



A new city center of style in BAIA MARE





ATRIUM CENTER

Baia Mare

IS A MODERN COMMERCIAL AND ENTERTAINMENT CENTER, DEVELOPED ON A LAND OF 6 HECTARES, LOCATED ON THE WESTERN SIDE OF THE CITY, WITH OVER 110 SHOPS, A MULTIPLEX CINEMA WITH 8-10 HALLS AND A SELECTION OF RESTAURANTS AND CAFÉS.

ATRIUM CENTERS, A EUROPEAN DEVELOPER WITH FASHION AND RETAIL COMPETENCE, HAS SET OUT TO DEVELOP HIGH STANDARD SHOPPING CENTERS IN MAJOR CITIES OF ROMANIA, CONTRIBUTING TO THE RENEWAL OF CITY CENTERS.





THE 3rd largest CITY IN THE REGION



ROMANIA'S TOTAL POPULATION is some 22 million, 12 million of which live in urban areas and 10 million in rural areas. The country is divided into 41 counties.

BAIA MARE IS LOCATED in Maramures County, in the North-Western part of Romania. The county lays on 6,304 km² and has some 510,110 inhabitants according to the last Census Survey in 2002. The county density reaches 81 inhabitants per km².

The population of Baia Mare was 137,921 inhabitants in 2002, the city being the third largest in the region, after Cluj-Napoca and Oradea. Wages are higher than the national average and spending power in Baia Mare City is estimated to be 10-20% higher than the county average.



A new city center of style



ATRIUM CENTER BAIA MARE The 6 hectare site is located in the western part of the city, next to Independentei Boulevard, one of the main roads of Baia Mare, in a highly populated area including some of the largest districts in town. The center is located close to the administrative, commercial and cultural downtown areas.

Access is provided through a prospective bridge over Sasa river from Independentei Boulevard, running across the city from west to east and connecting Baia Mare with the airport and Satu Mare.

Atrium Center Baia Mare will be one of many developments of the European shopping mall developer Atrium Centers, always aiming for style and quality. The mall will contain a wide range of shopping and entertainment facilities on over 40 000 sq m.



• Atrium Center Baia Mare

A MAJOR shopping destination

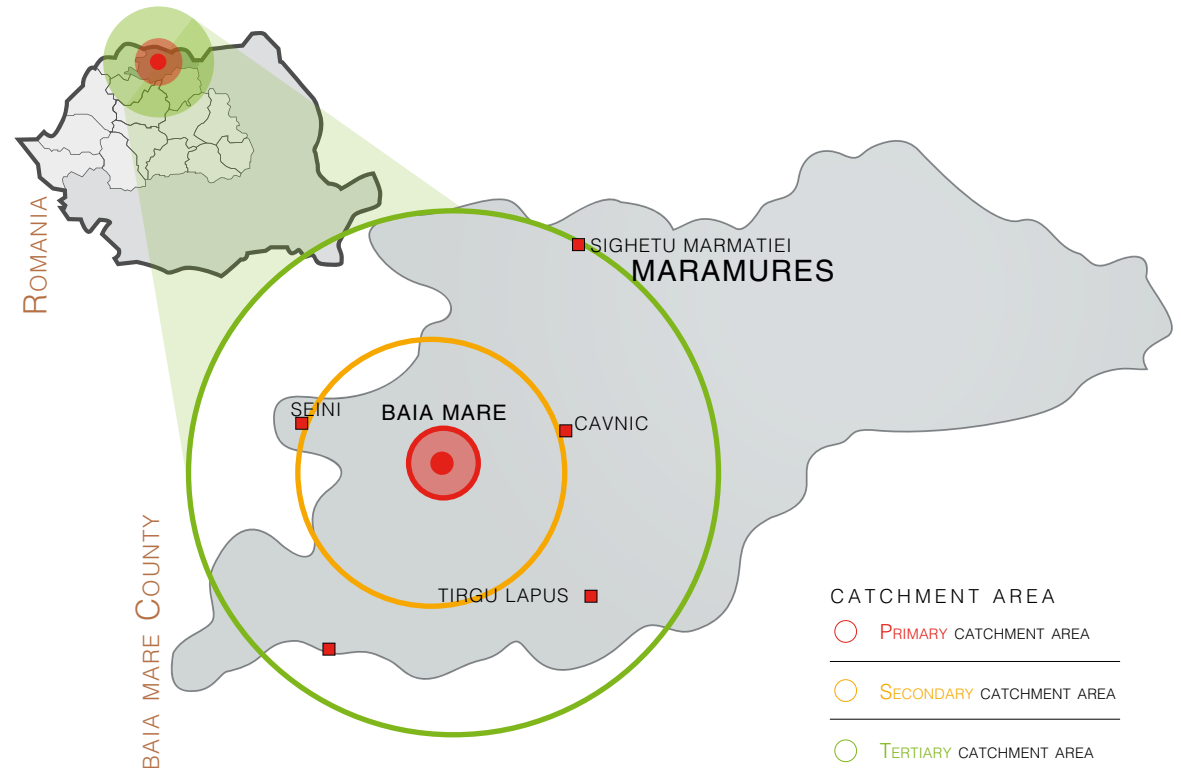
THE TOTAL CATCHMENT AREA OF ATRIUM CENTER BAIJA MARE EXCEEDS 450,000 INHABITANTS.

