



Advertising space portfolio

City Center one





One Brand.
Three Centres.
Thousand
Possibilities.



Why are we first



Customers' first choice in Croatia.

City Center one is a holder of five Best Buy awards for the best price-quality ratio, four Qudal awards for the best quality shopping centre in Croatia and four Superbrand titles for brand excellence awarded by both the industry and the visitors. It is also a holder of Icertias Customers' Friend title as well as Top Service award and Award of Excellence. In addition, City Center one has been recognized as a leading shopping destination in various independent surveys and it takes pride in two international SOLAL marketing awards received by International Council of shopping centers for projects 'Daj 5 za Petrinju bez mina' and 'Yellow Wednesday'.



Our centres
are in the focus
of attention

1
WEST

2
EAST

3
SPLIT

WEST

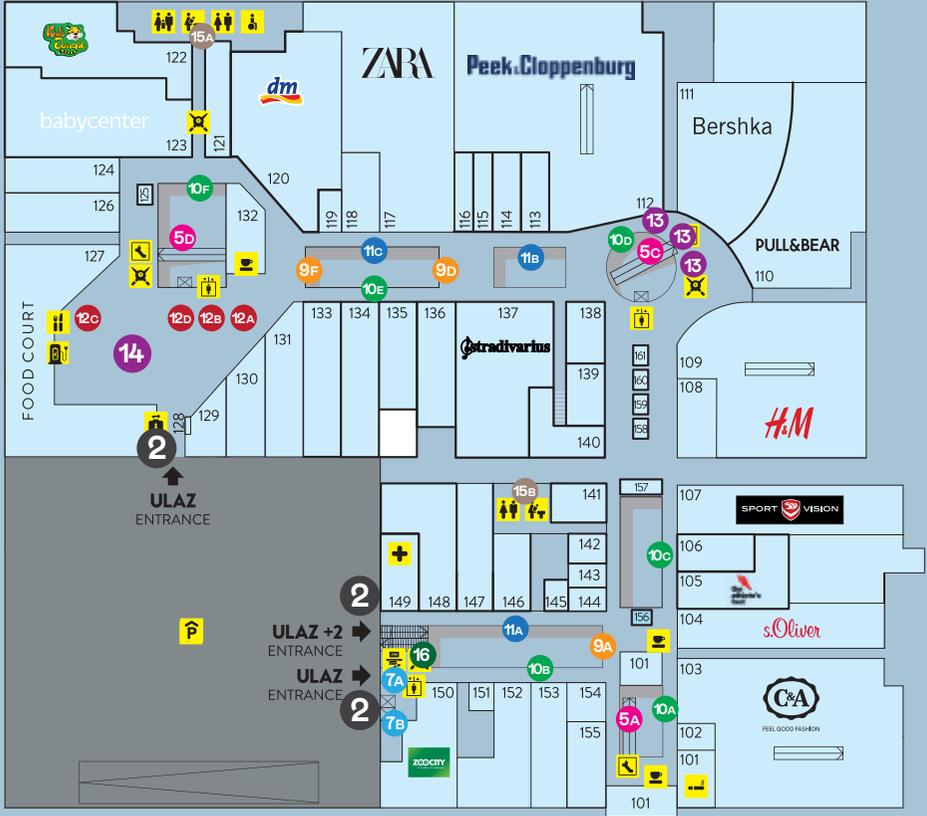
Choose ideal
locations to promote
your brand



Advertising space available for lease



GROUND FLOOR



1. FLOOR

*FOR VISUALISATION OF SPACE, PLEASE FOLLOW THE CORRESPONDING NUMBERS ON PAGES 16-20

EAST

Influence the visitor to buy your product in the moment of making a decision about a purchase



