

## **Press Release**

Warsaw, July 5th, 2016

## Ronson maintains its annual plan for the sale of flats

In the second quarter 2016 Ronson Development sold 156 units net, and 362 flats cumulatively during the first six months of the year. The Company upholds its plans assuming minimum sale of 900 flats in 2016.

During the second quarter the developer provided its customers with keys to 170 flats, which means an increase by 14% compared to the same period last year. Over the entire first half of 2016, the number of handed over flats reached 275.

In the first half of 2016 Ronson Development sold a total of 362 flats net in relation to 410 units in the same period of 2015. Only during the second quarter 2016 Ronson sold 156 flats compared to 224 units in the corresponding period last year.

During the first six months of 2016 the greatest number of flats were sold in the Warsaw projects: Espresso (89 units) and City Link (79 units). The Poznań project, Kamienica Jeżyce, was also very popular and during the first half of 2016 as many as 51 flats were sold there.

The slightly lower sales growth in the first half of 2016, compared to the previous year, can be explained by the fact that the Company's offer runs out quickly, which is confirmed by the lowest (for years) share of completed units in the offer of around 10%. Ronson expects a significant improvement of sale in the second half of 2016 thanks to, among others, its offer diversification, both through starting to sell the next stages of the Company's most popular projects and starting completely new projects in attractive locations.

- We stand by our plans assuming the sale of over 900 units throughout the year. We want to achieve this goal by varying our offer and expanding it systematically with new projects. Over the last weeks we started the sale of new stages of the two investments located in the Warsaw's Wola District: Espresso and City Link which are extremely popular among customers Andrzej Gutowski, Sales and Marketing Director at Ronson Development, has said.
- Over the next weeks we are going to start implementation of two completely new projects in Warsaw, i.e. Miasto Moje in the Białołęka District (it is the biggest investment of Ronson ever and it is also eligible for the MdM program), as well as the Nova Królikarnia project in the Mokotów district. This year we are also planning to start implementing next stages of five other investments. We are sure that such a significant enhancement of our offer will translate into sales results in the coming months Andrzei Gutowski has added.



In the second quarter 2016 Ronson provided its customers with keys to 170 flats, which means an increase by 14% compared to the same period last year, whereby the greatest number of flats were handed over in two Warsaw projects: Espresso (96 units) and Moko (45 units). The higher number and value of the flats delivered will have a positive effect on Ronson's revenue in the second quarter of 2016 in relation to the same period last year when 149 units were handed over to customers.

Altogether in the first half 2016 Ronson provided its customers with keys to 275 flats compared to 270 units delivered in the first half of 2015.

However, the second half of 2016 is going to be much better for Ronson, both in respect of the number of handed over flats and the financial results expected. As during the entire 2016 the Company wants to have more than 1000 flats ready for use and also to deliver a similar number of flats to its customers, which is going to be a significantly better result than the record-breaking 2015 when Ronson provided its customers with keys to almost 700 units.

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