

## **EXCELLENCE IN MANAGEMENT OF SHOPPING CENTERS AND MIXED-USE COMPLEXES**

Cogest Italia is a leader in high-quality management of shopping centers and mixed-use complexes. Its commitment is to meet the needs of clients - investors, developers, properties and tenants operating on the national and international market - maximizing their commercial success and enhancing the real estate investments.

Since 1993 Cogest Italia has been successfully cooperating with the major Italian developers, properties, national and international real estate funds (Altarea Italia, AXA, Beni Stabili, BNL Fondi Immobiliari, Cesi, CMB Carpi, Compagnie Financière Frey, Corio, Est Capital, Euroedes, Gruppo Perri, IGD Siiq, Ing Reim, Immouno, La Salle Investment Management, Mediolanum, Mercurio spa, Pradera, Progeni, Sercom ...), leading food&grocery chains (Auchan, Cityper, Coop Lombardia, Coop Trieste, Conad-Leclerc, Esselunga, Finiper, Gruppo Carrefour, Gruppo Lombardini, Il Gigante, Interspar, Ipersidis, Iper Vivo, Novacoop, Rossetto, UniCoop Tirreno...), specialized retail chains (Mediaworld, Euronics, Unieuro, Decathlon, Cisalfa...).

To date, Cogest Italia is managing some 45 shopping centers.

As part of a Group also including two developers (La Policentro spa and Promocentro Italia spa) and a leasing company (Mall System srl) Cogest Italia is skilled to cover with professionalism, expertise and efficiency the complete “supply chain” of a shopping center, from feasibility studies to construction, from mix-merchandising to leasing, start-up and management.

A flexible structure, widespread activities on the territory, highly specialized skills, an open-minded attitude to creativity: these are Cogest Italia’s points of strength.

### ***Areas of consulting:***

#### **Pre-opening consultancy and commercialization**

Since 1993 Cogest Italia has opened over 50 shopping centers and mixed-use complexes in Italy. Its extensive expertise and problem solving capabilities enable Cogest to deliver specialized consultancy at all stages of the start-up of a mall.

To this aim, the cooperation with Mall System, Cogest Italia’s business partner, is essential. Mall System is specialized in leasing of shopping centers, retail parks and multi-purpose complexes, and it plays a synergic role in Cogest consulting: it can provide the best merchandising-mix and brands’ selection for both new malls and centers undergoing restyling.

#### **Feasibility and development**

- *Geomarketing, competitor analysis and positioning*
- *Consulting during the design phase*

- *Defining of the optimal concept*
- *Mix-merchandising and leasing*

#### **Pre-opening and launch**

- *Naming and logo*
- *Opening*
- *Relationship management with local authorities and associations*

#### **Property management**

A thorough knowledge of financial and real estate issues allows Cogest Italia to plan and put in action the appropriate strategies for successful investments in trade and leisure estates, office and service complexes.

- *In situ facility management and organization*
- *Resources planning*
- *Commercial due diligence*
- *Preparation of contracts*
- *Internal regulations*
- *Rental and lease management*
- *Performances analysis, stress rates and rental values*
- *Facility audit and maintenance schedules*
- *Assessment of the profitability of the investment and of its total value*
- *On line delivery and management of all documents relating the investment*

#### **Technical services management**

The proper functioning on all systems is essential in running a shopping center. Cogest Italia entrusts maintenance of technologic systems to professionals only. Drafting of technical specifications complies with all safety regulations for work places and spaces of public use.

- *Technical due diligence*
- *Consulting during the phases of design and construction of the center*
- *Preparation of technical specifications*
- *Management of suppliers (maintenance systems)*
- *Supervision of the systems proper functioning*
- *Drafting of an annual maintenance plan*

- *Risk assessment*
- *Drawing up and monitoring of safety standards (legislative decree D.L.81/08)*

### **Administrative and accounting management**

Administrative operations are carried out through procedures that are adapted to the client needs. We operate selectively on tax balance and profit-loss, to monitor the in progress balance.

- *Drafting of budget estimates and cost allocation*
- *Quarterly internal auditing*
- *Supervising litigation and debt collection*
- *Management control and cost verification*
- *Drafting of final balances and statutory and tax compliance for special purpose entities*

### **Marketing, advertising and events**

Marketing and communication strategies are crucial for a shopping center success. Basing on extensive analysis of the catchment area and expenditure patterns, Cogest Italia pursues marketing, commercial, advertising and promotional plans aimed at enhancing the image and the performance of each center.