City Center one Zagreb East

SUCCESS STORY IN EAST ZAGREB



6,900,000 visitors per year



more than 140 points of sale



120,000 – 130,000 visitors per week



130,000 m² gross surface area



More than 270,000 people in catchment area



Opening in 2012



Great offer of entertainment facilities



50,000 m² net surface for lease



2,400 free of charge car parking spaces



55% female visitors, 45% male visitors



175,000,000 € turnover

Advertising space available for lease

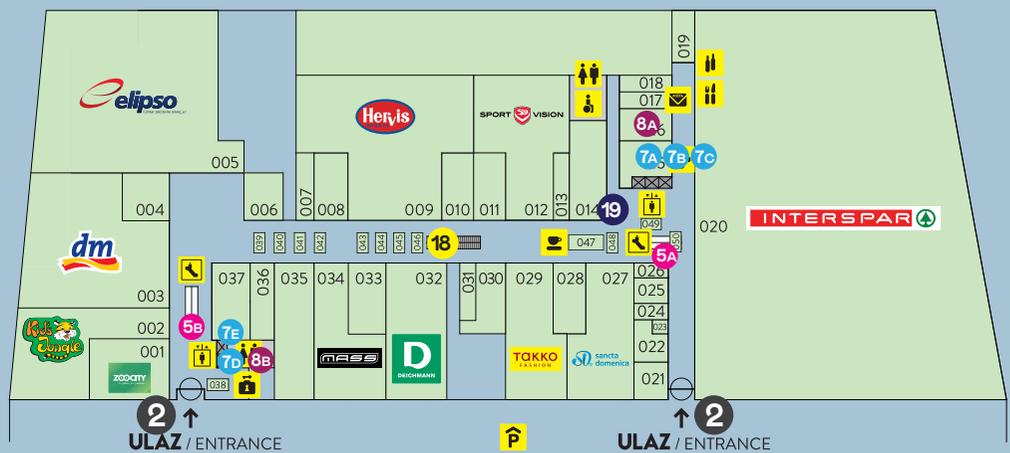
1. FLOOR



GROUND FLOOR



-1 LEVEL



*FOR VISUALISATION OF SPACE, PLEASE FOLLOW THE CORRESPONDING NUMBERS ON PAGES 16-20

SPLIT

Make sure we offer attractive advertising space options and achieve great business results



City Center one Split DALMATIA'S SHOPPING CENTRE

3



7,400,000 visitors per year



more than
190 points of sale



140,000 – 155,000
visitors per week



180,000 m²
gross surface
area



Most visited
shopping centre
in Dalmatia



Regional centre for
shopping and entertainment



Opening in
2010



More than one million
tourists and a large
number of visitors from
the neighbouring
countries



