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SURVEY BY ANTAL AND CUSHMAN & WAKEFIELD

Investment potential of Lublin

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Netherlands





SURVEY BY ANTAL AND CUSHMAN & WAKEFIELD

Investment potential

LUBLIN

The project is a valuable tool for all entrepreneurs and investors interested in developing their business in Poland.

ARTUR SKIBA

ANTAL AND CUSHMAN & WAKEFIELD

Foreword

Ladies and Gentlemen,

expert commentary.

The project is a valuable tool for all entrepreneurs and investors interested in developing their business in Poland.

The report reflects the current situation in the market and provides a business perspective, identifying the main trends in the economic development of companies in **Poland's largest** cities.

We are very pleased to present the series of reports from the fourth edition of the Business Environment Assessment Study. This is a comprehensive compilation of data and analysis, enriched with

The project once again came about through close cooperation between Antal, a leader in HR consulting, and Cushman & Wakefield, a recognized real estate expert and leading international real estate services consultancy.

Our knowledge and experience were crucial in analysing the survey results and creating the report, which is not only a comprehensive compilation of data, but also a tool for strategic business decision-making.

1,290 decision-makers

The survey included 1,290 decision--makers, representatives of companies active on the Polish market.



The project includes an analysis of the business environment in nine cities, and takes into account important areas such as:

- 1. the city's overall assessment,
- 2. infrastructure,
- 3. office space,
- 4. government support,
- 5. education potential,
- 6. employment potential,
- 7. business potential and
- 8. evaluation of the location as a place to live.

The report accurately describes the specifics of the Lublin market.

It contains key market information for investors, including:

- the cost of living,
- housing prices on the secondary and primary markets,
- office rental rates,
- wages offered by employers,
- the number of students and graduates, and
- the number of employed people in the region by sector.

We hope that this report will become a valuable source of knowledge and inspiration for all those interested in business development and investment in the Polish market.

Enjoy your reading.

Artur Skiba ANTAL PRESIDENT

Krzysztof Misiak EXECUTIVE PARTNER, HEAD OF POLAND, CUSHMAN & WAKEFIELD

66

The report is not only a comprehensive compilation of data, but also a tool for strategic business decision-making.

KRZYSZTOF MISIAK



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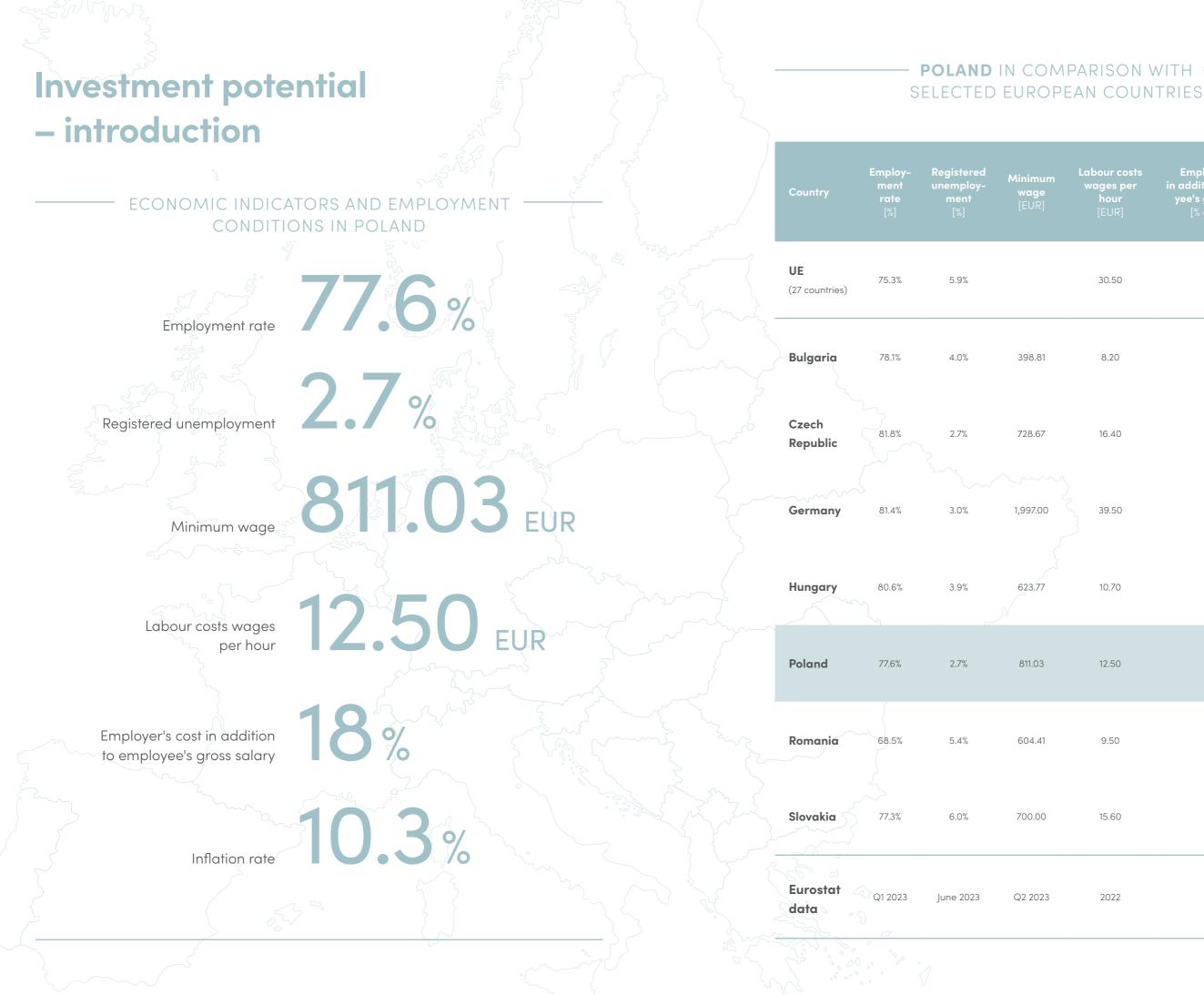
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INVESTMENT POTENTIAL

