



NATURAL  
— VILLAGE —

Business Opportunity



# NATURAL

— VILLAGE —



Shopping at its best



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## NATURAL VILLAGE Shopping Overview

- NATURAL VILLAGE Shopping is a new complex that is under construction, the first of its kind in Kosovo to open its doors by the end of June 2022.

- NATURAL VILLAGE Shopping seeks to introduce a new concept of experience-oriented shopping to its customers, focused on customer satisfaction and offer high diversity for shopping

- This will be achieved through:

- Offering a selected brand and product assortment focused on Customer satisfaction

- Experiential retail through standardized and high-quality services, including:

- Modern and pleasant environment and design,

- Clear and modern communication, and a full range of retail fashion categories, services providing and various restaurants that will offer high quality food and services for its customers.



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## NATURAL VILLAGE Shopping Overview

- Situated on the north of Ferizaj, on 10th kilometer going towards the capital city of Prishtina, in a distance of only 1 km from Babush exit of highway Prishtina – Skopje which is the most prospective area in this zone Natural Village is going to serve the whole community which is estimated to be nearly 5,000 households in the vicinity (within a three km radius).

- Private neighborhoods in Ferizaj and Prishtina area are specific zones with inhabitants having high-income households, with mainly young families, thus providing attractive demographics with high disposable income.

- Easily accessible from Prishtina – Skopje highway (only one km distance from Babush exit) is an additional advantage of this complex.

- Expected average footfall – 6,000 daily

- Total complex 29,800 sqm.

- Total surface for commercial usage 9,257 sqm

- Fashion, minimarkets, kindergarten and other - 7,481sqm

- Restaurants, Bars, Fast food and Cake shops -1,776 sqm

Total -9,257 sqm



Where we operate



## Kosovo Macroeconomic Overview

Recent economic development

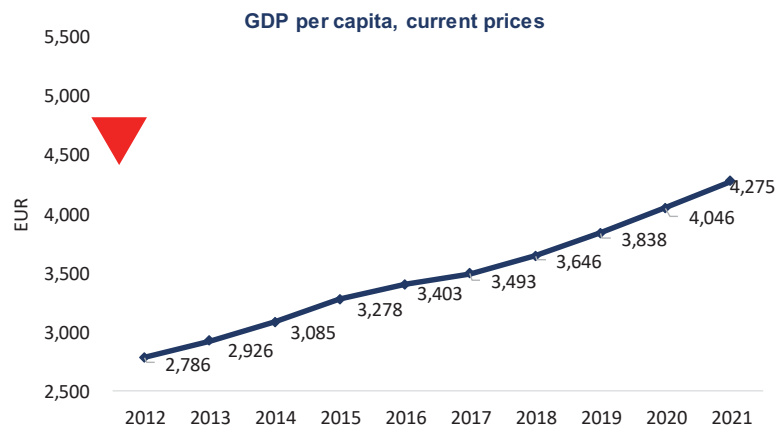
GDP real growth for 2018 is estimated at 4%, driven by public investment, private sector growth and growth in consumption.

The growth in consumption is attributable to the economic growth is also driven by an increase in remittances.

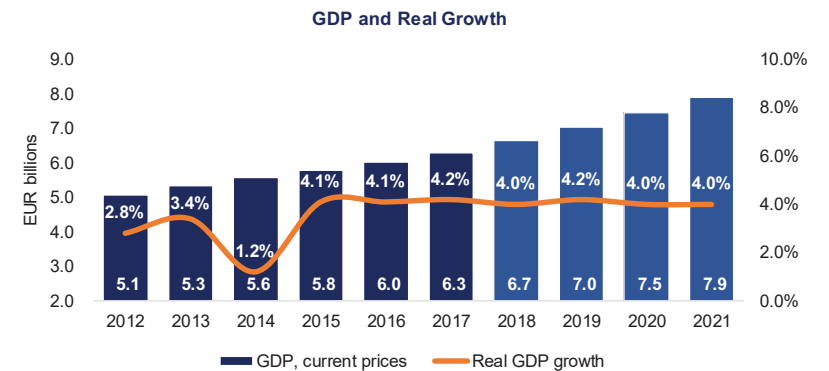
Kosovo's per capita GDP, an indicator of living standard shows an upward trend over time.

