



ARS RETAIL
GROUP

The Retail Stor[e]y Of Tomorrow.

The ultimate guide to our brand,
company's structure and future vision

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We are the experts and we shape the future of retail in CEE

We are a part of a retail and commercial real estate industry focused on delivering wide spectrum service in the area of retail design and development. As a leading design and build company, we support real estate investment companies, landlords and also national and international retail chains. With all our resources, both internal and external, we are on a way to become a leader in providing innovative and future thinking solutions to execute the most complex projects whether in Poland or overseas.

The **measurement of Our success** is the **high performance and increased value** of spaces and projects we worked on, on the **local and global markets.**

...and now we are ready for more!

We aren't a design & build company that we were 15 years ago.

We have started small and we have grown incredibly well over past years. We have learned, transformed, and we are ready for the new venture...

Today we are ready
for a **new
partnership** to
pitch bigger
projects and **secure
even bigger
growth...**





**We develop
concepts,
revitalise
environments,
design
experinces**

Our Expertise

DESIGN AND DEVELOPMENT

Architecture & Interior Design
Furniture Design
Planning & Concept Development
Shopfitting with Design
Design Consulting

TECHNICAL AND SERVICE:

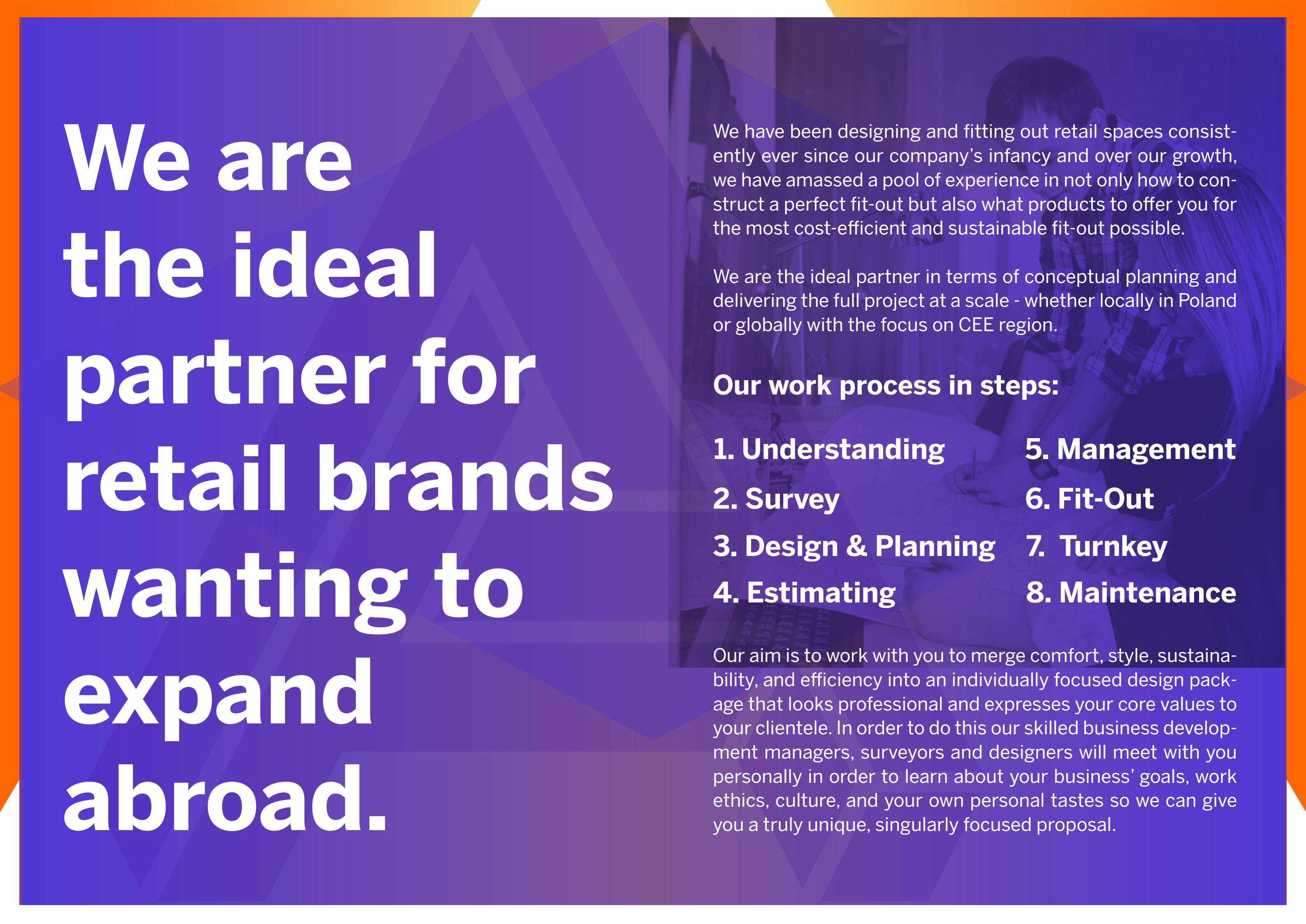
Project Delivery & Implementation
Intent & Build Drawings
General Contraction
Facility management
Technical audits
Technical Installations

