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Sales Brochure
Investment Opportunity

El Centre de la Vila Shopping Center



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Executive **SUMMARY** [1/2]

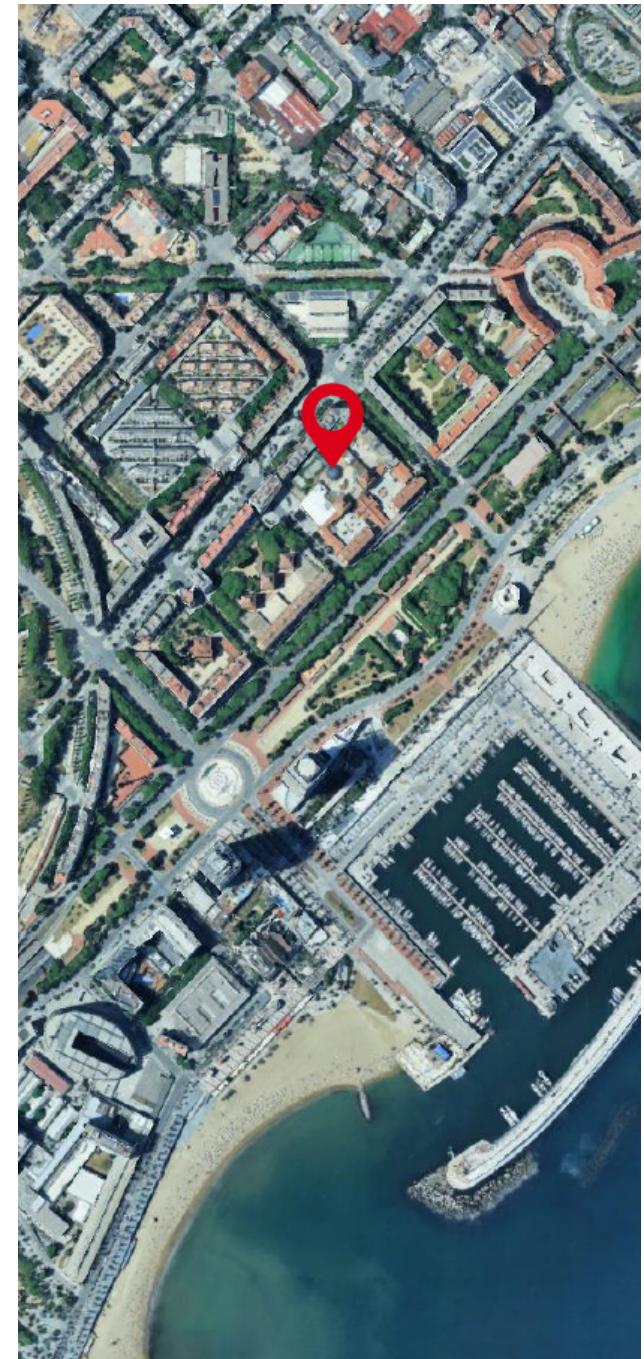


Strategic location

The Shopping Center  is located in one of the most exclusive and promising areas of Barcelona. It is bounded by *Arquitecte Sert* street, *Salvador Espriu* street, *Rosa Sensat* street, and *Avinguda d'Icària*, with its main access on *Salvador Espriu* street, 61, facing the Olympic Port and only steps away from the main urban beaches.

Strategic Asset with Exceptional Value-Add Potential

Consolidated shopping center with low current occupancy, offering a unique opportunity for full-scale transformation to align with emerging trends in retail, leisure, and mixed-use development.

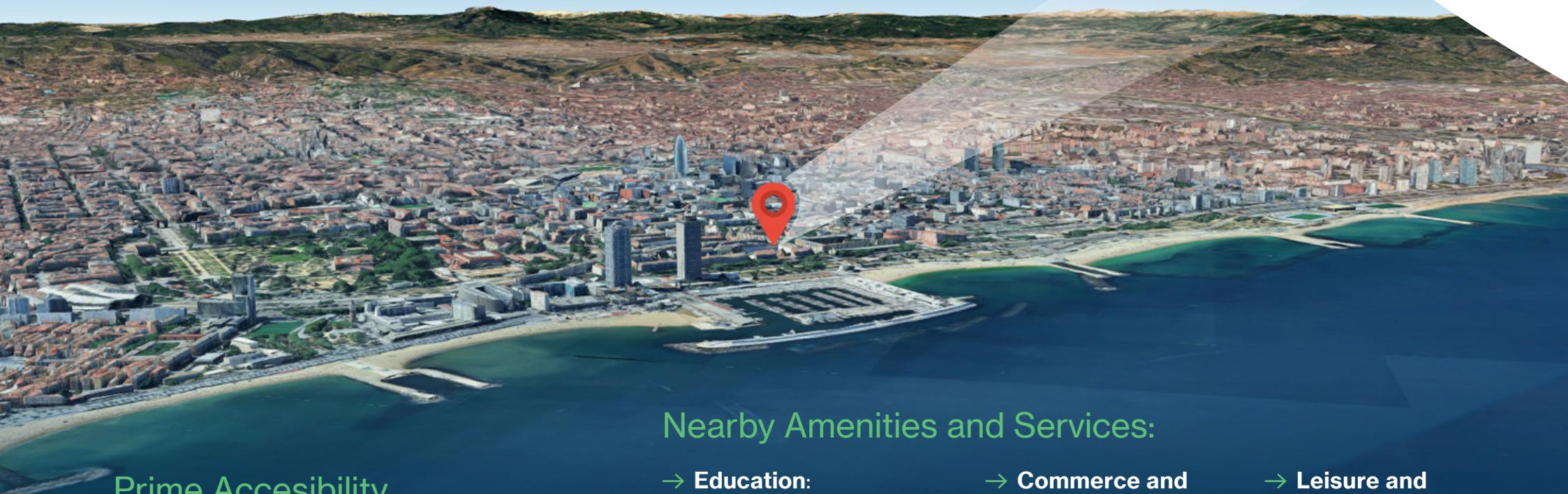


Executive SUMMARY [2/2]



Privileged Environment

Prime location surrounded by established residential areas, tourist hubs, and urban amenities, with strong seasonal demand and **excellent city connectivity**.



Prime Accessibility

Well-integrated location with swift access to main urban and ring roads, efficient public transport (metro, bus, and taxi), and convenient closeness to the city's main cultural, tourist, and service centers.

Nearby Amenities and Services:

→ **Education:**

Institutions such as *Escola Vila Olímpica* and *Epitech Barcelona*.

→ **Health:**

Pharmacies and primary care centers.

→ **Commerce and restaurants:**

Supermarkets, clothing stores, florists, and a diverse gastronomic offering.

→ **Leisure and Sports:**

Outdoor sports facilities, beach volleyball courts at *Platja de la Nova Icària*, and recreational areas in *Parc de la Ciutadella*.

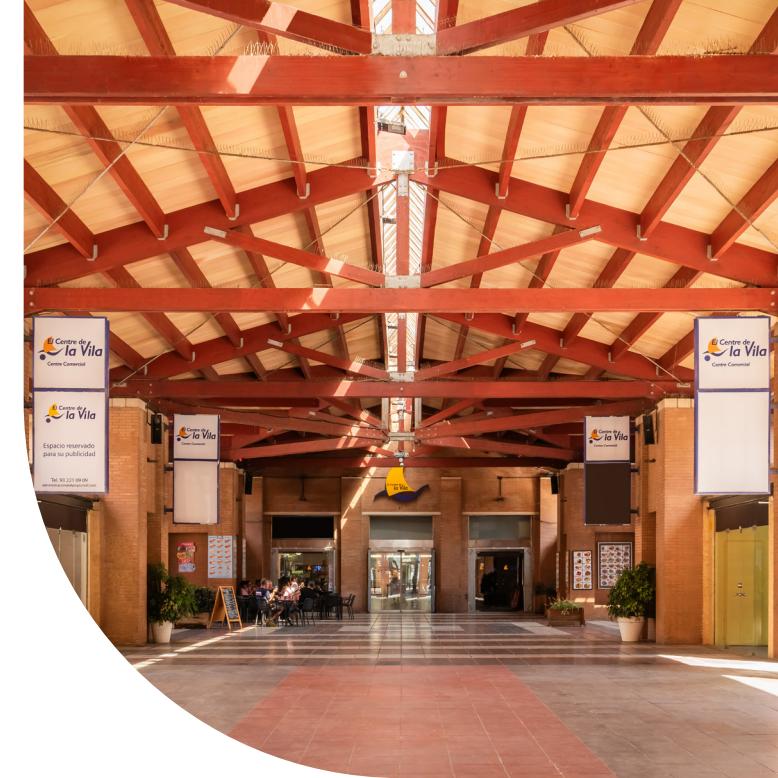
Property DESCRIPTION



Commerce

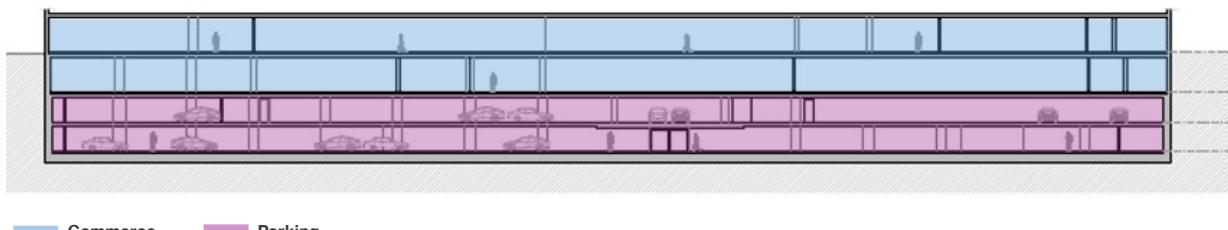
Residential and office buildings

El Centre de la Vila is configured as a four-storey commercial complex, with a functional layout combining retail spaces on the ground floor and basement -1, and parking areas on basements -2 and -3, ensuring customer convenience and operational efficiency for tenants.



