



EXPOZITIEI MARKET ANALYSIS 2020



EXPOZITIEI

CITY CENTRE

Expozitiei is a neighbourhood in the northern part of Bucharest, between Herastrau Park and Chitila area. It is situated between two main thoroughfares running North to South, DN1 and DN1A national roads, which link the Bucharest city centre to the North and West of the country.

Expozitiei is one of the few areas in the capital city that enjoys, alongside a good name, a massive untapped development potential, released by brownfields and undeveloped land plots. Its growth potential could be even more enhanced once the announced subway line M6 will be delivered.

In the past years, Expozitiei has emerged as a development hub for the office market, with 120,000 sqm of existing office buildings and 170,000 sqm of planned office projects. By 2022, the area will host over 30,000 employees.

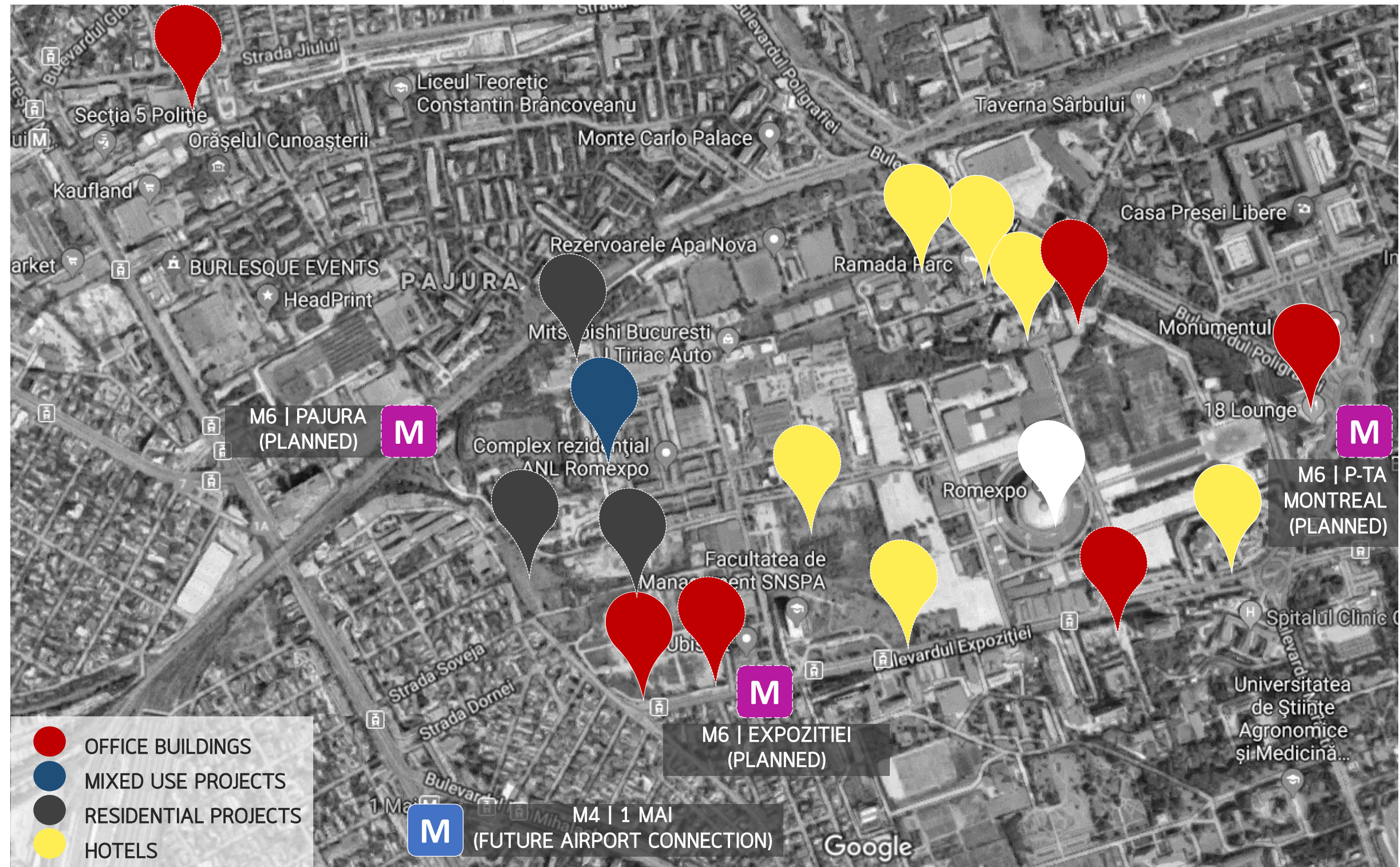
The intense growth of the office market in Expozitiei has led to a high interest from residential developers, with 1,100 units under construction and another 1,500 planned units.

