

# BLUE CENTER

A PERFECT PLACE  
FOR YOUR  
INVESTMENT

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BELGRADE/SERBIA





# BLUE CENTER

## DETAILS AND LOCATION

BLUE CENTER, a prime office building in the heart of the most attractive location within Belgrade CBD, fully equipped with the blue-chip international tenants from various industries, with long term stability of income.

A landmark property of 49,516 sq m GBA (34,768 sq m above ground and 14,748 sq m below ground) comprises of two independent Class A office buildings which form an atrium and have common underground area with 2 levels of parking space.

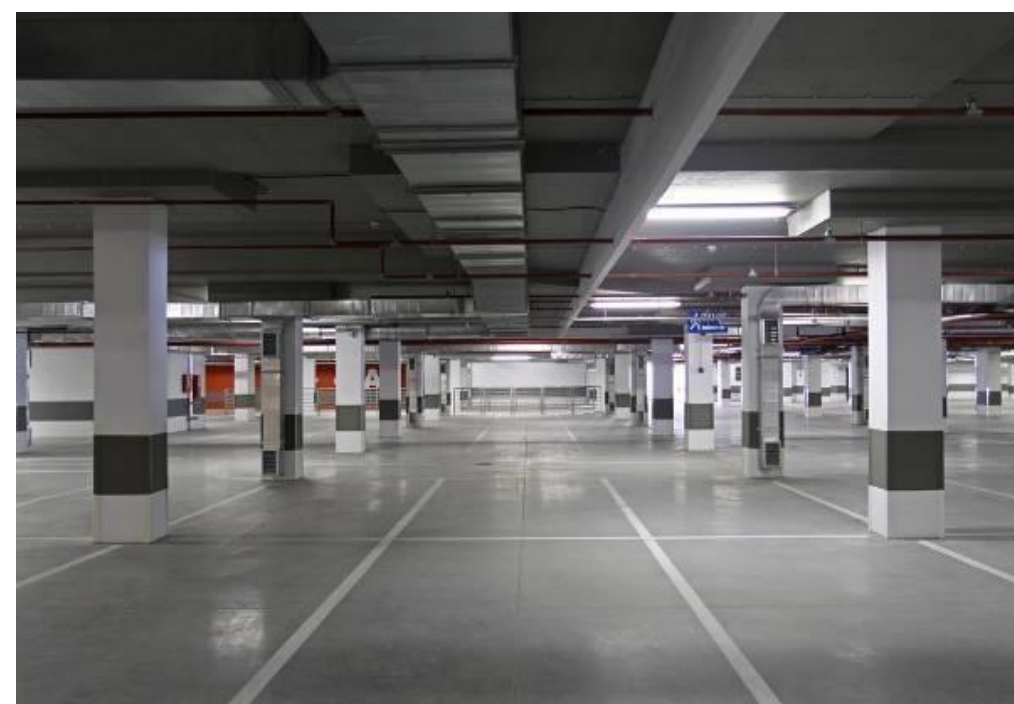
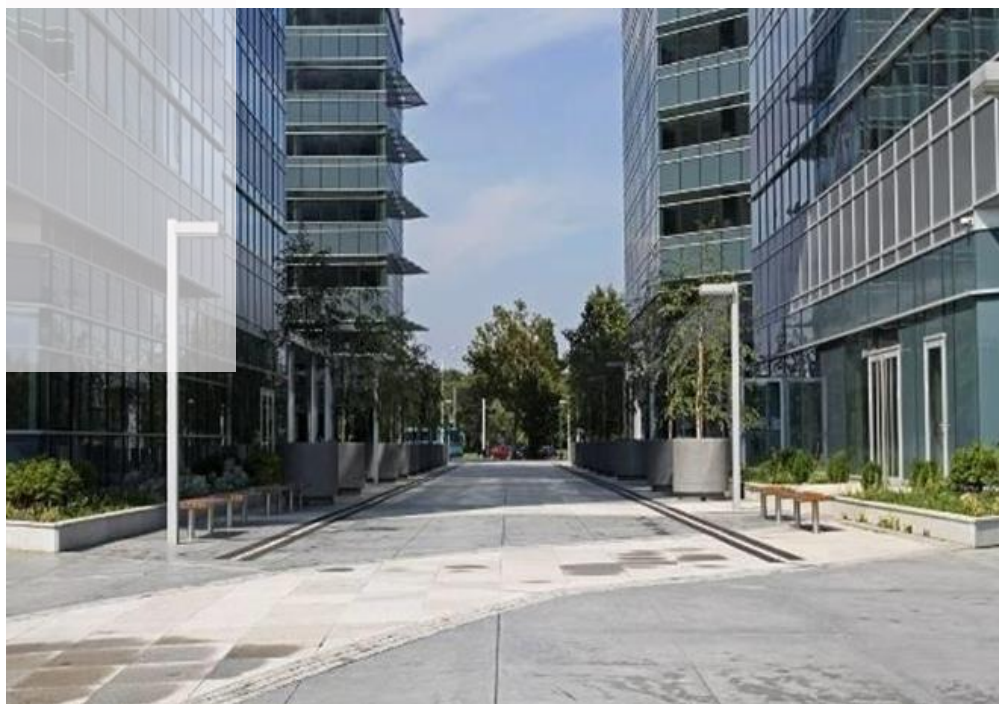
Total GLA	32,400 sq m
Parking Places	469
Parking Ratio	1PP per 65 sq m of GLA
Number of Levels	2 Underground parking floors + GF+7 Upper floors
Annual Rental Income	€ 6.7m
WALD	4.07 years
Average rent – office	€ 15.98
Rent Currency	EUR (denominated and collected in EUR)
Indexation	CPI or CPI + 1%

Complex is situated at the corner of Spanskih boraca Street and Mihaila Pupina Boulevard, in the heart Belgrade CBD, nearby the busiest routes in Novi Beograd and only 3 km from the city centre.