Real growth is expected at 4.2% in 2019 according to IMF, led by public investment and consumption financed by bank lending and remittance inflow. Remittances are estimated at approximately 11%-13% of GDP during period 2012-2018 and similar the trend is expected in 2019.

Source: IMF  
Note: 2018 is estimated, 2019-2021 forecasted  
Right axis: Real GDP growth

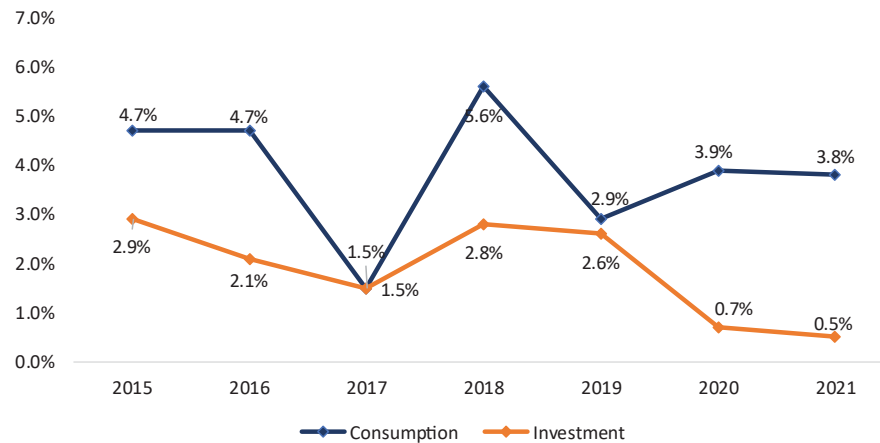


Note: 2018 is estimated, 2019-2021 forecasted by IMF



# Kosovo Macroeconomic Overview

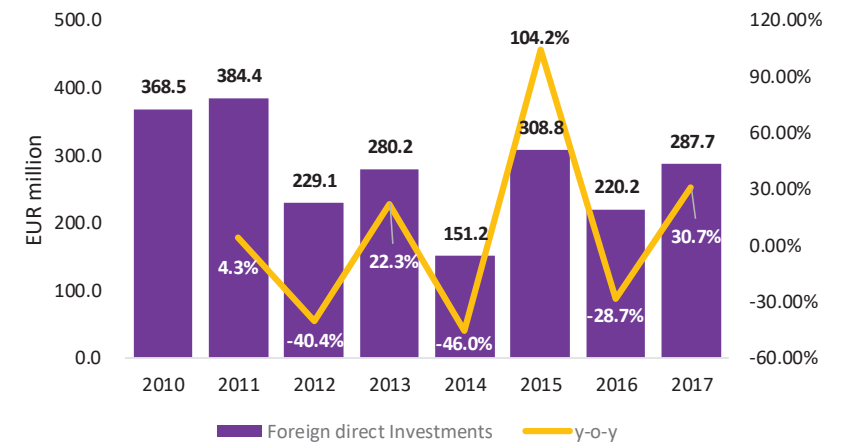
Contribution to GDP growth (percentage points of GDP)



Source: IMF

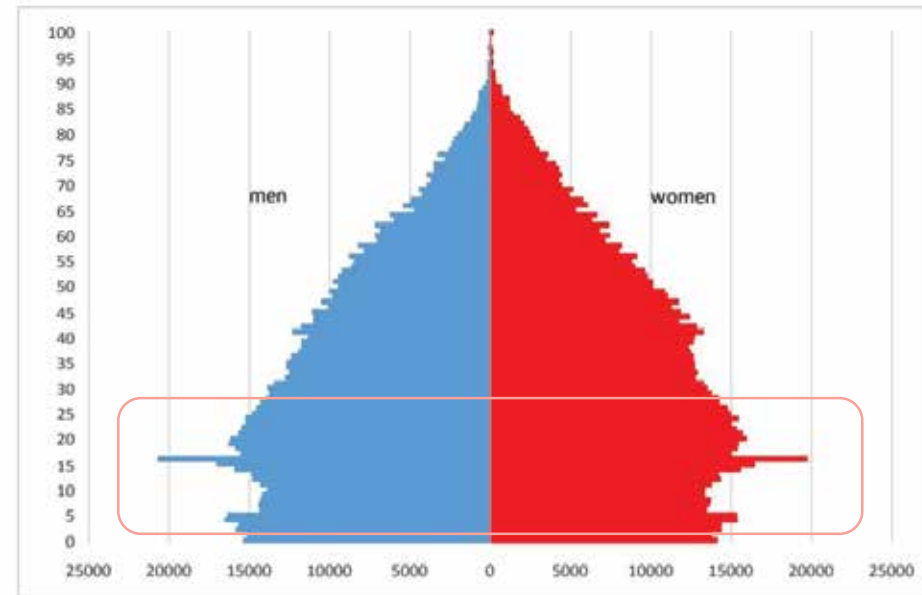
Note: 2018 is estimated, 2019-2021 forecasted