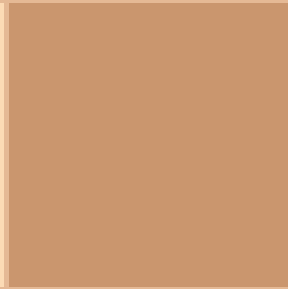
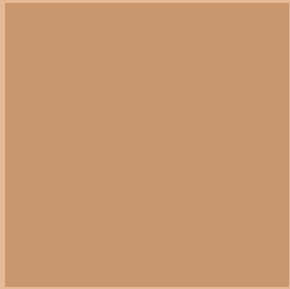
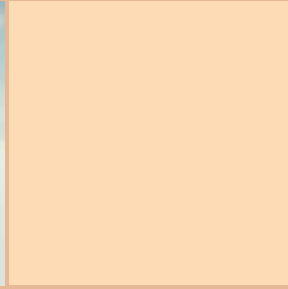
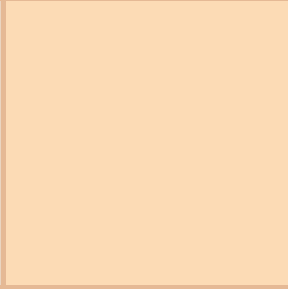
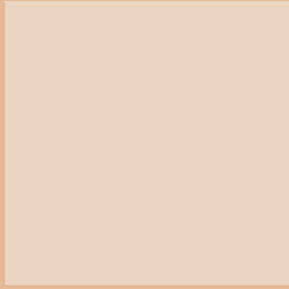
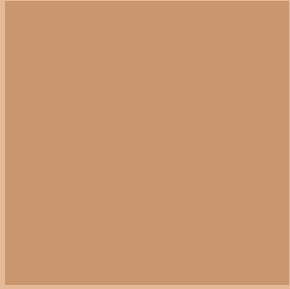
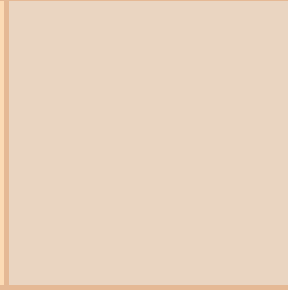
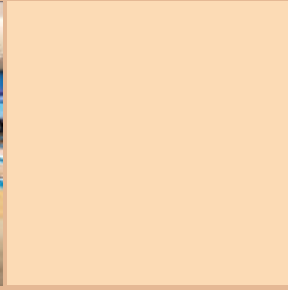
CATCHMENT AREA	Population	Population Cumulative
■ Primary	■ 160,000	■ 160,000
■ Secondary	■ 60,000	■ 220,000
■ Tertiary	■ 230,000	■ 450,000

THE PRIMARY CATCHMENT AREA of Atrium Center includes practically the entire city of Baia Mare and the surrounding areas of the city.

