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Press release

Leading research company Nielsen signs 4,600 sq m at Gdanski Business Center in Warsaw

HB Reavis, one of Central and Eastern Europe's leading commercial developers, has secured a new client for its buildings C and D within Gdanski Business Center in Warsaw. Nielsen, a global leader in the area of marketing information, media measurement, analysis and business information, has signed a lease for two offices totalling over 4,600 sq m.

Nielsen, which studies consumer behaviour to identify buying trends and media habits across more than 100 countries around the world, has been operating in Poland since 1996. Nielsen's new offices are located in buildings C and D at the Gdanski Business Center within the GBC II. Nielsen is locating to one of the premises already in August 2016 and will occupy the second one as of 2017.

Brian Holtze, Head of Global Real Estate Transactions from Nielsen said: *"We found the right place, the tailor-made office that meets our highest demands. We have a space now that provides comfort to our employees and at the same time gives us the opportunity for further development."*

Grzegorz Strutyński, Commercial Director and Member of the Board of HB Reavis Poland commented: *"Gdanski Business Center, which is almost 100 per cent occupied, offers an attractive proposition for companies like Nielsen who want to attract young and talented professionals. The office complex is ideally located in the highly sought-after city fringe of Warsaw, with excellent communication links just minutes away allowing staff to easily get to work and to meetings. All our premises have been designed with people in mind, offering a modern, well-designed working space, which is extremely important today for business looking for a new space. The surrounding area also offers a wide range of amenities including shops, bars and restaurants."*

Karolina Łuczyńska from Knight Frank, which advised on the deal, said: *"Tenants' requirements are no longer confined only to the height of the rental price. Instead companies' search criteria today cover a much wider spectrum. The premises location and easy access to excellent transport links and facilities are extremely important. But in addition to that businesses want an office with a wow factor. In terms of the search, we are seeing much more focus on the internal elements, companies simply want a place where staff members enjoy spending time."*

Gdanski Business Center comprises four office buildings (buildings A and B have been sold by HB Reavis in mid-September this year to Savills Investment Management on behalf of a Global Pension Fund client) totalling approximately 100,000 sq m of modern Class A office space. Situated in close proximity to the Dworzec Gdanski metro station, numerous bus and tram stops, Warszawa Gdanska railway station and with the municipal rental bikes Veturilo located nearby, the complex provides workers with an easy access to all parts of the city. The complex is home to a number well-known companies including: KPMG, the Agricultural Property Agency, SNC Lavalin, Provident, WebInterpret, KMD, Agito, Bank BGZ BNP Paribas SA and insurance group Aviva.

About HB Reavis

HB Reavis is an international real estate developer founded in 1993 in Bratislava, Slovakia. It operates in the United Kingdom, Poland, the Czech Republic, Slovakia, Hungary and in Turkey and is currently the third largest developer in Europe, according to PropertyEU's annual 'Top Developers Survey'. The operations have so far yielded a total of 917,500 sq m of modern offices, shopping and entertainment spaces in addition to logistics facilities. Over 1 million sq m of developments are in the planning, permit or construction stages. HB Reavis relies on a fully integrated business model covering development, construction, property and investment management. The group has total assets of €2.1 billion, with a net asset value of almost €1.2 billion. With more than 500 professionals, HB Reavis is a global market leader in international commercial real estate. HB Reavis' strong market position has been recognised through numerous awards, such as the UK Property Award "Best Office Architecture London 2015" for 33 Central and the CEE Quality Award for "Developer of the Year in CEE, 2015". For more information, please visit <http://www.hbreavis.com>.

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About Nielsen

Nielsen Holdings plc ([NLSN](http://www.nielsen.com)) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services for all devices on which content—video, audio and text—is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.