BTC City

The City of Distinction and Serenity

Company profile BTC d.d.

BTC

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Ljubljana, May 2006

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Company Profile
BTC d.d.

BTC City
The City of Distinction and Serenity

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BTC d.d.

A Growing Company with Massive Investments

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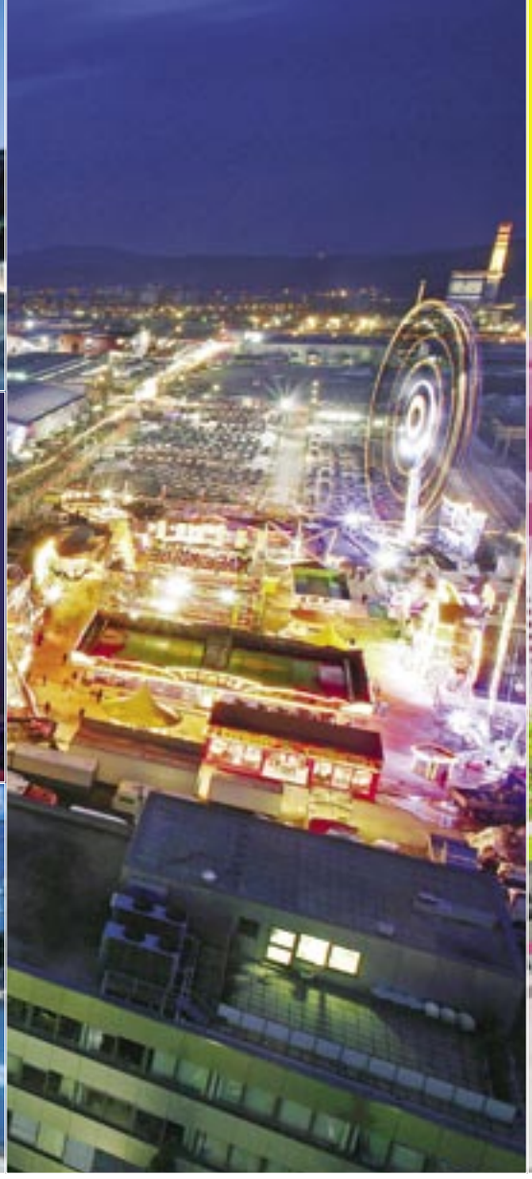
BTC City

Splendour of Diversity



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Place of Coexistence

Business Centre

Shopping Centre

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City of International Contacts

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World of Future Objectives and Directions

»Every year in the history of BTC has been marked by many completed projects, progressive development and growth. This was the way of our predecessors which we continue to follow today. Examples around the world and the opportunities of modern times inspired us to redefine the area, to give it business purposes and change its image.

Our company has always been focused on tomorrow and confronted with challenges – this is why we believe our future business will bring great opportunities and motivation for further development and prosperity of BTC.«

BTC d.d.

A Growing Company with Massive Investments

Since its establishment BTC has invested greatly into development

BTC has worked alongside large company groups and acted as an incubator for SMEs, offering a creative environment to many individuals who have been prepared to take up the economic challenges of modern times. With both its large and small partners BTC builds strong relationships based on mutual trust.

BTC does business with over 3,000 business partners.

Strong investment activity from 2001-2005:

€ 135 million of combined investments by BTC and its business partners;

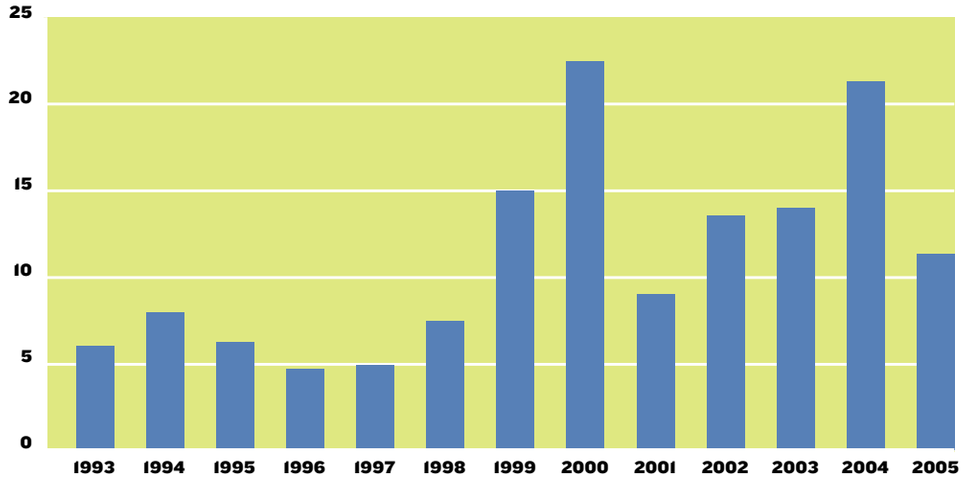
€ 70 million of direct investments;

