

RETAIL AGENCY

CREATING OPTIMAL EFFICIENCY AND GROWTH FOR OUR CLIENTS

At Colliers International it is our passion to lead our stakeholders the way in a world where real estate and retail meet.



SHOPPING MALL NEW BABYLON THE HAGUE

New Babylon is a high quality 24/7 location for living as well as working, shopping, dining, relaxing and sports. The building consists of two residential towers with luxury apartments and penthouses (350 in total), an office block with prominent tenants including flexible work spots, a state of the art meeting center, Hampshire Hotel New Babylon (180 rooms), Fitness Center, 1,260 parking places and New Babylon Shops & Restaurants (a shopping center of over 11,000 m²). Colliers International is responsible for the lease of the retail spaces.

CHALLENGE

- > Find new tenants for the shopping mall;
- > Create the ideal retail mix;
- > Optimize the mix with targeted fashion, food and services;
- > High expectations of the quality of the users.

STRATEGY

- > First make a good presentation, including the vacancy units of the shopping mall;
- > Make a marketing strategy including a reasonable timeline;
- > Make a list of possible tenants, that fit the expectations of the client;
- > Start to get in contact with these tenants actively by calling them, sending them documentation, get a good impression of their requirements and convince them of the benefits of moving to this location;
- > Negotiate and finalize.

RESULTS

- > Retail spaces are leased to companies like:
 - Mango;
 - Spar;
 - Douwe Egberts;
 - Fashion Factory Outlet.



PREFERRED BROKER IKKS

IKKS is a French brand founded in 1987 by Gérard Legoff. The brand consists of 6 Lines: IKKS Junior, IKKS Women, IKKS Men, IKKS Final Touch, Icode and One Step. With 450 stores worldwide and 80 openings per year is IKKS a global brand with an established name. IKKS has currently 8 stores in the Netherlands.

CHALLENGE

- > Find new locations for IKKS in The Netherlands, Germany and the UK;
- > Open approx. 30 new locations within 5 years in Germany and the UK.

STRATEGY

- > Contact with our colleagues in Germany and the UK to make a marketing strategy including a reasonable timeline;
- > Make a list of possible locations, that fit the expectations of the client;
- > Helping to identify and assess the location options;
- > Negotiate and finalize the best lease structure.

RESULTS

- > Colliers International is proud to be the preferred broker for IKKS in The Netherlands, Germany and the UK.

CONTACT DETAILS

AMSTERDAM

Buitenveldertselaan 5
1082 VA Amsterdam
T: +31 (0)20 540 55 55
amsterdam.office@colliers.com

'S-HERTOGENBOSCH

Utopialaan 24
5232 CE 's-Hertogenbosch
T: +31 (0)73 649 14 00
denbosch@colliers.com

EINDHOVEN

Dillenburgstraat 25-9
5652 AM Eindhoven
T: +31 (0)40 212 11 10
eindhoven@colliers.com

ROTTERDAM

Westersingel 94
3015 LC Rotterdam
T: +31 (0)10 511 99 55

www.colliers.nl

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COLLIERS RETAIL QUALITY STANDARDS



DUTCH COUNCIL OF SHOPPING MALLS



REAL ESTATE



BUSINESS ETHICS

RETAIL =

Our team of professionals:

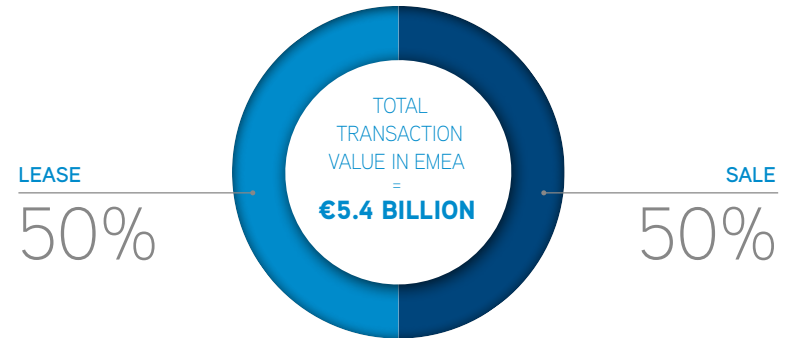
10^{NL}
>180^{EMEA}
>586^{GLOBAL}



OUR SERVICES



LEASE AND SALES TRANSACTIONS



A SELECTION OF CLIENTS WE PROUDLY SERVE



ETIENNE VAN UNEN, DIRECTOR RETAIL:

"COLLIERS INTERNATIONAL IS ABLE TO ANSWER TO ALL YOUR REAL ESTATE NEEDS, WHETHER THEY ARE NATIONAL OR INTERNATIONAL. IN THE EMEA-REGION COLLIERS CAN DRAW FROM A SOURCE OF OVER 180 RETAIL SPECIALISTS."

TOTAL AMOUNT OF FINISHED PROJECTS AND TRANSACTIONS IN NL	TOTAL AMOUNT OF SQM LEASED IN 2015 IN NL	AMOUNT OF RETAILERS WE WORKED WITH	AMOUNT OF PLACES IN NL WE'VE DONE DEALS	CONTRACTS MANAGED
448	>112,000M ²	289	78	>6,362

FORWARD THINKING AND THOUGHT LEADERSHIP

Amount of published research reports annually:

ADD COLLIERS SPECIALISTS TO YOUR NETWORK



NL 11
EMEA >300
Global >1,400



with 114 researchers within the EMEA region

Accelerating success.