

BIG CEE 2023

By BIG SHOPPING CENTERS



BIG CEE by BIG SHOPPING CENTERS 2023



“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, 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 Israel, Serbia and Montenegro, we act only with a long-term perspective. We have a unique approach towards our tenants, we look at them as real partners 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



Alon Bargiora
CFO



Nir Sidel
COO



Nemanja Đurić
Leasing Director



“WE ARE
SPECIALISED IN
SHOPPING
CENTERS
MANAGEMENT”



ON OPERATIONS

We are specialized in Shopping Centers management, it is part of our DNA, this is our main advantage.

The high-level and hands-on approach we have towards maintenance, marketing and all other operational matters is what differentiates us from others.

We have a small but dedicated management team for every shopping center, and we are also supported by many outsource suppliers, therefore we help in creating many jobs and support to the local economy.

ABOUT BIG CEE

ASSETS IN OPERATION			GLA IN OPERATION		
15			349K m ²		
RETAIL PARKS	SHOPPING MALLS	DESIGNER OUTLETS	IN DEVELOPMENT	MIXED USE PROJECTS	LOGISTIC CENTERS
8	3	1	3	2	1



BIG Shopping Centers Israel was established in 1994 by Mr. Yehuda Naftali. It is a leading real estate group in Israel, focused on developing, investing and operating in retail parks, shopping malls, logistics, offices, residential and renewable energy. BIG is publicly traded on the Tel-Aviv Stock Exchange since 2006. It is included in the prestigious TA-35 index (the index of the 35 most prominent companies listed on TASE). BIG is also the controlling shareholder (circa 89.29%) 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 commercial 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 commercial real estate developers in Serbia and the Balkan region.



BIG CEE holds and operates 15 active assets - 13 in Serbia and 2 in Montenegro.

BIG CEE is the owner and operator of 8 of the biggest Retail Parks in Serbia which are branded as **BIG**, 3 Shopping Malls which are branded as **BIG Fashion** and the only Designer Outlet in the country branded as **BIG Fashion Outlet**. 3 additional retail parks are currently under construction and planned for opening in 2024, 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 and a unique mixed-use project which includes a Hotel, Commercial and Office space - called The Capital Plaza.

BIG CEE is also the owner of other asset types in Serbia such as a large Residential project, an office building and a logistics warehouse, in addition to several land plots for future developments.