€ 65 million of investments by business partners.

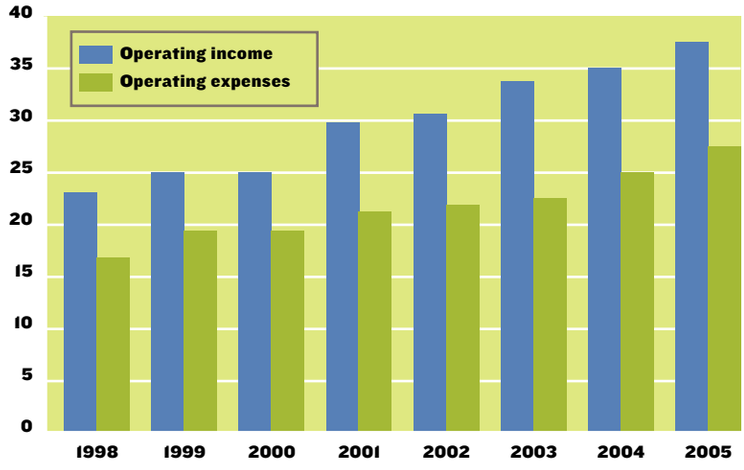
The results achieved so far point to stable growth and sustainable development of BTC. The company is divided into **five business units** – three in Ljubljana, one in Murska Sobota and one in Novo Mesto.

With the exception of the Logistics Centre all the business units keep to the same concept as BTC City – they are designed as lively meeting points of consumers, business people and visitors seeking fun and recreation. In addition to good business results, development is also reflected in improving business reputation, image and public opinion ratings.

BTC d.d. is largely owned by its present and former employees and its management. AJDACOM D.D. is owned by the employees and the management, whereas the stakeholders of INVEST POINT D.O.O. hold managerial positions in BTC d.d. In 2001 BTC d.d. carried out an employee-management buy-out and thus consolidated its ownership structure. Following this ownership restructuring the investment activity of the company intensified, as in the 2001-2005 BTC invested as much as € 70 million. In addition to that thanks to their confidence and the long-term stability of BTC's ownership our partners in the same period invested roughly € 65 million in the area of BTC City. Since the employee-management buy-out the number of jobs in BTC d.d. has been on the increase.



Direct investments – EUR million



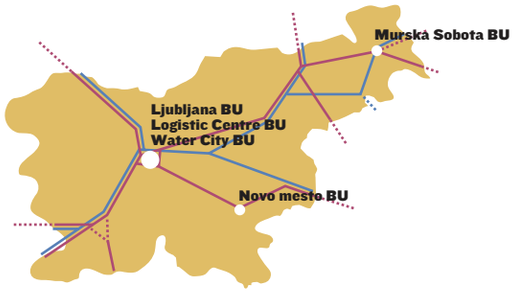
Operating income and expenses – EUR million

Activities of BTC d.d.:

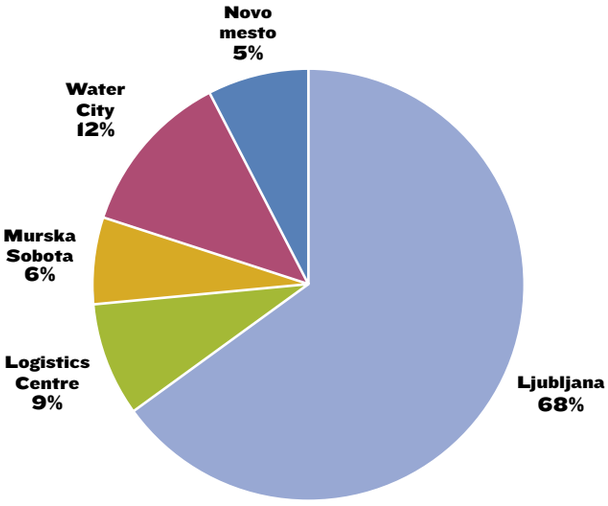
Property management for business, shopping and entertainment-recreational purposes