Introduction

m.





LUBLIN

Labour costs wages per hour [EUR]		Employer's cost in addition to emplo- yee's gross salary [% of salary]	Inflation rate [%]		
	30.50	24.8%	6.1%		
	8.20	13.3%	7.8%		
	16.40	24.0%	10.2%		
	39.50	23.3%	6.5%		
	10.70	14.2%	17.5%		
	12.50	18.0%	10.3%		
	9.50	5.3%	8.9%		
	15.60	27.0%	10.3%		
	2022	2022	July 2023		

66

The immediate future for FDI inflows to Poland looks optimistic, but nevertheless maintaining a competitive investment climate has been, is and will always be a challenge.

RADEK PITUCH

INVESTMENT POTENTIAL

Expert commentary

Radek Pituch

MANAGER BSS & TECH PROJECTS, DIRECT INVESTMENTS DEPARTMENT POLISH INVESTMENT AND TRADE AGENCY (PAIH)

portfolio of the Polish Investment and Trade Agency.

terms of investment outlays and the number of declared, newly created jobs supported

The passing months of 2023 were particularly exceptional in this regard. We can speak of effective support for the placement of 47 new carried out by well-known global brands from various sectors of the economy, from financial services, through the automotive industry, to semiconductors. In addition, PAIH's portfolio agency is seeking to locate in Poland.

A number of factors are contributing to the continued growth of investment rates in Poland. First of all, it is necessary to point to the human resources potential - the wide availability of qualified and experienced talent. Poland has the largest population potential among CEE countries, and is one of the largest academic 15

Poland has been maintaining and strengthening its leading position in attracting foreign investments in the CEE region for a long time. This positive trend is reflected in the investment

undeniable asset. Second, Poland is a country open to innovation and new technologies. This and IT investments over the past two years. excellent range of forms of business support in Poland. Thanks to an amendment to the Program for the Support of Investments of for 2011-2030, applying for a cash grant, of which PAIH is the operator, is even more transparent than before.

The immediate future for FDI inflows to Poland a competitive investment climate has been, is to remain open to new industries, read well the needs and expectations of business and new

Lublin – introduction

PART 1

TATATA



LUBLIN

Average rating



1.01. Lublin assesment

The Business Environment Assessment Study highlighted the main aspects influencing companies' investment decisions.

CHART 1.1.

Average rating of all factors for Lublin



Lublin is currently Eastern Poland's largest economic and academic centre, and the only city in this macroregion with metropolitan aspirations.

