

## Empik stays in Elk and Kutno

**Empik, the leader of Omnichannel in Poland, extends the lease agreements in Master Management Group centers for the next few years. Reading, music, film, DIY and board games enthusiasts will continue their inspiration for interesting leisure time activities in Empik stores in Brama Mazur and MMG Centers Kutno.**

The Empik appreciated the potential of the dominant centers in Elk and Kutno managed by Master Management Group and decided to extend the lease of premises for another five years. The stores are the only outlets of this brand with a wide range of publishing and multimedia offer in these cities.

*-‘We want to reach the widest possible range of customers with our offer, therefore we are developing cooperation with shopping centers that have a strategy consistent with our own and give inspiration to spend free time. The customers of our stores in Elk and Kutno will be able to continue to benefit from a full range of products that help them discover and develop different passions. The consistency of the actions of the shopping center and the tenant is very important, and the model of such cooperation works, so we stay longer.’ - said Urszula Sekuła, The Property Director at Empik.*

*-‘Empik has been with us for five years and actively diversifies the entertainment offer of Brama Mazur and MMG Centers Kutno. The combination of the traditional shopping model with constantly changing customer needs is an important pillar building loyalty and positioning of the shopping centre in the region. Since the beginning of Empik’s operations in Brama Mazur, we have managed to organise meetings with such stars as Sarsa, Doda, Grzegorz Hyży and recently Mozil. We are happy with these initiatives and we are planning new ones,’ says Wioleta Sobieraj, Leasing Manager at Master Management Group.*

Empik is a Polish commercial chain selling books, international press and media products (including film, music, and software). The chain also owns a photo company, Empik Foto, mobile app EmpikGO, as well as a foreign language school, Empik School. In May 2019 EMPIK had 250 stores in Poland. Empik.com is a marketplace platform with more than 2 mln products that can also be purchased through the application.

**Brama Mazur in Elk** with a total retail area of 17,000 sq. m and parking for 500 vehicles, is one of the regions’ most popular shopping destinations and the only one in Elk. The largest stores include EURO RTV AGD, an electronics and white goods retailer, LPP brands: CROPP, HOUSE, MOHITO, RESERVED and Sinsay. Other popular Polish and international brands in Brama Mazur include H&M, 4F, CARRY, CCC, JYSK and others. The center also offers leisure and entertainment opportunities including a four screen Planet Cinema, the first in the region, a Calypso Fitness Club, as well as restaurants and coffee shops.

**MMG Centers Kutno** was acquired by Master Management Group together with a portfolio of 6 other retail formats in September 2017. The facility is a regional shopping centre with an area of 16,100 sqm. Tenants include Polish and foreign retail chains and shops of local entrepreneurs. The centre offers 490 above-ground parking spaces. As part of its involvement in activities with the city, MMG Centers Kutno participates in the Rose Festival, the Festival of European Projects and is a sponsor of the Festival of Jeremi Przybora's Songs in Kutno Station.

**Master Management Group (MMG)** is an investor, developer, leasing agent and asset manager of retail and office property located throughout Poland. MMG has over 12 years of experience in the market and a team of experts who have worked for international development, consulting and property management companies, as well as investment funds. As a result, MMG successfully implements independent projects and cooperates with leading developers and investors. In the past, MMG has collaborated with Marcol Group, Europa Capital and as a joint venture partner with Blackstone. Currently, MMG manages 100 000 sq m of retail space including: Brama Mazur in Ełk, Galeria Niwa in Oświęcim and centers in: Poznań, Szczecin, Lubin, Kutno, Ciechanów, Piekary Śląskie and Józefosław (MMG Centers). MMG is also an investor and developer of commercial space in a multifunctional office and retail complex, located at Piotrkowska 155 Street in the new Public Transport Hub in Łódź city center, and an investor and developer in three shopping centers in Kołobrzeg, Legionowo and Zawiercie. For more information on the company visit: [www.mmgm.pl](http://www.mmgm.pl)

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