

Smart Park: double-digit increase traffic growth and new agreement for a “PINK WOMAN” store

The Smart Park shows a **double-digit traffic growth** as from the removal of movement restrictions, with **19% growth in June and 15% in July**, compared to the respective months of 2019, reflecting the public’s preference for safe and open commercial and recreational area.

At the same time, confirming the Smart Park’s potential, as well as the consumers’ trust, particularly during this critical time for public health and Greek economy, the Park enhances the mix of the services it offers, **by adding a new women’s clothing and accessories retail store, “PINK WOMAN”, of a total surface area of approximately 289 sq. m.**

In particular, “GYALOU COMMERCIAL AND TOURISM SA”, a REDS SA subsidiary, which operates and exploits Smart Park, recently signed a commercial property lease agreement with the company “INTRAFASHION GROUP Craft and Commercial Société Anonyme”, which owns the “PINK WOMAN” trademark, for the creation of a commercial store- The “PINK WOMAN” brand has an international presence in the clothing retail sector, with more than 80 stores in 5 countries.

We would like to remind that Smart Park restarted operations on 4 May 2020, initially with a limited number of stores, whereas, as from 11 May 2020, the Part returned to normal operations when all stores reopened. The safety of Smart Park’s staff, employees and visitors is the highest priority. In this context, additional measures for ensuring everyone’s health are constantly taken.

Kifisia, 6 August 2020