

The logo for COSMOS YOPOUGON is centered within a large dark blue circle. The word "COSMOS" is rendered in a stylized font where the letters 'C', 'S', 'M', and 'S' are composed of white dots, while the 'O's are solid orange circles. Below "COSMOS", the word "YOPOUGON" is written in a solid orange, sans-serif, uppercase font.

COSMOS
YOPOUGON

A large, solid orange circle with a subtle gradient and a soft drop shadow, positioned in the lower-left area of the page.

THE PARADISE
OF PRICES

A medium-sized, solid purple circle with a subtle gradient and a soft drop shadow, positioned in the lower-right area of the page.

ABIDJAN
CÔTE D'IVOIRE

A STAR IS BORN IN YOPOUGON

HC CAPITAL
PROPERTIES

The Paradise of Prices in Abidjan
Côte d'Ivoire

There's a bright new star coming to Yopougon in the form of Cosmos: a brilliant new shopping mall that will play host to a dazzling galaxy of retail and leisure outlets.

So, step inside and discover a universe of opportunity waiting for you and your business.

C O S M O S
YOPOUGON

WORLD-CLASS SHOPPING MALL

The latest news in Yopougon

Cosmos is the first world-class shopping mall to be built in Yopougon, Abidjan's largest municipality. Centrally located on Boulevard Principal in front of Ficgayo Square, this unique new mall will open a galaxy of high quality shopping opportunities to a previously ignored catchment area of over one million people.

Already anchored by Carrefour, Burger King and the largest Majestic Cinema in Côte d'Ivoire, Cosmos will be the only mall within a five kilometre radius to be built within the next five years. As a result, it is destined to become a prime retail and leisure destination for families across Abidjan, attracting over four million visitors a year.



THE LOCATION

IMMENSE POTENTIAL

Abidjan is the economic capital of Côte d'Ivoire and the region's most populous French-speaking city. It is located on the south-east coast of the Ébrié Lagoon in the Gulf of Guinea.

Characterised by a high level of industrialisation and urbanisation, the city is home to over 4.7 million people, 20% of the entire population of Côte d'Ivoire.

With a total population of 1,071,543*, Yopougon is the most populated municipality in the city as well as the country. It is also the only commune of Abidjan that spans both north and south sides of Ébrié Lagoon.

*According to the 2014 Ivory Coast census



**MORE THAN
1 MILLION
YOPOUGON
DISTRICT
POPULATION**

**4.7 MILLION
CITY
POPULATION**

**CFA 290
BILLION**
YOPOUGON
IS THE BIGGEST
FMCG MARKET
IN ABIDJAN

4.7 MILLION
2010 POPULATION

5.7 MILLION
2020 ESTIMATED
POPULATION

UNIVERSAL APPEAL

A substantial opportunity exists to leverage the growing consumer demand for prime brands and variety, at competitive prices. To maximise this potential, Cosmos will be positioned as the number one shopping destination within its catchment area and neighbouring districts of Abidjan. In this way, the mall will effectively address the needs of Yopougon's households, 25% of whom are from the upper middle and affluent classes, and 52% from the middle and intermediary classes.