It is also an active participant in the cooperation network of European and global metropolises, counted among the most dynamically developing Polish cities and placed at the

Respondents were asked to assess the business environment in the cities in which they operate. By compiling several indicators for each area, the report presents a comprehensive rating expressed on a scale of 0-10, where 0 is the worst possible rating and 10 is the best.

top of rankings for sustainable development, absorption of EU funds, attracting investors and smart cities.

International rankings put the city on a par with Eastern European capitals such as Sofia, Zagreb and Vilnius. One example is the Business-Friendly City Perception Report, produced by the think-tank Emerging Europe.

Find out more at <u>www.investmentpotential.pl</u>

20

66

Lublin's convenient location, developed education sector, business infrastructure, quality of life and government support make this city a place worth considering as an investment location.

DR MARIUSZ SAGAN

LUBLIN - INTRODUCTION

Expert commentary

dr Mariusz Sagan

Lublin is the most developed city in Eastern Poland in terms of investment potential.

Lublin was named one of the most attractive cities

- Lublin is an academic centre with nine institutes of higher education. In addition, the city has access to skilled workers from other regions of Poland, as well as from Ukraine. In addition, numerous technology parks and develop the potential of new technologies.
- Convenient location. Lublin is located in the it an excellent location for companies that Ukraine and Belarus and its well-developed logistics base.
- Favourable investment conditions. Lublin offers investors attractive conditions for doing business, including tax benefits. The city is also investing in business infrastructure development.

environment for entrepreneurship. The city of the economy.

• The low cost of doing business is another and the cost of living are lower than in most major cities in Poland, which translates into

More than 600,000 people live in the Lublin agglomeration, including more than 180,000 people with from Ukraine, who make up about 10% of the city's border, giving access to a market of more than 40 million people.

developed education sector, business infrastruc-

Infrastructure

PART 2



Average rating



2.01. Infrastructure

CHART 2.1.

Average infrastructure rating for Lublin



Dynamically developing infrastructure is one of the factors attracting investors.

In recent years, the city's transportation accessibility has increased, and the international airport is a landmark of the city.

25

The construction of a ring road, access roads, and the modernization of urban public transportation contribute to the development of infrastructure and strengthen Lublin's position on the map of Poland and Europe.

26

Air freight forwarding is the fastest and safest method of transportation, which will not only provide Lublin companies with a wide range of export opportunities, but also allow them to import necessary goods.

AGNIESZKA GUŁAŚ

INFRASTRUCTURE

Expert commentary

Lublin is considered the capital of Eastern Poland and the largest transportation hub in this part of the country.

Recent years have seen the completion of the S17 road, which opened up a high-speed connection to Warsaw, and part of the S19 (Via Carpatia) between Lublin and Rzeszów, which is part of a trans-European corridor underway on the construction of another section of the S19 that will connect Lublin and Bialystok. Sections of the S17 leading through Zamość to the Hrebenne border crossing and the S12 leading through Chełm to the Dorohusk crossing are under construction.

The development of road infrastructure heralds an influx of new business.

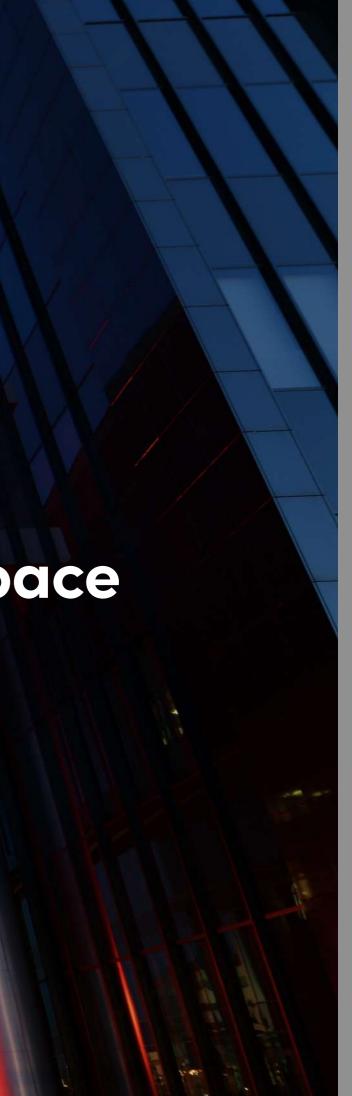
27

- until Q4 2023. The region's new transportatransportation with regional and long-distance
- In March 2023, Lublin Airport SA applied for a construction permit for a cargo terminal -
- Air freight forwarding is the fastest and safest provide Lublin companies with a wide range of export opportunities, but also allow them to import necessary goods.

