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Scandinavian recipe for growth

- **Confidence in the potential of the Polish market was the key to doubling the scale of operations in 2012**
- **The volume of newly leased office space increases by 68 per cent**

The slowdown of Poland's GDP growth rate might imply that most developers in 2012 were doomed to poor results. However, it turns out that this was not necessarily the case and there were companies which did grow dynamically. Skanska Property Poland is a good example. In 2011 the developer had 90,500 sqm under construction in four office projects: Green Towers in Wrocław, Green Horizon in Łódź and Green Corner and Atrium 1 in Warsaw, a total of six buildings. A year later, in 2012 there was nearly 150,000 sqm of office space under construction, which translates into a 65% increase compared to the previous year. Skanska had seven projects under development in 2012 – apart from the ones mentioned above, the company also launched Malta House in Poznań, Green Day in Wrocław and Kapelanka 42 in Cracow.

„2012 was very good for us. We completed office buildings in three new projects and additionally, we sold two leased office schemes practically at the time when their construction was drawing to an end. The scale of our operations significantly increased compared to 2011 and we are still planning new investments, both in Warsaw and other Polish cities. We have had confidence in the potential of the Polish market for a long time and our success to date confirms there are sound reasons behind this,” says Waldemar Olbryk, President of Skanska Property Poland.

Skanska Property Poland is known as a developer of green office buildings which stand out due to advanced environmental solutions. The pace of their commercialisation shows that such buildings are sought after by tenants – in 2012 the developer leased a total of 52,550 sqm of office space, an increase by 68% compared to the previous year, when 31,245 sqm of Skanska's office space found new tenants.

„2012 was an interesting year for bold developers with an established position on the market. Skanska is one such developer. The company starts most of its investments without pre-lease contracts, which is proof of a strong, firm market position and confirms that the company has no problem financing projects. A high volume of transactions on the Polish office market, which in 2012 exceeded 960,000 sqm, is bound to have contributed to Skanska's success,” said Paweł Skalba, Partner in Colliers International.

How to grow business in challenging times?

Skanska Property Poland correctly understood market requirements in the current economic environment. In times of crisis, companies take optimization efforts, which is where the business outsourcing trend comes from, currently visible in the European and global markets. Business outsourcing services (including BPO, KPO, SSC and R&D) grow in Poland dynamically thanks to moderate labour cost and availability of well qualified staff.

According to the Association of Business Service Leaders (ABSL), employment in this new sector has already exceeded 100,000 people in Poland. Business service companies look for office space which ensures appropriate quality of internal environment as they employ large numbers of people. They also have special technical requirements due to advanced IT and telecom technologies they use. Skanska Property Poland was able to flexibly react to those demands and was appreciated for that by BPO companies, which granted Skanska the "Developer of the Decade" title at the Poland Outsourcing Gala, which took place on 7 February in Warsaw.

Growing the scale of its operations, Skanska Property Poland takes advantage of its own financing, with the company's projects all based on Skanska Group's funding. This makes the developer independent from banks, which tightened up their lending policies in recent years.

Office projects by Skanska Property Poland are quick to find investors. At the end of 2012, the developer sold its newly developed and leased office complexes: NORDEA HOUSE and Green Corner in Warsaw, as well as Green Towers in Wrocław, this way completing their business cycle. *„The Polish office property market becomes increasingly competitive, however, quality projects readily find tenants and investors, which is why we intend to launch a number of new projects this year”*, Waldemar Olbryk says.

Skanska Property Poland

Skanska Property Poland jest innowacyjnym deweloperem zielonych budynków biurowych, które tworzą przyjazne środowisko dla rozwoju biznesu. Firma działa w Polsce od 1997 roku. Jest częścią Grupy Skanska, światowego lidera w zakresie budownictwa i projektów deweloperskich. Projekty Skanska Property Poland to najwyższej jakości powierzchnie biurowe w doskonałych lokalizacjach, które zapewniają sukces i zadowolenie najemców. Wszystkie inwestycje biurowe Skanska są poddawane certyfikacji zarówno w systemie LEED, jak i EU GreenBuilding. Oddany już do użytku budynek wrocławskiego kompleksu Green Towers jako pierwszy obiekt biurowy w Polsce otrzymał certyfikat LEED w kategorii Core & Shell na najwyższym, platynowym poziomie. Firma jest też liderem wśród deweloperów biurowych poza Warszawą, realizując obecnie projekty w Poznaniu, Łodzi, Krakowie, a także we Wrocławiu, gdzie prowadzi swoją trzecią inwestycję. W Warszawie z kolei trwają prace nad pionierskim projektem Skanska Property Poland – Atrium 1, który będzie najbardziej zielonym budynkiem biurowym w Europie Środkowo-Wschodniej.

Grupa Skanska

Skanska jest jednym z wiodących, międzynarodowych przedsiębiorstw z branży budownictwa i inżynierii. Posiada doświadczenie w budowie i rozwoju projektów

komercyjnych oraz mieszkaniowych, a także projektów z zakresu partnerstwa publiczno-prywatnego. Czerpiąc z globalnej wiedzy w zakresie zielonego budownictwa, Skanska pragnie być głównym partnerem przy realizacji zrównoważonych inwestycji. Grupa zatrudnia obecnie 57 000 pracowników w wybranych krajach w Europie, Stanach Zjednoczonych i Ameryce Łacińskiej. Wartość przychodów firmy Skanska w 2012 roku wyniosła 132 miliardy koron szwedzkich (15,2 miliarda euro).

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Więcej informacji na temat firmy i jej projektów jest dostępnych na stronie:
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