15%
AFFLUENT CLASS IN
COCODY, MARCORY
AND YOPOUGON



90%
GROWTH IN POPULAR
NEIGHBOURHOODS
YOPONGON, ABOBO,
KOUMASSI AND
PORT BOUËT



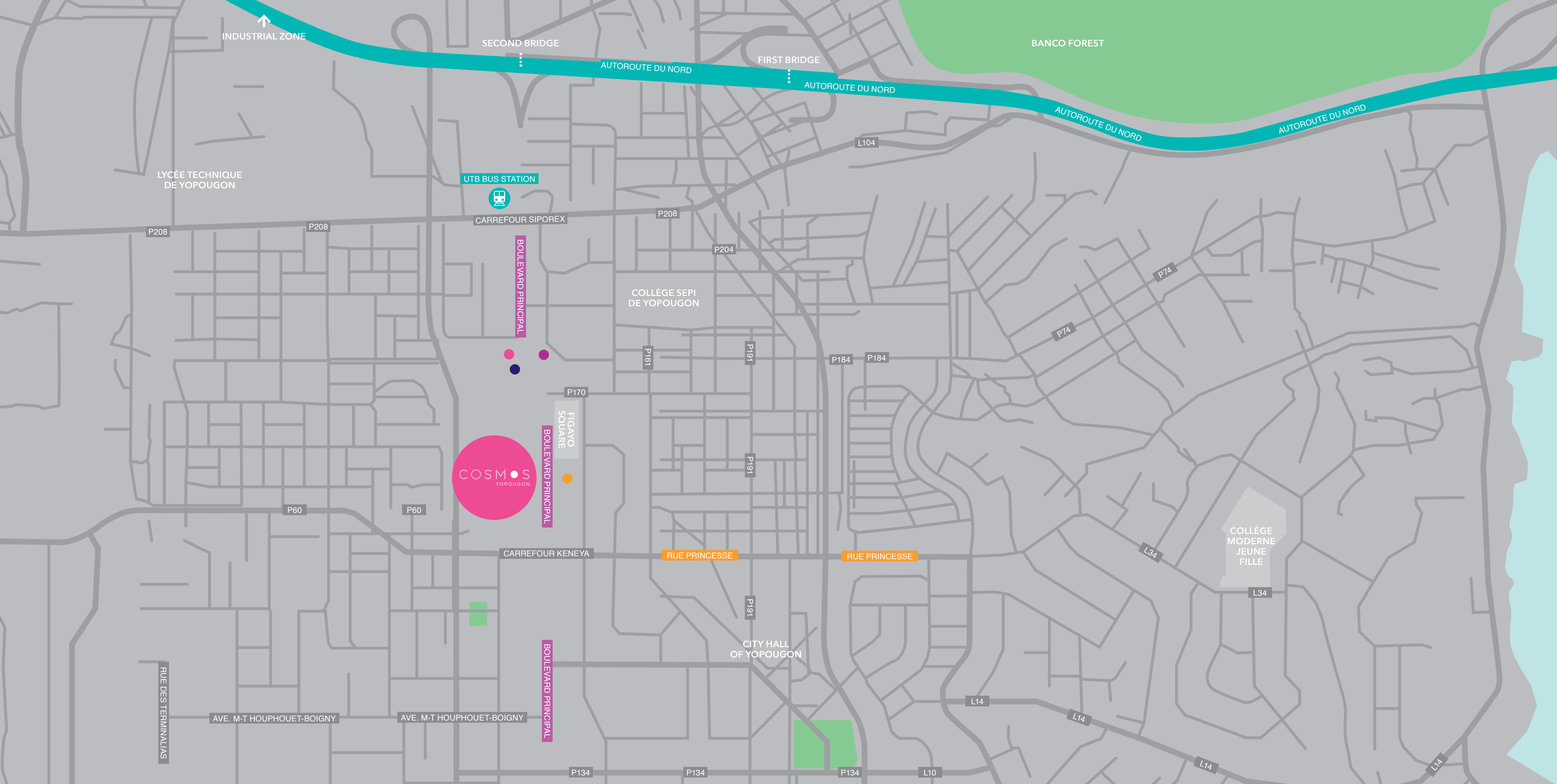
KEY FIGURES OF THE CATCHMENT AREA:

- 140,000 Households
- 65% of Yopougon population
- Annual expenditure (consumer goods): CFA 215 billion
- Shopping centre: 0

CATCHMENT AREA:

..... Population 650,000

4 MILLION
VISITORS
EXPECTED
EVERY YEAR



THE FOREMOST LOCALISATION IN YOPOUGON

Cosmos sits in a prominent location in Yopougon, at the heart of the municipality and close to the main arterial roads.

Conveniently located on a number of bus routes and with over 450 free parking spaces, the mall will be easily accessible for daytime shopping and evening entertainment.

- Post office
- Atlantique banque branch
- SGBCI branch
- BOA branch

The background is a solid purple color. It features three large, overlapping circles: a pink circle in the upper left, a large red circle on the right side, and a teal circle in the lower left. The text "THE DESTINATION" is centered horizontally and partially overlaps the red circle.

THE DESTINATION



The Paradise of Prices in Abidjan
Côte d'Ivoire

THE DESTINATION FOR CHOICE, DISCOVERY AND VALUE

Cosmos is more than just a shopping mall. It's a brand conceived as a vibrant and lively destination where customers can discover a wealth of experience that include everyday shopping, international brands, family entertainment, affordable dining and essential services-all under one roof.