Logistics services

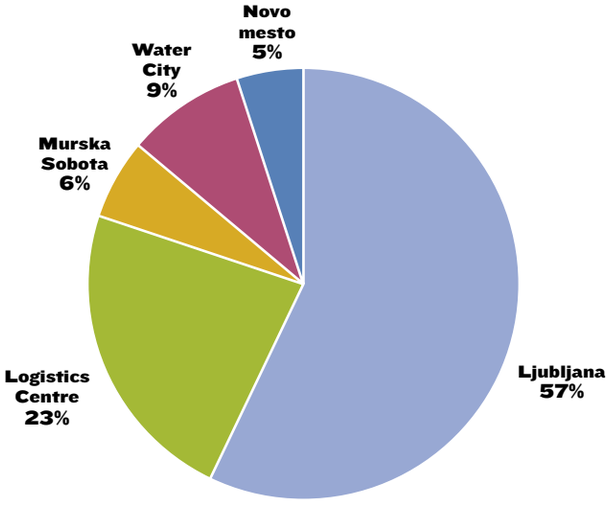
Leisure services



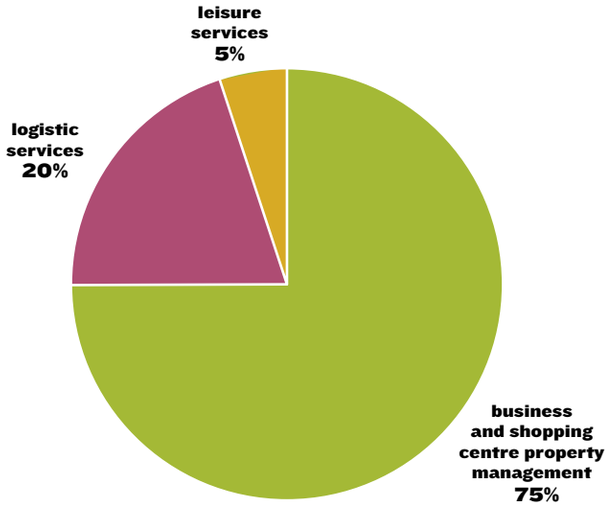
Business units across Slovenia



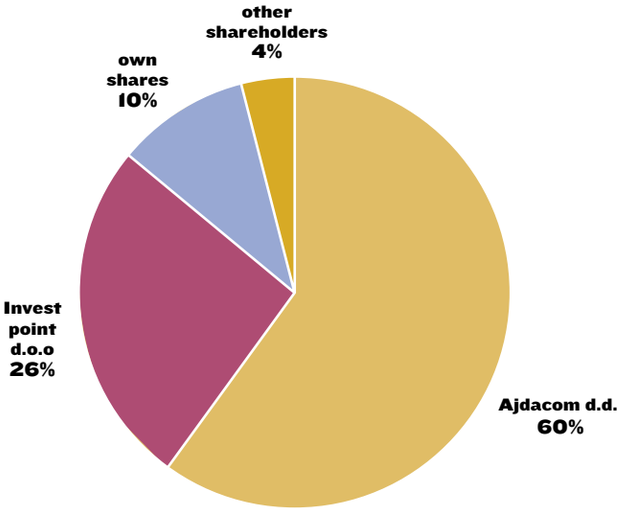
Share of indoor premises by BU*



Share of income by BU*



Share of income by activities*



Ownership structure as at 31 December, 2005**

*Data for 2006.
** Ajdacom d.d. is owned by the employees and management of BTC d.d.
Invest point d.o.o. is owned by the management of BTC d.d.

More than half-a-century-long tradition

Complete reorientation of the business through the conversion of former warehouses located on the BTC site, which is now BTC City – all that resulted in over 4,500 new jobs in a period when the unemployment rate in Slovenia has been on the rise.

