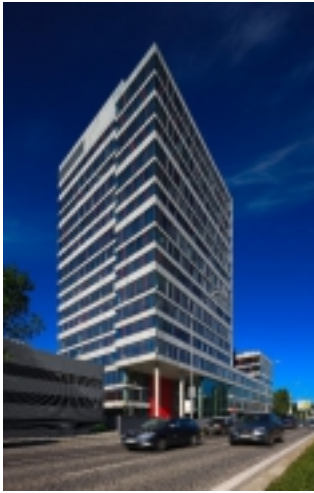


# Construction of new offices in Bratislava finally moving



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## Westend Square also welcomed Generali Slovakia

Busy working environment can already be seen at the 17-storey new office building at Lamačská cesta. As J&T Real Estate recently informed, they managed to hand over 60% of office space in the tower and 80% of retail space on the ground floor, out of total 20,000 sqm, to the first tenants. To make synergy of the names, J&T Real Estate has not forgotten to stress the fact that the first and the largest tenant so far is the insurance company Generali Slovakia, which uses about 40% of the total admin area.

“First impressions of the new company headquarters are very positive. Pleasant and at the same time representative environment has an impact both on the work of our employees and, of course, it creates a good image of our company in the eyes of our clients. Westend Square is a combination of quality, modernity and practicality, which is entirely consistent with our insurance company,” said Vladimír Bezděk, Chairman and CEO of Generali Slovakia.

Other tenants of the modern offices will soon be joined by sales branch of Boiron SK, a market leader in homeopathic medicine, for example. “The ability to meet the needs of such prominent clients shows that we have chosen the right approach and strategy. When building the office space we try meet all expectations of our tenants, so that they and their clients feel comfortable in our premises,” says Pavel Pelikán, CEO of J&T Real Estate.

However, it is not only the most modern “A” offices that tenants in Westend Square appreciate. Pleasant views of the green forests in the Železná studnička area, great strategic location near the intersection of motorway and city ring-road, barely 10-minute journey to the city centre, a café and a dining room seating 200 diners and enough parking space are the norm rather than a special bonus.

Westend Square adjacent to Westend Tower and lower office buildings Westend Court completes the emerging business area Westend Business Park. Total investment costs for the construction of the office tower reached EUR 37 million.

J&T Real Estate, a.s. is among leaders in the real estate market in Central Europe, especially in Slovakia and the Czech Republic. The property developer focuses on implementation of residential, office, industrial and hotel projects. Its flagship project is the recently completed River Park Bratislava. Grand Hotel Kempinski High Tatras, office project Tower 115 in Bratislava, residential complex Karloveské rameno, Prosek Point or luxurious Residence Kampa in Prague are just a fraction of the company's projects. There are other projects in preparation - for example Zuckerman, Panorama City and others.

## **BBC 1 Plus's leadership in green offices**

As we reported two weeks ago, 13-storey admin complex Bratislava Business Center 1 Plus (BBC 1 Plus) with leasable area of 15,900 sqm, for which the company CA Immo is seeking eco-certification LEED, is the first truly green, organic and sustainable office building in the capital. The media campaign launched by the developer comes with a simple message and fitting visuals. The concept of advertising prepared by Kharisma agency, uses the connection of the project's name with its benefits underlined by sustainability and the resulting benefits for tenants and occupiers of the building.

In its title, the office building BBC 1 Plus does not conceal its primacy in the green building market with admin premises in Bratislava. The green sign "plus", which dominates the graphic design, is to highlight the main idea: the added value of BBC 1 Plus in comparison to other office buildings of standard A (lower operation costs, healthy and pleasant working environment, respect for the environment and the city).

The second phase of the project campaign will take place in November at selected Slovak dailies and prints. From October a large format banner located on a busy crossroad in Bratislava Ružinov will advertise the first green office building just few metres from the place where the building is actually arising.

## **New team member and local expert will be in charge of the leasing process**

Since the Austrian company decided to combine their international experience with knowledge of local experts, they have put a new representative of CA Immo Radovan Mihálek, member of local management and the leasing chief of BBC 1 Plus, in charge of the lease management of the first green office building in the Slovak capital.

"Radovan got our attention because of his experience that he will surely make full use of in the project of the first sustainable building in Bratislava," said Gernot Weingraber, asset manager at CA Immo for Central and Eastern Europe. "To be in charge of leasing such an important project is a major challenge, especially if it is a concept that moves up the quality level of office space, urban and working environment," added Mr Mihálek. As he specified, the pre-lease of BBC 1 Plus is above 25%. "I believe that, given the quality of the project, we will be at least as successful as we have been so far," he concluded.

Radovan Mihálek worked as a project consultant for Penta Investment Limited where he was in charge of leasing admin project Digital Park II and OC Bory Mall. He also participated in other Penta's projects - Digital Park I and III, the mixed-use project at Čulenova Street in Bratislava, residential project in Bratislava-Ružinov and an admin project at Florenc, Prague.

CA Immo was founded in 1987 and is listed on the Vienna Stock Exchange. It deals with development and investment in commercial real estate (in the long-term primarily in sustainable office space) in Austria, Germany and Eastern Europe. Taking into account the assets acquired by Europolis AG in early 2011, its total property investment amounts to about EUR 5 billion.

Source and photographs - J&T Real Estate (1), Kharisma (2,3,4)

1 - Westend Square

2,3 - BBC 1 Plus, first green office building in Bratislava

4 - Radovan Mihálek

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