In addition to the Shopping Center owned by **mercasa**, the 17,400 m² plot also hosts high-rise residential and office blocks developed over seven above-ground floors. Basement -2 accommodates the residential parking area.

Shopping Center Cross-Section

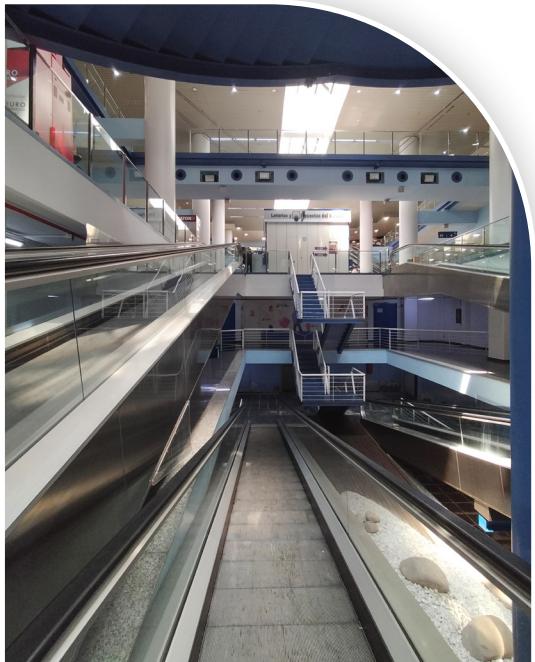


Commerce Parking

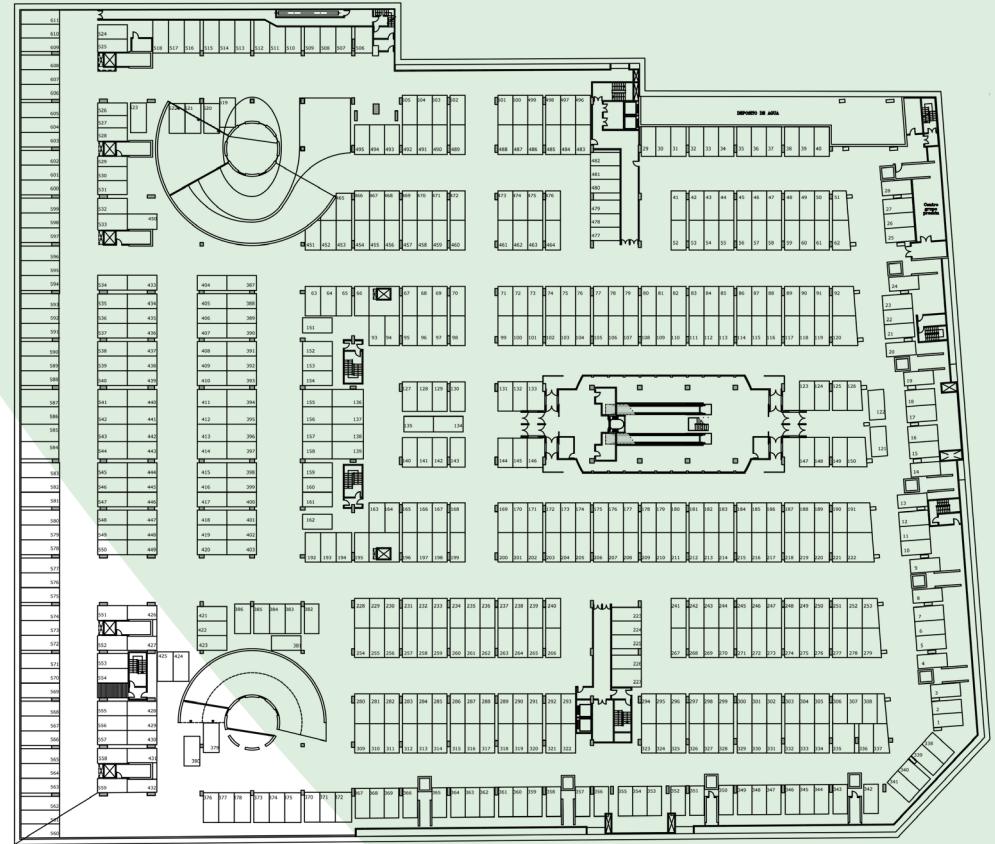
PLANIMETRY [1/5]

BASEMENT -3

It is designated as a parking area for the Shopping Center, with two-vehicle access ramps, both accessed from *Rosa Sensat* street and *Arquitecte Sert* street.



Pedestrian access is provided through a central vertical circulation core composed of manual stairs, mechanical ramp, and panoramic elevator, accessed from the main lobby of the Shopping Center.



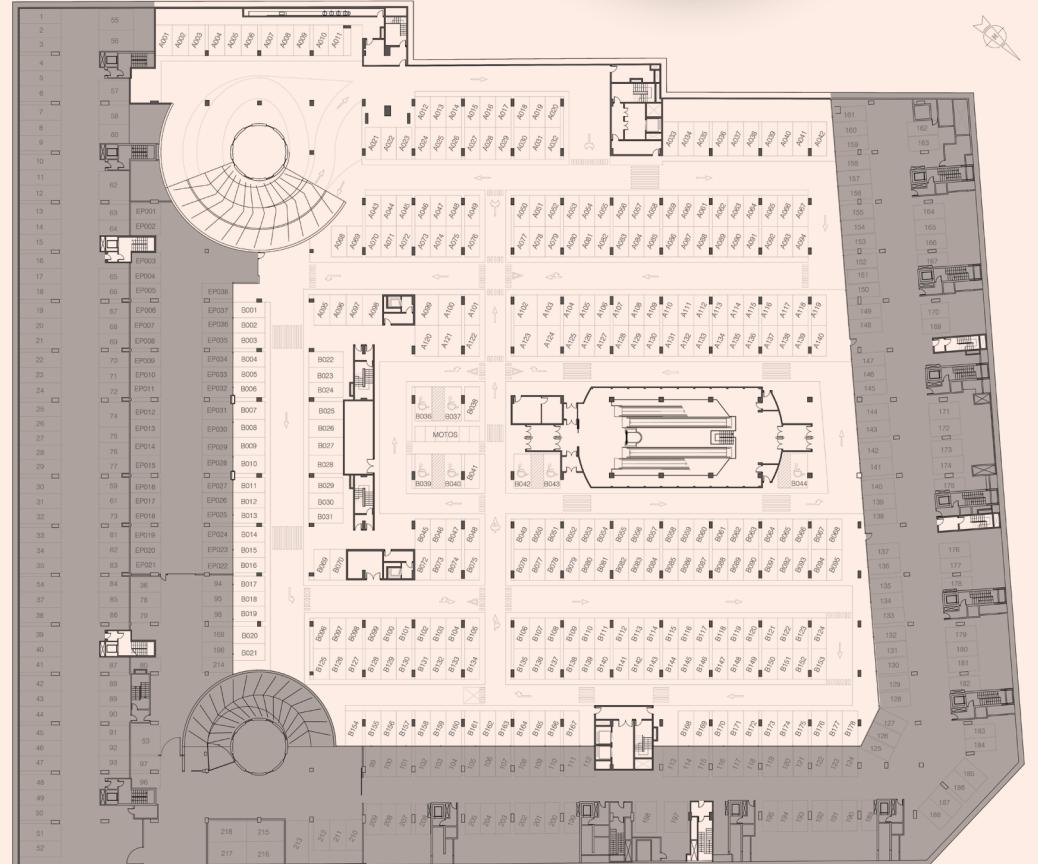
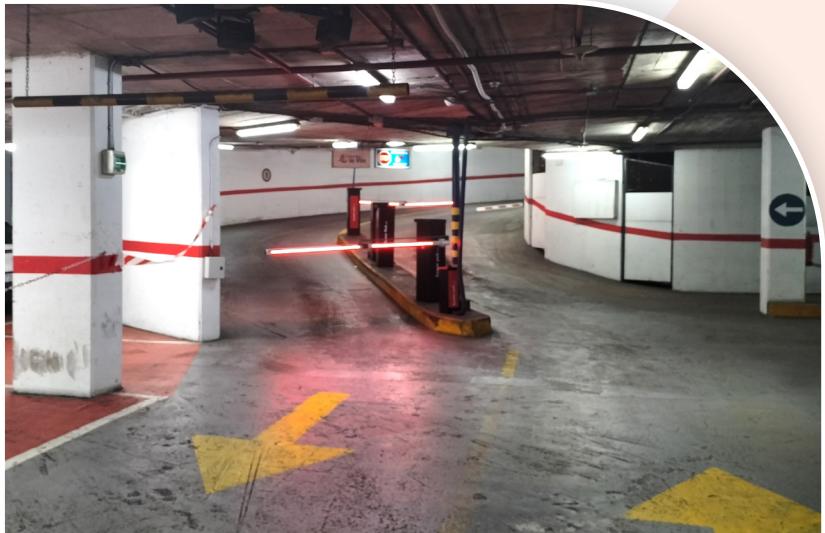
 **548**
PARKING
SPACES

PLANIMETRY [2/5]

This area corresponds to the parking spaces for both the shopping center and the privately owned residential units located on the upper floors. A physical division separates the two parking areas, with **318 spaces** owned by mercasa.