MANAGEMENT:

Retail Chain Management
Service & Aftercare Management

Sectors We Cover

**Commercial & Retail Real Estate
Retail Chains & Concept Stores
Commercial Offices**

The background of the entire slide features a photograph of two individuals, a man and a woman, working together on a laptop. The image is overlaid with a semi-transparent blue layer that contains white geometric shapes, specifically triangles and lines, creating a modern, architectural feel. The text is white and stands out against this blue background.

We are the ideal partner for retail brands wanting to expand abroad.

We have been designing and fitting out retail spaces consistently ever since our company's infancy and over our growth, we have amassed a pool of experience in not only how to construct a perfect fit-out but also what products to offer you for the most cost-efficient and sustainable fit-out possible.

We are the ideal partner in terms of conceptual planning and delivering the full project at a scale - whether locally in Poland or globally with the focus on CEE region.

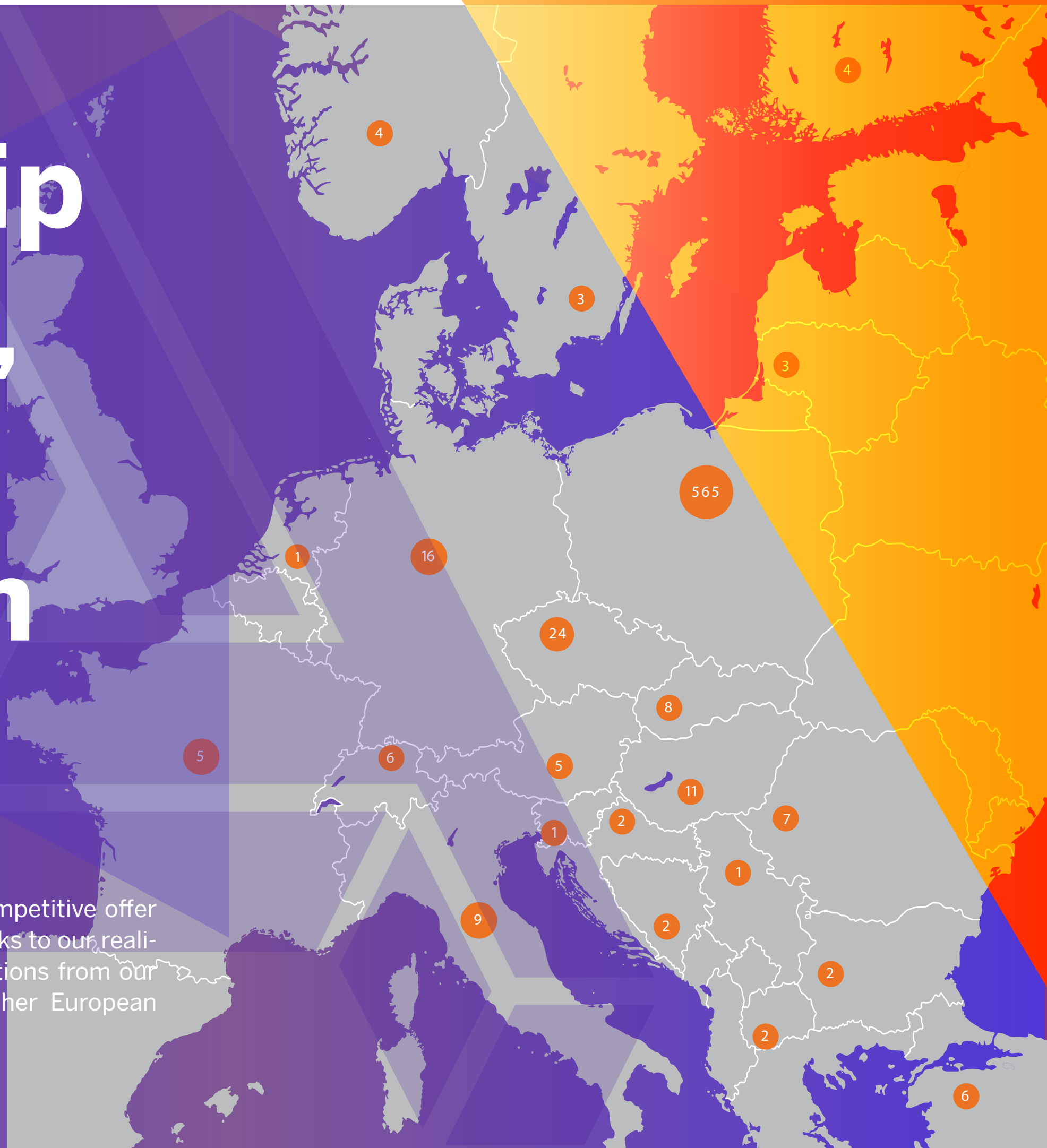
Our work process in steps:

- | | |
|---------------------------------|-----------------------|
| 1. Understanding | 5. Management |
| 2. Survey | 6. Fit-Out |
| 3. Design & Planning | 7. Turnkey |
| 4. Estimating | 8. Maintenance |

Our aim is to work with you to merge comfort, style, sustainability, and efficiency into an individually focused design package that looks professional and expresses your core values to your clientele. In order to do this our skilled business development managers, surveyors and designers will meet with you personally in order to learn about your business' goals, work ethics, culture, and your own personal tastes so we can give you a truly unique, singularly focused proposal.

Leadership in Poland, Dynamic expansion overseas

Our work ethic, service scope, quality, and competitive offer put us on a leadership position in Poland. Thanks to our realizations and great feedback and recommendations from our clients we could expand dynamically into other European countries and the Middle Eastern market.



Designing In-Store Experience

E-obuwie New Concept Store

Winner of the "Best Shop Concept" 2017
at Retail Show Conference 2018



Transforming Retail Banking

BGZ BNP Paribas Retail Chain

Redesigning and transforming BNP bank branches

Translating Global Formats

Samsung Retail Chain

Aftecare and service for the global players

Revitalising Shopping Destinations

Improving Footfall & Value

Sandecja Shopping Centre Revitalisation

Local Architects For Global Brands

Nespresso Retail Chain

Applying global concept locally

NESPRESSO



New Concept For Poland


TRESPASS

Trespass
Retail Chain

Creating, building and managing stores

Full Service Fit-Outs For Global Brands

Swarovski
EU Retail Rollout

Cooperation with Swarovski HQ Switzerland



One Off Projects and Concepts

Lounge Area
Galeria Mokotów

Unibail-Rodamco, Poland

Interior Concept & Design

Second Cup New Cafe Brand

Design for a new concept in Poland

Interior Concept & Design

Cafe Bistro New Brand

Design for a new concept in Poland

Translating Global Concept into Local Scenario



**Nyx Cosmetics
Retail Chain**

Translating concept to local stores

Architectural Concept & Design

Hunters House Retail Concept

Design for a new retail concept



Fit Out Services for Tech Hubs & Medical Spaces

Technical Spaces Planning & Fitout

From planning to project delivery

Company Structure



**ARS RETAIL
GROUP**

**ARS Group owns and manages
three independent divisions**

**Each division is run & managed
by experts in their fields**



DESIGN

**New store concepts, retail chain
development, office & restaurant
design, retail real estate revitalisation**



FIT-OUT

**A-Z design and development for
shopping centers, complex project
development, buildings restructuring,
food courts & restaurants**



SERVICE

**Store and chain technical
maintenance, unusual &
one-off projects**

Everything rise and fall on leader- ship.

