



Press release
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Slovenia richer for state-of-the-art shopping centre ALEJA in Ljubljana Šiška

ALEJA is the new, state-of-the-art shopping centre in Slovenia, which today for the first time fully opened 80 shops and bars located on 32,000 m² of rented areas. A number of renowned brands are true visitors' magnets. A specialty is ALEJA SKY with a rich foodcourt and a multifunctional playground with a green active roof. 200 parking spaces for bicycles, 13 charging stations for electric vehicles are provided, making it the largest space in Slovenia for charging electric vehicles at a time, there is also car sharing, BicikeLJ bike rental station and a bus stop. Safety comes first, so extremely high hygiene standards are established.

All in one place: socialising, sports, fun, and children's activities

"This is the first shopping centre in Slovenia, which opens up possibilities for perfect socializing, sports activities, fun, and children's activities all in one place, and at the same time you feel at home, because there is a lot of light, real greenery and other natural elements in the centre," emphasizes Toni Pugelj, country manager of SES Slovenia and center manager of ALEJA, adding that the children's outdoor playground and indoor playground will open when permitted. ALEJA also brought about 700 new jobs.

The investor, developer and operator of ALEJA is SES. In Slovenia as well as in Austria, it is the market leader among large-scale shopping centres. It is also one of the leading experts in shopping centre management in Europe. SES is establishing a new trend with the ALEJA shopping centre, as it offers visitors an array of leisure activities, which has never been done before in Slovenia. SES has already received several national and international awards for architecture and design, sustainable development, traffic flow concepts and innovative marketing for its centres. And last but not least – in the past, SES has already received awards twice for the best shopping centre in the world.

"This multifunctional location and the high-quality ALEJA catering offer perfectly complement the shops and business activities in the shopping centre. We believe the future belongs to centres that combine shopping, gastronomy,



leisure, sports, and culture. Such spaces provide people with special services and many experiences in their immediate vicinity. Today, people want more from shopping malls than just the opportunity to shop. They want to enjoy their leisure time, when they visit, and get some things done while they're at it. This is why shopping centres are so attractive and successful. A sense of regionality is our locations' greatest asset – both in terms of development and business opportunities. We find the right place and breathe a great atmosphere into our business premises. This comprehensively encompasses both name and architecture, so that the buildings blend beautifully with the surroundings and history. Just as the ALEJA – as the "Green Alley" – merges with this historically rich core and expresses the identity of the city of Ljubljana," explained **Marcus Wild**, SES Chief Executive Officer.

Toni Pugelj also emphasizes: "We put safety on first place in our shopping center, which is why we have established extremely high hygiene standards. These include regular disinfection of contact points such as handrails of railings and escalators and other fittings and buttons in elevators and ATMs. Automatic hand disinfectants are available to visitors in front of each entrance to the shopping center and in front of the entrance to each store or bar. For the moment entrance to the shopping center will be possible only with a mask as long as the official requirement must be observed, but to make shopping pleasant and safe, we will also monitor the number of visitors at the entrances. We also take care of ventilation and blow fresh oxygen into the shopping center. We put it in the foreground that in the spacious corridors of our shopping center, the experience of visitors with security measures is still comfortable and pleasant."

ALEJA SKY – the second floor of the shopping centre

ALEJA SKY represents everything on the second floor of the shopping centre both under the roof and outside. The multipurpose roof covers 6,200 square metres, of which the multifunctional sports field is as large as 630 square meters – just like professional sports fields. The green roof includes:

- a 300-metre running track
- a fitness park with two sets of fitness equipment. The first set consists of more traditional gym equipment (calisthenics), while the second set includes various obstacle course exercises.
- a court for playing boules and flinger



- a large green oasis for relaxation in the middle of the city, with a perfect ambiance, relaxed atmosphere, peace, and a view of the mountains.

When the regulations are released, we will open:

- a multipurpose field for basketball, handball, volleyball and five-a-side football
- an outdoor children's playground

This area also has separate toilets, showers and lockers and a person to assist visitors spend their leisure time actively.