inta

PART 3

Office space



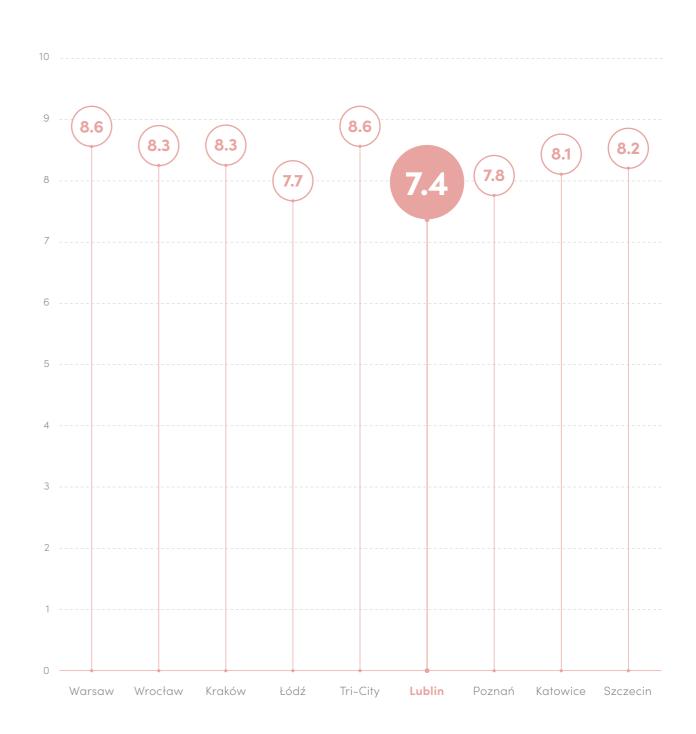
Average rating



3.01. Office space

CHART 3.1.

Average office space rating for Lublin



31

Find out more at <u>www.investmentpotential.pl</u>

32

3.02. **Real estate in Lublin**

BASIC DATA ABOUT THE REAL ESTATE MARKET

11.50-12.50 EUR/m²/month

Asking rents

Office space under construction

10,800 m² Gross demand

223,400 m² Total stock of office space

50

Number of existing office buildings

New supply

13.1% Vacancy rate

OFFICE SPACE STOCK BY AGE

38,900 m² 0-5 years **74,500** m² 6-10 years 110,000 m² over 10 years

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34

66

Lublin is the largest and most mature market in eastern Poland.

MICHAŁ GRABOWIECKI

Expert commentary

Poland.

projects: CZ Office Park D (15 thousand sqm), G3 Inter Office (12 thousand sqm) and

An important development was the opening of a third service office in the local market in the second half of 2022.

LoftMill at the CZ Office Park D office building offered 240 workspaces in a 1.6 thousand sqm 35

Lublin is the seventh office market on the regional map of Poland, with 2022 resources exceeding 200,000 sqm, reaching as much as 223,400 sqm. It is the largest and most mature market in eastern

Average rents in Class A office buildings remained at EUR 11-12.50/sqm. Despite the in Q2 2023. High demand of more than sible for this.

are the next phase of the CZ Office Park and Gęsia projects, as well as a new office builto effectively reduce the risk of a supply gap in the Lublin market.

Public administration support

PART 4

I I I

101



Average rating



4.01. **Public administration support**

CHART 4.1.

Average rating of public administration support for Lublin



The support of the public administration in Lublin for potential investors and employers is invaluable help at every stage of investment.

Lublin City Hall has a professional investor service team that provides reliable information and post-investment care. Each member of the team is an expert in a particular industry, building relationships and advising investors.

In addition, the Department of Strategy and Entrepreneurship offers tools such as the business.lublin.eu website and social media channels to provide essential information.

