

IMMOFINANZ launches “easy shopping“, the first international advertising campaign for its STOP SHOP retail brand

IMMOFINANZ has standardised the marketing for its international STOP SHOP retail park brand, which covers nearly 70 locations in eight countries. The new claim “easy shopping“ summarises the central brand drivers: STOP SHOP is the appealing and practical local supplier with a diverse product offering that provides attractive value for money and can be easily reached through good traffic connections. All promotional campaigns will now be developed in the Vienna headquarters and used for STOP SHOP advertising in all countries. The current “back to school“ campaign marks the kick-off for this new marketing approach.

“Our real estate portfolio is concentrated on brands. They stand for a quality promise to our customers and create trust. A high level of standardisation not only forms the basis for strong market recognition, but also brings cost savings. Instead of developing numerous individual concepts, we are rolling out a uniform concept in all countries. This approach is now being extended to our brand advertising, and STOP SHOP is the starting point“, explained Dietmar Reindl, COO of IMMOFINANZ.

“We carried out a representative market analysis for all 67 STOP SHOP-locations to identify the so-called brand drivers, meaning the reasons people visit our STOP SHOPS. That formed the basis for our new “easy shopping“ claim“, indicated Bernhard Klein, Head of International Marketing and Brand Management at IMMOFINANZ. “The advertising images create a need through funny characters, which is then met by the headline: STOP SHOP has the right offering for you!“

In addition to the persuasion strategy and imagery, the corporate design was also redefined: the logo in the advertising was enlarged and will be transported together with the “easy shopping“ claim and a smiley below the logo.

STOP SHOPS are the IMMOFINANZ brand for retail parks. They are characterised by a standardised format and an attractive tenant mix. The locations are found primarily in catchment areas with 30,000 to 150,000 residents and generally have 8,000 to 15,000 sqm of rentable space. The STOP SHOPS are attractive properties with uniform quality standards, an easy-shopping concept for everyday needs and high recognition value. IMMOFINANZ’s STOP SHOP portfolio currently covers 67 locations in eight countries with approx. 456,000 sqm of rentable space in total and an occupancy rate of 97.7% at the end of June 2017.

On IMMOFINANZ

IMMOFINANZ is a commercial real estate group whose activities are focused on the retail and office segments of seven core markets in Europe: Austria, Germany, Czech Republic, Slovakia, Hungary, Romania and Poland. The core business covers the management and development of properties, whereby the STOP SHOP (retail), VIVO! (retail) and myhive (office) brands represent strong focal points that stand for quality and service. The real estate portfolio has a value of approx. EUR 4.1 billion (excl. Russia) and covers more than 240 properties. IMMOFINANZ is listed on the stock exchanges in Vienna (leading ATX index) and Warsaw. Further information under: <http://www.immofinanz.com>

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