

# BIG CEE 2022

By BIG SHOPPING CENTERS



BIG CEE by BIG SHOPPING CENTERS 2022



# “WE ARE LONG TERM PARTNERS”

## ON STRATEGY

*“Expansion is our main focus and core strategy for the future. We continue with the development of projects on the Israeli market. Israel is a strong country in any respect, and mainly economically, with a yearly population growth rate of 2,57%. We are the leaders in the sector of open-air shopping center on this market.*

*Parallel, our intention is to grow and become the biggest player in the regions of Central and Eastern Europe, namely in Balkans and countries like Romania, Poland, Czech Republic.*

*BIG has strong relations with tenants in both Israel and Serbia, which makes us confident. We act only with a long-term perspective, when tenants come to us, they can be confident we will be there for them. We have a unique approach towards our tenants, we look at them as a real partner and the connection is very strong. Our tenants know that they have a very good, realistic, and fair partner, who will support them in any aspect and any situation.”*

Hay Galis  
CEO BIG SHOPPING CENTERS







# BIG CEE MANAGEMENT



**Lev Weiss**  
CEO



**Branimir Bojić**  
Deputy CEO  
and Technical  
Director



**Nir Sidel**  
COO



**Alon Bargiora**  
CFO



**Milena Stojović**  
Marketing Director

“WE ARE  
SPECIALISED IN  
SHOPPING  
CENTERS  
MANAGEMENT”



## ON OPERATIONS

We are specialized in shopping centers management, it is in our DNA and it is our main advantage.  
If we would give it to others, we would lose this advantage.

The way we do maintenance, marketing and all other operations makes us different from others.

We have our mall management teams, still we use the support of many outsourced suppliers. Therefore, we help creation of many jobs and support the economy of the country significantly.

# ABOUT BIG CEE

CENTERS IN  
OPERATION

10

GLA IN  
OPERATION

258K m<sup>2</sup>

RETAIL  
PARKS

7

SHOPPING  
MALLS

3

UNDER  
CONSTRUCTION

2



Company BIG Shopping Centers Israel was established in 1994 by Yehuda Naftali.

It is a leading real estate group in Israel, focused on developing, operating and investing in retail parks, shopping centers, logistics, offices, residential and renewable energy.



BIG is a public company listed on the Tel-Aviv Stock Exchange since 2006, with a market cap of circa €3.1 Billion as of December 31, 2021. It is included in the prestigious TA-35 index (the index of the 35 prominent companies listed on the stock exchange in Israel). BIG is also the controlling shareholder (circa 86%) of AFI Properties Ltd.

BIG CEE is the subsidiary of BIG Shopping centers, founded and based in Belgrade, Serbia since 2007, with a mission of developing the BIG brand in Balkan countries. BIG CEE is focused on implementing BIG Shopping Centers strategy and vision in Serbia and neighboring countries such as North Macedonia, Albania, Montenegro. In the previous years BIG CEE has purchased and developed a significant number of retail real estate projects in Serbia and has recently entered the Montenegrin market. With a focus on the company's core product – Retail Parks, BIG CEE has successfully become one of the leading retail real estate developers in Serbia and the Balkan region.

# BIG CEE ASSETS



BIG CEE holds and operates 10 active shopping centers - 9 in Serbia and 1 in Montenegro. BIG CEE is the owner and operator of 6 of the biggest Retail Parks in Serbia which are branded as **BIG**, 2 Shopping Centers which are branded as **BIG Fashion** and the only Designer Outlet in the country branded as BIG Fashion Outlet. 2 additional retail parks are currently under construction and planned for opening in 2023, additionally there are planned extension phases in many of the existing Retail Parks. In Montenegro BIG CEE owns the biggest and most significant shopping mall in the country – BIG Fashion Podgorica. As of 2016 BIG CEE expanded its portfolio by development and acquisition of mixed used projects: 1 residential and 1 office project in Serbia as well as a mixed used project in Montenegro comprised of commercial space, a hotel, residential units for rent and office area.

-  IN OPERATION
-  UNDER CONSTRUCTION

“WE  
CONSTANTLY  
LEARN ABOUT  
**OUR**  
**CUSTOMERS”**



## ON MARKETING

Constant investment in marketing is one of our strengths.

We constantly learn about our customers and communicate with them, via regularly conducted surveys on the location and outside. Based on these learnings, we carefully create activities for different categories of customers and make sure to reach their attention via various advertising channels. In each city we are present, we are one of the biggest advertisers. This kind of approach insures loyalty of old customers and constant inflow of new ones.