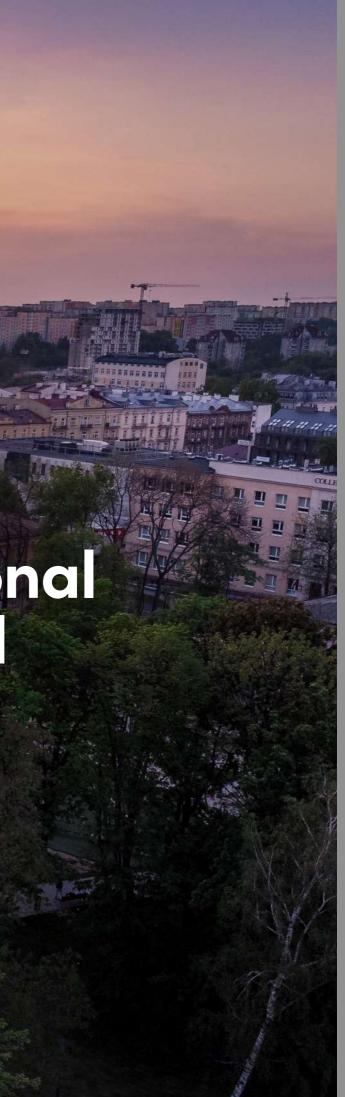
Lublin's Economic Profile on LinkedIn was highlighted in a Sotrender report as one of the most engaging and fastest-growing local government profiles in Poland.

Labour market institutions act as intermediaries between employers and job seekers, while the labour office regularly publishes reports on the labour market in Lublin and the region, which is a valuable source of information.

39

Educational potential

PART 5



Average rating



5.01. **Educational potential understood** as the availability of future employees

CHART 5.1.

Average assessment of educational potential for Lublin



Lublin is one of the most vibrant academic centres in Poland.

Find out more at <u>www.investmentpotential.pl</u>

43

It encourages education with a wide range of major subjects, excellent academic staff and measures to support students, including through scholarships and awards. Nearly 60,000 students study in Lublin annually, of which 8,300 were from abroad in 2021/22.

AVAILABILITY OF FUTURE EMPLOYEES



Number of universities

58,305

Number of students

15,259

Number of graduates

NUMBER OF STUDENTS BY AREA

1,758 Finance

4,321 IT

3,408 Engineering

1,804 Philologies







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Lublin's educational potential is highly rated by experts. In Perspektywy magazine's 2023 ranking, Lublin ranked 5th among Polish cities in terms of academic potential.

DOMINIK KALINOWSKI

EDUCATIONAL POTENTIAL

Expert commentary

Lublin is one of the leading academic centres in Poland. There are almost 60,000 students in the city, including about 45,000 at public universities. The city offers a wide range of educational opportunities, including undergraduate, graduate, postgraduate and doctoral programs.

Lublin's educational potential is highly rated by experts. In Perspektywy magazine's 2023 ranking, Lublin ranked 5th among Polish

The city distinguished itself primarily in the

Through the prism of educational potential, Lublin is an attractive place for investors.

The city offers employers a number of benefits from the wide range of specialists that feed into the labour market year after year, making it easier to access qualified personnel and

centre in Poland.

47

The city offers a rich educational and attractive living environment, as well as access to a skilled workforce, which can translate into increased competitiveness for the company.

Employment potential

PART 6



Average rating



6.01. **Employment potential**

CHART 6.1.

Average employment potential rating for Lublin



LABOUR MARKET INDICATORS OF THE LUBLIN VOIVODESHIP



Population

204,548

Average employment in the enterprise sector

Find out more at <u>www.investmentpotential.pl</u>



8.1%

Unemployment rate

6,122.55 PLN

Average gross monthly salary in the enterprise sector

6.02. Sample salaries in Lublin

GROSS MONTHLY SALARIES (PLN)

