

## **SMYK extends agreements in MMG centers**

**SMYK, an international chain of specialist shops for children, extends its cooperation with Brama Mazur and MMG Centers Kutno for the next five years. Both shopping malls managed by Master Management Group have become an important place on the local shopping map for the inhabitants and a profitable place for business development.**

Seekers of toys, school supplies, books and multimedia in Ełk and Kutno have reason to be satisfied. SMYK brand appreciated the potential of shopping centers in these cities and extended the lease agreements. The stores have 512 sq.m. in Kutno and 454 sq.m. Apart from products of leading children's brands such as Lego, Fisher-Price or Mattel, the chain offers popular private own brands, COOL CLUB (clothes and shoes) and SMIKI (toys and baby accessories).

*'For many years we have been consistently implementing the strategy of dynamic development of the chain of stores throughout Poland. In order to reach the widest possible range of customers with our offer, we focus on those facilities which are or may become important places on the shopping map of the region. However, we see the greatest opportunities for organic growth in smaller and medium-sized cities with 25-50 thousand inhabitants. Both Brama Mazur and MMG Centers Kutno are facilities with potential and have become an important place on the local shopping map, hence our decision to continue the existing cooperation'. - said Paweł Oskędra, Property Director of SMYK chain store.*

*'According to the research conducted by RMD Research, in 2018 the children's goods market recorded a 5% increase in relation to the previous year. This is a continuing trend' - said Marzena Pijarczyk, Leasing Manager at Master Management Group. „This means that thanks to the cooperation with SMYK brand, we can satisfy the constantly growing needs of our customers. Our observations show that an important group of visitors to our centres in Ełk and Kutno are families with children' - added Marzena Pijarczyk.*

Smyk is the largest chain of specialist shops for children in Poland. Its history dates back to 1977, when Smyk Department Store was opened. As of 31.12.2018, the Smyk store chain included 179 outlets operating in attractively located shopping centres in Poland and the online store Smyk.com. Smyk stores also operate in Ukraine (12) and Romania (14).

**Brama Mazur in Ełk** 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 Ełk. 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)

**For more information about Master Management Group,  
please contact our Marketing Department**

Karolina Żelazek - Majcher  
PR and Marketing Manager  
e-mail: k.zelazek@mmgm.pl  
t: (+48) 22 584 59 36  
mobile: (+48) 667 601 306