- John Maxwell

We bring people together from different backgrounds and levels of experience. We all share common values and work toward the same goal. When running ideas by one and other, there is a lot more scope for creativity, more inspiration, and naturally more successfully completed projects.

team of 30 highly skilled

project managers
architects
interior designers
cost planners
service team
back office



Past, Present, Future

We have started small as a fit-out and service company. Since that point, we have been constantly growing year by year. We have worked with more than 200 clients to present, delivering advanced projects across the Polish and international economy from commercial and retail real estate industry.

WE LEAD THE CHANGE

As the leading design and build company in CEE, we fully focus on delivering the highest possible quality and innovation. We observe changing trends and new technologies to be able to offer our clients even more effective solutions. We believe this way we help our clients to establish market visibility and to create a future-oriented “retail experience”.

WE CREATE THE EXPERIENCE

We support our clients with the deepest bench of expertise, matched with experience gained by working across high profile projects across the EU economy.



15 years on the market.
€4mln yearly turnover expected in 2019
800 delivered projects to date in 22 countries with a high market success

Łukasz Derlacki
Owner, Head of Group

Katarzyna Kasiak
Co-owner, Finance Director

A portrait of two people, a man and a woman, smiling. The man is on the left, wearing glasses and a dark shirt. The woman is on the right, wearing a light-colored shirt. The background is a gradient of blue and orange, with a diagonal line separating the two colors.

**We are
individuals, but we share
common values and vision.**

Our Clients



sinsay

KIKO
MILANO

L'ORÉAL



Lilou

SWAROVSKI



CAMAÏEU

eobuwie.pl

ALDO

TOPSHOP



CROPP



DOROTHY
PERKINS

VAN GRAAF



LPP

NESPRESSO

M O H I T O

SKECHER

asics

BIG STAR

Etam
PARIS



VAPIANO

CALZEDONIA

NYX
PROFESSIONAL MAKEUP

MEXX



Panasonic

SAMSUNG



mBank

Expertise

Consumers don't think about retail the same way we do. They don't go through the day with terms like 'omnichannel', 'm-commerce', or 'mobile responsive' floating around their heads. They don't care about your Last Mile problem or your Bezos-eats-your-lunch problem. Consumers don't lose sleep over the Retail Apocalypse. We do!

ACCELERATING EXPECTATIONS

Even when consumers may not care about the future of retail, they're still busy creating that future. **They're fueled by a set of unchanging human needs.** And their expectations never stand still. They want greater convenience. They want better value. **They want excitement, meaning, status, relevance, authenticity, social connection and more.**

It's the relentless consumer quest to fulfill those needs that drive every change we see in the retail arena. The demise of Toys R Us. Alibaba's record USD 25 billion Singles Day. JD.com's pledge to open 1,000 physical stores a day – yes, you read that right – in 2019. It's brutal out there.


We help our clients to understand the change and its' drivers. This way we are able to give a new meaning to space and create an experience that is required by the demanding customer. The projects we work on tend to be a great success on both local or international scale.

A man in a plaid shirt is interacting with a large, curved digital display in a modern retail environment. The background shows a bright, open space with large windows and a curved ceiling. The image is overlaid with a semi-transparent orange and yellow geometric pattern.

Trends observation and cooperation with tech-oriented companies allow us to be on **top of the game** and **stand out** from the competition.

Macro-economic facts and trends

Millennials are the largest customer group at the moment, so forward-thinking retailers had better listen to what this generation has to say. In 2016 we'll see a decline in brand loyalty, as Millennials shift from big brands to local shops, boutiques and smaller brand name stores. At the same time, Millennials tend to be loyal to brands that stand for the right values: namely, authenticity, transparency, and social responsibility. Transparency will indeed be one of the buzzwords of the year: consumers want to know where their products come from, and they will reward brand that is genuine, down-to-earth, and honest in their communication.



