



## Press Release

International / Slovenia / Economy / Retail / Shopping Centers

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### 2021 Financial Statement: Clear Upward Trend Across All Levels

## SES Spar European Shopping Centers Reports Above-average Sales Development

- 85 million visitors (+5%) at 30 centers in six countries
- 2.64 billion euros in gross sales generated by retail partners (+7.6%)
- Sales development in Slovenia: 550 million euros (+29% incl. expansion)
- 20 million visitors in the five SES malls in Slovenia
- Successful opening of the S-PARK Kaposvár retail park in Hungary
- 115 million euros in investments earmarked for 2022

People have started to return to their usual shopping destinations. That is reflected in the positive business development of SES Spar European Shopping Centers during the second year of the pandemic. Compared to 2020, significant growth was recorded in retail partner sales, visitor footfall, average spend per purchase, and sales of the “DESETAK” gift certificate. This positive upward trend was recorded by SES in all countries in which it operates centers. In Slovenia alone, the gross sales generated by retail partners increased by 22.7 percent last year. When ALEJA, which opened in 2020, is included in the calculation, gross sales rose by as much as 29 percent. That is well above the growth rate of the Slovenian retail sector (18.9%, according to the Statistical Authority of the Republic of Slovenia, of which non-food retail accounts for 17.4% and food accounts for 7.3%). Slovenia is a particularly important market for SES. SES is the country’s market leader in the area of large-scale shopping centers, including CITYPARK Ljubljana, the largest Slovenian shopping center, and ALEJA Ljubljana, the most modern shopping center in the country. In 2021, ALEJA in Ljubljana (SLO) received the prestigious RLI Global Award for the best new shopping center in the industry.

In 2021, a total of 85 million people (+5%) visited the 30 shopping destinations run by Austria's market-leading shopping center developer and operator in six Central European countries. With gross sales of 2.64 billion euros, more than 1,800 retailers, gastronomy providers, and service partners posted a total increase in sales of 7.6 percent compared to 2020.



SES manages a total of 30 major shopping destinations, including 27 shopping centers, two retail parks, and one managed shopping street, amounting to more than 830,000 square meters of leased space in the markets of Austria, Slovenia, Croatia, northern Italy, Hungary, and the Czech Republic. The past year was marked by a wide variety of official coronavirus prevention measures that were implemented in the individual countries.

*Christoph Andexlinger, COO, SES Spar European Shopping Centers:*

“2021 was an extremely challenging year – both for our retail partners as well as for us as operators. Of course, we were not able to reach the pre-crisis levels of 2019 last year, but the figures clearly show a trend in the right direction as retail gradually increased in all SES countries last year. Consequently, we are satisfied with the 7.6 percent increase in sales across all countries and are pleased to be on the right way. We have used our expertise and innovative strength at all levels to significantly lift the mood and footfall at our stores. Our retail partners have also played a major role in this development.”

*Toni Pugelj, Country Manager SES Slovenia:*

“Our centers performed well in 2021. More than 20 million people visited SES’s five shopping centers in Ljubljana, Maribor, and Celje in 2021. Our centers have been proactive in the midst of challenging conditions,” reports Toni Pugelj, Country Manager SES Slovenia.

### **SES in Slovenia**

In addition to Austria, SES is also the market leader for large-scale shopping centers in Slovenia. Despite months of government-imposed access restrictions for shopping center visitors, shops in the SES centers CITYPARK Ljubljana, EUROPARK Maribor, CITYCENTER Celje, and CENTER VIC Ljubljana recorded an impressive 22.7 percent increase in sales in 2021 on existing floor space (four centers), or even a 29 percent increase including the expansion at ALEJA Ljubljana, which opened in 2020 under extremely difficult conditions in the midst of the pandemic. The most recent of the five Slovenian centers has seen an encouraging development since then. The mixed-use shopping center ALEJA, complete with its unique ALEJA SKY, which also featured a one-of-a-kind ice-skating rink above the city during the winter, attracting more than 23,000 visitors, also received a global accolade in September 2021: the highly prestigious RLI Global Award in London in recognition of being the best new shopping center development. Its anchor tenants INTERSPAR and MÜLLER and its “green sports roof” set new standards for shopping.

### **The “DESETAK” Gift Certificate: a 45 percent increase in sales in Slovenia**

The SES cross-center gift certificate, “Desetak” in Slovenia and “Der Zehner” in Austria, experienced a veritable boom in 2021: Sales grew by 45 percent in Slovenia and by 22 percent in Austria to a total of 46 million euros.