- *Qualitative and quantitative market analysis and customer satisfaction*
- *Catchment asrea analysis and penetration indexes*
- *Launch strategy*
- *Marketing and communication strategy*
- *Contests, promotions and events*
- *Public relations and press office*
- *CRM and loyalty programs*
- *Information point*
- *Web marketing*

### **Data mining**

- *Turnout analysis and turnover conversion factors*
- *Analysis and comparison of homogeneous turnovers*
- *Benchmark and review of market trends*
- *Verification and validation of foot-fall analysis*

## **Recruitment and training**

Cogest Italia regularly provides its clients and its own staff with qualified training opportunities.

- *Recruitment and selection of store personnel*
- *Training courses for retail operators*
- *Staff training*
- *Cogest Italia learning center : postgraduate school for shopping center managers*

## **Cogest Italia's Mission**

To deliver value added services in all segments of the shopping centers / multi-use complexes development chain: pre-opening analysis, project and building, leasing, managing.

## Awards

### 2011

**Consumer & Advertising Campaign** – Certificate of Merit to La Corte Lombarda, ranking 1<sup>st</sup> for the “Corte WebStar” campaign.

**Silver Award, ICSC Solal Marketing Awards** to Cogest Italia for b2b corporate campaign “Il futuro ha nuove prospettive”.

### 2010

**Finalist, Best of the Best Awards** to Cogest Italia for Acque Chiare. Giro d'Italia a nuoto e non solo”.

**ICSC Gold Award** to La corte Lombarda for “Fiction a Corte”

**ICSC Silver Award** to Centro Acquisti Le Piramidi for “Scherzi alle Piramidi”

### 2009

**CNCC Italy Award** to La Corte Lombarda for Fiction a Corte

**CNCC Community Relations Awards** – Certificate of Merit a Casetta Mattei to Gli Amici del Verde

**CNCC Sales Promotion Award** – Certificate of Merit to La Fattoria per Vinci un appartamento

**ICSC Gold Award** to Cogest Italia for "Acque Chiare. Giro d'Italia a nuoto e non solo”.

### 2008

**CNCC Community Award** to Cogest Italia for “Acque Chiare. Giro d’Italia a nuoto e non solo”

**CNCC Sales Promotion Award 2008** - Certificate of Merit to Casetta Mattei for “ Reality in Car”

**CNCC Public Relations Award** - Finalist to La Corte del Sole per Premio Immagine Donna dell’Anno

### 2007

**CNCC Community Relations Award** to Il Maestrale per “Un passaggio col cuore”

**CNCC PR/Excellence Award 2007** - Merit to Val di Chienti per il gemellaggio italo-rumeno fra Centri Commerciali

**CNCC PR/ Excellence Award 2007** – Finalist to Torri d’Europa for “Miss Topolini”

### 2006

**CNCC Community Relations Award** to Cogest Italia per “Bambini a colori”

**ICSC Community Relations Award** to Cogest Italia per “Bambini a colori”

**Excellence Award** to Il Maestrale as Best Shopping Center in Italy for "Marketing – Advertising

### 2005

**ICSC Solal Marketing Award** to Cogest Italia, category **Community Relations** per "Segnali Antifumo”

### 2004

**CNCC Quality Award** to Piazzagrande per la qualità della gestione di Centri di piccole dimensioni

**CNCC Quality Award** to Fonti del Corallo per la qualità della gestione di Centri di medie dimensioni

**CNCC Excellence Award** to Le Porte Franche per il "Piano Promo-Pubblicitario 2003”

**CNCC Excellence Award** to PiazzaUmbra per attività di marketing e iniziative verso gli Enti Locali

**CNCC Community Relations Special** to I Granai per "Sportello Consumatori”, ripristino giardino scuola comunale, navetta di collegamento

### 2003

**ICSC Solal Marketing Award** to Le Corti, categoria community relations per la campagna

pubblicitaria "A Natale regaliamo bontà"

**CNCC Quality Award** to Cogest Italia per la qualità globale della gestione

**CNCC Quality Award** to Val di Chienti per la qualità nella gestione

**CNCC Quality Award** to La Grande Mela per la qualità nella gestione

***Cogest Italia s.r.l.***

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