Retail centers are emulating the experiential model. Larger complexes are beginning to allocate a much greater proportion of interior real estate to entertainment, food and beverage, which are key elements that enhance the customer's experience. Stores are no longer being seen as transactional places alone. In the future, e-commerce will take an even bigger share of total retail sales, and the physical shop will become an experience-based destination that engages customers on a physical and emotional level.

Key Trends

1. MAGIC POINT OF SALE

Consumers now expect to summon retail brands as they would a genie from a lamp.

2. DEEP RETAIL

In 2019, smart retail brands know their customers better than customers know themselves.

3. CULTURE CLUBS

Your internal culture is your brand. So do more to help your people flourish.

4. A-COMMERCE

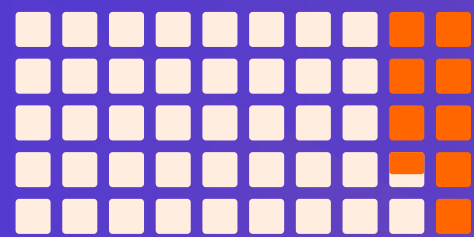
From discovery to delivery, retail brands are automating the customer journey.

5. PRACTICAL POST-DEMOGRAPHICS

Inclusive marketing is no longer enough. Time to reimagine everything you do around true diversity.