Expozitiei has one of the highest development potentials on the office segment,

due to the development of the subway network (planned M6 line), very good positioning inside the city, good access to the city centre and airports. The new office projects in the area will host more than 20,000 employees.

The presence of academic centers in the area (Romanian-American University, University of Agriculture and Veterinary Medicine, National University of Political Studies and Public Administration) gives potential tenants in the area access to a diverse talent pool.

With 1 Mai (Chibrit) and Jiului subway stations only in relative proximity, several of the best office buildings in Bucharest were built in this area - Bucharest Business Park, S-Park, City Gate and the Unicredit Bank headquarters. This is an atypical development pattern for an office area, that otherwise benefits from good visibility, infrastructure, proximity to airports and city center arteries.



Expozitiei Area is relatively sparsely populated, with large areas of parkland. The Northern area of the city is the one that has developed the most in the latest years and has become the favorite among the residents of Bucharest, due to the fact that it is located both near green areas and lakes, but also close to the center of the city, 10 - 15 minutes by car.

Both Expozitiei and the adjacent area Straulesti are under continuous development, with a large number of residential projects announced in the short to medium term.

Points of interest: a variety of restaurants and bars, Herastrau Park, Romexpo Exhibition Center, shopping centres, hotels, banks, hospitals.

New development hubs in Bucharest have to face the challenge of providing the infrastructure needed to connect to all the areas of an increasingly crowded city.

Expoziției benefits from an unique position due to its location within the city, unlike other developing areas that are mostly based on the outskirts of Bucharest.



Expoziției is directly connected to the city centre via Kiseleff Boulevard and to Henri Coanda airport via Bucuresti-Ploiesti motorway and benefits from its vicinity to the M4 metro line to the Northern Railway Station.

With 1 Mai and Jiului as the nearest metro stations, the area has yet to benefit from an underground infrastructure in its immediate proximity.

Bucharest Subway Map



The works for the development of the M6 line, which will connect the Northern Railway Station to the Henri Coanda International Airport and will provide Expoziției with its own subway station, are planned to start this year. The projected timeline for the project is 4.5 years.

However, Expoziției benefits from a good public transport connection to all areas of the city (41, 42 tram lines, 105, 131, 148, 149, 205, 261, 304, 330, 335, 449, N113 buses and 780 and 783 express buses to Henri Coanda Airport).

NEW DEVELOPMENTS

New developments in Expozitiei, 2019-2021

Office

Hotel

Residential

Mixed-use

J8 Office Park
Portland Trust

Ana Tower
Ana Holding

Parcului 20
Futureal

Mixed use project
Iulius Mall

Mixed use project
London Partners

Mixed use project
Tiriac Holding

Residential project
Akcent Construction Projects

New hotel project
Romanian Hospitality
Management SRL

ROMEXPO

Luxuria Apartments
Impact Developer & Contractor

Swiss Hotel
Central Residential Park Doi SA

@Expo
Atenor

Expo Business Park
Portland Trust

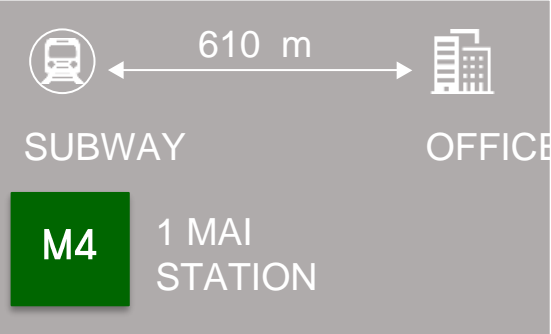
EXPO BUSINESS PARK

CITY GATE

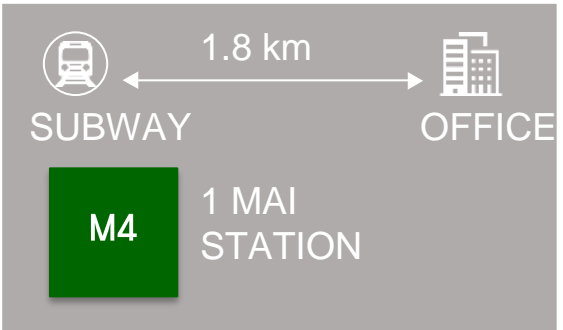


Portland Trust’s office project consists of three buildings. The first building, with a 17,750 sqm GLA, is fully occupied by ING. The other two buildings have a combined GLA of 20,250 sqm. The project has been delivered in a single phase in Q3 2019.

