

## **PRESS RELEASE**

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### **Redevco opens 19,000 sq. m. Magnesia Shopping Center in Manisa, Turkey**

**Magnesia, Redevco's third shopping centre investment/development in Turkey, opened its doors to the public on Thursday 28 June. The centre has more than 65 units within a total area of about 19,000 square metres of retail space. It accommodates a hypermarket, cinema, food court, leisure facilities and a kids' playground, and it will be the new meeting point for Manisa and its neighbouring districts. Magnesia is the first shopping centre in this city of more than 300,000 inhabitants. The centre will, like the other centres owned by Redevco in Turkey, be BREEAM-certified.**

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#### **Opening ceremony**

The public opening ceremony began with speeches by the Governor of Manisa Halil İbrahim Daşöz, Mayor of Manisa Cengiz Ergün, CEO of Redevco Andrew Vaughan, and Managing Director of Redevco Turkey Patrick van Dooyeweert, and was attended by many others. The official ceremony took place at 11.00 am and doors opened to the public at 12.30 pm.

The opening ceremony attracted great interest from visitors and children, and a crowd of thousands enjoyed spectacular performances and shows throughout the day. Besides the activities on 28 June, there will be numerous fun events at Magnesia over the next four days, including an outdoor garden concert. On 29 June, the famous Turkish pop stars Hadise will give a concert as part of the ongoing opening festivities of Magnesia.



#### **Brand new shopping and leisure experience for Manisa**

Magnesia Shopping Center is the first to bring a fully modern organised retail offer to Manisa. The centre, with its 19,000 sq. m. of retail space, provides the best national and international brands to Manisa inhabitants. The key tenants are Tesco Kipa, Cinens, LC Waikiki, Teknosa, Fun Plus, Mango and D&R. The centre also offers other brands such as Mavi, Deichmann, De Facto, US Polo, İpekyol, Sarar, Damat, Colin's, Kiğılı, Hotiç, Greyder, Elle, English Home, Yves Rocher, KRC, Watsons, Flormar, Jumbo, Toyzzshop and Burger King. Many of them are new to the city and to its neighbouring districts. Tesco Kipa, the region's most popular hypermarket operator, is the biggest hypermarket in Manisa, with 4,200 sq. m. of gross leasable area.

Besides the huge variety of products, Magnesia SC also offers fun opportunities for the whole family. The centre boasts a 7-screen cinema, the largest in Manisa, operated by national cinema operator Cinens. Fun Plus offers a safe and colourful play area in its 700 sq. m. unit. Magnesia will be managed by Redevco Turkey's in-house mall management team.

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### **Economy, population and employment in Manisa**

Manisa is the fourteenth-largest city in Turkey with a total population of 1,4 million (including the metropolitan population of over 340,000). It has been a major settlement and trading centre for centuries. Recently the city accelerated its commercial and economic development. Manisa's per capita GDP is above the national average, largely owing to the importance of its white goods industry. The unemployment rate of the city is lower than the country's average.

With its Magnesia Shopping Center, Redevco Turkey is not only helping to address the great need for retail space in Manisa, but also creating at least 1,700 new job opportunities in the city (1,000 in the construction phase and 700 in retail).

### **Architecture**

"MAGNESIA" is an exciting three-level shopping environment located in a green park strip along Manisa's main road on top of one level of parking.

The natural difference in height at the location offers an opportunity to create two ground-level entrances. Combined with the existing buildings, one entrance on the main road, Mimar Sinan Boulevard, creates a square with cafés and restaurants with a view of the mountains. The other entrance, facing the residential area behind the centre, is connected directly to the neighbourhood and provides an inviting setting to encourage visitors to enter the centre.

The interior consists of a main central space on the upper ground level, connected at both ends with the hypermarket on the lower ground level. With its bright, warm, attractive ambience, the central space is also connected to the food court and leisure facilities on the plus 1 level. Having a large outdoor terrace and panoramic view of the mountains, this food court will be the place to see and be seen for people in Manisa. Respecting the uniqueness of the local culture, the architecture and appearance of the project is derived from the use of local materials such as stucco, wood and the typical rough natural stone blocks.

### **Location and accessibility**

Magnesia Shopping Center is ideally located at the main junction connecting Izmir to Ankara, Istanbul and Central Anatolia. It is close to the city centre, between Celal Bayar Hospital, Celal Bayar University (home to 30,000 students), and the Courts of Justice. It can be easily reached by car and public transport from the city centre, and is within walking distance of Manisa railway station and other public transport facilities. It is also easily accessible from neighbouring provinces, and from Turgutlu, Salihli and Akhisar; districts with populations of over 130,000 located between 15 and 45 minutes from Manisa.

### **REDEVCO's green commitment**

To improve energy efficiency and to promote green design, the Magnesia Shopping Centre, designed by Redevconcepts, is being developed according to BREEAM standards. We are committed to reducing the environmental effects of our activities, as in all our previous projects. For example, we aim to improve energy efficiency and indoor quality, to control and minimise water consumption and pollution, and to reduce CO<sub>2</sub> emissions. We have therefore adopted BREEAM (BRE's Environmental Assessment Method) as a green certification system. We will be assessed as "Good" once the construction has been fully completed.

### **REDEVCO projects**

In addition to Magnesia SC, Redevco currently has two shopping centres in Turkey (in Ankara and in Erzurum). Gordion SC was opened in 2009, in Ankara, the capital city of Turkey, and it has already become the centre of attraction in the city. Erzurum SC, the first and unique organised retail offer in Erzurum, was opened in 2009 and it hosts more than 600,000 visitors each month.

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Erzurum SC



Gordion SC

### **ABOUT REDEVCO:**

Redevco is an independent real estate company, managing and developing one of the largest retail portfolios in Europe, currently valued at €7.3 billion. The heart of our portfolio consists of around 700 properties, mainly situated on the high streets of major cities, with a focus on prime, well-located properties offering high growth potential. Redevco is owned by Cofra Holding AG, a Swiss-based holding company.

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