# SERBIA MACRO ECONOMIC DATA

Population

**7.000.000**

GDP in USD billion

**63.07**

GNP in USD billion

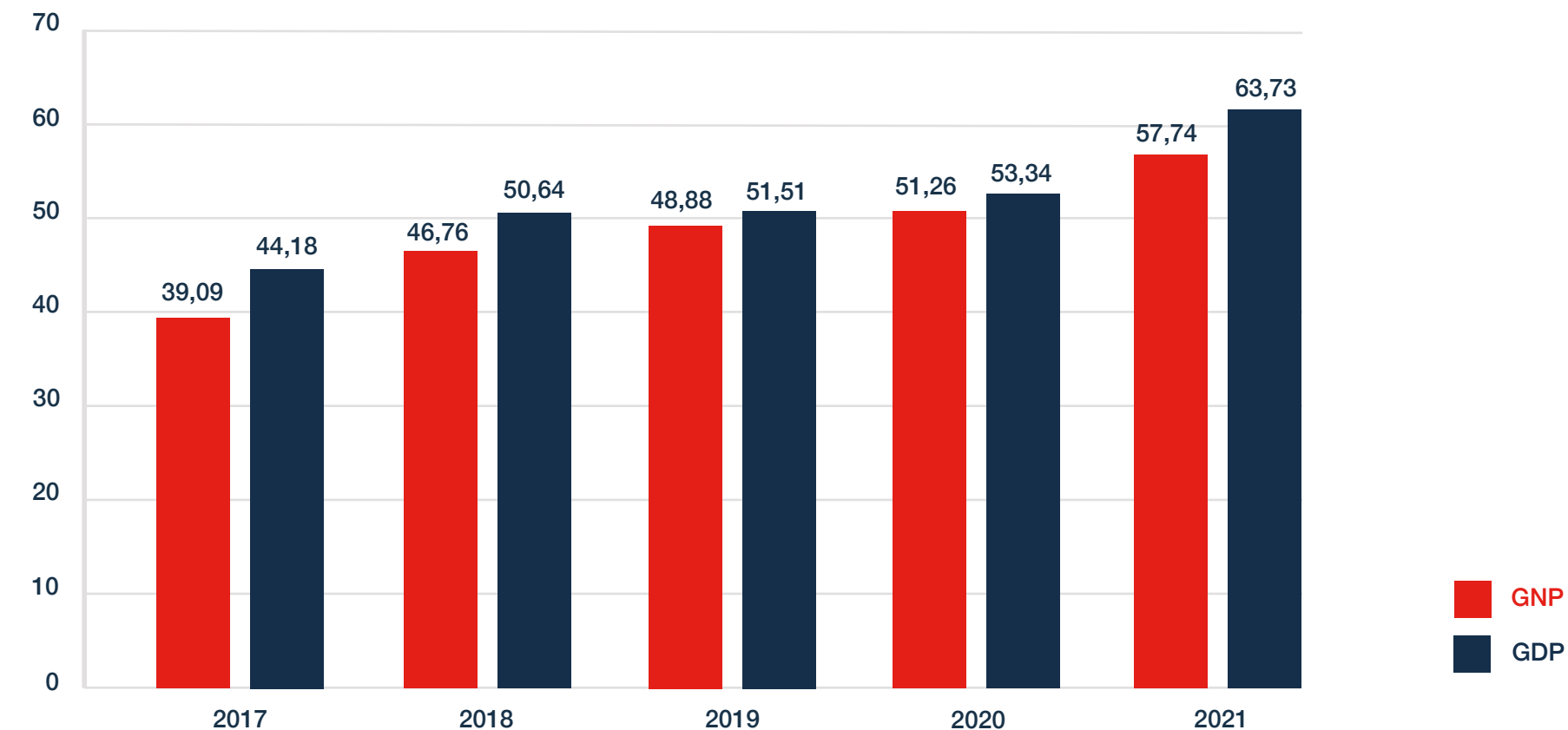
**57.74**

Corporate Profit Tax

**15%**

Commercial  
Real Estate m<sup>2</sup>/person

**0.2**



Source: Statistical office, World bank 2022

BIG CEE by BIG SHOPPING CENTERS 2022

# "PEOPLE ARE NOT ROBOTS"



## ON FUTURE OF RETAIL

Renaissance of retail will be a mixture of offline retail and online shopping, and only retailers who will know how to combine the two will survive.

Also, shopping centers who will recognize the importance of investing in maintenance, marketing, tenants and customer experience will have a bright future. People are not robots and will never want to buy only by clicking, they will always have the need for physical shopping. People want to socialize, to experience and feel. Parallel, retail will have to meet the digital and virtual nature of shopping, design and architecture, those trends are on the rise, and retail will need to keep up the pace.