“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

58.017

GNP in USD billion

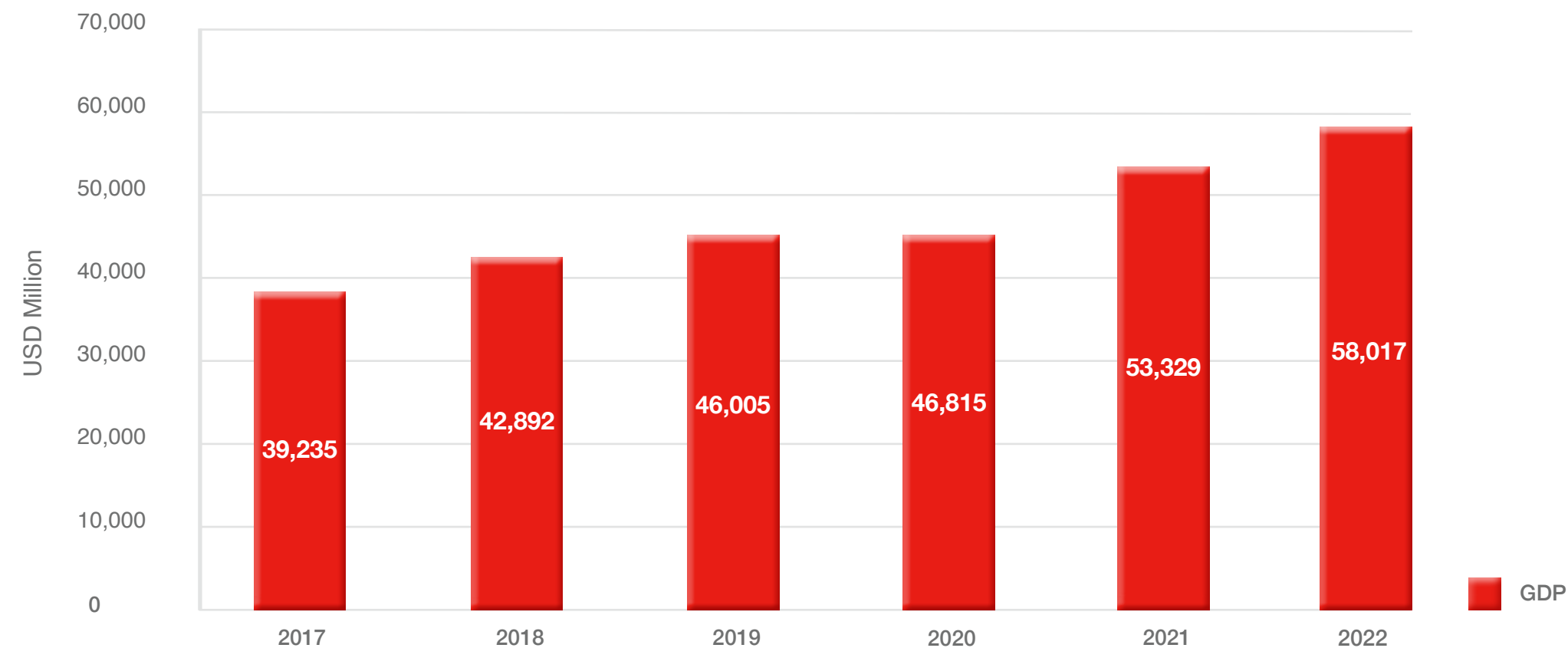
57.74

Corporate Profit Tax

15%

Commercial
Real Estate m²/person

0.2



Source: Statistical office of the Republic of Serbia

BIG CEE by BIG SHOPPING CENTERS 2023



BIG FASHION BELGRADE SERBIA

Opened:
2017

GLA:
32,000 m²

Occupancy:
99%

Parking Spaces:
800

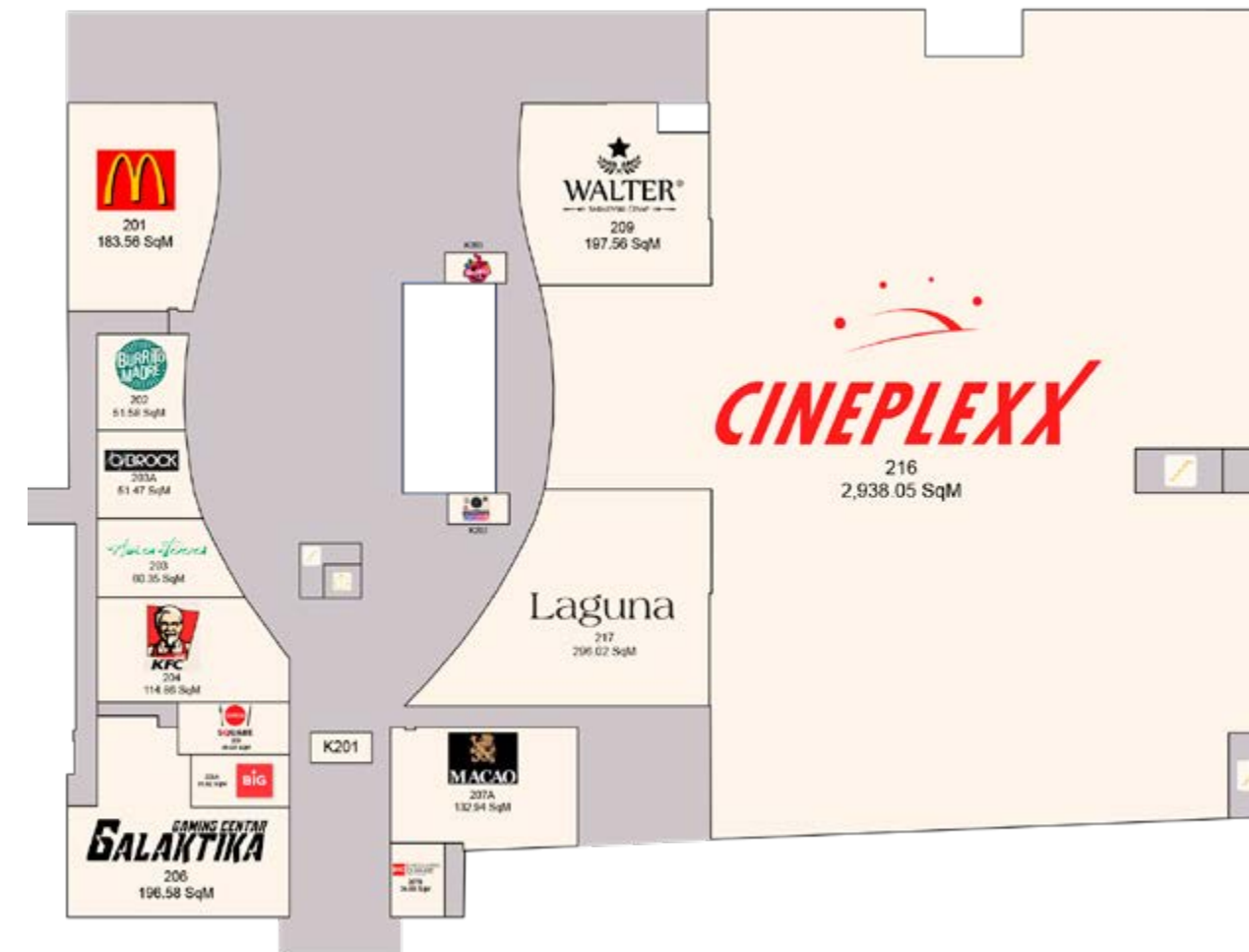




Ground Floor



1st Floor



2nd Floor