Foreign Direct Investments



Source: Central Bank of Kosovo

## Kosovo Macroeconomic Overview



Source: Kosovo Agency of Statistics

### Demographics

- With an average age of about 26, Kosovo's population is the youngest in Europe. Compared to the region, Kosovo's population is much younger especially compared to Macedonia.
- Approximately 47% of Kosovo's population is under 24 years of age. This shows future spending potential as this portion of the population ages and joins the labor force, increasing further the total consumer spending in Kosovo



Type of Tax	Rate
Dividends received	Tax exempt
Corporate Income Tax	10%
VAT (progressive)	18% standard
Customs/Import Tax	0%, 2%, 5%, 6%, 10% or 15%.
Excise Tax	Depending on goods
Business Registration	5.5 days
Construction Permits	152 days
Registering property	27 days
Getting credit	Ranked 12 <sup>th</sup> globally by the World Bank
Trading across borders	Time to import (border) 16 hours
Enforcing contracts	330 days (ranked 44 <sup>th</sup> globally)
Personal income tax	A progressive tax system with a 10% maximum tax rate.
Double Tax Treaties (DTTs) with other countries	Albania, Belgium, Finland, Germany, Hungary, Macedonia, Netherlands, Slovenia, United Kingdom

Source: local legislation, World Bank Doing Business 2018

- Kosovo has a flat corporate tax of 10%. In 2016, it ratified a strategic investment law intended to ease market access for investors in key sectors.

- All legal, regulatory, and accounting systems in Kosovo are aligned with EU standards and international best practices. In an attempt to improve commercial legislation, the Assembly approved a new Law on Bankruptcy in July 2016.

- The Stabilization and Association Agreement (SAA) is an the international agreement signed between Kosovo and the European

Union whose purpose is the gradual development of the free trade zone between Kosovo and the EU. The agreement became effective on 1 April 2016.

- Kosovo's relatively young population, low labor costs, and natural resources have attracted considerable foreign investment, with several international firms and franchises already present in the market.

- The presence of these brands has not only enriched product offering but it also contributed to considerable job creation. This, in turn, has further increased the purchasing power.

8% of household have remittances as main sources of income.

High spending power due to diaspora remittances officially between 11%-13% of GDP, while informally it is 3-4 times (est. at 3 billion Euro per year).

Kosovo is rapidly becoming a very interesting market for international brands, due to young demographics and their brand awareness.

**ZARA**

ZARA HOME

Bershka

Massimo Dutti  
- SINCE 1985 -

Stradivarius

PULL&BEAR

OYSHO

SPORTINA GROUP

SPORTINA GROUP

TED BAKER  
LONDON

POLO  
RALPH LAUREN

pierre cardin

NEW YORKER

International firms and franchises that have recently entered Kosovo and are already operating in Kosovo market include:

- Inditex including
  - Zara
  - Zara Home
  - Massimo Dutti
  - Bershka
  - Pull and Bear
  - Stradivarius
  - Oysho
- Ted Baker
- Polo Ralph Lauren
- Pierre Cardin
- New Yorker
- Diesel
- G-Star Raw
- GANT
- Benetton
- Mango
- Liu-Jo
- Tommy Hilfiger
- Lacoste
- Lindex
- Geox
- KFC
- Burger King
- Cineplexx
- Spar International
- JYSK
- Shell
- Domino Pizza.