The complex corner position provides impressive accessibility, exposure and visibility, and also enjoys convenient public transportation routes linking the property to all parts of the city.



# PROPERTY GALLERY

















# TENANTS

## OVERVIEW

Attractive mix of large and medium sized occupiers from various IT, pharmaceutical, electronic and finance industries.

TOTAL TENANTS: 38

INCOME PER YEAR: EUR 6.7 m

 <p>Microsoft in Serbia was founded in 2002, and its development center was opened in 2005. Currently it has 200 employees and is involved in development of its main projects.</p> <p>Leased Area: Offices (GLA): 8,158.22 sq m Storage (GLA): 70 sq m Parking places: 133</p>	 <p>NCR is the world's leading enterprise technology provider of software, hardware and services for banks, retailers, restaurants, small business and telecom companies.</p> <p>Leased Area: Offices (GLA): 5,392.68 sq m Parking places: 25</p>	 <p>LG Electronics is a South Korean multinational electronics company. LG comprises four business units: Home Entertainment, Mobile Communications, Home Appliances &amp; Air Solutions, and Vehicle Components. The company has 128 operations worldwide, employing 83,000 people.</p> <p>Leased Area: Offices (GLA): 556.58 sq m Parking places: 14</p>	 <p>The European Bank for Reconstruction and Development is an international financial institution founded in 1991. As a multilateral developmental investment bank, the EBRD uses investment as a tool to build market economies.</p> <p>Leased Area: Offices (GLA): 653.19 sq m Parking places: 5</p>	 <p>The Organization for Security and Co-operation in Europe is the world's largest security-oriented intergovernmental organization. Its mandate includes issues such as arms control, promotion of human rights, freedom of the press, and fair elections.</p> <p>Leased Area: Retail: 1985.12 sq m Parking places: 35</p>	 <p>The Procter &amp; Gamble Company is an American multinational consumer goods corporation. P&amp;G is made of many individual brands, each serving customers in different ways - but all with a focus on making peoples' lives a little easier.</p> <p>Leased Area: Offices (GLA): 480.60 sq m Parking places: 28</p>
 <p>Sanofi Aventis a global healthcare leader with more than 100,000 employees. It provides healthcare solutions in more than 170 countries world wide.</p> <p>Leased Area: Offices (GLA): 846.94 sq m Storage (GLA): 145 sq m Parking places: 33</p>	 <p>The Council of Europe is continent leading human rights organization.</p> <p>Leased Area: Offices (GLA): 554.41 sq m Parking places: 1</p>	 <p>EFT Group is the premier electricity trading and investment group in south-east Europe. In the last decade, the Group has accounted for the majority of cross-border trading and deliveries in the countries lying between Austria and Turkey and as far north as Poland.</p> <p>Leased Area: Retail: 1,265.26 sq m Parking places: 44</p>	 <p>An Integrated Services Group that combines comprehensive customer care capabilities with unparalleled digital, training and technology expertise to help build brand loyalty and improve customer satisfaction.</p> <p>Leased Area: Offices (GLA): 4,257.26 sq m Storage (GLA): 20.13 sq m Parking places: 49</p>	 <p>Euronet Worldwide provides secure electronic payments and transaction solutions for financial institutions, retailers, service providers, and consumers.</p> <p>Leased Area: Offices (GLA): 1,774.39 sq m Parking places: 19</p>	 <p>Smith Micro Software is an American company that provides highly scalable mobile applications and value-added solutions for mobile and cable operators around the globe.</p> <p>Leased Area: Offices (GLA): 637.29 sq m Parking places: 9</p>



# GENERAL MARKET

## OVERVIEW

Serbian investment volume exceeded EUR 600 million in the past five years, while Serbian real estate market continues to grow. Office segment is becoming more attractive to foreign investors, and In commercial terms, the assets including Blue Centre are leased on institutional grade (to 5 years without break options on average, with triple net rents).

According to the World Investment Reports for the past few years, Serbia is mentioned as one of the few countries from the South-Eastern part of Europe where foreign direct investments and companies from abroad found the proper place for development and stability. Also, the World Bank Report revealed that Serbia improved the business climate in the past few years and worked on the conditions related to fast incorporation and a favourable tax regime for foreign investors. Considering the confidence and the stability of the economy, Serbia welcomes investors worldwide to operate in the country's main industries

In that manner, Belgrade, as the capital of Serbia, is considered one of the most attractive destinations for foreign investors, especially for the companies that are interested in establishing shared service centres and business process outsourcing.

The demand is primarily driven by IT, telecommunication and high-tech companies, followed by pharmaceutical companies and banks





# TRANSACTION TIMETABLE

The offer for the building must contain the price in EUR as well as details of the source of any finance required for this transaction (debt and equity).

The Purchaser shall bear all the costs of the transaction and will forfeit all rights to reimbursement of any costs from the Seller or any of its affiliates.

01

- **9 - 20 January 2020**
- Sharing IM and Tenancy information
- Collection of NDA's

02

- **21 January - 15 March 2020**
- Bid collection
- Viewing of the complex

03

- **16 - 31 March 2020**
- Best bid selection

04

- **1 April - 15 May 2020**
- DD period with access to the VDR
- Meetings for the discussion of red flags

05

- **18 May - 9 June 2020**
- Agreement on final terms

06

- **10 - 30 June 2020**
- SPA drafting,
- signing and closing end date



# BUSINESS CONTACTS

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