BIG BELGRADE SERBIA

Opened:
2019

GLA:
15,000 m²

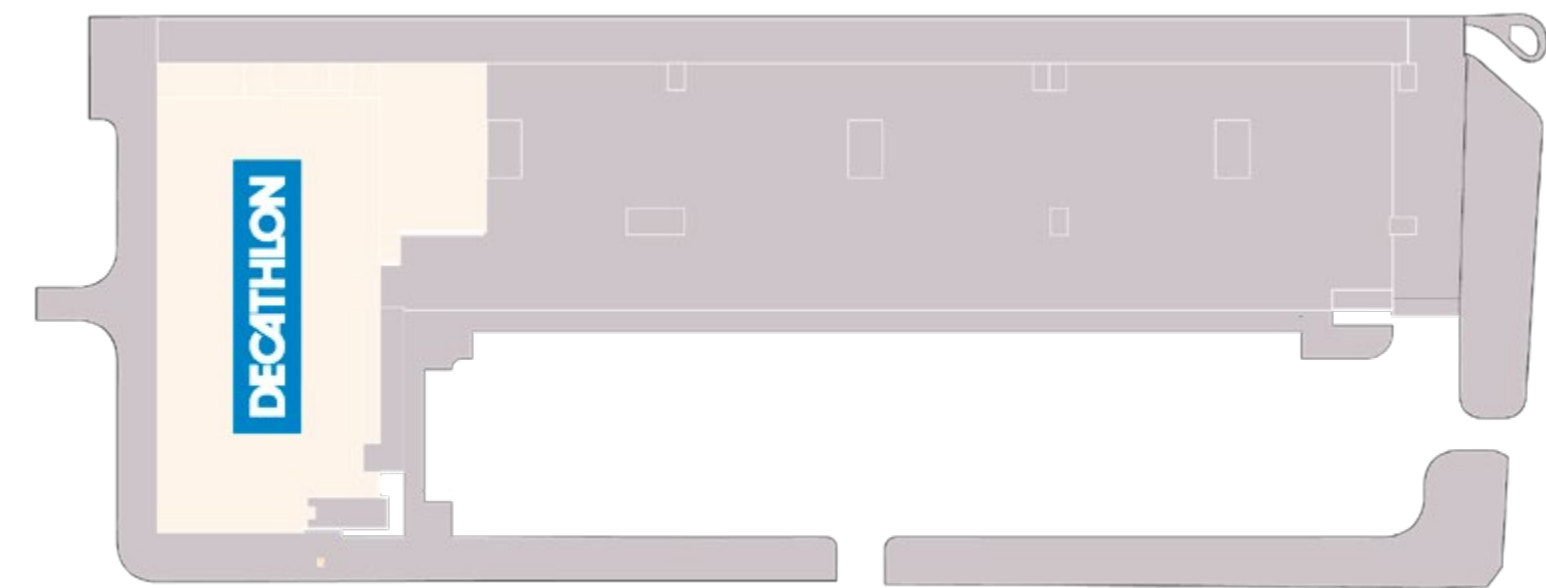
Occupancy:
100%

Parking Spaces:
590





Ground Floor



1st Floor



BIG RAKOVICA SERBIA

Opened:
2017

GLA:
24,000 m²

Occupancy:
100%

Parking Spaces:
700





BIG RAKOVICA



Ground Floor





BIG NOVI SAD SERBIA

Opened:
2012

GLA:
46,000 m²

Occupancy:
100%

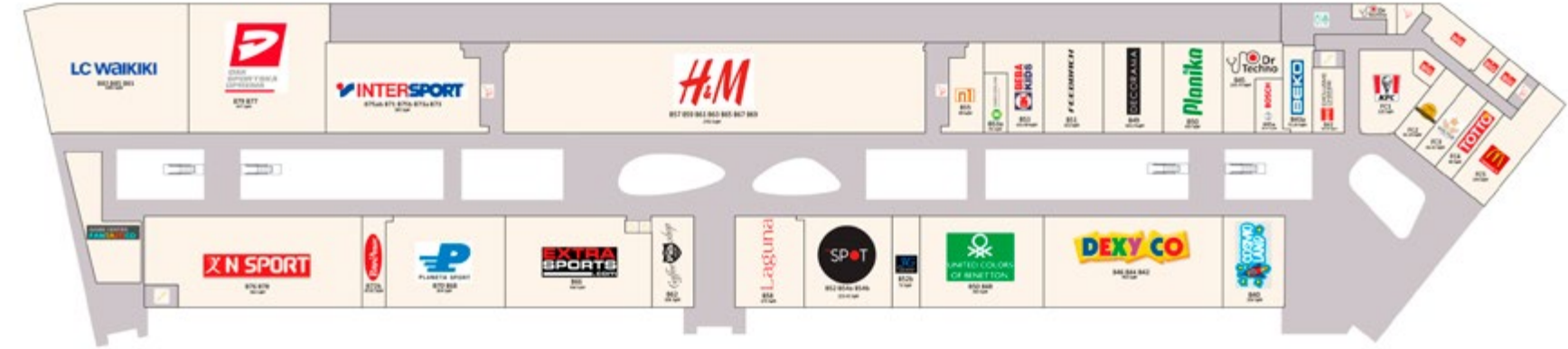
Parking Spaces:
1,800





Ground Floor

1st Floor





