



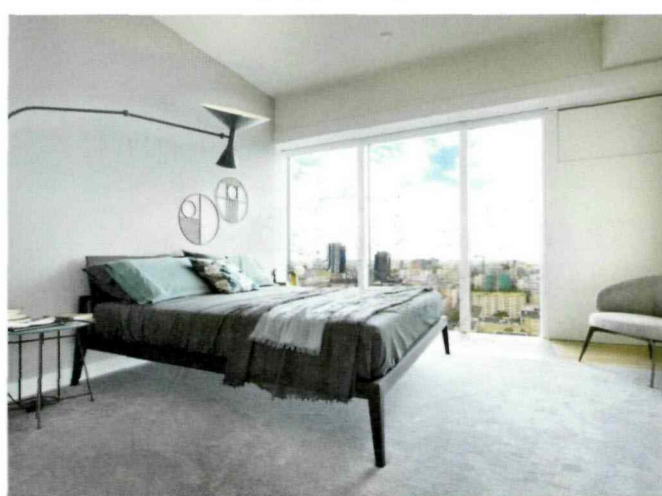
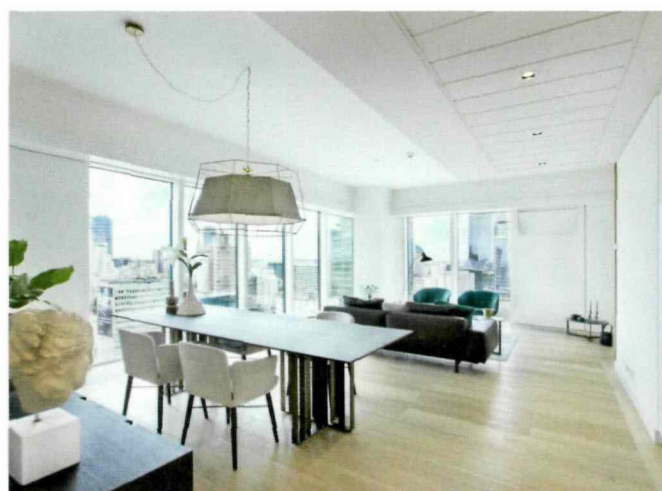
## ENTRANCE TO A LUXURIOUS LIFESTYLE

*Residents of No.44 in Warsaw will soon get access to a unique additional service*

**R**eal estate investor Catella – the owner of the No.44 Luxury Rental brand offering apartments located in the iconic Złota 44 residential skyscraper in downtown Warsaw – is now in the process of launching a new exclusive service that will only be available for the units' tenants. Called No.44 Prestige Club, the service will provide clients with round-the-clock on-demand professional assistance with regard to buying top-notch fashion items and preparing for all kinds of private and business meetings.

Many foreigners in Poland are interested in visiting boutiques selling exclusive clothes, footwear and accessories, but do not really know where to look for them. No.44 is thus meant to be their gateway to the world of premium fashion in the country. Additionally, many foreign CEOs – who are among the tenants of No.44 – seek advice regarding the latest fashion trends in Poland. They pay close attention to their appearance as they need to look good





in front of the camera and at important business meetings.

The No.44 Prestige Club program is designed to address those needs by taking care of clients' professional look and helping them build their image. No.44 residents will be able to consult a stylist who will advise them on creating an appropriate outfit for any occasion. The stylist will take them to luxury ateliers of some of the most esteemed tailors, shoemakers and jewelry designers in Poland. All the partner boutiques of No.44 will offer the highest-quality products from Polish producers exclusively.

No.44 will cooperate with such well-known brands and designers as Zack Roman, Monika Kamińska and Aga Prus, with more names to be announced in the near future. Make-up and hairstyle services will also be on offer. Catella's experts believe that a luxurious lifestyle is a state of mind and refers to both living and being – besides living in luxury interiors and in a prestigious location, it also entails being surrounded by beautiful products and enjoying access to personalized services.

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**No.44 is far more than a luxury apartment in a prestigious location**

Knowledgeable about successful people's needs, Catella wants to ensure that its clients have exactly this kind of lifestyle. No.44 apartments are meant to be the first place on the real estate map of Poland where a whole range of additional tailor-made solutions are available. Viktoria Hoffmann, head of asset management European residential at Catella, explained that while launching the No.44 long-term luxury rental service in Złota 44 a year ago, the company wanted to offer its clients much more than just top-quality apartments in a landmark building.

Indeed, it aimed to ensure that the units' tenants – demanding people from a whole range of countries and cultures – will be able to experience Warsaw's dynamic lifestyle and will have access to the best selection of unique and beautiful products that Poland has to offer. "No.44 is far more than a luxury apartment in a prestigious location. Thanks to our new service, we will become an entrance to a new experience and an extremely sophisticated way of living and being for those who look for the most sublime taste of life," Hoffman said. ●