**GEOX**

LINDEX

LACOSTE

TOMMY HILFIGER

LIU-JO

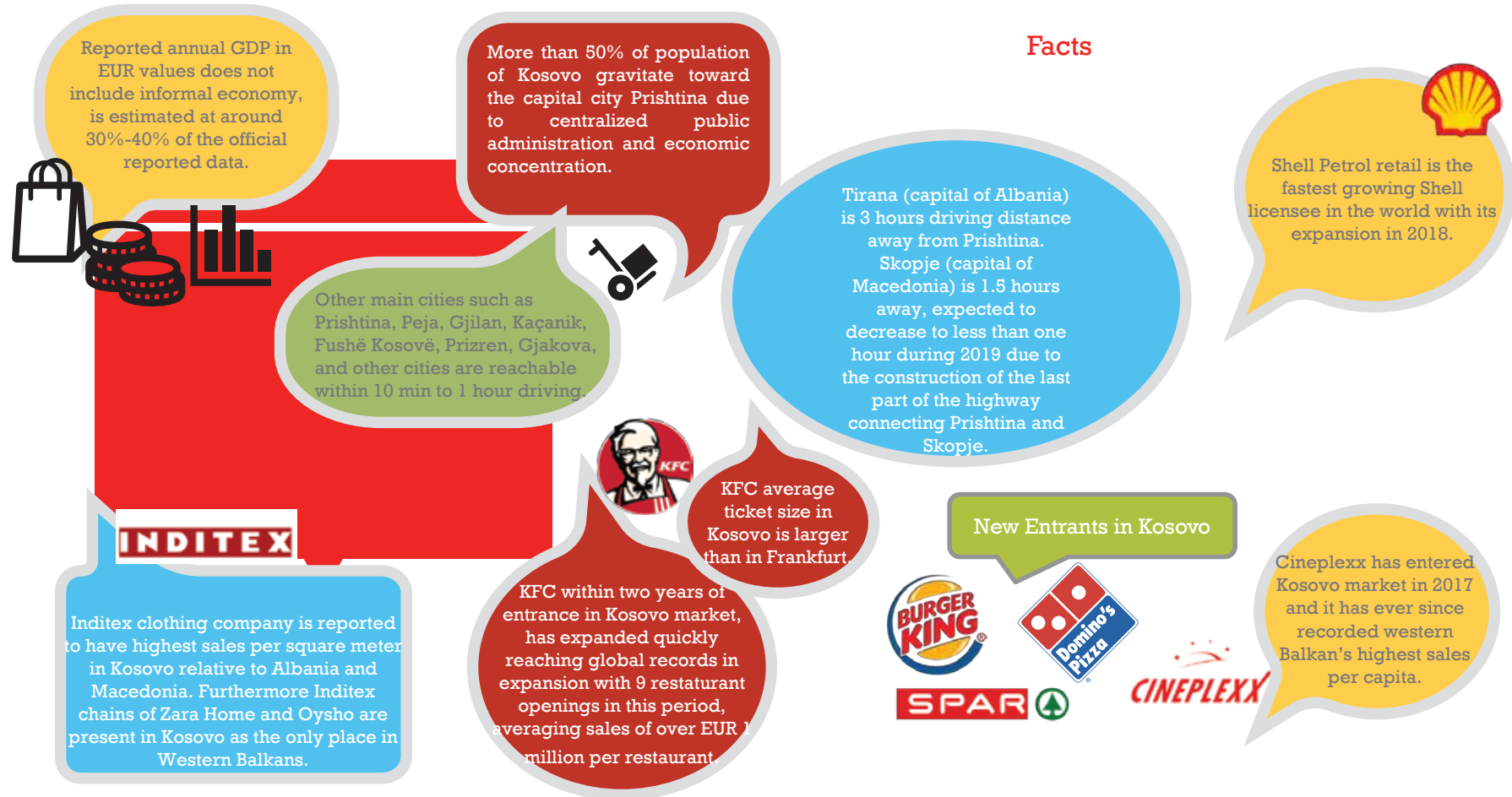
MANGO

UNITED COLORS OF BENETTON

GANT

G-STAR RAW

**DIESEL**

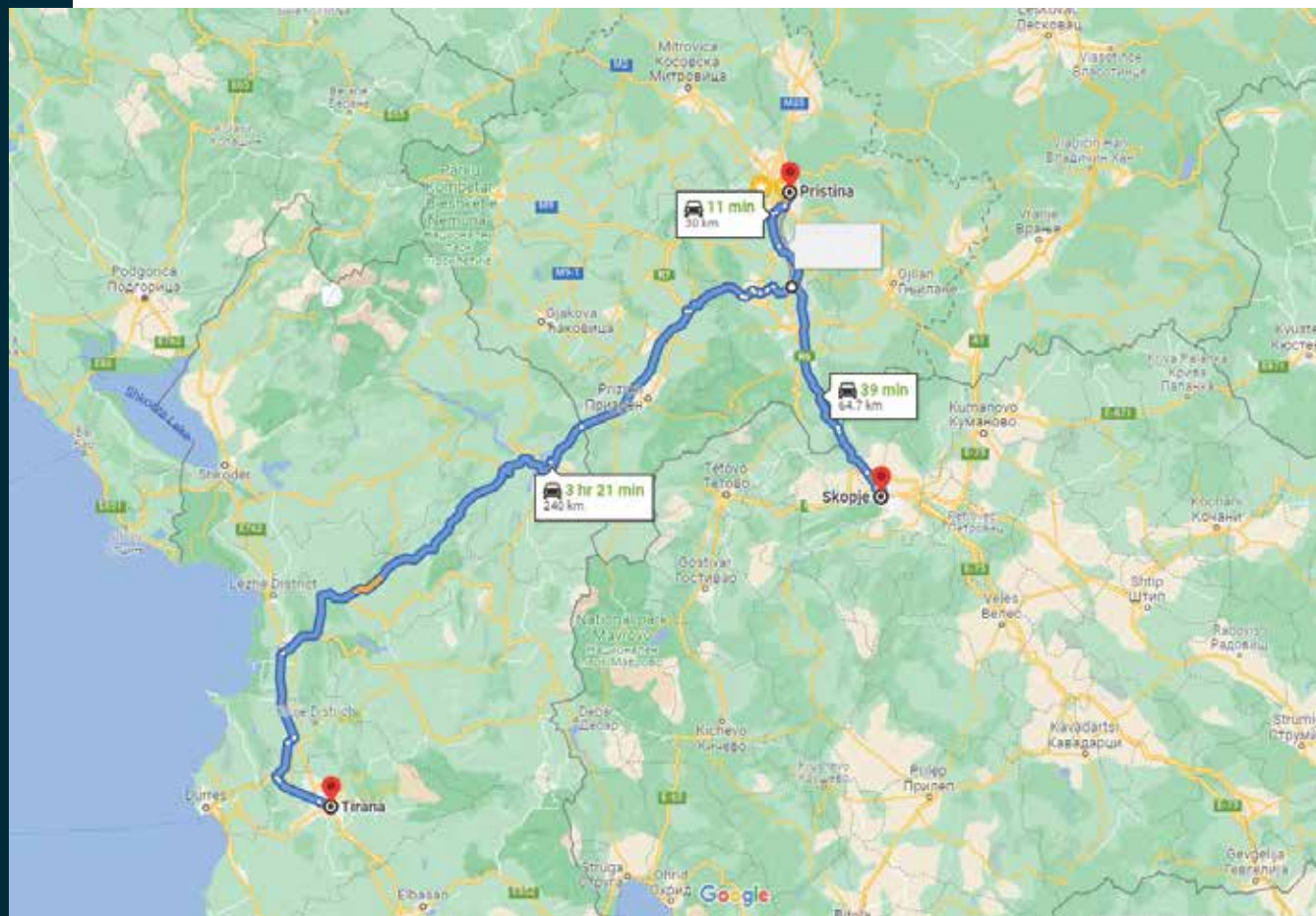




Where we are



Prishtina - 10 min  
Tirana - 3hr 21 min  
Skopje - 40 min



## The attractiveness of location:

- NATURAL VILLAGE Shopping is under construction and is planned to be completed by end of June 2022.
- It is located in Kosovo (1.8M population) and is well-connected through highways with both Albania (3M population) and Macedonia (2M population).
- Tirana (capital of Albania) is three hours driving distance away from Prishtina.
- Skopje (capital of Macedonia) is 30 minutes away, expected to decrease even more by next year due to ongoing construction of the Macedonian part of the highway Prishtina- Skopje.
- Ferizaj's population accounts around 120,000 inhabitants
- Prishtina officially accounts for around 200,000 inhabitants, but in reality, around 500,000 inhabitants gravitate towards Prishtina on daily basis, mostly for reasons related to work and business.
- All other major cities of Kosovo are within one hour drive or less which is expected to increase footfall, especially during weekends.
- Easy access from several directions: 5 minutes driving from Ferizaj, 10 minutes driving from Prishtina, and 30 minutes driving from Skopje (Macedonia).
- Daily traffic of approximately 28,000 cars.
- Estimated number of visitors is around 6,000 daily on average.

