

## **Balmain supports record breaking adventurer conquer the world**

*At the beginning of February British traveller and adventurer James Ketchell, sponsored by Balmain Asset Management, accomplished his 7-months global cycle journey which took him to over 20 countries including Poland. All these to challenge his physical and mental limits and to help children in need.*

**Warsaw, 13<sup>th</sup> February 2014** – James Ketchell crossed finish line in Greenwich Observatory in London following the completion of the third of his global extreme challenges making him the first man to row Atlantic, climb Everest and cycle around the world. ‘Captain Ketch’ as James is more affectionately known as, has been cycling on average nearly 100 miles a day since June last year making 18 000 miles in total in 7 months. In July last year he has stopped for a bit in 3 Polish shopping centres managed by Balmain Asset Management: Borek in Wrocław, Arena in Gliwice and Zakopianka in Kraków where he met with young enthusiasts of cycling and extreme adventures. As part of the visits, bicycles were given to local orphanages and children in need.

Upon crossing the finish line in Greenwich, James said, “It’s an incredible feeling, I’m just so happy and relieved to have done it and hopefully I’ve inspired other people to achieve what they want to do in life in the process. I’d like to thank Balmain Asset Management for their kindness and generosity without which the final cycle challenge would not have happened. Also, I’d like to thank all the wonderful shoppers in Balmain’s centres for coming along to the events we staged throughout the global challenge.”

James Turner is Managing Director of Balmain Asset Management, “Supporting James Ketchell in his incredible journey is a part of Balmain’s ongoing programme of corporate social responsibility. James is an incredible guy and achieved the unthinkable – the Ultimate Triathlon. From the moment we met, I knew our firm had to help support him on each of his last 2 challenges. James has helped motivate the Balmain team and his determination and focus mirror’s our own business approach to asset management”.

New chapter in James' life started with a terrible motorbike accident, after which doctors told him he could have severe difficulty walking and little chance of performing any continual physical tasks, James wanted to challenge his physical and mental limits, "That just made me want it more," said James. "I could sit and feel sorry for myself, or I could do something about it".

James's journey wasn't solely about a personal road to recovery but also to raise awareness for needs of disable children and adults. Over the course of his travels James has met with more than 5,000 children across schools and scout groups around the world, sharing stories of adventure and educational information.

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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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