60,000 m² net
surface area for lease



2,700 free of charge
car parking spaces



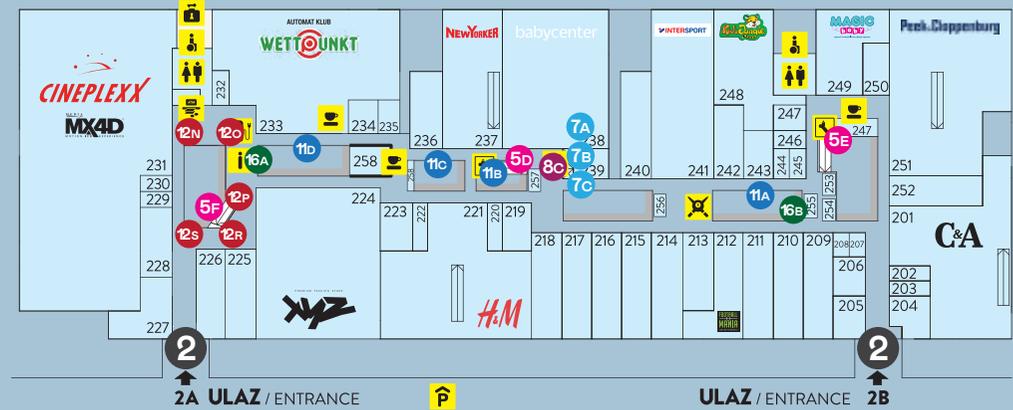
63% female visitors,
37% male visitors



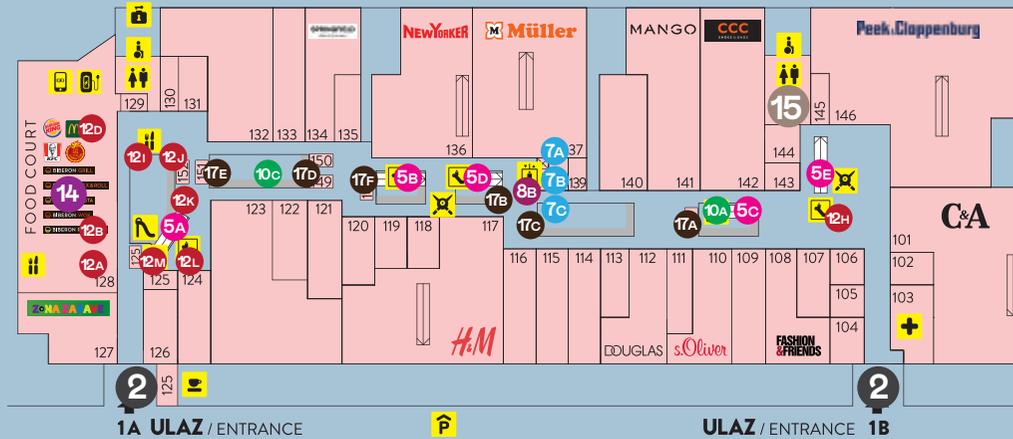
175,000,000 €
turnover

Advertising space available for lease

2. FLOOR



1. FLOOR

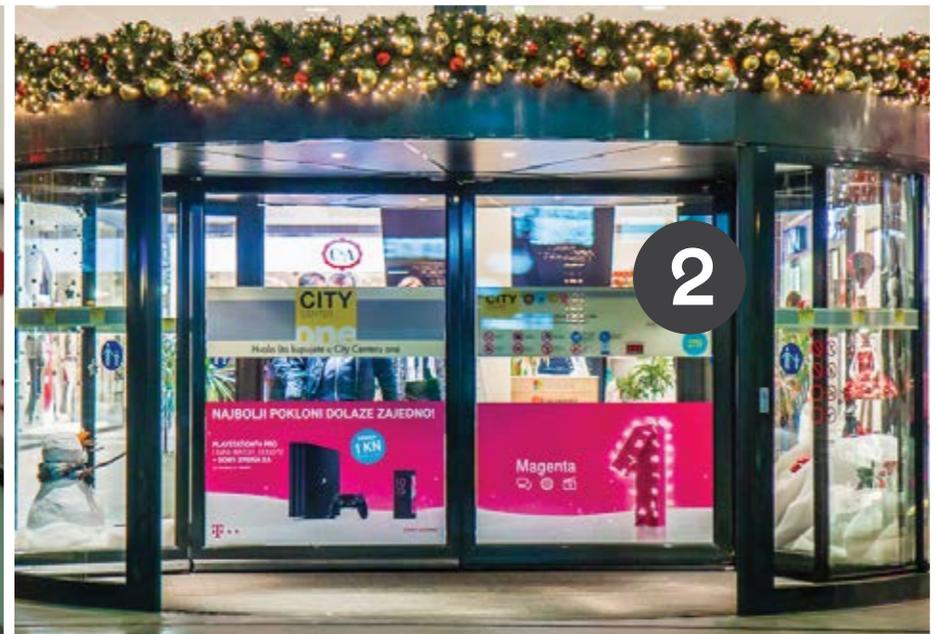


GROUND FLOOR

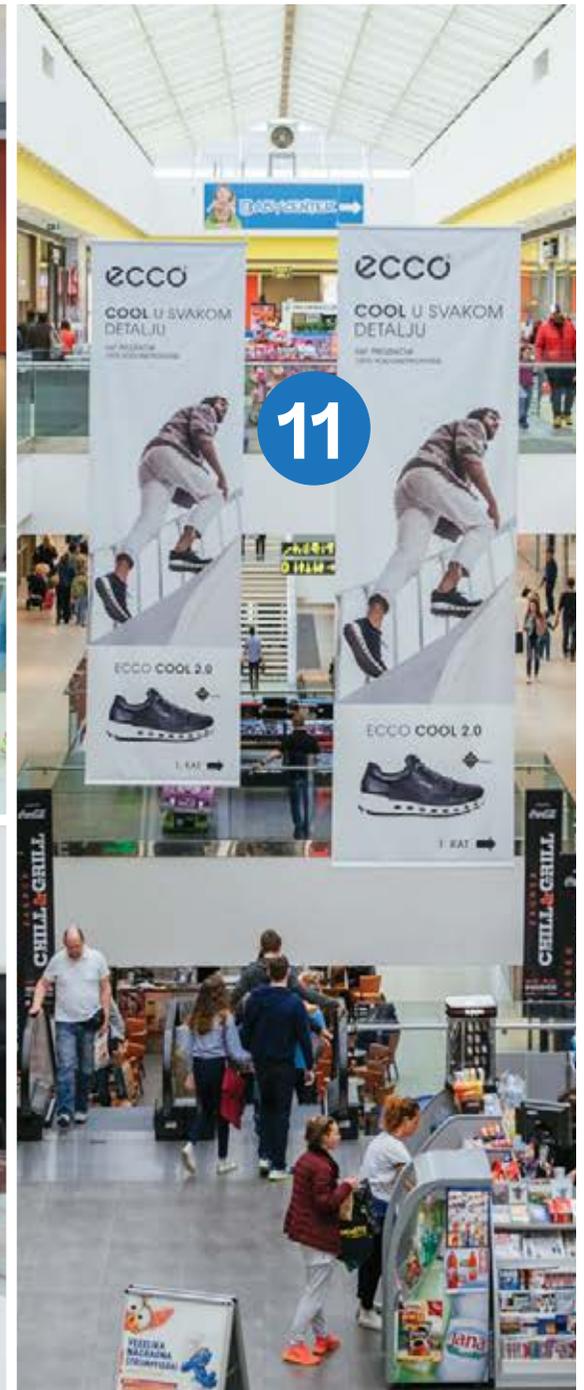


*FOR VISUALISATION OF SPACE, PLEASE FOLLOW THE CORRESPONDING NUMBERS ON PAGES 16-20

Make your brand visible and distinctive











17



18



19



22



21



20

Price list

	CCo WEST		CCo EAST		CCo SPLIT		
ADVERTISING SPACE LEASE:	number of surfaces for lease	price per unit *VAT is not included	number of surfaces	price per unit *VAT is not included	number of surfaces	price per unit *VAT is not included	floor plan marking
centre entrances (except main entrance) – door only	6*	18,000.00 kn	3*	10,000.00 kn	7*	15,000.00 kn	2
centre main entrance	1	10,000.00 kn	2*	16,000.00 kn	1	7,000.00 kn	1
escalator	4	12,000.00 kn	4	12,000.00 kn	6	12,000.00 kn	5
moving walkway (travelator)	1	5,000.00 kn			1	5,000.00 kn	3
panoramic lift	2	12,000.00 kn					6
lift (outside entrance and inside of the lift)	2	8,000.00 kn	5	8,000.00 kn	3	8,000.00 kn	7
wall above lifts	1 (3.5x1m)	3,000.00 kn	6 (6.6x1.2m)	3,000.00 kn	4 (6.6x1.2m)	3,000.00 kn	8