Macro Economy

Modern retail space supply



8,6%

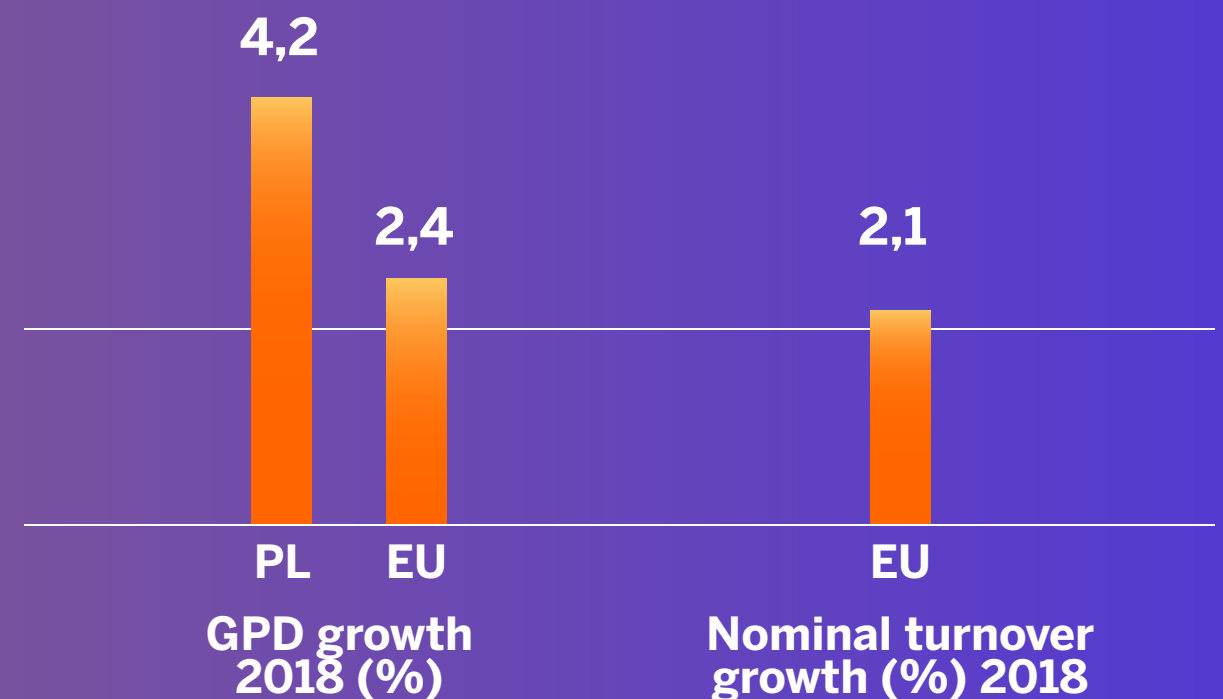
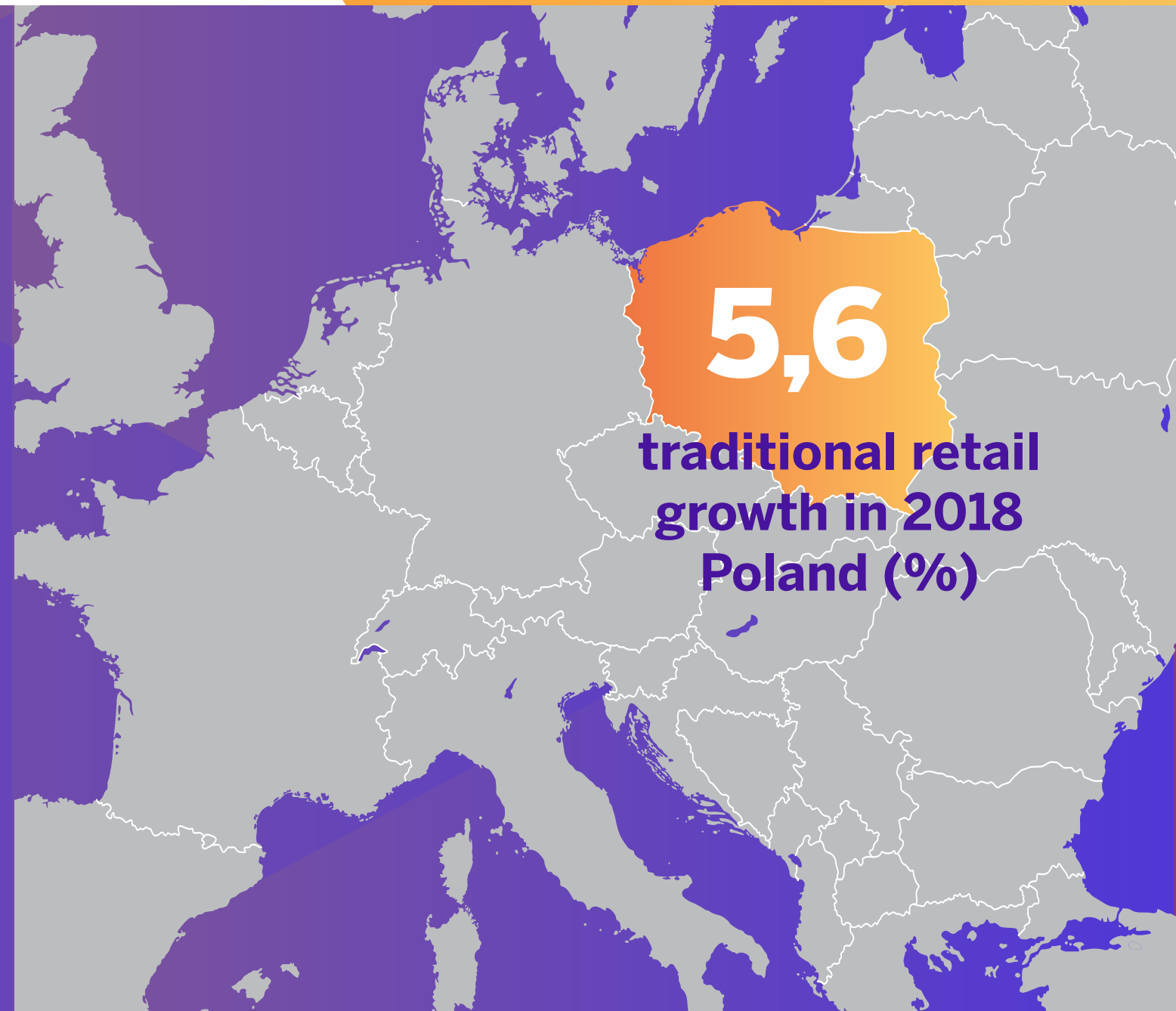
13,8 mln sqm
Poland



160 mln sqm
Europe

Poland

is one of the fastest growing office markets in EU. Oldest buildings are under pressure to supply modern office space for the most demanding tenants.





**We are looking for
partners that will be an
equal part of Our Future.**

**Get to
know us**



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