

CITY CENTRES MOST POPULAR AMONG DUTCH SHOPPERS

Wide range of shops is main attraction of city centres

Rotterdam, 20 September 2012 - Over half of Dutch shoppers (55%) prefer to shop in historical city centres. This is one of the outcomes of a survey conducted by Peil.nl among 1500 Dutch consumers from around the country commissioned by Vastned, the listed European property fund focusing on venues for premium shopping. The main attractions of city centres are firstly a wide range of shops, secondly the combination of shops, restaurants and other entertainment, and thirdly the authentic atmosphere of city centres.

City centre is for spending

The popularity of city centres is confirmed by how often Dutch consumers visit them: half of the respondents stated they visited the city centre more than once a month, and that when they did, they spent money there. Two thirds of respondents made a (non-food) purchase on at least half their visits to a city centre.

Dutch people are critical however of city centres

However, city centres must continue to earn their popularity, because Dutch shoppers expect quality. For example, they want a good mix of shops. They especially don't want shopping environments to have the same predictable range of shops. For many people, a limited variety of shops reduces the attraction of city centres. There should also be a good balance between smaller local shops and the larger, well-known chains. A large majority (86%) of respondents felt that the local council should actively pursue a policy to make city centres attractive for both smaller and larger retail brands.

Press release

City centres have work to do

Taco de Groot, Vastned's Chief Executive Officer, had this reaction to the results of the poll: 'City centres are well placed to remain successful in our present economic climate. But the poll also underscores that remaining successful involves considerable challenges. Limited variety of shops and high parking fees can have a huge impact on a city's attraction. Finding an answer requires a systematic, coordinated approach of policy makers, entrepreneurs, retailers and investors. They have work to do.'

Regional differences

The survey also highlights differences between Dutch regions: in the larger cities, extended shopping hours are highly appreciated, while in the eastern provinces shoppers wish to be able to take purchases home immediately and touch them. Being able to see and touch products is also highly valued in the south, while people in the north enjoy the social aspect of busy city centres.

About Vastned

Vastned is a listed (NYSE Euronext Amsterdam) European retail property fund focusing on *venues for premium shopping*. It invests in selected geographical markets in Europe and Turkey, concentrating on the best retail property in the most popular shopping streets in the bigger cities (high streets). Vastned also owns attractive shopping centres and retail warehouses. Its tenants are strong and leading international and national retail brands. The property portfolio has a size of approximately € 2.1 billion.

Note for the editor, not for publication

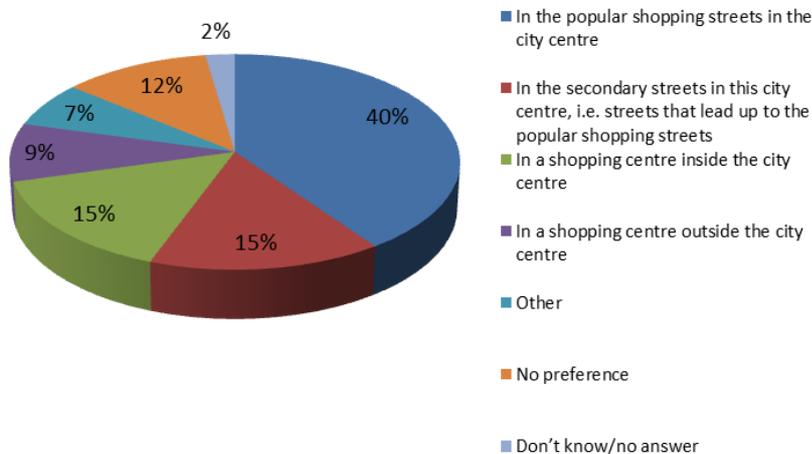
Peil.nl conducted this poll in the summer of 2012 among 1500 Dutch consumers from around the country commissioned by Vastned, the listed European property fund focusing on venues for premium shopping.

Further information:

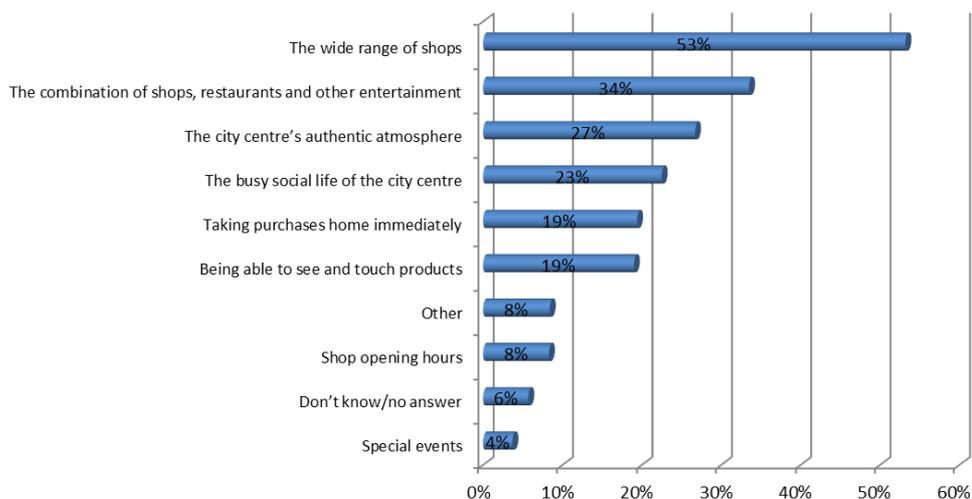
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Appendix I:- Results

Where do you prefer to go shopping in this city?

