

Press release

Balmain Asset Management sponsors serial adventurer

On 30th June British traveller and adventurer James Ketchell began a global cycle journey which, when completed will make him the first man to have rowed the Atlantic, climbed the Everest and cycle around the world. Balmain Asset Management as a sponsor of the journey invited him to visit and recharge batteries in 3 of the company's assets: CH Borek in Wrocław, CH Arena in Gliwice and CH Zakopianka in Kraków.

Warsaw, June 2013 – James Ketchell's journey started yesterday at 12.00 pm Greenwich Time at the Royal Observatory in Greenwich, London. He was seen off by family friends and 50 cyclists, who cycled with him to Dover. There is more than 20 countries and more than 29 000 km ahead of him. Heading first to France, Belgium, Netherlands and Germany Poland will be the 5th country he will visit. Despite the tight schedule traveler will find a time to stop for a while and talked about his journey in three Polish shopping centres:

- Centrum Handlowe Borek in Wrocław on 13th July at 12pm,
- Centrum Handlowe Arena in Gliwice on 14th July at 12 pm,
- Centrum Handlowe Zakopianka in Kraków on 14th July at 6 pm.

"We are very happy to support James Ketchell in his incredible journey. People with passion have enough energy to change this world and James is definitely one of them. While his journey he will be also raising money for ELIFAR Foundation which aim is to help families with disabled children and which we, as Balmain, are also supporting. We are also very happy that James will find a time to talk about his achievements in three shopping centres run by Balmain" says James Turner, Managing Director at Balmain Asset Management.

"This is one of the biggest things I've ever done. Cycling is the easy bit. I'm sure there will be lots of challenges along the way that I'll have to sort out and think about it but it wouldn't be

an adventure otherwise. I can't wait the Polish part of the journey – I'm sure it will bring a lot of positive emotions" says James Ketchell.

His journey will be unassisted and he will pack all that he needs into his saddlebag: a tent, sleeping bag and roll mat, camera, phone and change of clothes.

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Balmain Asset Management - Established in 2003, Balmain Asset Management is a specialist in the investment, asset management, leasing and development of shopping centres and retail properties. Balmain Asset Management has operated in Poland since 2004 where it is based in Warsaw with an experienced local team. Through the team's experience and diverse backgrounds in retail property, Balmain is able to source, acquire and fund the purchase of retail property assets and sites with identified asset management and development opportunities and then deliver the strategies through its leasing and development teams based locally. Balmain has over €500m of retail property assets under management containing in excess of 1,000 tenancy units in 25 properties welcoming over 40 million customers annually.

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