Manufacturing and Logistics Sector	min.	max.
Production worker (unskilled)	3,600	5,000
Production worker (skilled)	4,300	6,000
Shift Manager	6,500	12,000
Logistics specialist	6,000	8,000
Logistics manager	10,000	15,000
Production engineer	6,500	10,000
SSC/BPO Sector	min.	max.
GL Accountant (2-3 years of experience)	7,000	9,000
GL Senior Accountant (over 3 years of experience)	9,000	11,000
GL Team Leader (team of 5-15 people)	11,000	14,000
AP/AR Accountant (2-3 years of experience)	5,500	7,000
AP/AR Senior Accountant (over 3 years of experience)	6,500	8,500
AP/AR Team Leader (team of 5-15 people)	9,000	11,000
CS Junior Specialist (no experience)	4,500	6,000
CS Specialist (over 1 year of experience)	6,000	7,500
CS Team Leader (team of 5-15 people)	9,000	12,000
Payroll Specialist (1-3 years of experience)	5,000	8,000
Senior Payroll Specialist (over 3 years of experience)	7,500	10,000
Payroll Team Leader (team of 5-15 people)	11,000	13,000
IT Sector	min.	max.
1st Line Support (2 years of experience)	7,000	9,000
2nd Line Support (2 years of experience)	9,500	11,000
3rd Line support (2 years of experience)	11,000	14,000
IT Administrator (3 years of experience)	12,000	15,000
Business / System Analyst (3 years of experience)	14,000	18,000
Fullstack Developer (3 years of experience)	17,000	21,000
Frontend Developer (3 years of experience)	15,000	21,000
Backend Developer (3 years of experience)	14,000	20,000
Devops (3 years of experience)	17,000	21,000
Manual Tester (3 years of experience)	8,000	11,000
Automatic Tester (3 years of experience)	14,000	18,000
Team Leader (dev) (team of 5-15 people)	22,000	27,000

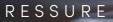
Find optimal salary zone!

AND SAY NO TO SALARY PRESSURE

🛃 antal

IVIONVNIA

According to research, on average an employee who is changing jobs expects a 22% pay rise. Check the salaries which your company offers against those of the competition and find a safe zone which will prevent staff turnover. We will be more than happy to provide you with details on the full range of Market Research services.



66

The advantage of the Lublin labour market is the diverse availability of specialists, experts with IT skills, as well as sales, accounting, finance, administrative or language skills.

ALEKSANDRA KURASIEWICZ

EMPLOYMENT POTENTIAL

Expert commentary

Lublin and the Lubelskie voivodeship have for several years been a frequently considered and chosen region among companies looking for a convenient location to locate businesses.

out 15,000 to 20,000 graduates each year. That's an impressive number. This creates an excellent environment for managing available talent. It is not surprising that entrepreneurs the region and decide to choose it.

the diverse availability of specialists, experts

Over the past four years, there has been a notiproduction workers and those in specialized, engineering or managerial positions. In the German company Data Modul, which opened Systems (now Plastic Omnium) in Germany, the Turck company or the most recent investment by Trilux, which chose Świdnik for a production and research project, have invested there.

55



the S17 route, and if we are talking about transning the investment of DB Schenker, which opened a branch in the Świdnik Economic Activity Zone.

The city's investment climate, as well as the rapidly growing office space market, are fostering increased interest in Lublin as an attractive business development destination.

Business potential

PART 7



BUSINESS POTENTIAL

Average rating



7.01. **Business potential**

CHART 7.1.

Average business potential rating for Lublin



The city's investment climate, as well as a thriving office space market, is fostering the growth of the modern services and information technology sectors.

Lublin's economic traditions and the region's geography contribute to the development of the automotive, logistics, biotechnology and food processing industries.

59

The activity of companies in the modern business services and IT sectors has increased over the years.

Currently, there are dozens of BPO/SSC/IT centres in the city, which already employ more than 8,000 people in Lublin. An analytical team from the Financial Times Group has named Lublin one of the most attractive cities for business in Poland in terms of location for foreign direct investment.

Find out more at <u>www.investmentpotential.pl</u>

The city should strive for the emergence of more investments, especially in the modern business services market, which will have a positive impact on wages.

MACIEJ DUDKOWSKI

BUSINESS POTENTIAL

Expert commentary

Maciej Dudkowski

ments. The city has enormous human potential, mainly due to its numerous public and private universities.

develop careers in Lublin.

Another of the city's strengths is the very high level of local government involvement.

