ✓ Shopping Centers become a **social network platform**

B. Urbanity

Cultural forum instead of a shopping center;

Stary Browar – Poznan Center (Poland); permanent art exhibitions, regular openings, design events and performances

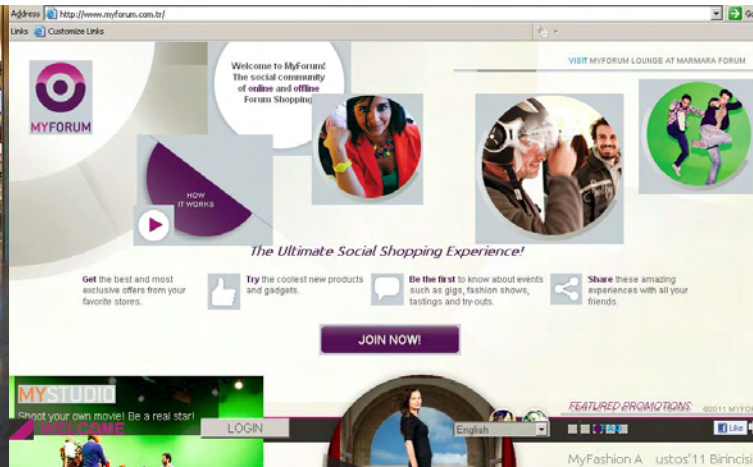


B. Urbanity

Shopping Center experience : virtual & reality

Marmara Forum (Turkey) : Online and off line shopping Center

- ✓ Marmara Forum (Istanbul, Turkey) is the first shopping center in the world to host MyForum; extra shopping centre experience that combines the shopping center with the online world. "*bricks with clicks*".
- ✓ MyForum gives more excitement for Forum shoppers and strengthens the link between customers in the catchment area and the shopping center. Also it provides brands with a platform to organise promotions and special events both online and in the center.
- ✓ In and around Marmara Forum, the Welcome kiosks mean you can check in with, or without, your smartphone. This earns you points and badges, giving you access to special VIP offers and promotions. Checking in also allows your friends to meet you in the center and gives MyForum a fun gaming element.
- ✓ MyForum social community website is fully integrated with the social networks, location based services and multimedia websites
- ✓ A continuously changing "concept store", with lounge and bar area is located in the shopping centre.



C. Sustainability

More than simply being green

The sustainable Shopping Center will have to be :

*The **number 1** marketplace by the residents in its the catchment area*

*It will need to have the ability to **attract** people **not only for shopping** but also for strolling around, meeting friends, entertainment, special events, sports.*

1. Location :

- Catchment area
- Well connected by public transport & road systems

2. Concept :

- Size, shape, local branding, atmosphere and flexibility

3. Tenants

- Choose the right anchor tenants & place them properly (for ex.: Today's arrival of new american brands such as Hollister)
- Offer an optimal variety of businesses, entertainment facilities and attract promising brands



Conclusions

Walter Goossens

Editions & Seminaires
12th October 2011