A true culinary experience on the second floor

The second floor also features the first real section with a variety of cuisines by numerous providers (ALEJA SKY – the culinary experience) offering a rich culinary selection from all around the world (Slovenian, Asian, Mexican, and Italian cuisine) as well as fast food and snack vendors. It extends over an area of 2,300 square metres. “The visitors will be able to enjoy the view of the surrounding hills thanks to the monumental glass dome. They will also appreciate the possibility of listening to the music, keeping up to date with the news, attend events...

The restaurant area also offers outdoor terraces for all catering establishments and cafes. ALEJA SKY – the culinary experience will thus be directly linked to the attractive offer of sports and leisure activities on the roof,” Pugelj emphasised.

The first Planet Lollipop in Slovenia – Indoor children's playground

The first Planet Lollipop in Slovenia, which is still closed, covers the area of more than 500 square metres. It is the largest covered playground in Slovenian shopping centres. The Planet Lollipop brand was developed by SES, one of Europe's leading experts in shopping centre management, and it caters to the youngest visitors aged four and above. The brand currently successfully operates at seven sites outside Slovenia. Planet Lollipop, children's adventure world by SES, is distinguished by its child-friendly equipment, high-quality child



care and high-quality materials. It also has rooms with modern equipment for parties and children's birthday celebrations.

"I am very happy that SES has decided to build a shopping center in Ljubljana. They understand well that domestic employees, suppliers and contractors must be included in a foreign country, in this case Slovenia," said Ljubljana Mayor Zoran Janković.

Care for the environment and the biggest electric vehicle charging space in Slovenia

"Here in the state-of-the-art shopping centre, we follow the latest trends in ecology, clean environment, energy and electric vehicles. As such, ALEJA provides 200 bicycle parking spaces, of which a hundred are covered, making it the largest covered parking for cyclists in Slovenia, and also 13 electric vehicle charging stations, which will be the largest space in Slovenia for simultaneously charging electric vehicles, car sharing, a BicikeLJ bicycle rental station, and a bus stop (the ALEJA bus stop)," Toni Pugelj described.

There are more than 1,600 parking spaces available, 1,400 of which are covered, in a bright, modern underground garage with two underground levels. The garage features a system for quickly guiding vehicles to empty parking spaces.

There is a circular cycling pump track directly in front of the shopping centre. It has two tracks, the smaller is about 50 metres long and the bigger about 125 metres.

Featured brands

ALEJA brings many brands. A true visitors' magnet is the most state-of-the-art Interspar in Slovenia, Müller drugstore, fashion offer by different brands, Hervis, H&M, Tommy Hilfiger, Baby center, technical retailer Big Bang, and many others.

"With ALEJA, Ljubljana Šiška will become its own town square in the centre of this part of the capital, seeing that the shopping centre is located in the very heart of Šiška. It offers a green environment, water surfaces within the shopping centre, a bright ambiance, soon start operating also a park with a fountain outside the centre," summarized the director of SES Slovenia and director of ALEJA Pugelj.



"It is our mission every day to create modern centres that are full of life. We create city gathering places, one of which is ALEJA. The timeless, contemporary architecture of the business premises, the choice of international brands, the shops with local offer, the first-class services, the varied catering offer in a great location, numerous experiences, culture and the excellent offer of leisure time activities, cater to just about every taste. ALEJA is the first completely new opened shopping centre in Europe after the Corona shutdown. The company is setting a sign of revival and at the same time a statement for retail and gastronomy," added Marcus Wild.

SES – Spar European Shopping Centers is a developer, constructor and operator of large shopping centres in six countries. The company currently operates 29 shopping centres in the Central, South and Eastern Europe. The lease area covers more than 800,000 square metres. SES is the leading company in the segment of large-scale shopping centres in Austria and Slovenia. In 2019, tenants at SES locations generated gross sales of 2.83 billion euros. From its very beginnings, SES has been providing its expertise and experience in product development, construction management, leasing shopping facilities and operating shopping centres, as well as providing services to other owners of shopping centres. SES shopping centres have received several national and international awards for architecture, design, sustainability, traffic design and innovative marketing. SES is a member of the SPAR Austria Group.

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