Initiatives related to raising the competence of local residents and building and deepening cooperation between the business and academic communities support and facilitate 61

As the largest urban centre on the eastern side of the Vistula River, Lublin creates an environment conducive to new invest-

- what work in companies operating in the city is all about, and to learn about employers' expectations of employees.
- In recent years, Lublin's attractiveness among
- The city should strive for the emergence of more investments, especially in the modern the standard of living of residents.
- For PwC, the priority is to create more than

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7.02. Selected companies in and around the city

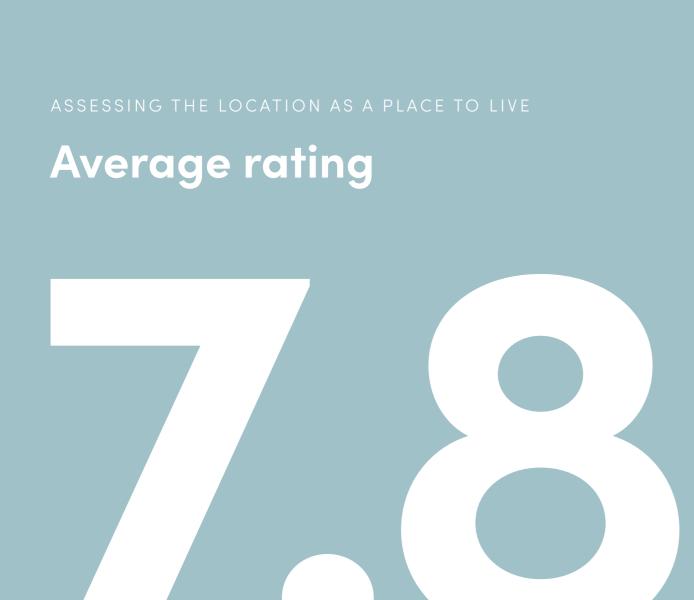
Banking	IT & Telecommun
PEKAO FAKTORING	300DEVS
PKO BP	ARCUS SYSTEMY INFOR
SANTANDER BANK POLSKA	ASSECO BUSINESS SOL
SOLLERS CONSULTING	BILLENNIUM SA
SYGNITY	BRITENET
SSC/BPO	CAPGEMINI POLSKA
ADECCO LUBLIN	COMARCH SA
ALTO ACCOUNTING	COMPUGROUP MEDIC
	DATAART POLAND
CASHDIRECTOR SA	DOGTRONIC
CONCENTRIX	EDGE ONE SOLUTIONS
CUSHMAN&WAKEFILED	ELEADER
CYBER PRODUCTIVITY	EMBIQ
EOS KSI	INETUM POLSKA
EURO RTV AGD	INFINITE
FINANTEQ	LINGARO
GENERALI	MOBICA
GENPACT	ONWELO
NPL GROUP	PREDICA
KONICA MINOLTA BUSINESS SOLUTIONS	PWC IT SERVICES
POLSKA	PYRAMID GAMES S.A.
NOCOWANIE.PL	SII
OEX VOICE CC	TRANSITION TECHNOLO
ORANGE	ZETO
PHLEXGLOBAL POLAND	Construction
PROSERVICE FINTECO	BUDOP
PUBLICIS RE:SOURCES	EDACH
PWC ADVISORY	EKSAM BUDOWNICTWO
QUAD GRAPHICS	JS BUDOWNICTWO
RANDSTAD PAYROLL SOLUTIONS	KONBUD
TUTLO	
	Industrial produc
VISTRA POLAND	ABM GREIFFENBERGER
WARTA24	BALL PACKAGING

63

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	CEWAR
DRMATYCZNE	CHEMNOVATIC
DLUTIONS SA	DAEWON EUROPE
	DATA MODUL
	ELPES
	JADAR
	KOSTAL
CAL POLSKA	LIFT-SERVICE
	MW LUBLIN
	NESOBUS PAK-PCE
S	NEXTEAM
	PLASTIC OMNIUM
	SIPMA
	SKYFENS
	TARASOLA
	TRILUX
	Energy & Heat
	Energy & Heat LUBELSKIE PRZEDSIĘBIORSTWO ENERGETYKI CIEPLNEJ S.A.
	LUBELSKIE PRZEDSIĘBIORSTWO
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	LUBELSKIE PRZEDSIĘBIORSTWO ENERGETYKI CIEPLNEJ S.A. MEGATEM EC LUBLIN PGE DYSRYBUCJA Trade BLACK RED WHITE BURY TRADE FELICITY GALA LUBLIN INTER CARS LEMONEX
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Assessing the location as a place to live





8.01. Assessing the location as a place to live

CHART 8.1.