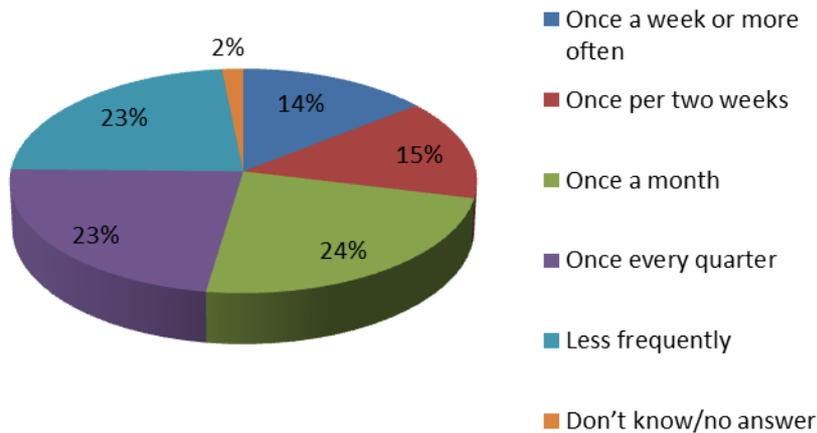


What makes shopping in the city centre attractive for you?

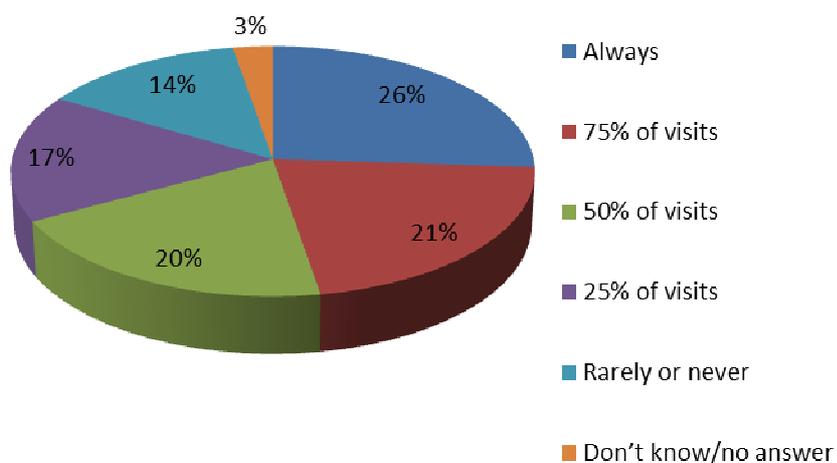


Press release

How often do you go into the city centre to shop?

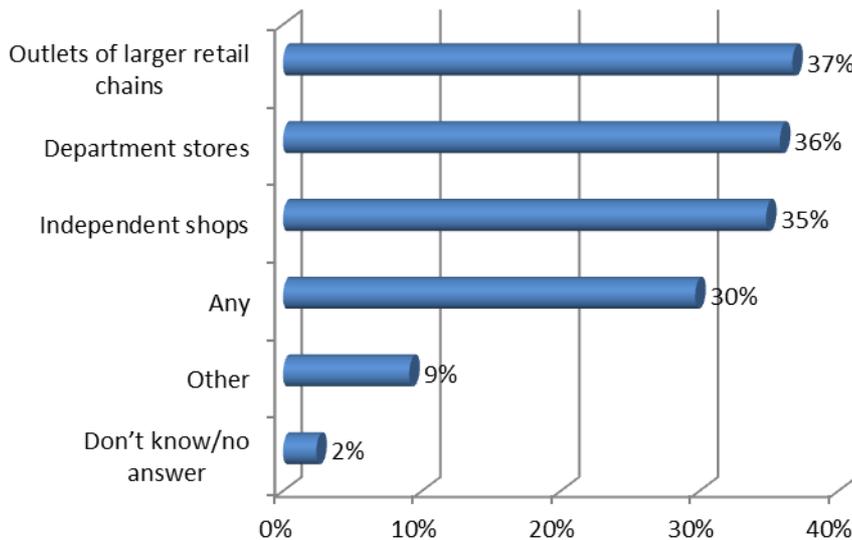


How often do you actually make a (non-food) purchase during a visit to the city centre?