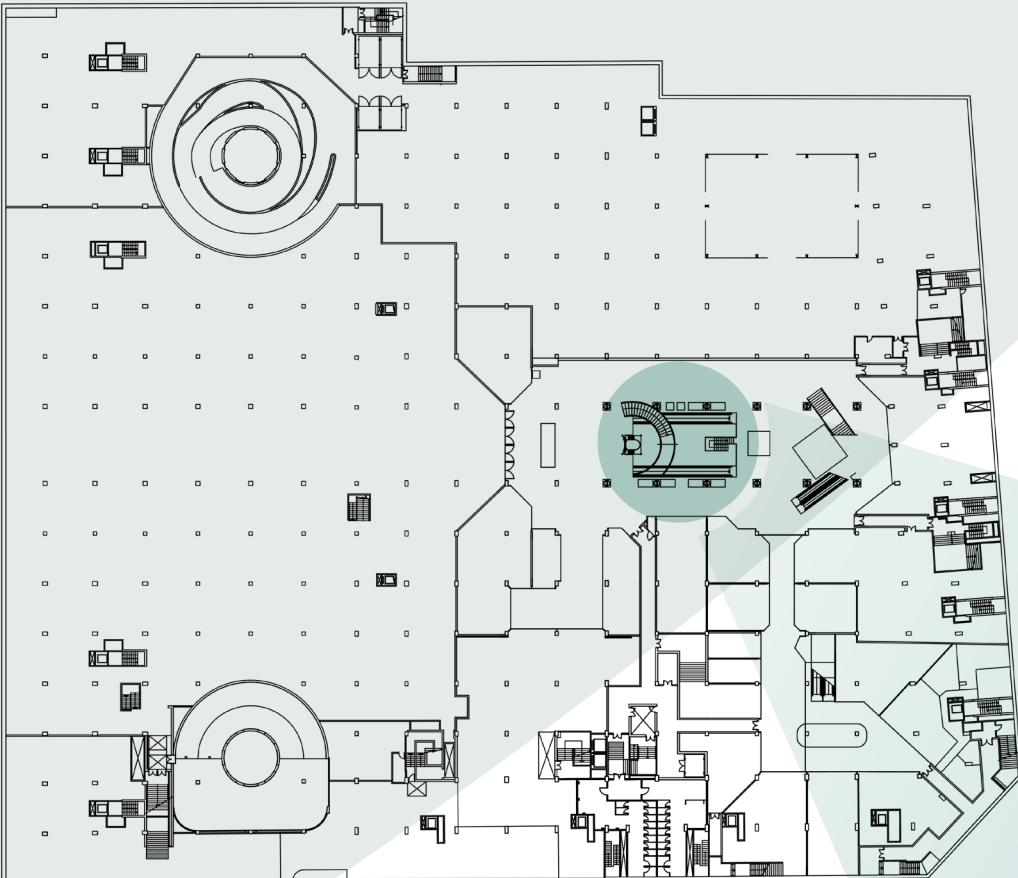


BASEMENT -2



The shaded perimeter area does not belong to MERCASA.

PLANIMETRY [3/5]



BASEMENT -1

Main access is through the central ground-floor lobby, via stairs, ramp, and elevator. Additional access is provided from the ground floor through escalators located in the secondary corridors.



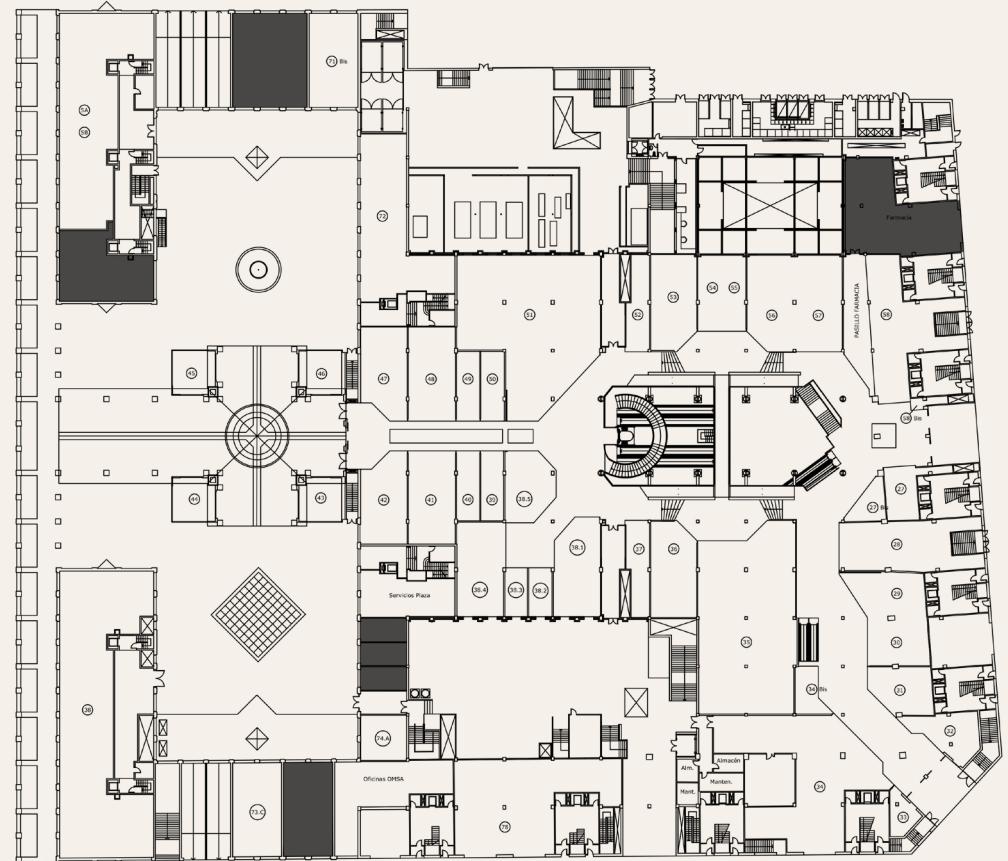
PLANIMETRY [4/5]

GROUND Floor

The complex includes two open-air plazas around which the exterior retail units are arranged, most with dual access from both the plaza and the street frontage.

In the covered gallery leading into the shopping center, there are four units with terraces, primarily used for hospitality.

It has its main pedestrian access from the covered gallery generated from *Salvador Espriu* street and has secondary access via *Avinguda d'Icària*.



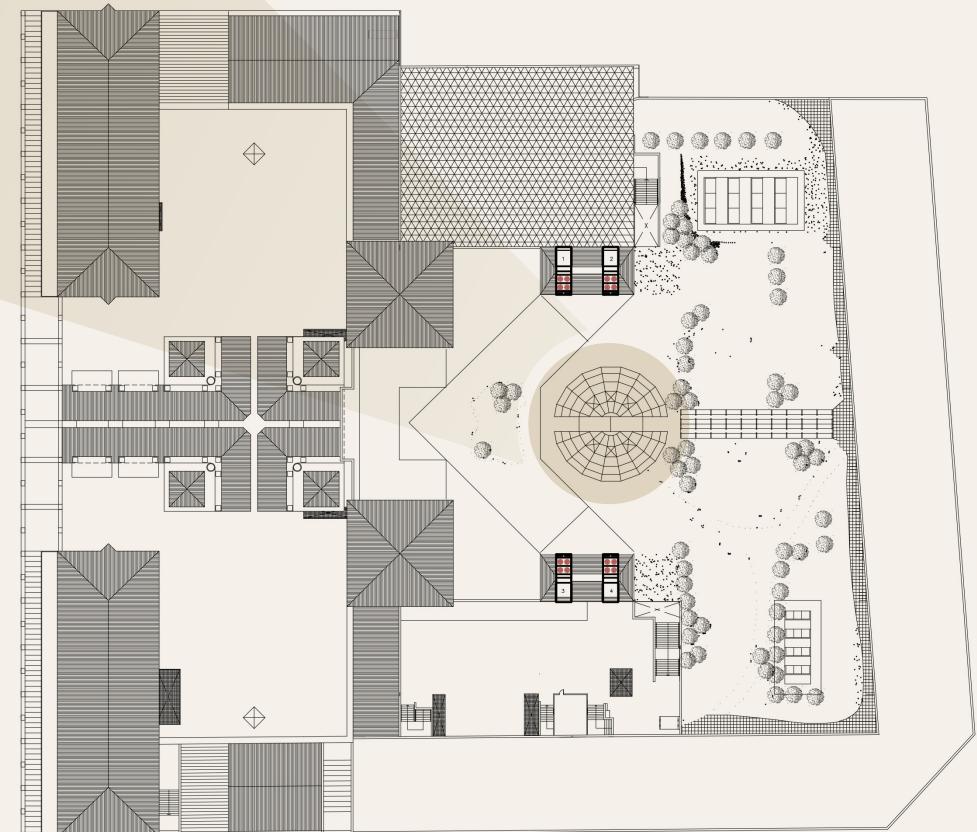
The shaded premises do not belong to MERCASA.