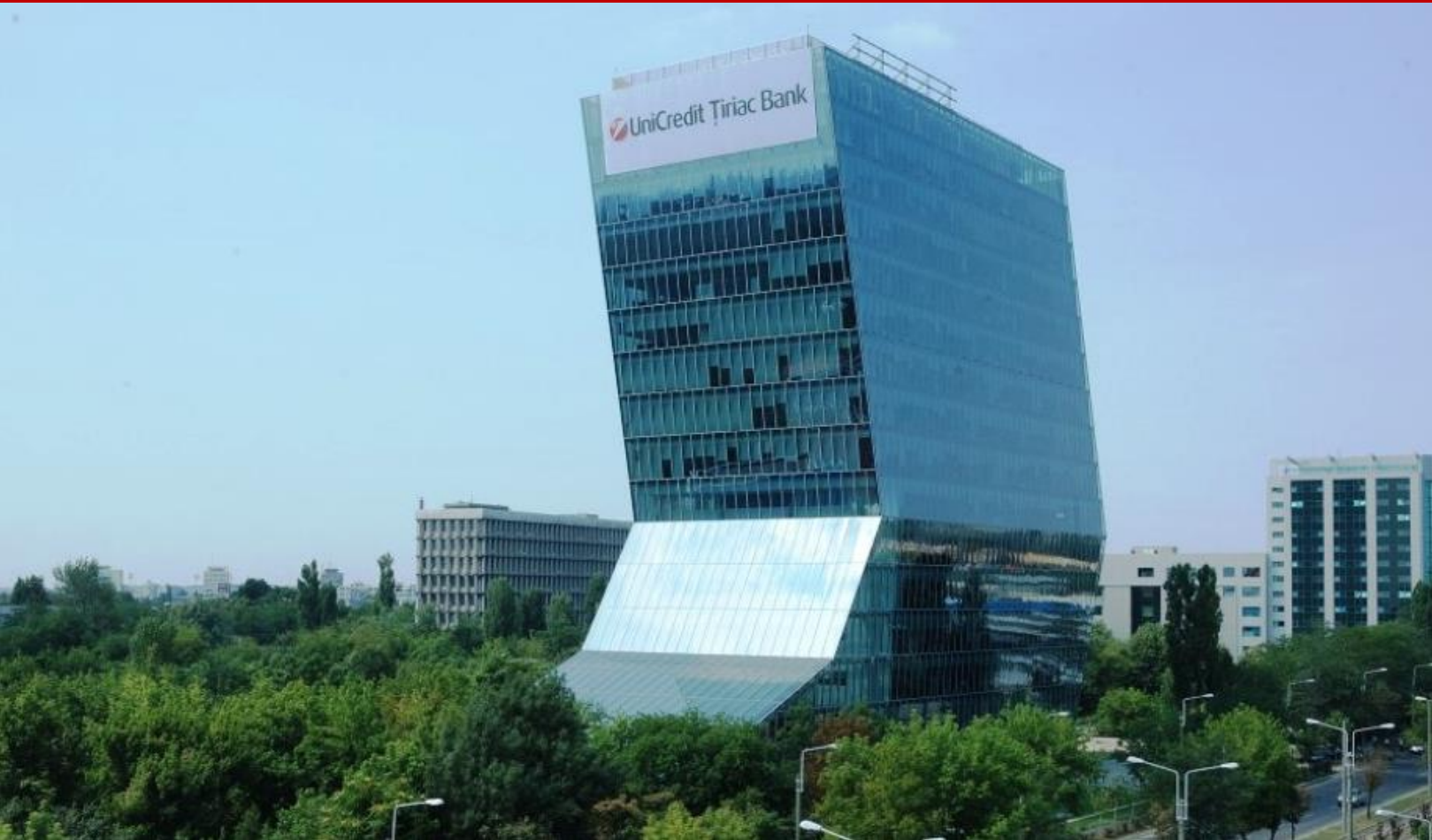
Ownership	PORTLAND TRUST
Category	Class A
Delivery year	2019
Tenants	ING, Regus
Lease term	5 years
Green Building Office Certification	BREEAM
Floors	3UG + commercial GF + 8 floors
Gross leasable area (GLA)	38,000 sqm
Typical floor	1,320 - 1,700 sqm
Underground parking spaces	624
5 min. walking distance to Expozitiei subway station (2021)	