## NATURAL VILLAGE Catchment Area

- The complex is situated in a very strategic location that connects Ferizaj with Prishtina, Gjilan, Skopje, and many other cities surrounding Ferizaj.
- Southern suburb of Prishtina is rapidly developing towards Ferizaj, that is why this location and its access from the highway Prishtina – Skopje is a high advantage.
- Easy access from Prishtina – Skopje highway,
- Easy access from different directions, thus offering a convenient shopping destination to maximize customer satisfaction.
- Kosovo's demographic profile provides for a large opportunity in terms of current purchasing power as well as future purchasing power, the population (47% under 24 years of age) joins the labor force.
- NATURAL VILLAGE Shopping is situated in the north of Ferizaj city and its location is very suitable as it is only one kilometer away from the Prishtina-Skopje highway exit in Babush. This area is being built up more and somehow the whole road from Prishtina to Ferizaj is being populated by businesses and new living districts which makes this zone an even more attractive part of Kosovo.
- Density of the residents in the area is growing due to residential and commercial development.
- Easy access from several directions: Pristina capital city of Kosova, Ferizaj city, Gjilan city, Kacanik city, Vitia city, Lipjan city, Skopje and Tetovo from Macedonia and other surrounding cities of Kosovo and Macedonia.

Key factors that impact the strategic development of Ferizaj area:

- Ferizaj city – is becoming one of the most attractive places for living while high construction and low construction is one of the best in Kosovo. The infrastructure for living is further developing which makes citizens from other cities of Kosovo and Macedonia choose Ferizaj attractive place for shopping and living too.
- Young population – is the most added value of Kosovo which gives a sustainable turnover on consumption in general.
- Increased awareness of environmental issues – key for sustainable urban development.





## NATURAL VILLAGE Shopping Immediate Catchment Area

NATURAL VILLAGE Shopping is surrounded by a number of wealthy neighborhoods, including:

- Panorama Residence ~ 100 households
- Iliria Residence ~ 150 households
- Tasjan Residence ~ 100 households
- Swiss Village ~ 100 households
- Marigona Residence ~ 1,130 households
- Qershia ~ 130 households
- Qendresa ~ 800 households
- NIC Neighborhood ~ 200 households
- Other surrounding neighborhoods count another 2,000 households.

### Pristina and Immediate Catchment Area Demographics

- According to the Urban Development Plan 2012-2022, Ferizaj has more than 20,000 registered households and more than 30,000 dwellings. However, on-site observations indicate larger numbers of households and total population.
- The Immediate Catchment Area is characterized by neighborhoods populated by newly-weds and young high-income families as well as wealthy business communities, indicating high purchasing power.

# Management Team



- NATURAL VILLAGE Shopping management team consists of a previous banker as a CEO of the complex, Restaurant owners, Fashion outlet owners, Marketing managers and Lease managers, and other professional staff who have the necessary experience and know-how of the new project.
- Previous staff experience at QMI, Moda Italia, Albi Mall, Minimax, The Village Shopping & Fun, A&M, Conad, etc.



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Proposed Layout



NATURAL VILLAGE – is an open ground concept that is going to have:

- 37 units of fashion stores, minimarkets, jewelry kindergarten, and other businesses situated in a total surface of 7,481sqm while there will be 10 units of Restaurants, Bars, Fast food, and Cake shops that will have a total surface of 1,776 sqm.

The total surface for commercial usage will be: 9,257 sqm

- Total parking places: 200

- Expected daily footfall: 6,000 daily



Proposed Layout



Tenant Spaces





## NATURAL VILLAGE Advantages



### Benefits for brand operators:

- Only select product assortment – low inventory cost.
- High expected footfall due to the location being easily accessible, well connected, and surrounded by wealthy neighborhoods.
- Performance-related rent modalities possible – shared risk
- Low entering costs as an initial investment in floors and lighting is covered by Select.
- Relatively low operating expenses like marketing, security and maintenance are centrally managed by Select.
- Personal stylists enhance customer experience and boost sales through cross-selling.



# NATURAL

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Thank you!



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