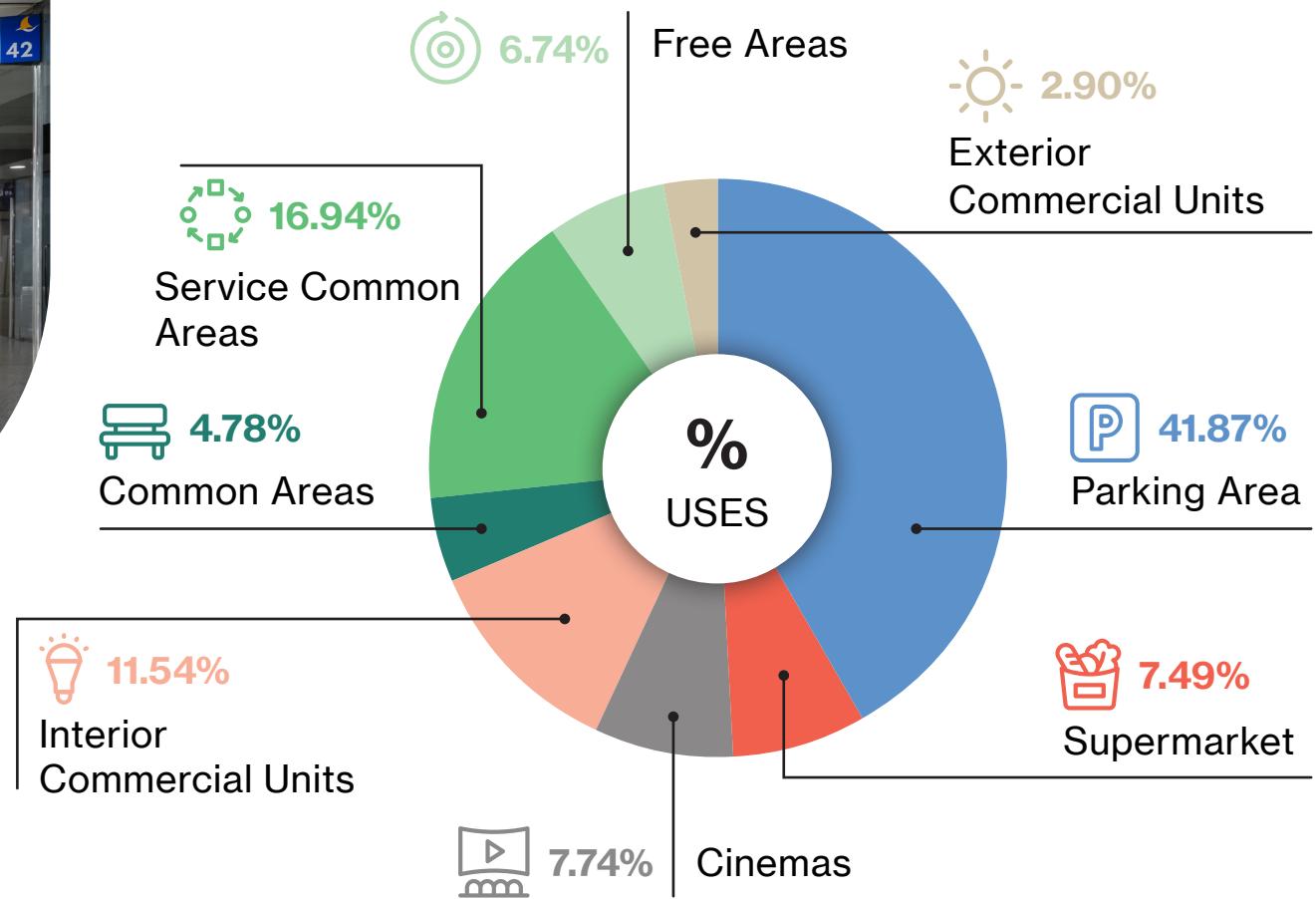
PLANIOMETRY [5/5]



ROOF Level



BREAKDOWN OF AREAS by USE

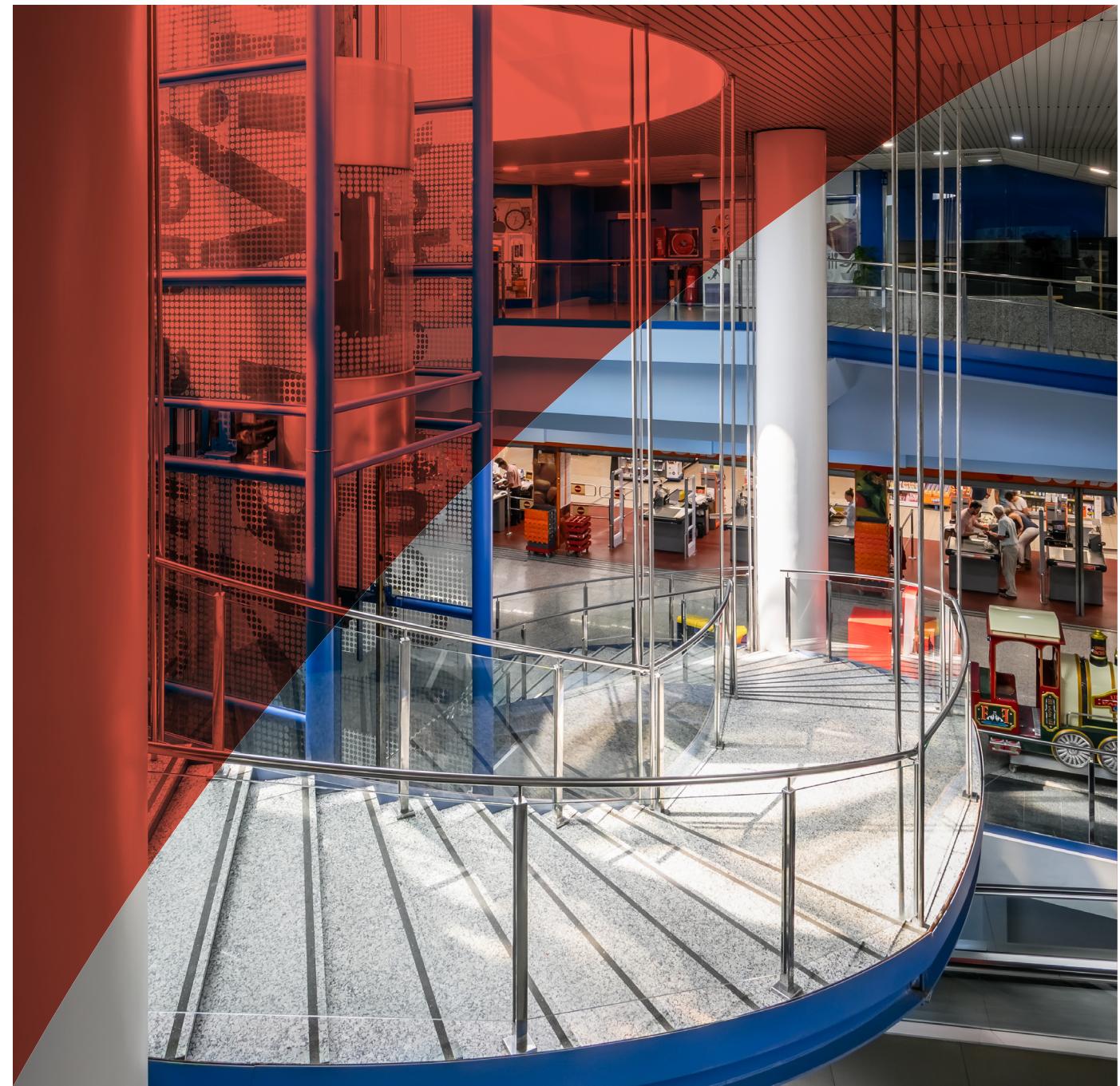


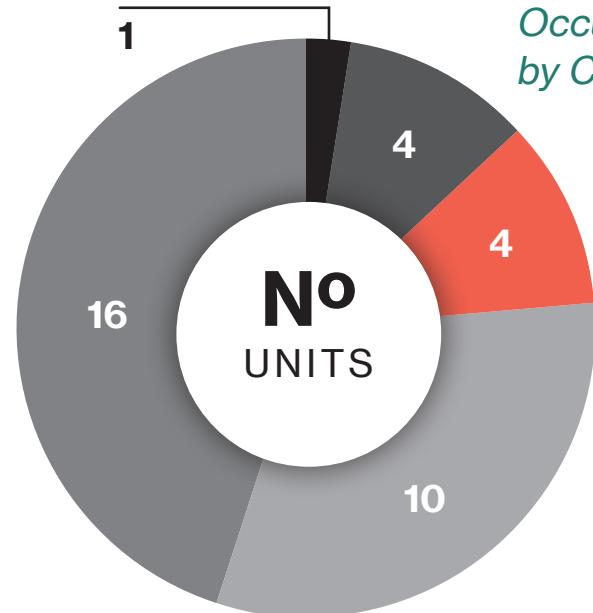
Technical and legal DATA

 **El Centre de la Vila** is designated for tertiary use, specifically commercial activities, restaurants, leisure, and services, comprising several independent registered properties that operate together in an integrated manner, with shared common areas and parking.