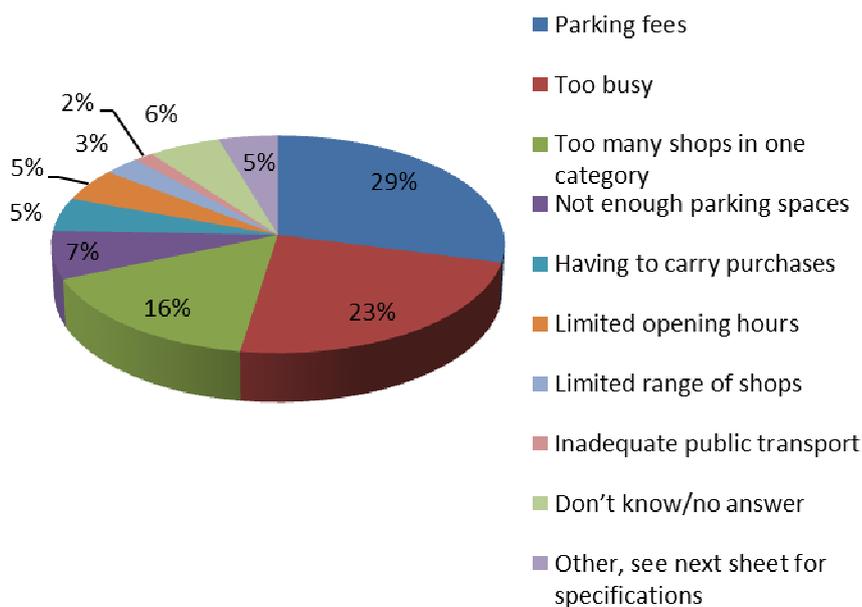


Press release

What kinds of shops in the city centre do you visit most?

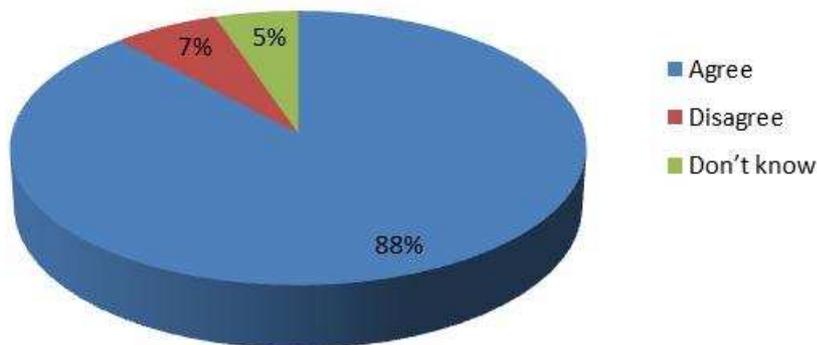


What aspects of shopping in city centres do you like least?

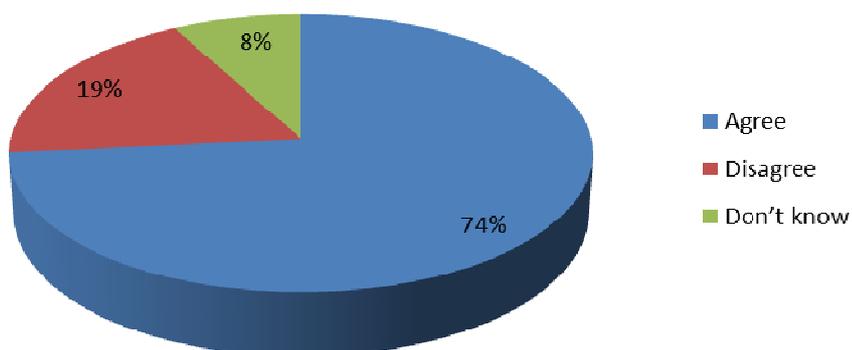


Press release

Shops of smaller, local entrepreneurs make shopping in the city centre attractive.

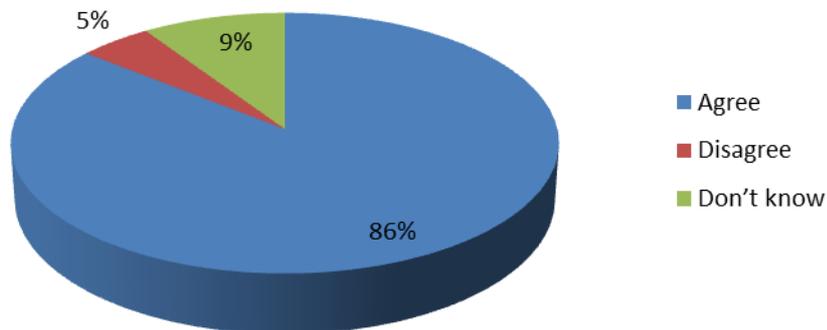


Shops of larger, well-known brands belong in city centres.



Press release

Local councils should pursue a policy making the city centre more attractive for larger and smaller retail brands to set up shops.



Press release

What makes shopping in the city centre attractive for you?