BIG FASHION Kragujevac SERBIA

Opened:
2012

GLA:
23,000 m²

Occupancy:
100%

Parking Spaces:
600





Ground Floor

1st Floor





BIG Kragujevac Serbia

Opened:
2023

GLA:
7,000 m²

Occupancy:
100%

Parking Spaces:
170





BIG KRAGUJEVAC



1st Floor





BIG FASHION OUTLET INDIJA SERBIA

Opened:
2012

GLA:
11,000 m²

Occupancy:
99%

Parking Spaces:
1,200



Ground Floor



Ground floor





BIG FASHION OUTLET INDIJA SERBIA

NEW PHASE





BIG PANČEVO SERBIA

Opened:
2011

GLA:
28,000 m²

Occupancy:
100%

Parking Spaces:
800



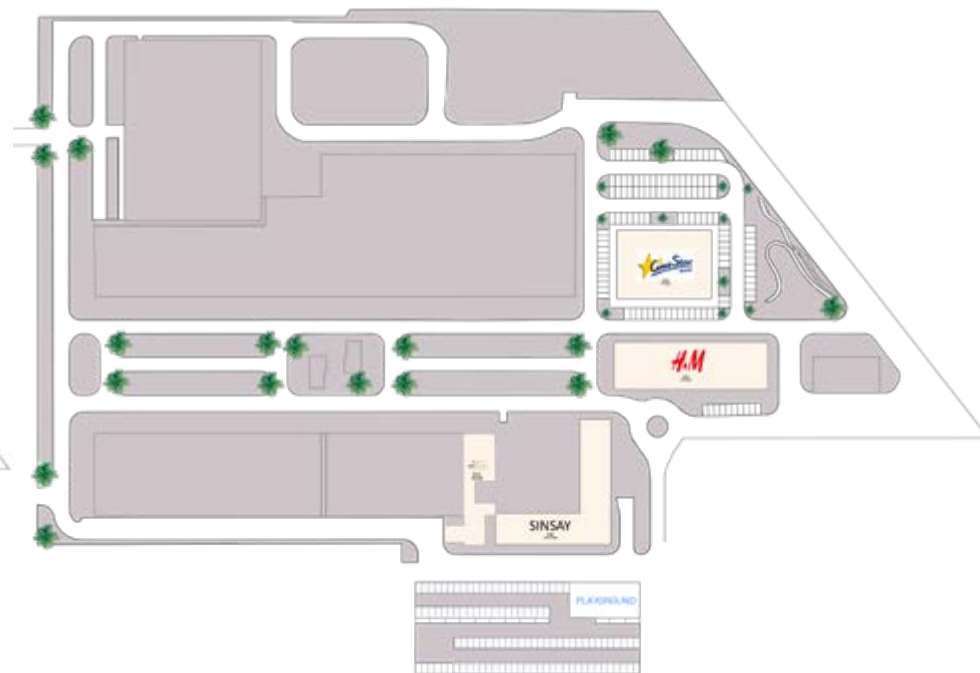


BIG PANČEVO

Ground Floor



1st Floor





BIG ZRENJANIN SERBIA

Opened:
2015

GLA:
24,000 m²

Occupancy:
99%

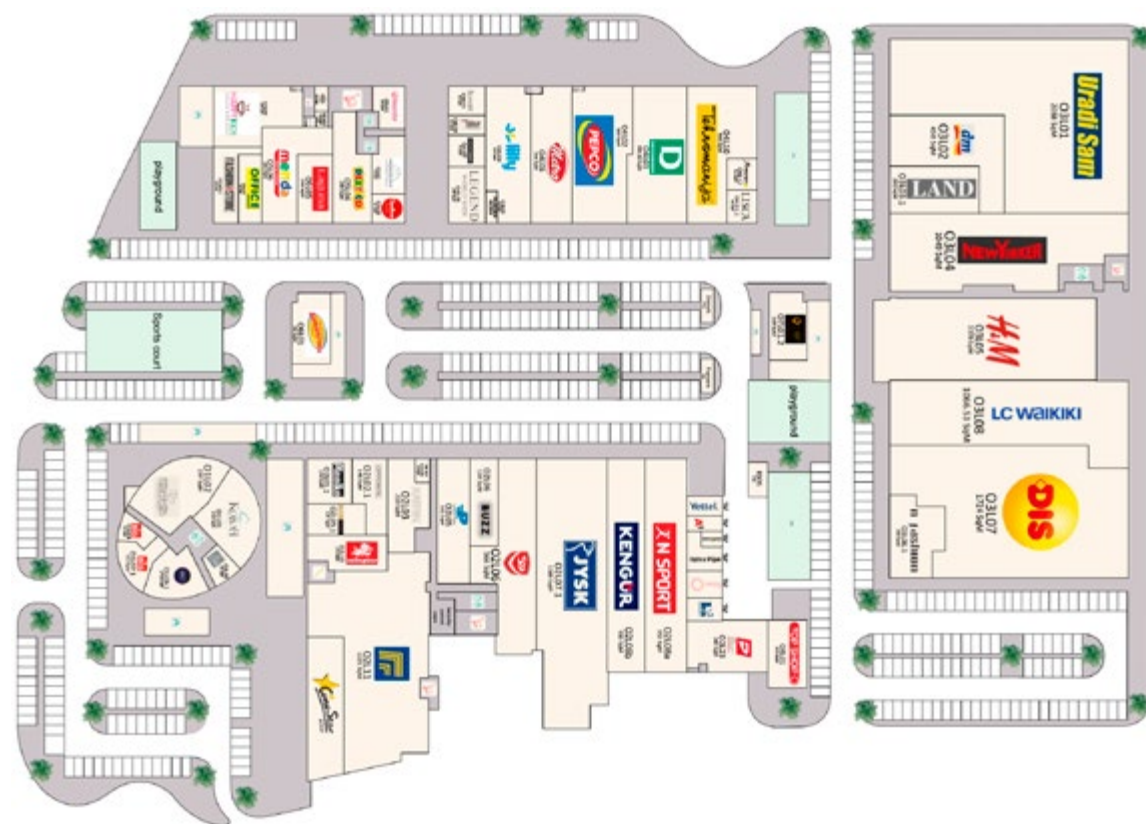
Parking Spaces:
650





BIG ZRENJANIN

Ground Floor



1st Floor





BIG PAZOVA SERBIA

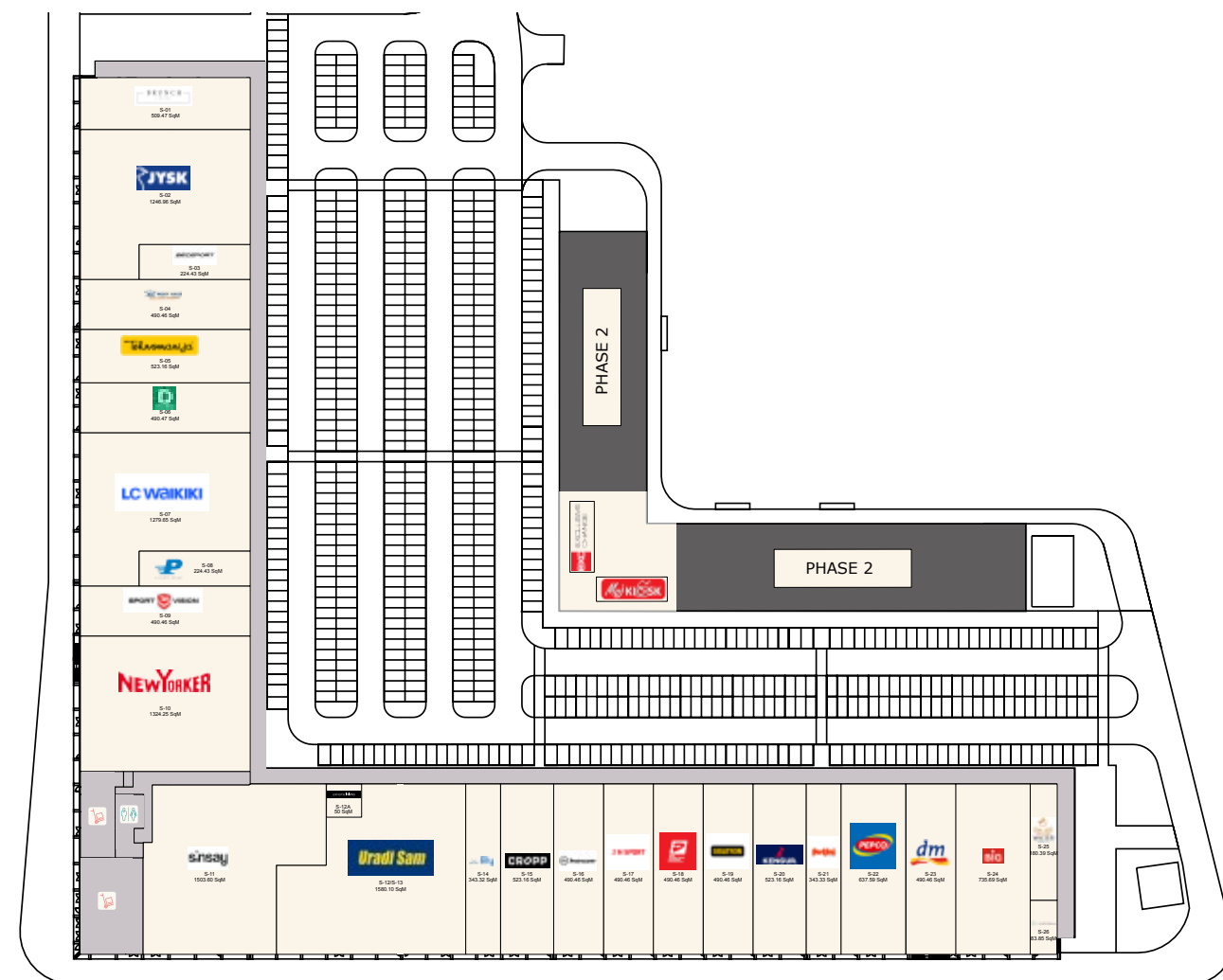
Opened:
2023

GLA:
16,000 m²

Occupancy:
95%

Parking Spaces:
650





Ground Floor





BIG KRUŠEVAC SERBIA

Opened:
2019

GLA:
10,200 m²

Occupancy:
100%

Parking Spaces:
300





BIG KRUŠEVAC



Ground Floor





BIG FASHION PODGORICA

MONTENEGRO

Opened:
2008

GLA:
24,500 m²

Occupancy:
100%

Parking Spaces:
950



Ground Floor



1st Floor





NCR BUSINESS CAMPUS SERBIA

Opened:
2023

GLA:
34,000 m²

Occupancy:
100%

Parking Spaces:
500





BIG RESIDENCES SERBIA

Opened:	GLA:	First phase:	Parking Spaces:
2023	34,000 m ²	186 apartments - all sold	500



