

AN EXAMPLE PART OF A REPORT ON RESIDENTIAL PREFERENCES OF PROSPECTIVE BUYERS OF FLATS OR HOUSES IN 5 CITIES WITH THE POPULATION EXCEEDING 500,000 PEOPLE HAS BEEN PRESENTED BELOW. THE RESIDENTIAL PREFERENCE RESEARCH WAS CARRIED OUT DURING THE AUTUMN EDITION OF TABELAOFERT.PL TRADE FAIRS IN WARSAW, KRAKÓW, ŁÓDŹ, POZNAŃ AND WROCŁAW. EACH EDITION OF THE TRADE FAIRS HOSTS SEVERAL THOUSAND OF VISITORS AND PROVIDES OVER 3 THOUSAND QUESTIONNAIRE SURVEYS COMPLETED (ABOUT 500 PER CITY).

✓ PROSPECTIVE BUYERS OF FLATS OR HOUSES AT THE AGE OF 26 TO 30

The percentage of people at the age of 26-30 in the group of people interested in buying a flat or house has been presented below:

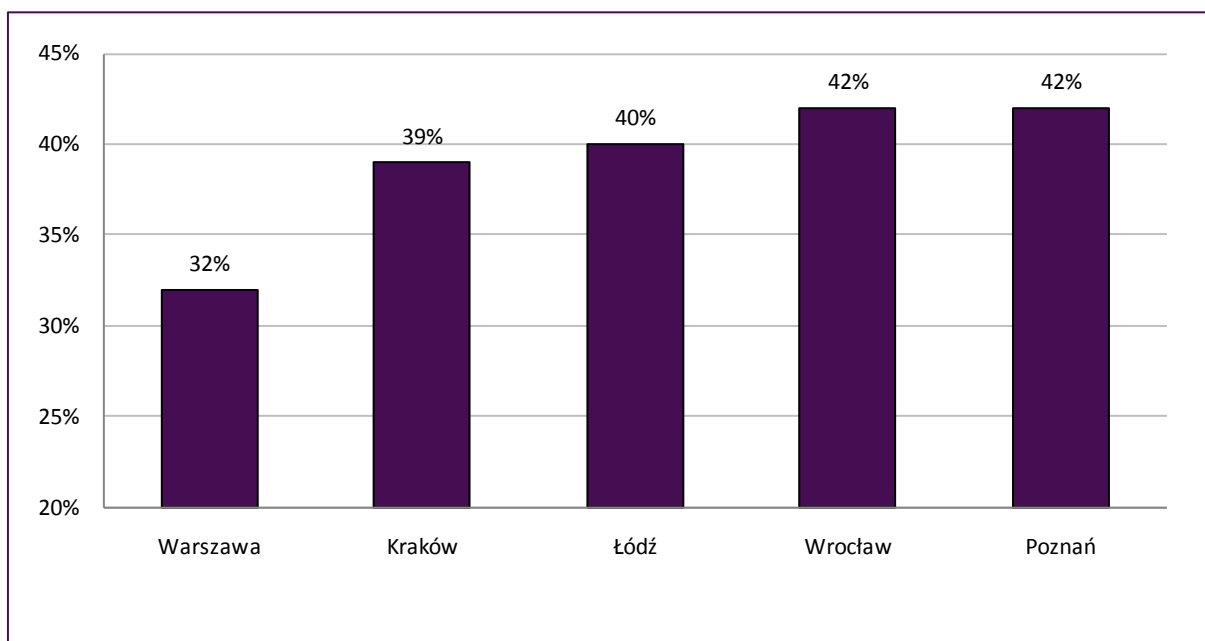


Chart: Share of people at the age of 26-30 in the group of respondents interested in buying a house or flat in individual cities; Source: redNet Consulting on the basis of residential preference research (autumn 2010)

The share of respondents at the age of 26-30 in the group of people interested in buying a flat or house varied in autumn 2010 from 32% in Warsaw to 42% in Poznań and Wrocław. Respectively, 39% and 40% of the whole sample were made up by people at this age in Kraków and Łódź.

