



**PRESS RELEASE**

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## **ECE further develops G3 Shopping Resort Gerasdorf near Vienna with new sports and outdoor experience world**

ECE is further developing the G3 Shopping Resort Gerasdorf near Vienna and is expanding the offer and tenant mix of the center with its more than 130 stores with new retail, product testing and experience areas. The aim is to create a unique sports and outdoor focus – on a 5,000 m<sup>2</sup> indoor sports retail area and a 3,000 m<sup>2</sup> outdoor sports area – as an additional attraction for the center.

Construction work on the project will start in early February, with completion and opening scheduled for June this year. The ECE Progressive Income Growth Fund as owner is investing around 12 million euros in the further development of the center. ECE Marketplaces, which also operates and leases the center, is responsible for the planning and implementation.

### **New experience offer and new tenants**

The new outdoor attractions, which invite visitors to try out and experience products, will include a pump track for bikes, skates, boards and scooters, a climbing wall, a shoe trail, bike test tracks and motor skills and play areas for children.

In parallel, ECE is further developing the center's retail offering: retailers such as Snipes, Moreboards, and Intersport with their "Home of Bikes" concept have already been secured as tenants. An exclusive G3 Multibrand Store on the topic of sports & outdoor will also offer retailers and manufacturers the opportunity to present their brands and products without personnel and furnishing expenses.

Last year also saw the opening of a 4,600 m<sup>2</sup> Dehner garden center in the G3 as well as Austria's first OTTO showroom. In December, another new opening was celebrated with the "Treffpunkt Baumhaus" children's land.

With the further diversification of the tenant mix and the additional experience offers, the center's appeal as a shopping destination is to be further strengthened and additional customer groups in the catchment area, especially also from Vienna, are to be addressed.

## **About ECE Marketplaces**

ECE Marketplaces is a leading European service provider for the management of shopping centers and, as part of the internationally active real estate and investment company ECE Group, offers comprehensive expertise and more than 55 years of experience in the professional operation and marketing of shopping centers as well as their continuous development into lively marketplaces and attractive urban districts.

Across Europe, ECE Marketplaces manages about 200 shopping centers – including 40 shopping centers in international markets and more than 50 retail parks under the management of MEC METRO-ECE Centermanagement – with 20,000 shops on a total sales area of approx. 7 million m<sup>2</sup> as well as around 160 car parks. For the owners of the centers, the ECE experts offer all related services from a single source – from asset and property management and leasing, mall marketing, and facility management to comprehensive financing, architecture and construction, as well as omnichannel services.

ECE Marketplaces is a part of the ECE Group which, with its specialized market areas, offers asset management, project development expertise, investment management, and other full-service real estate services for all asset classes under one roof. These range from the professional management of shopping centers and car parks and the planning and realization of residential projects, office buildings, logistics centers, and hotels, as well as the development of entire urban districts, through to the management of specialized real estate funds.

The ECE Group manages real estate assets with a total value of more than 31 billion euros, has ongoing construction and planning activities with a volume of over 3.3 billion euros, and has been under the ownership of the Otto family since the founding of ECE in 1965. For more information, please visit: [www.ece.com](http://www.ece.com)

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