THE CAPITAL PLAZA MONTENEGRO

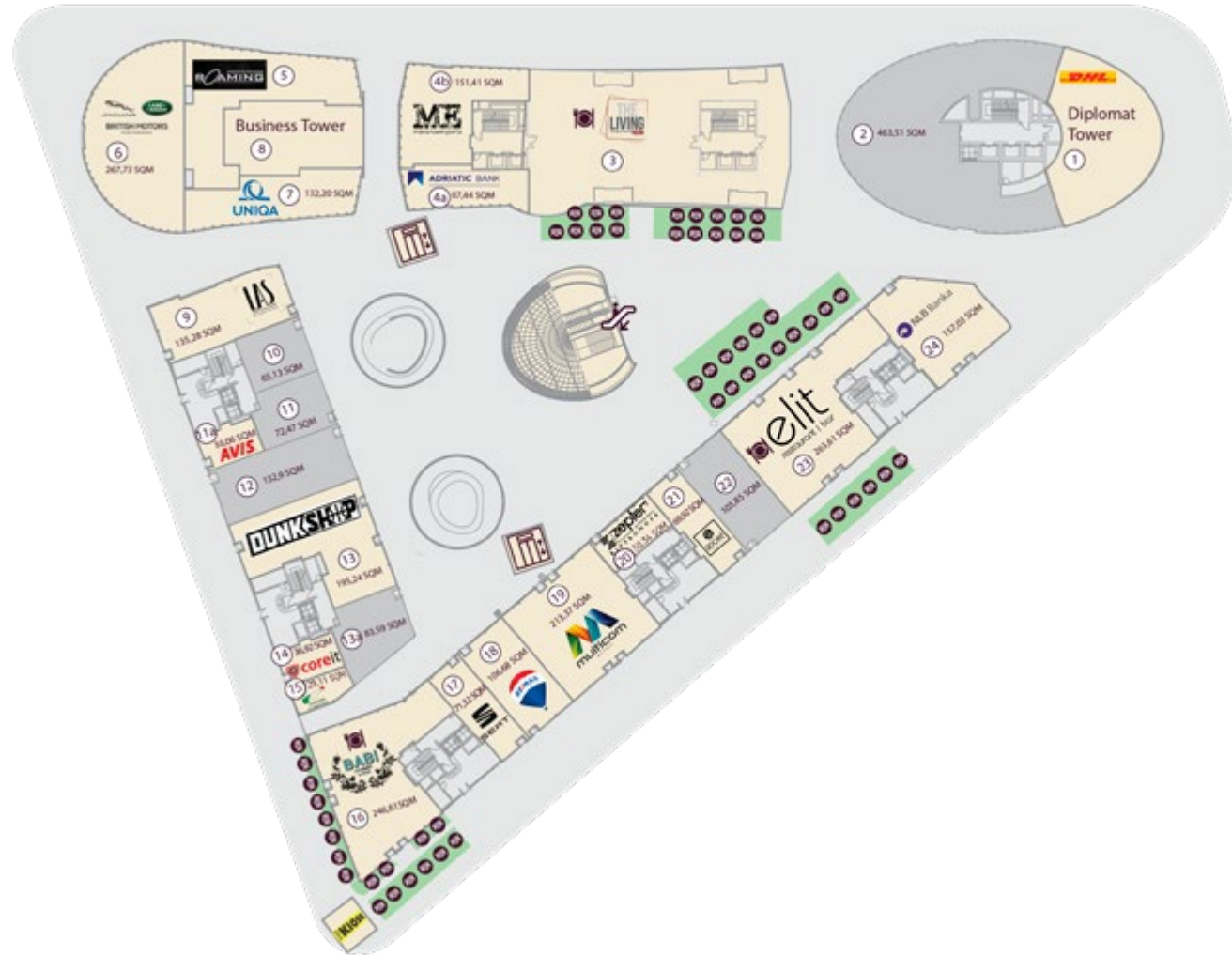
Opened:
2015

GLA:
30,000 m²

Occupancy:
95%

Parking Spaces:
800





Ground Floor

1st Floor





BIG CEE LOGISTIC CENTER UGRINOVCI SERBIA





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.

“PEOPLE
ARE NOT
ROBOTS”

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