✓ PROSPECTIVE BUYERS OF FLATS OR HOUSES WHO HAVE THEIR OWN FLAT

The share of people who own a flat in the whole group of prospective buyers of flats and houses has been presented below:

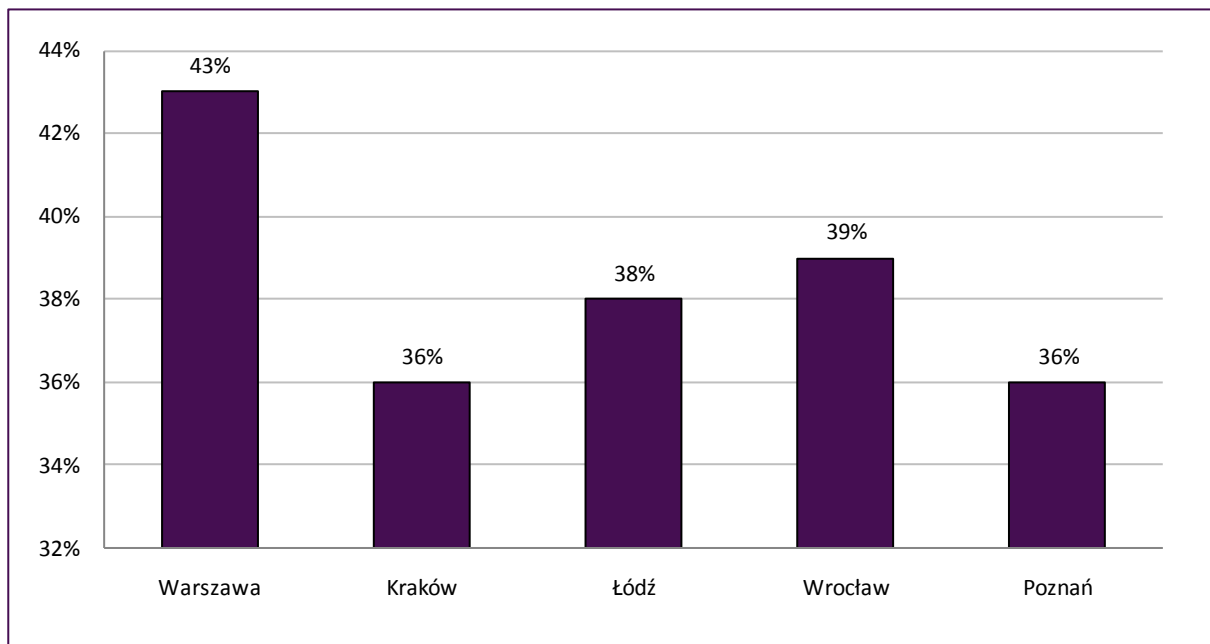


Chart: Share of people who own a flat in the group of prospective buyers of flats or houses, Source: redNet Consulting on the basis of residential preference research (autumn 2010)

In the group of people looking for a flat of house, in Warsaw 43% are prospects who already have a flat. In the case of Wrocław the corresponding share equals 39%, and in Łódź only 38%. The lowest share of people possessing a flat in the whole sample comprising prospective buyers was recorded in Kraków and Poznań – 36% in each city.

Possession of a flat by a person looking for a new flat or house can largely facilitate concluding such a transaction by him or her. The sale of own real estate can make it possible to finance at least a part of the purchase from own means. Such people frequently enter into contracts because they are not so vulnerable to the problem of obtaining finance for buying a real estate.

✓ RESIDENTIAL TRADE FAIRS AS A SOURCE OF INFORMATION ABOUT THE MARKET

The chart presents the percentage of people who constitute wide demand (i.e. indicated a few answers and their sum can exceed 100%) obtaining information about the market at residential trade fairs.

In autumn 2010 in Warsaw 60% of people looking for a flat or house pointed out to residential trade fairs as a source of information about the market. In Kraków the corresponding percentage reached 59% of prospects and in Łódź – 58%. Slightly less, but still the majority of respondents, chose residential trade fairs as a source of information in Wrocław (56%) and in Poznań (54%).