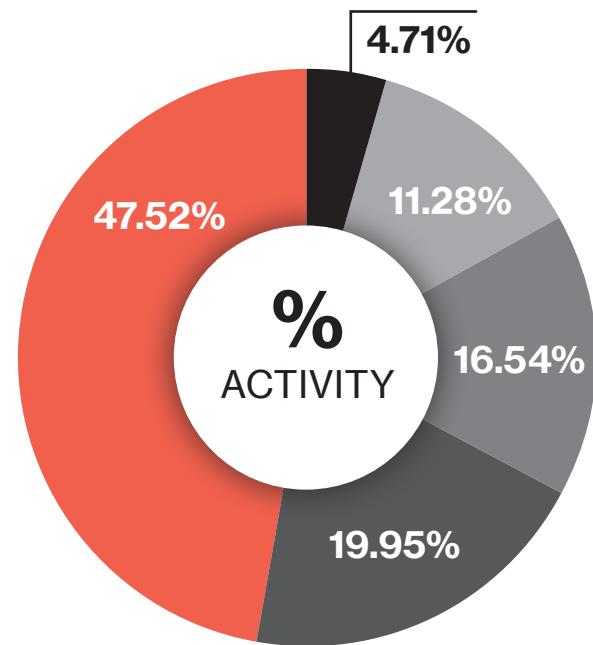
Current Commercial Occupancy

-  Gross Leasable Area (GLA): **17,298 m²**
-  Occupied units: **35** (42.17% of the total)
-  Available units: **48** (57.83% of the total)
-  Occupied Leasable Area: **8,667.87 m²** (50.11% of the total)
-  Available Leasable Area: **8,630.14 m²** (49.89% of the total)





*Occupied Units
by Category*



Encumbrances and Liens

15

REGISTERED PROPERTIES

The property owned by MERCASA comprises
53,360.31 m²

| Cadastral Ref. | Registered Property | Unit | Registered Area |
|----------------------|---------------------|--------------------|--------------------------|
| 2925305DF3822F0001GH | 16003 | Parking | 25,505.54 m ² |
| 2925305DF3822F0003JK | 16007 | Supermarket | 9,272.70 m ² |
| 2925305DF3822F0004KL | 16009 | Commercial Gallery | 16,678.88 m ² |
| 2925305DF3822F0005LB | 34760 BIS | Unit 5A | 175.11 m ² |
| 2925305DF3822F0187AS | 31375 | Unit 5B | 159.80 m ² |
| 2925305DF3822F0038BZ | 16077 | Unit 38 | 498.97 m ² |
| 2925305DF3822F0193FG | 31373 | Unit 71 BIS | 116.28 m ² |
| 2925305DF3822F0072LB | 16145 | Unit 72 | 231.45 m ² |
| 2925305DF3822F0195HJ | 36494 | Unit 73A | 59.36 m ² |
| 2925305DF3822F0197KL | 36498 | Unit 73C | 120.06 m ² |
| 2925305DF3822F0240WE | 36362 | Unit 74A | 52.25 m ² |
| 2925305DF3822F0241ER | 36364 | Unit 74B | 27.16 m ² |
| 2925305DF3822F0244YU | 36370 | Unit 74E | 94.25 m ² |
| 2925305DF3822F0077QW | 16155 | Unit 77 | 59.50 m ² |
| 2925305DF3822F0078WE | 16157 | Unit 78 | 309.00 m ² |

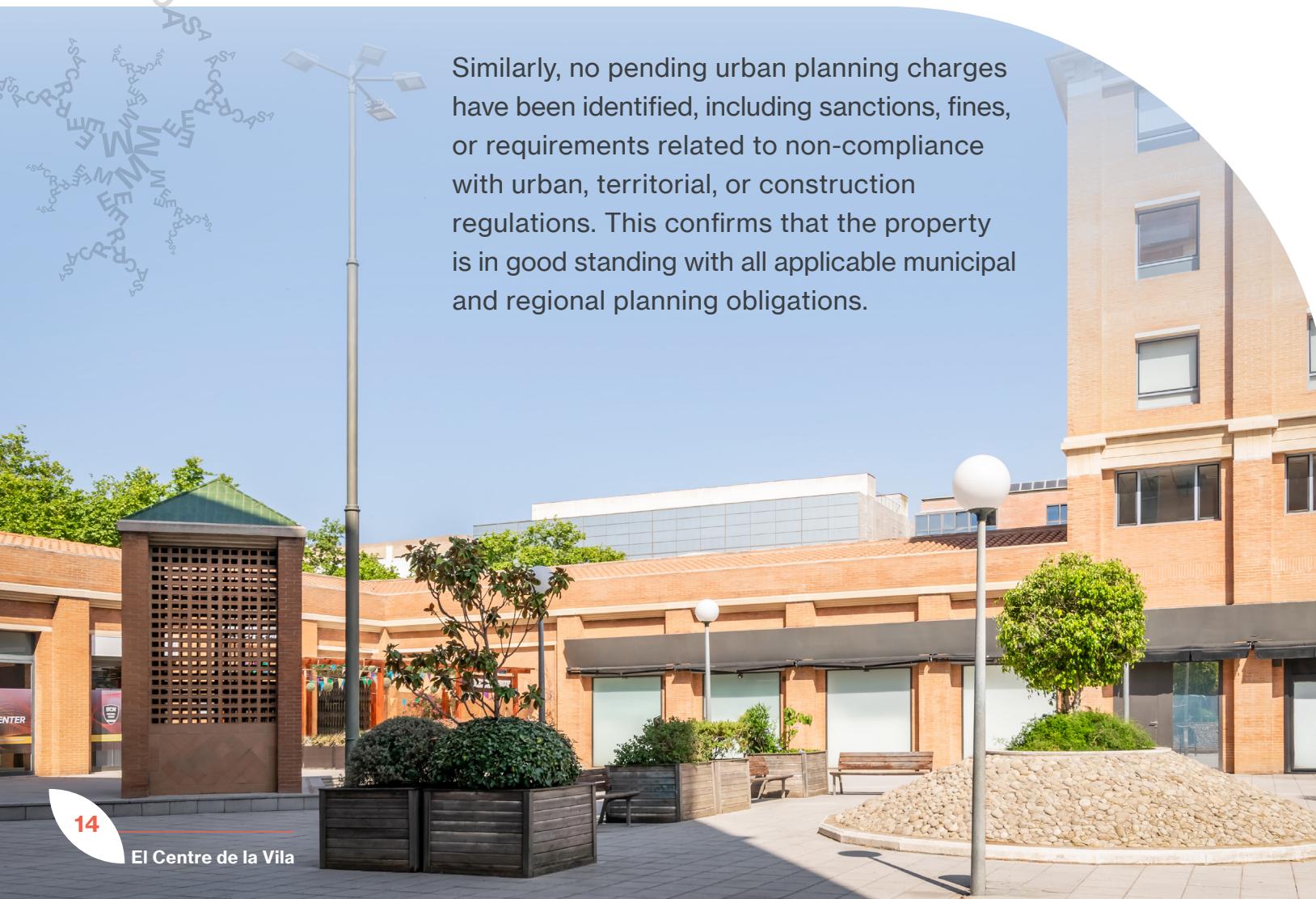
For detailed information on charges and encumbrances,
see Annex VII of the Terms and Conditions.

Urban Planning **STATUS**

The property currently has **no pending urban planning procedures** before the competent authorities, and there are no ongoing administrative processes related to planning, modifications, or urban development that directly or indirectly affect it.

Similarly, no pending urban planning charges have been identified, including sanctions, fines, or requirements related to non-compliance with urban, territorial, or construction regulations. This confirms that the property is in good standing with all applicable municipal and regional planning obligations.

Furthermore, the property is free of economic obligations arising from pending urbanization expenses, such as contributions or fees for financing urban infrastructure, public spaces, service networks, or improvements in accessibility and municipal facilities. This reflects the proper execution and acceptance of public works linked to the sector's urban development.



Urban Planning Information

► GENERAL PLANNING

Pla General Metropolità d'Ordenació Urbana (PGM-76).
Approved by the Provincial Urban Planning Commission
of Barcelona on 14/07/1976.

► IN PROCESS

*Pla especial urbanístic d'ordenació de les activitats
de pública concorrència, comerços alimentaris i altres
activitats del districte de Sant Martí.* Initially approved
on 19/12/2024 (BOPB 20/12/2024).

► URBAN CLASSIFICATION

Consolidated urban land.

► URBAN ZONING

Poblenou Sector, qualified as specific volumetric
planning zone, key 18* (SM371-1. According to the
Modification of the Metropolitan General Plan (MPGM)
in the coastal zone area, approved on 17/12/1986
(DOGC 11/2/1987).



► PLANNING SYSTEM

Construction with specific volumetry, according to
art. 69 of the PGM.

► PERMITTED USES

Ground floor recommended commercial.
Basement floors recommended commercial and
parking or mandatory commercial.

► BUILDABLE AREA

A maximum Gross Floor Area (GFA) for
commercial use has been established,
applicable exclusively to the interior block of
Development Unit U.P.-7.7.