Ownership	GTC
Category	Class A
Delivery year	2008
Tenants	E.On, Telekom, Rompetrol
Lease term	5 years
Green Building Office Certification	Yes
Floors	3UG + GF + 18 floors
Gross leasable area (GLA)	47,700 sqm
Typical floor	1,000 sqm
Underground parking spaces	900
5 min. walking distance to Expozitiei subway station (2021)	




UNICREDIT HQ





1.5 km



SUBWAY

OFFICE

M4


1 MAI STATION

Ownership	Unicredit Bank
Category	Class A
Delivery year	2012
Tenants	UniCredit Bank
Lease term	5 years
Green Building Office Certification	BREEAM
Floors	UG + GF + 15 floors
Gross leasable area (GLA)	22,000 sqm
Typical floor	1,350 sqm
5 min. walking distance to the future Expozitiei subway station (2021)	


WORLD TRADE CENTER



Ownership	World Trade Center Bucuresti
Category	Class B
Delivery Year	1993 (refurbished in 2010)
Tenants	BCR, Michelin, Samsung, Regus
Lease term	5 years
Floors	3UG + GF + 10 floors
Gross leasable area (GLA)	10,500 sqm
Typical floor	1,000 sqm
Underground parking spaces	200
5 min. walking distance to the future Expozitiei subway station (2021)	



1.6 km



SUBWAY

OFFICE

M4

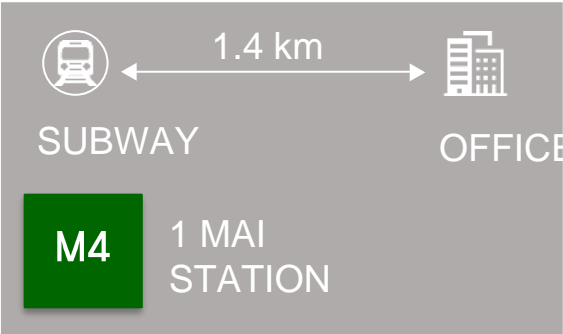
1 MAI STATION

ANA TOWER



Ownership	ANA HOLDING
Category	Class A
Delivery year	2020
Tenants	PWC, Roche
Lease term	7 years
Green Building Office Certification	LEED
Floors	3UG + GF + 24 floors
Gross leasable area (GLA)	28,000 sqm
Typical floor	1,200 sqm
Underground parking spaces	357
5 min. walking distance to Expozitiei subway (2021)	

Romanian businessman George Copos’ new office building, delivered in Q1 2020, has 24 floors with a total GLA of 28,000 sqm and 357 parking spaces. Over 40% of the building has been leased by PWC and Roche.




@ EXPO

J8 OFFICE PARK




@Expo- built on a 11,600 sqm land plot, the office building will have a GLA of over 48,000 sqm and is currently in the planning stage.

Ownership	ATENOR
Category	Class A
Delivery year	2021
Lease term	5 years
Green Building Office Certification	BREEAM Excellent
Floors	3UG + GF + 18 floors
Gross leasable area (GLA)	48,000 sqm
Typical floor	1,350-3,000 sqm
Underground parking spaces	TBD
5 min. walking distance to tram and bus station	



1km




SUBWAYOFFICE

M4


1 MAI STATION

Ownership	PORTLAND TRUST
Category	Class A
Delivery year	2020-2021
Tenants	Ubisoft
Lease term	10 years
Green Building Office Certification	Yes
Floors	UG + GF + 7 floors
Gross leasable area (GLA)	45,000 sqm
Typical floor	3,000 sqm
Underground parking spaces	TBD
5 min. walking distance to Jiului subway station	

Built next to Jiului metro station, the office campus will have over 45,000 sqm of office space. The project is expected to be delivered in Q4 2020-Q1 2021. 60% of the project has been pre-leased by IT company Ubisoft.