Today's consumers are well-informed, and demand more than just greater choice and competitive prices. By providing a complete lifestyle environment for a previously neglected market, Cosmos is helping people across the social spectrum to fulfil their aspirations and satisfy their appetite for brands.

"A WEALTH OF
EXPERIENCES THAT
INCLUDE EVERYDAY
SHOPPING"

THE PERFECT MIX OF RETAIL AND LEISURE

Seamlessly integrating modern architecture with a distinctive African feel, Cosmos pays homage to the rich heritage of the community while providing the perfect showcase for all kinds of retailer, from big international brands to small outlets selling everyday essentials.

Families attracted by the large 3-screen Majestic Cinema and huge Carrefour will find a well-equipped Kids Zone and Food Court featuring fast food outlets from Burger King to medium priced sit-down restaurants. Completing the ideal shopping experience will be everything from electronics stores to banks, pharmacies and fashion outlets to seasonal kiosks and pop-up shops.



INCREASINGLY ASPIRATIONAL TARGET AUDIENCE

Cosmos will cater for a broad socio-demographic market that includes everyone from senior civil servants and senior executives to young professionals and public servants such as police officers and teachers. However, it will primarily target the burgeoning middle and upper middle classes, whose needs are driven by:

- Shopping in more secured and modern areas
- Access to products, brands and services of quality at competitive price ranges
- Access to leisure and entertainment that match local demand

KEY FACTS:

The typical Cosmos middle and upper class consumers are:

- Looking for more choice in food products
- Moving away from un-branded and un-packaged foods
- Desiring recognisable brands and upmarket goods
- Changing their consumer behaviour to favour products that offer convenience over price



FACTS AND FIGURES

The first **Grade A** shopping mall in Côte d'Ivoire's biggest municipality

- Sizeable **3 hectares** of land in prime location
- Development based on international global retail chain standards
- GBA/GLA: **17,000m²/14,000m²**
- Mix of target tenants:
Grocer **± 3,000m²**
Cinema **±1,500m²**
Restaurants **±1,500m²**
Other stores **±8,000m²**
- Tenants of reference:
Carrefour (supermarket)
Majestic (cinema)
Burger King (restaurant)
- **18 – 24 month's** construction period
- Facilities and property management by world-class international operators

CARREFOUR

This will be the third Carrefour to open in Abidjan, demonstrating the supermarket's strong appetite to tap into the growing consumer class.



BURGER KING

This will be the fourth Burger King to open in Abidjan, signifying the fast food company's desire to target a fast-growing economy that's expanded by an average 9% annually in the past three years.



MAJESTIC CINEMA

Comparative study shows top quality and exclusivity of Majestic cinema movie projection in Abidjan. It will be the unique multiplex in Abidjan with 3 theatres that can house up to 700 spectators.



HC Capital Properties (HCCP) is a privately-held real estate investment firm with a focus on Côte d'Ivoire, Ghana and Nigeria. Founded in 2014, the company invests primarily in retail, office, hospitality, industrial and residential assets. The firm's experienced investment team, supported by a dedicated advisory and operations group, operate from offices in Abidjan and London.

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C O S M O S
YOPOUGON

HC CAPITAL
PROPERTIES

Inside Cosmos

Ground floor

- Supermarket
- Fashion, home and accessories
- Services
- Restaurants
- Beauty and Health
- Cinema, sport and leisure
- Electronic and multimedia



HIGHLIGHTS

- Anchored by a **3,000 m² Carrefour, Burger King** and 3-screen **Majestic Cinema**
- **14,000 m²** of rentable area on two floors (**9,000 m²** on the Ground Floor and **5,000 m²** on the First Floor)
- **Kidzonia** play space for children
- Enclosed **food court area**
- **Restaurant area** with enclosed spaces, fully glazed with outside interaction

COSMOS TIMELINE

Q2 2016

Construction begins-with 35% of space already taken

Q3 2017

Cosmos will be 100% let

Q4 2017

Final fit out of retail space

Q1 2018

Cosmos will be fully fitted out and open

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HC CAPITAL
PROPERTIES

Inside Cosmos

First floor

- Supermarket
- Services
- Beauty and Health
- Cinema, sport and leisure
- Electronic and multimedia



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