Relevant technical INFORMATION OF THE ASSET

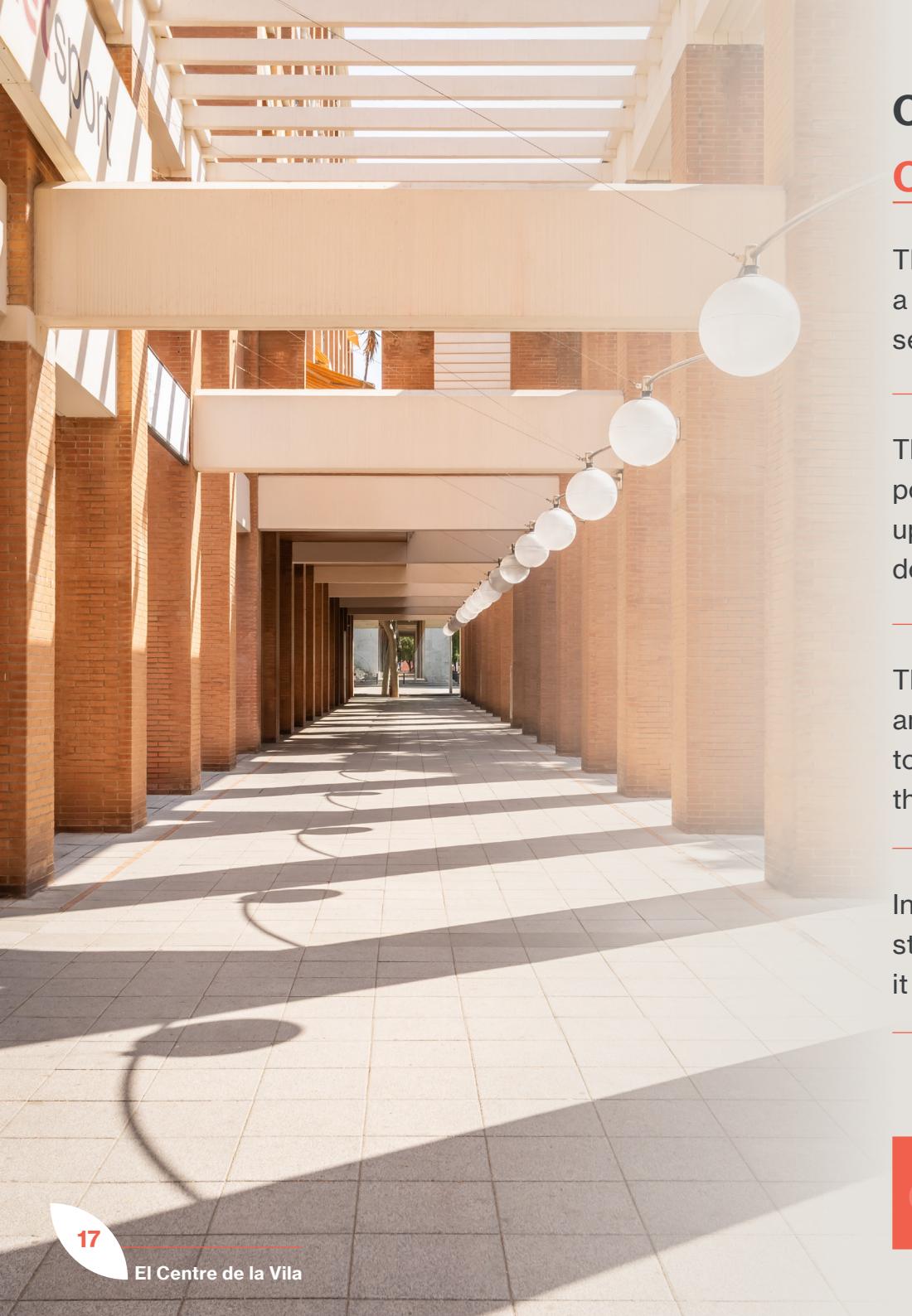
The project includes the repair of structural deficiencies, waterproofing, and installations in these basements, as well as the modernization and adaptation of the affected areas in accordance with current regulations.

“
Technical documentation is available to interested investors upon request.

Currently, the main installations are fully legalized and hold all required inspections up to date.

The property has an **Execution Project** prepared for the comprehensive rehabilitation of existing issues, with particular focus on the incidences identified in basements -3 and -2.





Commercial Repositioning OPPORTUNITY



The **El Centre de la Vila** Shopping Center, located in a strategic area with a wide catchment, represents an excellent opportunity for investors seeking assets with **high transformation and value-add potential**.

The property, with a **strong historical presence**, currently offers the possibility of a comprehensive renovation to modernize its facilities, update its spaces, and align them with current consumption trends, design standards, and sustainability practices.

This strategic repositioning will not only enhance the visitor experience and operational efficiency of the center, but also open the door to the inclusion of new operators, broadening and diversifying the retail offering.

Investment in this upgrade will increase the asset's future profitability, strengthen its competitive positioning in the market, and consolidate it as a leading commercial reference in its area.



A unique transformation opportunity with a direct impact on value creation.

Market SITUATION [1/5]

The commercial real estate market in Barcelona is going through a favorable situation, characterized by solid demand in the *Retail Sector*, driven by economic recovery, tourism dynamism, and sustained growth in shopping center sales.

In this context, **El Centre de la Vila** positions itself as a strategic and unique asset, thanks to its prime location in Vila Olímpica and its diversified offer of more than 25,506 m² of parking, 4,119 m² of supermarkets, 4,752 m² of cinemas (space currently available), 8,427 m² of commercial units (interior and exterior), and more than 13,000 m² of common and service areas, distributed across two commercial floors and two parking levels.

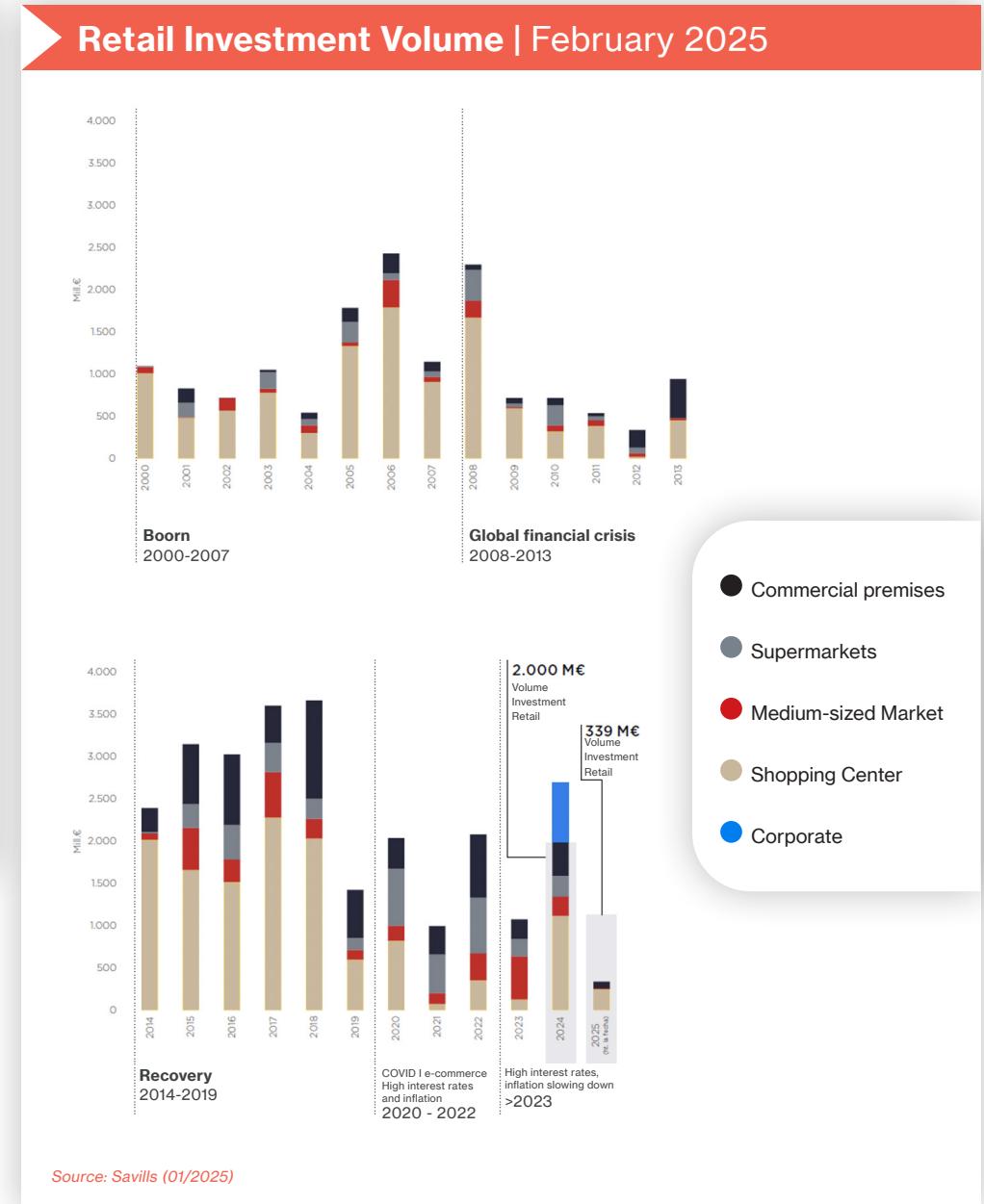
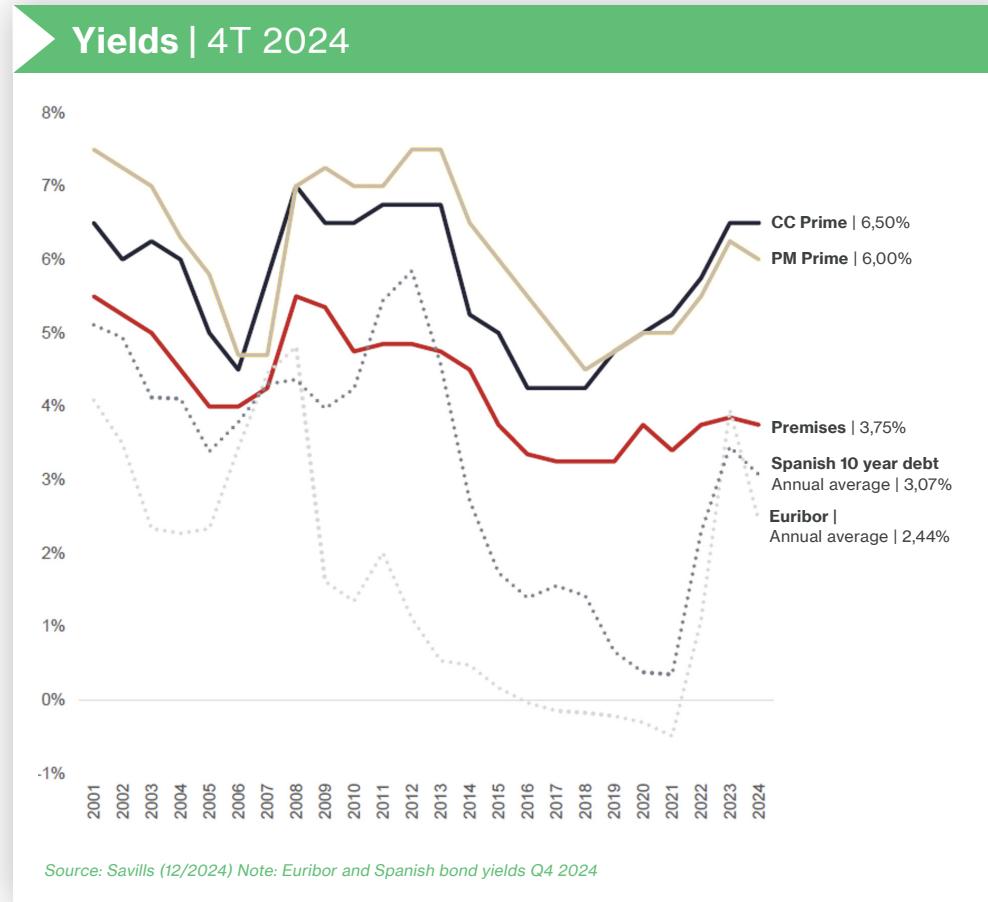
-  **25,506 m² PARKING**
-  **4,119 m² SUPERMARKETS**
-  **4,752 m² CINEMAS**
-  **8,427 m² COMMERCIAL UNITS**
-  **13,000 m² COMMON AREAS**