### **Measures to Increase Frequency Are a Recipe for Success**

In 2021, SES centers managed to increase their retail partner sales at an above-average rate compared with the sector as a whole. That was achieved by means of consistently implemented measures. Events were adapted to the framework conditions of the pandemic, and high-quality exhibitions (such as those



presented by the Museum of Art History Vienna at EUROPARK Salzburg) ensured active public interest in combination with the highest safety standards that were based on a TÜV AUSTRIA-certified hygiene management standard. Proactive marketing was used to achieve consistent, transparent, rapid, and clear customer communication across all channels, supported by a digitalization offensive aimed at strengthening the individual sites. From extensive social media activities, streaming offers, and the relaunch of all center websites to online campaigns for retail partners, every opportunity for customer interaction was fully exploited.

### **Store Offensive Continues**

The decades of partnership and trust-based cooperation between SES and its retail partners have proven their worth, especially throughout the pandemic. SES remained in constant contact with all of its retail partners during the lockdown periods in order to work together to overcome the difficult circumstances.

As part of a large-scale store offensive in 2021, 16 new stores were opened in Slovenia alone. At Citypark Ljubljana, 9 stores: 5 new openings (Teta Frida, Vartex, Xiaomi, Iqos, and Premium Pet) and 4 renovations (Sport Vision, Buzz, Just-R, and Telemobiltel), at Europark Maribor, 3 stores: 2 new openings (Atelier Rebul and Xiaomi) and 1 renovation (Zlatarna Celje), and at Citycenter Celje, 4 stores: 2 new openings (Atelier Rebul and Telemach) and 2 renovations (Tomas Sport and Buzz). Numerous innovative partners and start-ups are also scoring well as new additions to the respective shop mix of each center, such as Halfprice, which offers designer brands on sale and is scheduled to open at Citypark Ljubljana in mid-2022. In addition, the first two XAOIMI stores have been opened at our centers.

### **Vaccination and Testing Stations at All Centers**

In the spring of 2021, SES became one of the first shopping center operators to gradually implement and steadily expand the range of permanent testing and vaccination services at its centers, in cooperation with external partners, at all its shopping centers in Slovenia. One good example can be found in ALEJA, where, in addition to the daily, highly frequented rapid testing station run by external partner GroMed otorinolaringologija d.o.o., an extremely successful vaccination station was also available, run by external partner Zdravstveni zavod Zdravje. In total, nearly 38,000 people were vaccinated against the coronavirus and more than 2,000 people were vaccinated against the flu at ALEJA from the end of August 2021 to the middle of March 2022. Since there was a severe lack of PCR testing facilities at the height of the last coronavirus wave in Ljubljana, an additional PCR testing station was also set up in front of ALEJA.

### **22 Million Euros Invested in Maintenance and Sustainability**

In 2021, approximately 22 million euros were invested in maintenance, conversions, and modernization. SES consistently strives to achieve its climate targets and invested in the more resource-efficient operation of its centers in 2021. For example, in the Q19 shopping district in Döbling in Vienna, 1,200 square meters of a glass ceiling were completely renewed and new, even more energy-saving special glazing was installed.



### **Extensive LED Conversions**

The SILLPARK Innsbruck and ZIMBAPARK Bludenz-Bürs centers as well as the underground parking garages of ATRIO Villach and VARENA Vöcklabruck have been converted to LED. The conversions are associated with an electricity consumption reduction of more than 1.8 million kWh per year, which is equivalent to the annual electricity consumption of around 530 single-family homes. LED conversions will continue throughout 2022.

### **Further Advancement in the Use of Renewable Energies**

SES shopping centers incorporate the "green building" concept in a number of ways – starting with sustainable center planning, continuing with the use of innovative technology, and extending to the use of renewable energies. The installation of additional large-scale photovoltaic systems is also planned for 2022 in Austria, Slovenia, and Italy in order to make solar power available for center operations. SES already generates electricity from photovoltaic systems for its own use at MURPARK Graz and WEBERZEILE Ried and operates its own small hydroelectric power plant at SILLPARK Innsbruck. SES uses an energy management system in accordance with ISO 50001:2018, which has been successfully certified by TÜV AUSTRIA since 2019.

### **Modern E-mobility at All Centers and 100% Green Electricity in Three Countries**

In August 2021, Climate Protection Minister Leonore Gewessler presented awards to exemplary "*klimaaktiv mobil* project partners" in Vienna. SES Spar European Shopping Centers was recognized for the installation of 132 e-charging stations at shopping centers throughout Austria.

At SES centers in Slovenia, customers can make use of 44 e-charging stations during their visits, and, since 1 January 2022, they have also been able to fill up using 100 percent green electricity. (13 at ALEJA Ljubljana, 10 each at Europark Maribor and Citypark Ljubljana, 9 at Citycenter Celje, and 2 at Center Vič Ljubljana).