THE SECONDARY CATCHMENT AREA adds another approx. 60,000 inhabitants living in Baia Sprie and other rural areas of Maramures County.

THE TERTIARY CATCHMENT AREA includes a very large part of Maramures County and also some parts of Satu Mare County. The major cities located inside the tertiary area include Sighetu Marmatiei (41,220 inhabitants), Tirgu Lapus (13,355), Seini (10,105), Cavnic (5,205).





MAIN features

Plot area	6 hectares
Catchment area	includes Maramures County, with approx. 510,000 inhabitants
Shopping space (GLA)	35,000 sq m
Number of shops	Over 120 shops and hypermarkets on 2 levels
Entertainment area	multiplex cinema, bowling alley and fitness center
Food court	Coffee shops, restaurants
Parking	1000 parking places
Opening date	2009



We Create Style



WE CREATE STYLE

THE AIM OF ATRIUM CENTERS is to develop shopping and entertainment centers in the major cities of Central and Eastern Europe.

Atrium Centers intends to develop and manage high quality projects based on the highest European standards, occupied by international and national retailers, creating a pleasant environment for shopping and leisure for the community.

THE SUCCESS OF ATRIUM CENTERS DEVELOPMENTS IS GUARANTEED BY THE FOLLOWING FACTS:

- **As centers of style**, Atrium Centers malls will always have the best tenant mix of selected national and international fashion and entertainment brands.
- Through its owners, the company has a remarkable experience in the retail segment of the region **reputed to be uncompromising in matters of quality.**
- **Malls are always located at easily accessible** and highly visible central sites of major cities.
- **Collaborating with consultants with in-depth knowledge** of the retail trade, the team guarantees highest quality of design and construction works.
- **Atrium Centers was established by** Dawnay, Day PanTerra, in partnership with experts of the Central and Eastern European market.

DAWNAY, DAY, MAJORITY OWNER OF ATRIUM CENTERS

Dawnay, Day PanTerra, majority owner of Atrium Centers, comprises an established team with a wide variety of international experience in retail property. The company is the sole advisor to Dawnay, Day Carpathian Plc, the UK AIM listed company which invests in retail property throughout the whole CEE region. Investments are currently managed in 6 countries, comprising 52 properties of 363,000 sq m and 940 tenants. Dawnay, Day was established in 1928 and has been under the present private ownership since the early 1980's. The Group specialises in property investment, fund management and financial services. The Dawnay, Day Group has over 20 years of property investment experience and has a diversified commercial property portfolio in Europe including Germany, the Czech Republic, Hungary, Poland, Ukraine, the Baltic States and India.



advisors of ATRIUM CENTERS

CASIOPEA GROUP

Casiopea Group has been active on the Hungarian market since 2001. The company provides architectural services for residential and commercial projects in Central and Eastern Europe.

EC HARRIS

EC Harris is a leading international consultancy working on the real estate, infrastructure and construction sectors.

SC AQUINCUM INVEST

SC Aquincum Invest Srl. was founded in 2001 as a subsidiary of the Óbuda-Újlak Group in Romania with offices in Târgu Mures and Bucuresti.

CUSHMAN & WAKEFIELD ACTIV CONSULTING

Our services help clients turn fixed assets into dynamic assets, ready to make a significant contribution to overall corporate performance, regardless of the economy or business cycle.

NICOLA PORTER NOVELLI

Nicola Porter Novelli is a public relations agency in Romania that enjoys a great professional reputation within the business community and among media partners.

AERA MHC

Aera MHC is an integrated marketing communication company specialising in efficient property marketing. The company's customers come from three areas of the market: home, office and retail.

LINKLATERS

Linklaters is a law firm which specialises in advising the world's leading companies, financial institutions and governments on their most challenging transactions and assignments.

TRINITY CORPORATE SERVICES

Trinity offers a professional service to inward investors and existing operations to facilitate the market entry process and ensure on-going accounting and tax compliance with local laws and fiscal regulations in Poland and Romania.



Floor

PLANS



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