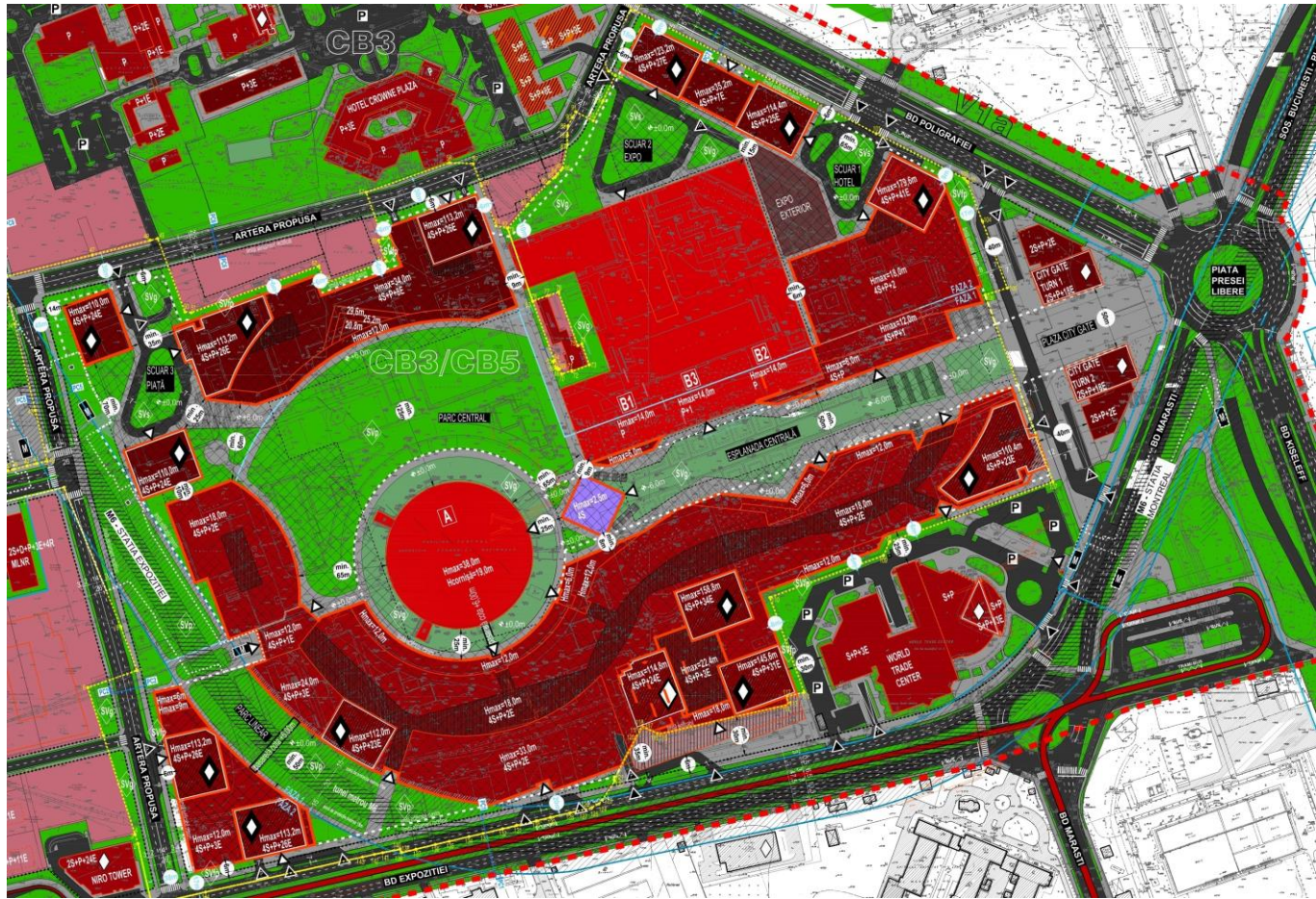
155m



SUBWAYOFFICE

M4

JIULUI STATION



FUTURE PROJECTS



Tiriac Holding is planning the construction of 24 mixed-use buildings on the 70,000 sqm land plot next to ANL residential compound that the company owns. The plan includes a hotel, residential, office and retail buildings as well as auto showrooms.

Tiriac Group is one of the largest Romanian private businesses, specialized in four major market sectors: automotive, financial and leasing services, real estate and VIP charter. Its real estate division, Tiriac Imobiliare, is present on the market since 1994 and has been involved in the development of a series of residential, office, retail and special-use projects. Their most important projects include Stejarii Residential Club in northern Bucharest and the upcoming office building Tiriac Tower located in the CBD area of the capital city.