wall above the moving walkway	1 (6x2m)	5,000.00 kn			1	5,000.00 kn	4
glass gallery	5	5,000.00 kn	3	5,000.00 kn	3	5,000.00 kn	9
banners on gallery structure (1 piece)	6	1,000.00 kn	6	1,000.00 kn	5	1,000.00 kn	10
large hanging banners from the skylight (1 piece)	3 (2x6m)	12,000.00 kn	3 (2x6m; 2x8m)	12,000.00 kn	4 (2x8m)	12,000.00 kn	11
pillar in the food court / centre	3/1	3,000.00 kn	3	3,000.00 kn	4/14	3,000.00 kn	12
LED panel in an attractive position in centre	6	1,500.00 kn					13
LED panel in an attractive position in food court	5	1,500.00 kn	5	1,500.00 kn	6	1,500.00 kn	14
LED panel in baby room	2	1,000.00 kn	1	1,000.00 kn	1	1,000.00 kn	15
gallery wall (larger surfaces)	1 (3x3m)	5,000.00 kn	2 (6x2m)	5,000.00 kn	6 (6x2m)	5,000.00 kn	16
gallery wall (smaller surfaces)			4 (6x1m)	5,000.00 kn	5 (6x1m)	5,000.00 kn	17
fixed stairs (treads)			1 to 3	11,000.00 kn			18
wall opposite to Spar			1 (3x3m)	5,000.00 kn			19
moving totem (prepared by Client)	by agreement	8,500.00 kn	by agreement	8,500.00 kn	by agreement	8,500.00 kn	20
garage (tags – 1 piece)	by agreement	500.00 kn	by agreement	500.00 kn	by agreement	500.00 kn	21
garage (wall and/or floor stickers – 1 piece)	by agreement	1,500.00 kn	by agreement	1,500.00 kn	by agreement	1,500.00 kn	22