# BIG FASHION BELGRADE SERBIA

Status:  
Opened 2017

GLA:  
32.000 m<sup>2</sup>

Occupancy:  
100%

Parking Spaces:  
800







Ground Floor



1st Floor

2nd Floor





# BIG FASHION PARK BELGRADE

## SERBIA

Status:	GLA:	Occupancy:	Parking Spaces:
Opened 2019	15.000 m <sup>2</sup>	100%	2.160

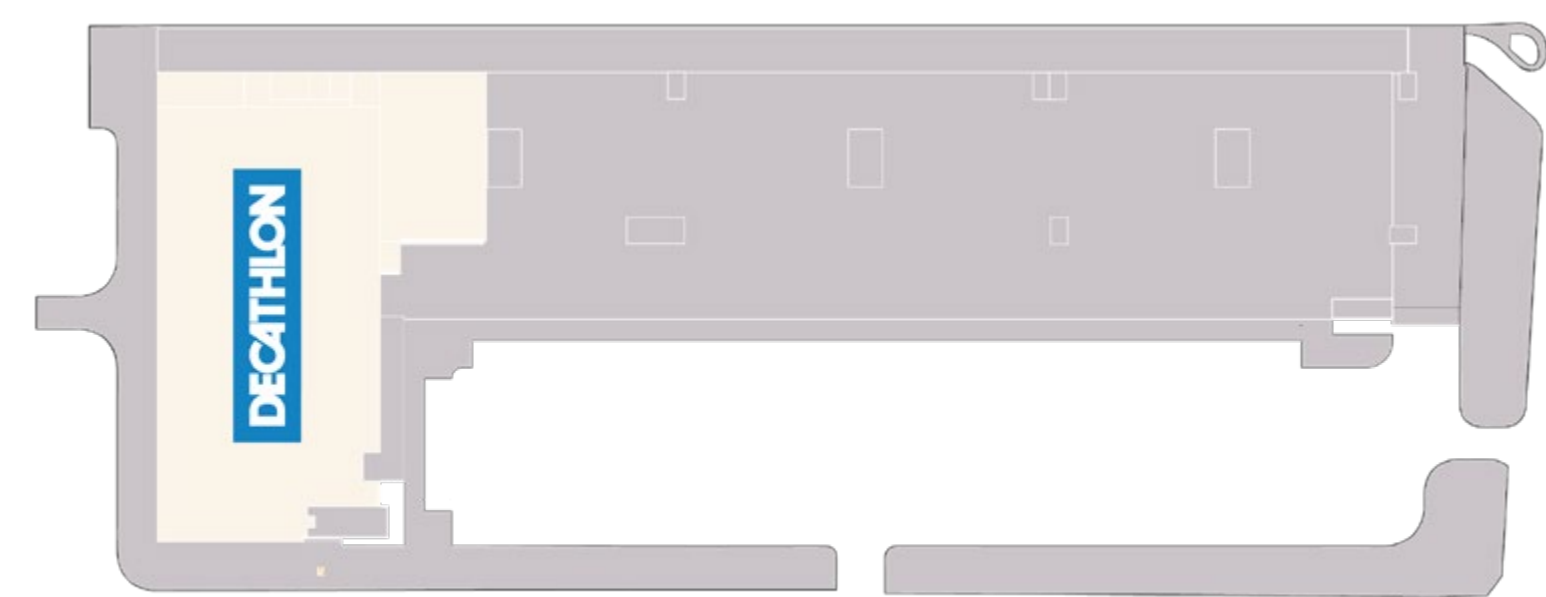




# BIG FASHION PARK



Ground Floor



1st Floor





# BIG FASHION OUTLET INDIJA SERBIA

Status:

Opened 2012

GLA:

11.200 m<sup>2</sup>

Occupancy:

100%

Parking Spaces:

1.200







# BIG FASHION OUTLET INDIJA



Ground Floor



Ground floor





# BIG FASHION OUTLET INDIJA SERBIA

NEW PHASE







# BIG NOVI SAD SERBIA

Status:	GLA:	Occupancy:	Parking Spaces:
Opened 2012	46.000 m <sup>2</sup>	100%	1.800







Ground Floor

1st Floor







# BIG ZRENJANIN SERBIA

Status:

Opened 2015

GLA:

25.000 m<sup>2</sup>

Occupancy:

100%

Parking Spaces:

700











# BIG RAKOVICA SERBIA

Status:	GLA:	Occupancy:	Parking Spaces:
Opened 2017	23.000 m <sup>2</sup>	100%	700







# BIG RAKOVICA



Ground Floor







# BIG FASHION Kragujevac SERBIA

Status:

Opened 2012

GLA:

22.400 m<sup>2</sup>

Occupancy:

100%

Parking Spaces:

600







Ground Floor

1st Floor







# BIG Kragujevac Serbia

NEW PROJECT 8.000 m<sup>2</sup>







# BIG PANČEVO SERBIA

Status:	GLA:	Occupancy:	Parking Spaces:
Opened 2011	27.900 m <sup>2</sup>	100%	800

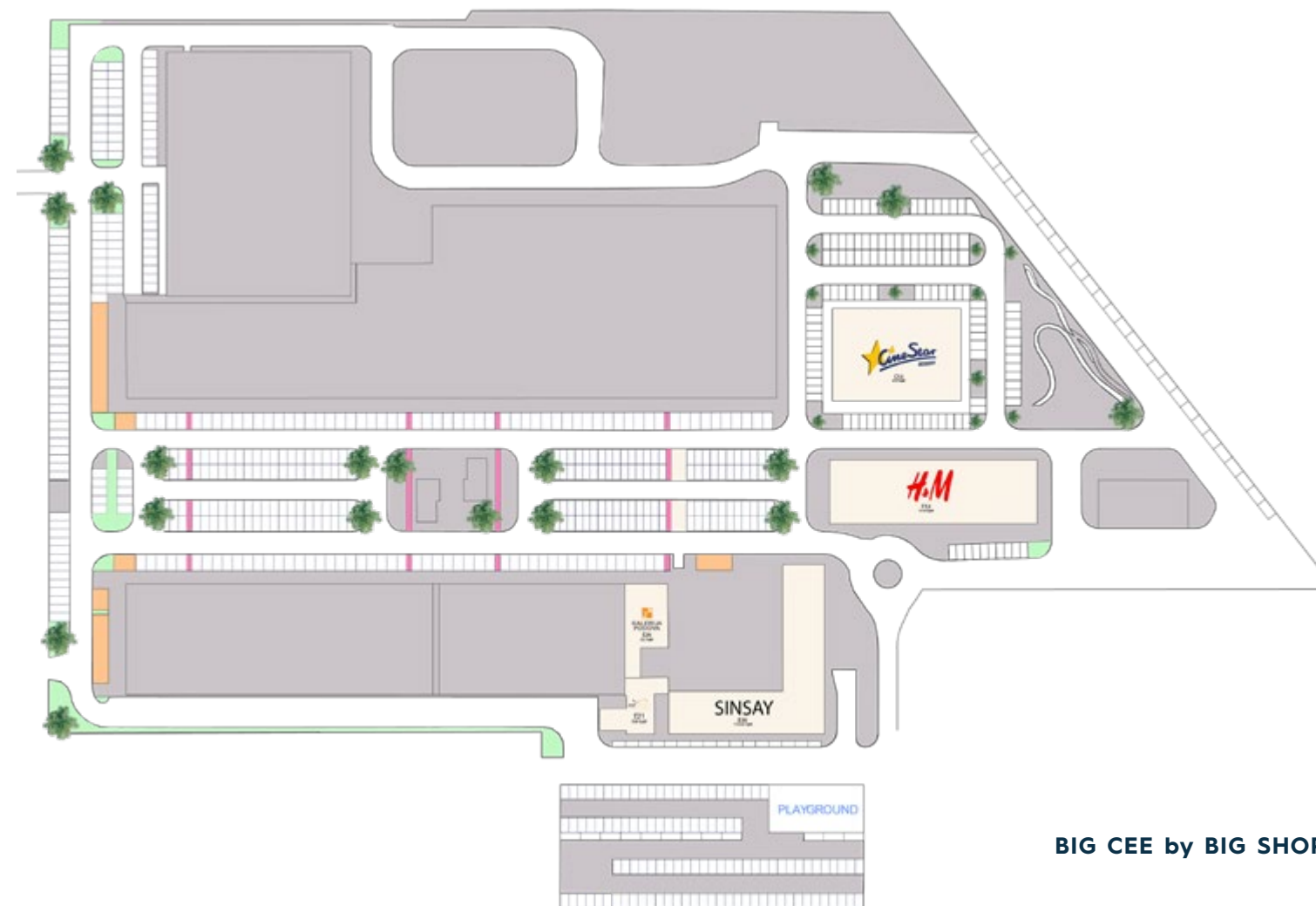






Ground Floor

1st Floor







# BIG KRUŠEVAC SERBIA

Status:	GLA:	Occupancy:	Parking Spaces:
Opened 2019	8.500 m <sup>2</sup>	100%	300







# BIG KRUŠEVAC



Ground Floor







# BIG FASHION PODGORICA MONTENEGRO

Status:

Opened 2008

GLA:

24.500 m<sup>2</sup>

Occupancy:

100%

Parking Spaces:

950





Ground Floor



1st Floor







# BIG PAZOVA SERBIA

NEW PROJECT 19.000 m<sup>2</sup>









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