In addition to Austria and Italy, all SES shopping centers in Slovenia have been operated using 100 percent green electricity since 1 January 2022, including the e-filling stations located there. Therefore, 26 of the 30 SES shopping locations already exclusively use green electricity. The remaining four will be gradually converted.

"We invest in the real estate and sustainable operation of our centers in order to ensure that we always remain the most attractive address for our customers, to achieve long-term resource use efficiency, and to reduce our environmental footprint. Environmental protection is an integral part of the operational management of our shopping centers. Sustainable management ensures that our centers are fit for the future and successful," says SES COO Christoph Andexlinger.

### **SES Continues to Expand: Investments Amounting to 115 Million Euros Planned for 2022**

SES will continue to substantially invest in its shopping locations in 2022. Around 115 million euros have been allocated for project developments, center refurbishments, and maintenance measures in Austria and abroad. "The focus on neighborhood centers and meeting point quality will remain as important as



ever, as will the further upgrading of our existing centers in the direction of mixed-use locations,” reveals COO Christoph Andexlinger. “At both the existing and new locations, the guiding principle is the same: We create vibrant living spaces that are highly relevant to customer.”

For example, KING CROSS in Zagreb is set to undergo a large-scale refurbishment. The operator also has further expansion plans with regard to new, high-quality retail park projects in Hungary, Slovenia, and Croatia.

In Austria, SES has continued to work on the development of the new shopping quarter in Lienz. Construction of the hotel, the first part of the project, is scheduled to start before the end of spring 2022, and work is underway on the pandemic-related redesign of the retail areas.

As a retail partner in a joint venture with the City of Vienna, SES has continued its development of the managed shopping street in “aspersn Seestadt Wien” in the north. At present, the existing managed shopping street consists of 28 retail, gastronomy, and service businesses.

### **Social Responsibility across All Sites**

Each of the 30 SES shopping destinations, spanning six countries, assumes social responsibility at its respective location. As a result of a wide range of activities at the SES centers, such as long-term cooperation with regional associations and institutions, charity campaigns, and customer donations, a total of more than 700,000 euros benefited charitable causes and local associations in 2021.

### **Regional Economic Driver and Workplace for 18,000 People**

SES employs a total of 396 people in six European countries. More than 80 people work at the corporate headquarters in Salzburg alone. Moreover, roughly 18,000 people employed in the retail, gastronomy, and services sectors work at SES shopping center locations in six European countries.

### **SES Spar European Shopping Centers**

SES is active as a developer, builder, and operator of shopping centers in six countries: Austria, Slovenia, Italy, Hungary, Croatia, and Czech Republic. The company, which is headquartered in Salzburg, currently manages 30 shopping locations in Central, Southern, and Eastern Europe, with a total leasable area (GLA) of more than 830,000 square meters. SES is the market leader in Austria and Slovenia for large-scale shopping centers. Overall, SES retail partners generated sales revenues in the amount of EUR 2.64 bn at SES shopping centers in 2021. SES also offers its know-how in the areas of project development, construction management, leasing of shop space, as well as center and facility management to external owners of shopping malls right from the outset. SES centers have already received several national and international awards for architecture and design, sustainability, traffic flow concepts, and innovative marketing. In 2021, the ALEJA shopping center in Ljubljana, which opened its doors in May 2020, won the internationally renowned Global RLI Award in the “International Shopping Centre - New Build” category. SES is part of the SPAR Austria Group.

Additional information can be found at: [www.ses-european.com](http://www.ses-european.com) and [presse.ses-european.com](http://presse.ses-european.com).



## Images (royalty-free)

- *ATRIO Villach* © Florian Propenter  
Caption: At both existing and new SES locations, the guiding principle is: We create vibrant living spaces that are highly relevant to customer.
- *S-PARK Kaposvár, Hungary* © András Pozsár  
Caption: In March 2021, SES opened the most modern retail park in Kaposvár, Hungary, on an area covering more than 11,000 m<sup>2</sup> of leasable space. In addition, S-PARK marked the creation of a new format and new branding for premium retail parks.
- *ALEJA Ljubljana, Slovenia* © Jost\_Gantar\_VELIKA  
Caption: ALEJA Ljubljana exemplifies a mixed-use facility at its best, ideally combining shopping with leisure, entertainment, and first-class gastronomy. In 2021, the mall was awarded the internationally renowned RLI Global Award for the best new shopping center.
- *Q19 Glass Ceiling* © Robert Fritz  
Caption: A total of 1,200 square meters of glass ceiling at Q19 EINKAUFSQUARTIER DÖBLING has been completely renewed. The new special glazing will help reduce energy consumption even further.
- *Christoph Andexlinger, COO SES* © SES  
Caption: Christoph Andexlinger, Chief Operations Officer SES

For additional image requests, please contact [melanie.moser@ses-european.com](mailto:melanie.moser@ses-european.com)

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