Its accessibility, the presence of established operators, and the versatility of its spaces make it an attractive opportunity for investors seeking assets with repositioning potential, stable profitability, and the ability to adapt to new consumption trends.

In an environment where the resilience of physical retail and demand for integrated commercial experiences are increasingly important, **this center provides a solid foundation for capturing both local and tourist traffic**, with medium and long term growth and value appreciation potential.

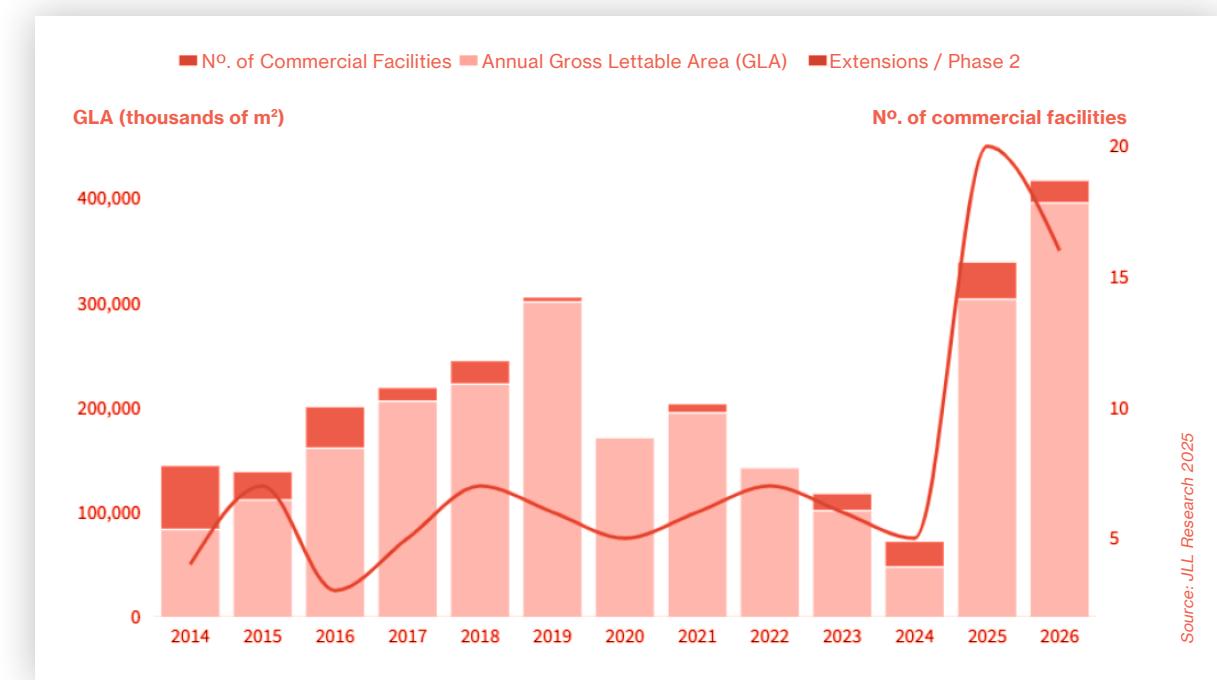
Market SITUATION [2/5]



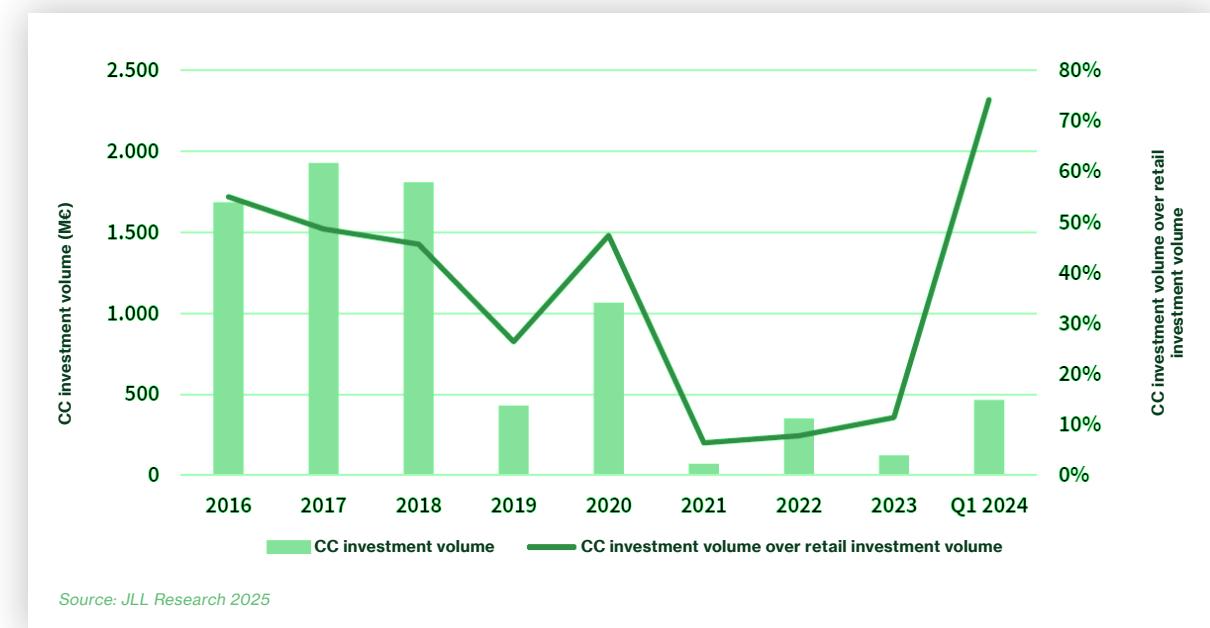
Stock and Future Supply of Commercial Equipment in Spain

Market SITUATION [3/5]