*package lease only

Price list

SPECIAL LEASE CONDITIONS

Simultaneously leasing in:

Two centres 10% discount

**Three centres 20%
discount**

VOLUME DISCOUNT

Lease for the same Client:

For a **3-month period per centre**
we approve a **10% discount**

For a **6-month period per centre**
we approve a **15% discount**

For a **12-month period per
centre a special price**
is formed

IMPORTANT NOTE

- Creative solutions/visualisations need to be submitted for review and approval before the start of advertising campaign
- The tenant agrees on production, mounting and demounting adverts directly with the Contractor and also bears the cost for the work listed and services provided by the Contractor
- The tenant is obliged to obtain any additional permits or assurances in accordance with the Center Rules or Croatian law
- Advertiser is obliged to comply with the House Rules and contractual obligations

OTHER LEASE CONDITIONS

- Payment is made within 10 days for the invoice issued in the current month
- Provider reserves the right to change the prices with timely notification

City one magazin

**NO.1
MAGAZINE
IN CROATIA**

according to number
of read copies

Reaching **more than 140,000 readers** with a circulation of **60,000 copies** – City one Magazine is a Croatian shopping guide with the **highest number of copies printed** and it is therefore an ideal channel for presenting novelties or your brand's features.

Covering **116 pages**, this Magazine offers its readers inspiration and practical advice designed to highlight your range at a quality level. Advertising in City one Magazine, given its reach, number of copies, distribution and price – **is the most cost-effective option in the Croatian market**, and the advertisement puts you in a direct contact with the group of consumers you are trying to reach.



Price list

80% OF
READERS
DECIDE to
make a
purchase

MOST
COST-EFFECTIVE
ADVERTISING
among the
competition
of magazines

DISTRIBUTION OF CITY ONE MAGAZINE

Insertion into Gloria Magazine
Inside City Center one Zagreb East,
Zagreb West and Split

Distribution in the local area
oriented to Centres

Also available online
[on www.citycenterone.hr](http://www.citycenterone.hr)

FORMAT	PRICE	DIMENSIONS
2/1	13,700 kn	420x265 mm (+5 mm napusta)
C4	13,300 kn	210x265 mm (+5 mm napusta)
C3	10,400 kn	210x265 mm (+5 mm napusta)
C2	11,200 kn	210x265 mm (+5 mm napusta)
1/1	8,000 kn	210x265 mm (+5 mm napusta)

*VAT is not included in the price

If you have any further questions,
please do not hesitate to contact us.

Anita Bastaja

Senior Promotion and Short-Term Leasing Manager

tel: +38512424216

mob: +385912442512

mail: a.bastaja@cc-real.com



About CC Real

An investor in and operator of European commercial real estate assets, CC Real was established in 2006 and today employs more than 150 individuals across 3 countries. It is a performance driven company with dynamic and motivated professionals who have an extensive and diverse real estate experience and relationships. CC Real prides itself with being cornerstone of successful real estate and has demonstrated that by strong and steady growth throughout the last 15 years, both in terms of size and profile.

The company offers a full-service package for direct investment services ranging from identification of opportunities over transaction support to asset and property management. Also, company has experience and great results in co-investment in core assets in Europe with international institutional investors. Looking towards the future, the CC Real team aims to continue its work with existing partners, but to also broaden the scope of its management and investment activities in market segments it views as currently undervalued or underinvested.