Average rating of Lublin's location as a place to live



The city's rich architecture and long history give it a unique character.

Lublin lies on the northern edge of the Lublin Upland, and is divided by the Bystrzyca River Valley into two different landscapes: the left bank with picturesque valleys and the right bank on the Świdnik Plateau.



Lublin is a venue for international conferences, cultural festivals and contemporary art, with a wide range of theatres and galleries.

The city hosts events such as the Carnaval Sztukmistrzów, the Inne Brzmienia festival and the Jagiellonian Fair.

Find out more at <u>www.investmentpotential.pl</u>

8.02. Lublin as a place to live

DATA ON TOURISM AND CULTURAL DEVELOPMENT

411,000

PLACE in the Europolis report – *Green*

635

11% of Lublin's area is made

LUBLIN AS A PLACE TO LIVE **Basket of goods and services** in comparison with other urban centres

	Warsaw	Wrocław	Kraków	Łódź	Tri-City*	Lublin	Poznań	Katowice	Szczecin
Prices of apartments on the primary market [PLN/1 sqm] ¹⁾	13,135	11,397	11,669	8,810	11,384	8,856	10,067	9,226	10,748
Prices of apartments on the secon- dary market [PLN/1 sqm] ¹⁾	12,199	10,234	11,018	6,366	10,899	8,016	8,346	6,482	7,733
Average rental price for the city [PLN] ²⁾	5,037	3,130	3,147	2,247	3,499	2,448	2,437	2,347	2,630
Price of a 1-person room for a student [PLN] ³⁾	1,450	1,400	1,200	950	1 450	900	1,000	1,000	1,100
Number of children in nurseries and children's clubs per 1,000 children under 3 years of age ⁴	314	360	362	242	244	342	291	376	285
Monthly cost of public transport ticket for an adult, without concessions and discounts, for Zone I in case of division' [PLN]	110	110	159	168	117	128	149	109	140

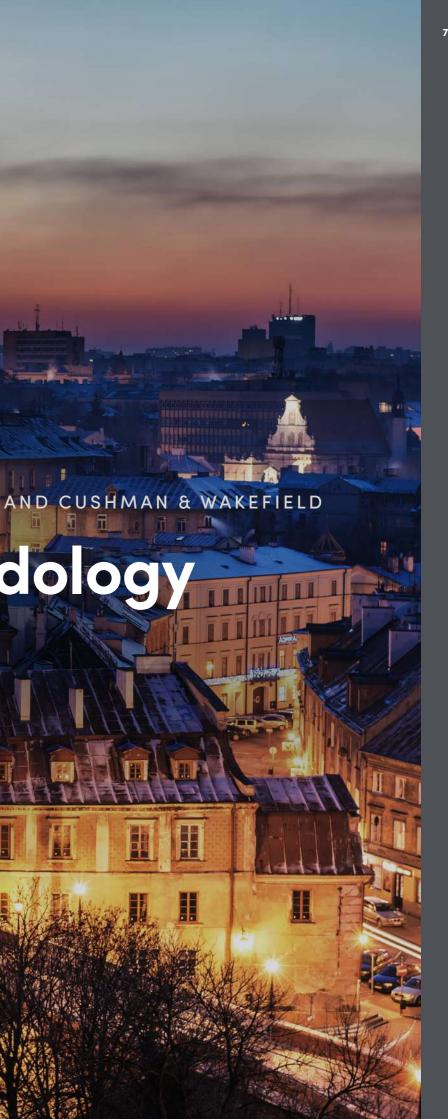
¹⁾ Residential real estate price database, NBP, 2nd quarter of 2023 ²⁾ Based on the data available at Otodom.pl, average rent prices in selected cities in July 2023 ³⁾ PKO BP: PULS NIERUCHOMOŚCI: AAAAA STUDENT SZUKA MIESZKANIA September 28, 2022. – Average market rental prices per room in large-panel blocks of flats (data for the Tri-City is for Gdansk in this case) ⁴⁾ Statistics Poland, 2019 (Tri-City, excluding Gdynia and Sopot) * Tri-City, excluding Gdynia and Sopot

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Methodology

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Methodology

The Business Environment Assessment Study was conducted using the CAWI method among 1,290 decision-makers of companies in Poland from 31.07-25.08.2023.

Sources of data used in the report on the website: www.investmentpotential.pl



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