Investment Volume in Shopping Centers



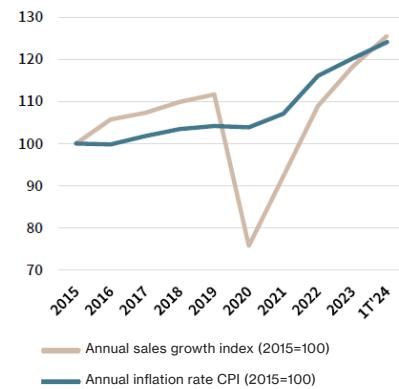
Source: JLL Research 2025



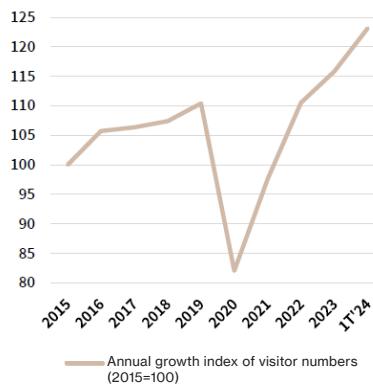
Source: JLL Research 2025

Market **SITUATION** [4/5]

Annual Evolution of Sales in Shopping Centers

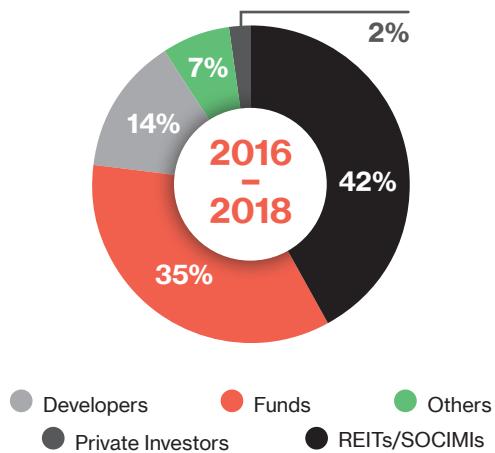


Annual evolution of affluence in shopping centres



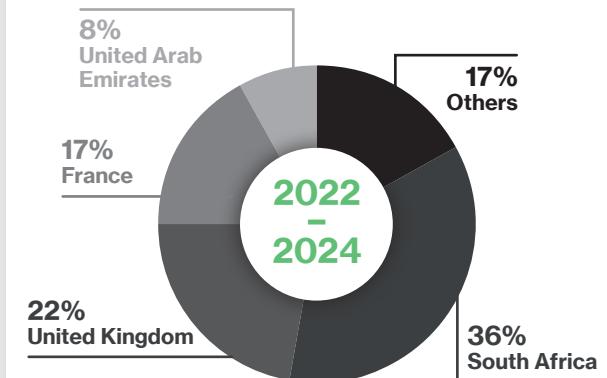
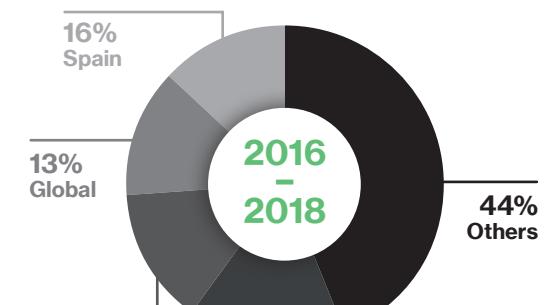
Source: Reports of the results of the main shopping center owner companies in Spain; JLL Research

Investor Typology in Shopping Centers (by investment volume)



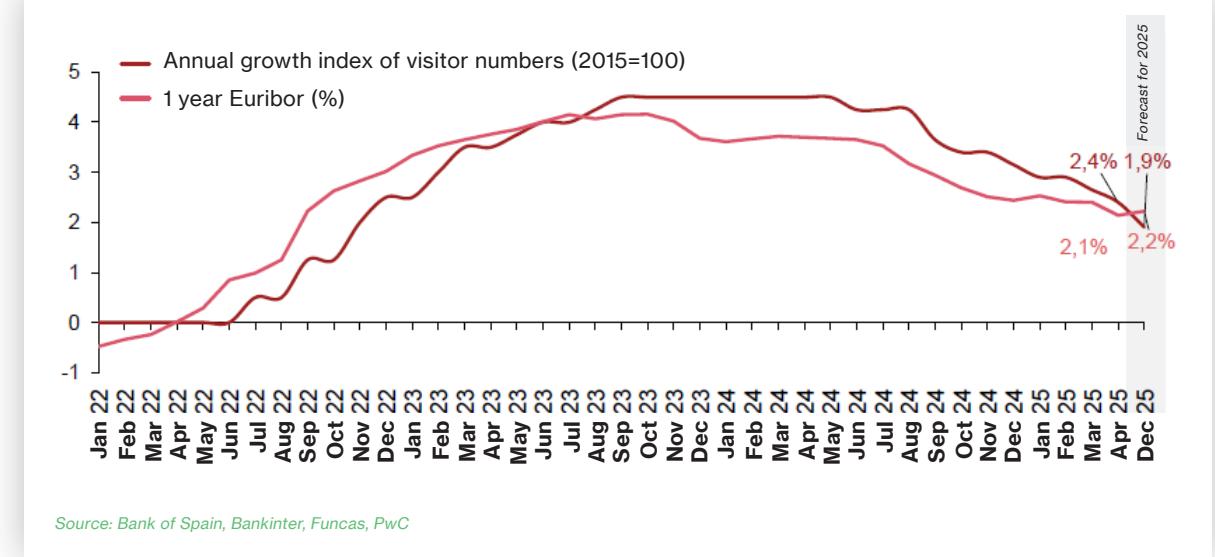
Source: JLL Research 2025

Investor Nationality in Shopping Centers (by investment volume)



Source: JLL Research 2025

Interest Rate Evolution (2022 – 2025)



Market SITUATION [5/5]

Occupancy Rate
(Occupied GLA / Total GLA)
Quarterly (%)



Shopping Center Transactions **NEWS**

Expansión Menú

EXPANSIÓN
INMOBILIARIO
MERCADO INMOBILIARIO

MERCADO INMOBILIARIO | CASAS | VIVIENDA by **idealista**

MERCADO INMOBILIARIO >

Castellana Properties cierra la compra de Bonaire por 305 millones

REBECA ARROYO @rebearroyo 11 MAR. 2025 - 17:52



MERCADO INMOBILIARIO

Lighthouse compra el centro comercial Espacio Mediterráneo por 135 millones

REBECA ARROYO @rebearroyo

Blackstone vende al grupo Indotek el centro comercial Espacio León por 50 millones

El centro cuenta con 112 locales comerciales, 1.277 plazas de aparcamiento y una superficie bruta alquilable de casi 37.000 m². Es el centro regional más destacado de Castilla y León

INFORME JLL

Los fondos inmobiliarios franceses echan el ojo a los centros comerciales secundarios en España

Las SCPI son unos fondos de inversión inmobiliaria franceses que han ganado gran protagonismo en España en los últimos años. Ahora tienen el foco en parques comerciales

M Core Spain y BN Capital Partners compran el 62% del centro comercial

Por Ruth Ugalde **Vía Sabadell**

14/02/2025 - 05:00



Centro Comercial Las Rosas, adquirido por una SCPI.

Un empresario valenciano compra los centros comerciales de ASG por 140 millones

"**Lar España cuenta con 300 millones para comprar centros comerciales**"

MERCADO INMOBILIARIO >

SD **El centro comercial, de patito feo a cisne: 1.000 millones de euros en operaciones**

Los grandes traspasos de Madrid Xanadú, Parque Corredor, Espacio Mediterráneo, Bonaire y Alcalá Magna se cerrarán previsiblemente en el primer semestre

Lighthouse Properties compra el centro comercial Espai Gironès por 170 millones

09 SEPTIEMBRE 2024 **BGO CIERRA LA VENTA DEL PARQUE COMERCIAL SESTAO**

La socimi Trajano vende un centro comercial en Alcalá de Henares (Madrid) por 96 millones

El comprador ha sido el gigante sudafricano Lighthouse Properties, que eleva el peso de Iberia en su cartera por encima del 80%

LR21 adquiere el centro comercial La Fuensanta en Móstoles

Los centros comerciales se convierten en el activo favorito de los fondos inmobiliarios: la inversión se cuadriplicará en 2024

Los centros comerciales recuperan el atractivo y cierran un semestre de fuertes inversiones

Blackstone, Henderson y Eurofund o Atitlan son algunos de los protagonistas de un semestre de alta actividad en el sector de centros comerciales en España, impulsado por los fondos internacionales, que han vuelto al mercado.

MERCADO INMOBILIARIO **Nuveen irrumpen en la puja por el centro comercial Xanadú**

La inversión en retail en España enfilá los 2.000 millones, casi el doble que en 2023

Esta cifra puede llegar a duplicar el dato del año pasado y marca récord en los últimos años, excluyendo 2022. Es el quinto mercado en Europa y su volumen de inversión supera en un 17% el promedio desde 2019, según JLL España.



Expansión Menú

EXPANSIÓN
INMOBILIARIO

MERCADO INMOBILIARIO | CASAS | VIVIENDA by **idealista**

MERCADO INMOBILIARIO

Los centros comerciales disparan la inversión inmobiliaria a 2.400 millones

REBECA ARROYO @rebearroyo 22 MAR. 2025 - 00:34



MERCADO INMOBILIARIO >

SD **La sudafricana Lighthouse se lanza a por el quinto centro comercial en España en tres años**

La inmobiliaria negocia la adquisición de Espacio Mediterráneo por 140 millones. Busca sumar activos por más de 765 millones en el país



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