Stejarii Residential Club



Tiriac Tower



Praktiker Targu Mures



Tiriac Collection



British residential developer London Partners, present on the Romanian real estate market since 1994, has acquired a 28,000 sqm on Expozitiei Boulevard in 2019 and plans on developing a mixed-use project in the following period. London Partners is currently one of the most active developers on the Bucharest market, with 236 units delivered in the Soho residential project located in the city centre and another 966 planned units after the takeover of phases II and III of Belvedere Residence, located in northern Bucharest.



Soho Unirii



Belvedere Residence



Two new hotel projects have been announced in the area: on Expozitiei 22A - an 8 floor-high hotel will be developed by the major shareholder of TTS, a large transport & logistics company; Central Residential Park Doi, part of the large investment company Niro Group, will build a 24 floor-high hotel. NIRO Investment Group is a fully privately owned Romanian group of companies with over 25 years of expertise in investments, development and asset management.



Central Residential Park



Grand Hotel du Boulevard



Niro Office Building



Vecchio 1812



Together with the Romanian Chamber of Commerce, Iulius Group plans on developing a mixed-use project on a 330,000 sqm public-owned land plot. The plan includes a complete redesign of the existing Romexpo exhibition center, office and retail spaces, the largest coworking space in the country, a 5 star hotel, a cultural/entertainment center, a public garden connecting the area to Herastrau Park, two museums, an oceanarium, a local produce fresh market and the largest parking lot in Romania, with over 12,000 parking spaces. Estimated at 2.87 B EUR, the project will be built in several phases, with the first phase due for commencement in the first half of 2021.



Planned Romexpo project

Iulius Group is the largest developer and operator of mixed-use projects in Romania, with 300,000 sqm of retail premises and 150,000 sqm of class A office spaces. Their most recent project, Iulius Town, developed in Timisoara together with South-African investment fund Atterbury Europe, is the most important real estate project delivered this year in Romania.



Iulius Mall Cluj-Napoca



United Business Center Timisoara



Iulius Town Timisoara



Palas Mall Iasi



In the 2000s, the wider area Domenii-Mihalache Boulevard-Expozitiei became increasingly upmarket, due to the presence of large old villas and apartments in and around it. As the residential market developed, the prices in the main luxury areas grew significantly and the clients started to consider this area for apartments as good options for high - quality living.

The intense development of the office market in Expozitiei has led to a high interest from residential developers. The market is suited for middle-high to high end residential developments. Currently, there are two residential projects partially delivered or under construction in Expozitiei:

Luxuria Domenii Apartments - Impact's first high end residential project will have a total of 630 apartments in nine buildings, built in 3 phases delivered between 2018 and 2020;

Parcului 20 - developed by Cordia, Parcului 20 will have a total of 469 units delivered in two phases.

Two other projects are planned to be developed on over 35,000 sqm of land: London Partners has announced a mixed-use project with 966 residential units while Akcent Construction Projects plans the development of over 600 units.

LUXURIA DOMENII RESIDENCE

PARCULUI 20



Developer	IMPACT DEVELOPMENT & CONTRACTOR
Units	630
Parking	728
Planned delivery	Q1 2020 - 1 st phase Q2 2020 - 2 nd phase Q3 2020 - 3 rd phase
Layout	Gf+8/Gf+11/Gf + 12 (9 buildings in total)
Facilities	Green area Reception and lobby area Concierge services 24/7 security

Finishes	Floor-to-ceiling windows Aluminum-framed windows Marble and granite floors for common areas Room height: 2.8 - 3 m BREEAM green building certificate
Units average net size	Studio: 43 sqm 1 bedroom: 53 sqm 2 bedrooms: 82 sqm 3 bedrooms: 106 sqm 4 bedrooms (duplex): 215 sqm
Average price/net sqm	2,200 €

Developer	CORDIA ROMANIA
Units	469
Parking	579
Planned delivery	2020
Layout	Gf+11 (two buildings in total)
Facilities	Private garden Reception and lobby area Bicycle parking 80 storage units 24/7 security Smart home components

Finishes	Floor-to-ceiling windows Aluminum-framed windows Natural materials for common areas
Units average net size	Studio: 36 sqm 1 bedroom: 47 sqm 2 bedrooms: 66 sqm 3 bedrooms: 92 sqm
Average price/net sqm	1,850 €



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