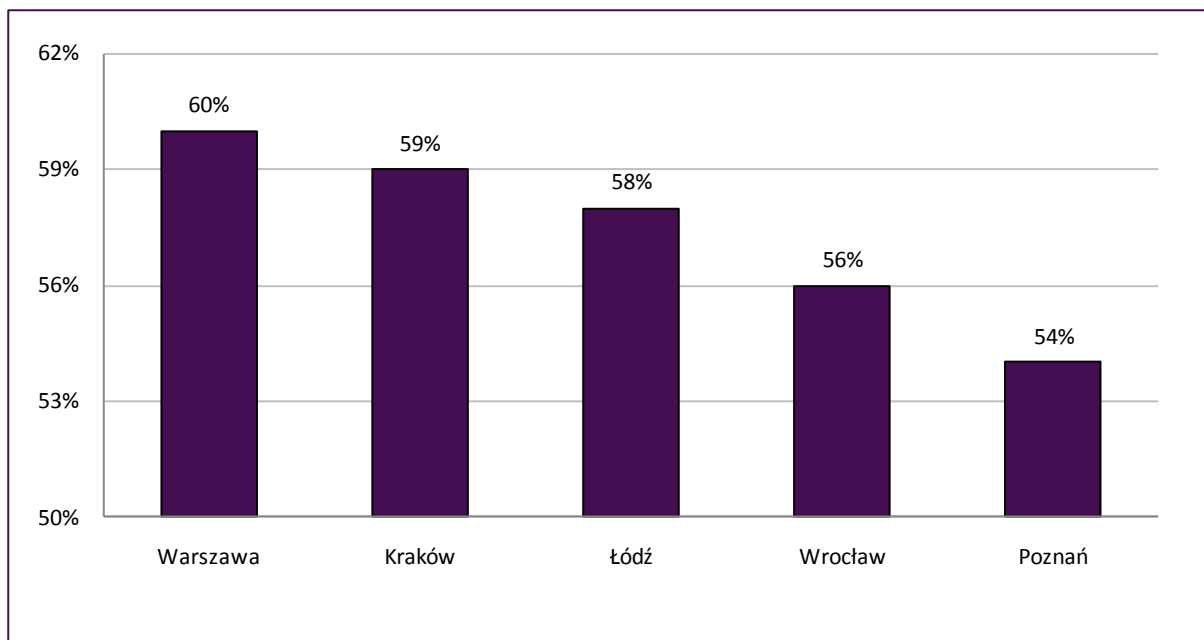


Chart: Share of people pointing out residential trade fairs as a source of information about the market; Source redNet Consulting on the basis of residential preference research (autumn 2010)

In each of the cities mentioned above at least 54% points out residential trade fairs as a source of information about the market. It is worth noting that in the case of the two biggest residential markets, Warsaw and Kraków, the percentage of answers indicating this source of information is the highest.

Above you can see a part of a review in the form of charts and comments on the data presented in the figures. Extended reviews consist of several dozen charts that are also commented on, all presenting a prospective client and his residential preferences.

Research is carried out at trade fairs organised by tabelaofert.pl web portal. In each city about 500 people complete a questionnaire survey comprising a few dozen questions, all prepared in an electronic form and completed on PCs. Every respondent spends about 20 minutes for the research. Besides this, these are people actually interested in buying a flat or house, and focused on that issue.

We dispose of data about individual cities and we are able to compare the results obtained with the previous editions of the research. We draw up reports for individual districts, areas or the location of a given investment. Thanks to that our research answers precisely the questions: Who to build for? What solutions are accepted by clients? Where to build?

We know what standard a client wants, and where and when he/she wants to buy it. We are able to show where to locate houses and how to plan them to make clients buy them. Our reports show among others the age composition of clients, their family and residential situation, their income per household and the price of flats acceptable by them.

Basing on residential preference research carried out, we are able to prepare a report on Warsaw, Kraków, Tri-City, Wrocław, Poznań, Łódź and also Katowice.

Detailed information connected with the scope of reports and redNet Consulting's offer can be provided by:

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