



A Wealth of Global Experience

REAM International introduce best practice into every aspect of the business

Ream International is at the forefront of the international retail property industry, delivering high quality projects, services and solutions throughout the EMEA Region.

We are specialists and industry leaders in the Designer Outlet Sector, maximising asset value for owners, investors and developers through innovation and performance.



Business Innovation and Professional Expertise

Combining proven senior management ability with technical excellence

REAM International is a UK based company led by highly experienced industry professionals supported by a multi-national network of associates.

The Founders and Directors are Graham Coxhead and Steven Armitage both leading figures in the international property industry for over thirty years.



Our collective involvement in the Designer Outlet retailing sector began in the early 1990's, since when we have continued to influence the development and direction of the industry throughout Europe. As development principals and consultants we have launched the concept in many new markets and delivered successful projects in most European countries.

Always Adding Value

**REAM International view property as a dynamic asset
capable of change and improvement**

Activities

We have a unique style and portfolio of activities that has evolved and been refined over many years exposure to the global property industry. We have responded to the ever changing demands of operating in new and fast changing markets.

We have the collective experience to understand not only the professional and technical demands of delivering successful projects but also the wider corporate and financial imperatives. Every REAM International programme is carefully considered and structured in line with the client's or business partner's priorities and with a commitment to the highest levels of quality and performance.



Laying the Foundation for Success

REAM Consultancy

The basis of every successful venture, programme or project is first class preparation, research, analysis and planning. We understand this and the relationship between information and its practical application when making commercial decisions.

REAM International will assist from the outset in the preparation of the brief and tailor this to a client's exact requirements.

REAM International are investors in research to enable best analysis and performance



Consultancy activities include for example:-

- Site search, evaluation and analysis.
- Concept design and financial viability appraisal.
- Tenant demand reports.
- Retail market research and competition analysis.
- Strategic planning and programming.
- Retail operations, FM and asset management audit.



The Key to a Successful Project

REAM International understand both the occupier and the investor/developer perspective

REAM Commercialisation

An essential ingredient to the successful performance of property assets or projects is tenant quality, tenant mix and lease structure. This is especially the case with regard to Designer Outlet Centres where asset performance and investment value is directly related to the success of retail operations.



REAM International understands and invests in the importance of strong relationships with international brands and retailers, in order to fully understand their plans and priorities. This retail focus is extended into the centre management regime where we continue to drive improved performance, through innovation in retail operations, design and marketing.

Commercialisation activities include for example:-

- Development management.
- Client representation.
- Outlet centre design input and specification.
- Leasing, promotion and B2B marketing.



Technical Creativity and Financial Acumen

**REAM International combine professional expertise
with solid commercial judgement**

REAM International is a leading exponent in the field of international shopping centre and designer outlet centre development with over thirty years experience. This includes the realisation of designer outlet centre projects from inception to completion in most European countries.

REAM International with its network of European associates has the capability to coordinate whole, part or multiple development projects in any country or market. Our remit can include site evaluation, financial analysis and land acquisition from the design and construction phase to leasing and investment sale.



Development activities include for example:-

- Development/project management on behalf of investors and development companies.
- General or specific advice in relation to a project or market viability.
- Outlet centre design and specification.
- Joint venture structures, finance and funding.
- Development appraisal and feasibility studies.



Adding Value Through Innovation

**REAM International continually analyse, improve
and introduce new ideas and practices**

Operations and Management

Our methodology and focus towards driving high levels of retailer performance through the centre management is recognised as being the most innovative in the industry.

The Directors of REAM International have a proven track record of creating, managing and enhancing commercial property assets and portfolios throughout the EMEA Region. We understand the importance of installing systems and procedures at the outset followed by dynamic management and innovation throughout the life cycle.



We continue to create new tools and improve processes in order to maximise the commercial performance of individual retail units and the centre as a whole. This retail operations focus in combination with best practice centre and asset management is structured to provide transparency and optimise investment performance.

Operations and Management activities include:-

- Set-up of the management organisation pre-opening.
- Management of retail operations.
- Asset management, centre management and facility management.
- Tenant engineering.
- Management audit and implementation of recommendations.

REAM Platforms

Our international network, management experience and professional expertise provide an integrated management solution for corporate investors entering new markets or sectors.

The REAM International senior management have many years experience of working with global corporations and investors at the highest level. The company is well equipped to understand and work within the demands of the corporate and financial requirements of such organisations.



A Turnkey Approach for a Successful Outcome

REAM International can deliver a seamless solution from inception to completion

REAM Platforms have been created to enable investors to enter new or unfamiliar markets and sectors in a discreet fashion, with the comfort that their interests are fully represented with a professional management capability in place.



REAM Platform activities include for example:-

- Market research, corporate establishment and management set-up.
- Strategy implementation.
- Development/project implementation.
- Planning and realisation.
- Exit strategy and action.



REAM Experience and track record

REAM Directors have been involved in many Designer Outlets across Europe for a wide range of institutional clients

UK Outlet Centres

- Royal Quays DOC, Newcastle:
- Boundary Mill, Grantham:
- Sterling Mills, Scotland:
- Clarks Village, Somerset:
- The Yorkshire Outlet, Doncaster:
- Atlantic Village DOC, Bideford:

Site Acquisition, Development Consultancy, Leasing, Debt Financing

Development Consultancy, Leasing

Site Acquisition, Development Consultancy, Leasing

Leasing

Leasing, Valuation

Site Acquisition, Leasing, Finance

European Outlet Centres

- Stockholm Quality Outlet, Sweden:
- B5 DOC, Berlin, Germany:
- Campera Outlet Shopping, Lisbon, Portugal:
- Bataviastad, Lelystad, The Netherlands:
- Bergamo Outlet Centre, Milan, Italy:
- Aubonne, Switzerland:
- Fashion House, Warsaw, Poland:
- Nassica Park DOC, Milan, Italy:
- Luxembourg DOC, Messancy:
- El Manar Outlet Shopping, Murcia, Spain:
- Premier Outlets, Budapest, Hungary:
- Fashion Arena Outlet Center, Prague, Czech R:
- One Fashion Outlet, Bratislava, Slovakia:
- Designer Outlets Portfolio, Turkey:
- Copenhagen Designer Outlets, Denmark:
- La Noria Outlet Shopping, Murcia, Spain:

Development Consultancy, Commercialisation, Leasing

Development Consultancy, Commercialisation, Leasing, Finance

Development, Commercialisation, Leasing

Development Consultancy, Leasing, Centre Management Set-up

Development Consultancy, Commercialisation

Development Consultancy, Leasing, Retail operations

Development Consultancy, Leasing

Leasing

Leasing, Marketing, Centre Management

Development, Commercialisation, Centre Management

Development, Commercialisation, Leasing, Retail Operations

Development, Commercialisation, Marketing, Leasing, Retail Operations

Business Development, Leasing

Platform Services

Platform Services

Design, Development, Commercialisation, Finance

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