After intense restructuring of the original premises and reorganisation taking more than a decade, BTC d.d. developed into a property manager that together with its business partners provides for a balanced mix of business, shopping, recreational, entertainment and cultural activities at a single location. The decade-long radical restructuring stems from long-term plans which enabled sustainable development. This was underpinned by the dedication and commitment of the management and staff, high investments and perseverance.

As a public limited company BTC was incorporated in 1990, succeeding a socially-owned company, which dated back to 1954. In the 1977-1987 period that original company was a successful warehouser and distributor that grew into the largest inland terminal in Europe. In 1990 it started a thorough restruction and conversion of 200,000 m² of its warehouse premises, thus becoming a property manager that offered a balanced range of business, shopping, sports, recreation, entertainment and cultural activities.

Central Warehouses	Public Warehouses		Warehousing and Transport Centre		
Central Warehouses serving the trade of Ljubljana	68.867 m² of business premises	The biggest warehouse in the former Yugoslavia	Warehousing and Transport Centre of Ljubljana – the biggest of its kind in the former Yugoslavia	The largest inland terminal in Europe	Opening of the first shop
1954	1963	1965	1975	1987	1990

Warehousing and Shopping Centre

1993	1997	2000	2002	2005
The first shopping centre in Slovenia	The first Slovene company listed on the London Stock Exchange Visitors per year: 6,500,000	Construction of BTC Tower, BTC Theatre and Kolosej Multiplex Cinema, Modernised infrastructure – streets, roundabouts, new parking lots Visitors per year: 10,300,000	Avenue of Youth: volleyball ice-skating rink social events Visitors per year: 15,000,000	Opening of Water Park Atlantis and Arena Entertainment Centre Visitors per year: 18,500,000

Ljubljana Business Unit

Ljubljana Business Unit is the largest and oldest organisational unit of BTC, dating back to 1954.

shopping area	96,900 m²
office area	26,800 m²
service area	26,900 m²
warehousing area	35,700 m²
indoor parking spaces	7,500 m²
total	193,800 m²

322	shops
31	bars & restaurants
35	service outlets
2	banks
	post office
	food market
	car wash
	sports centre
	language school
	brokerage house
	pharmacy
	hairdresser's shop
	ice-skating rink / beach volleyball

The location of the Ljubljana Business Unit is extremely favourable: next to Ljubljana ring road and within the city road network along Šmartinska cesta, which is one of the main arterials leading into the capital of Slovenia. This business unit is only 3 km away from the city centre of Ljubljana and 25 km from Brnik international airport. It is connected with the surroundings of Ljubljana, other towns and cities in the country and the border crossings with Austria, Italy, Croatia and Hungary through the national road system, consisting of four main motor ways running in the following directions: Koper – Trieste, Kranj – Klagenfurt; Maribor – Vienna; Novo Mesto – Zagreb.

Water City Business Unit

The water city was build in order to upgrade the range of activities and provide greater synergies with business, shopping, entertainment and leisure time activities in BTC City.

Atlantis building	15,000 m²
multi-storey garage	20,500 m²
total	35,500 m²
covered outdoor areas	11,000 m²
water surface area	1,800 m²

sports, entertainment and relaxation centre:
- **saunas, swimming pools and solariums,**
- **bars & restaurants,**
- **hairdresser's shop**
- **massage salon**
- **shop**

The Water City Business Unit is the most recently established in BTC d.d., as it was created only in April 2005 with the opening of a complex of swimming pools and saunas, which visitors chose to name Atlantis. The investment in the construction of the water park has been the biggest single project of BTC d.d. so far. The recreational facilities that enable water sports and relaxation in water and saunas have found their place among other recreational and entertainment activities available in BTC City.

Logistics Centre Business Unit

The Logistics Centre was founded in 1985 as a business unit providing comprehensive logistics services – warehousing, all types of other goods-related services as well as distribution. It also has its own customs terminal for cargo.

own warehousing facilities	21,000 m²
offices	5,000 m²
cargo terminal	12,150 m²
total	38,150 m²

Logistics services are supported by state-of-the-art information technology, which enables paperless operation, high traceability of goods in the supply chain as well as direct connection between purchasers and suppliers. The advantages of the Logistics Centre Business Unit are its integrity, flexibility and strong partners.

High quality logistics services, necessary infrastructure and business partners have made the Logistics Centre the central point of logistics and transport know-how in Slovenia. Moreover, it hosts a secondary and tertiary traffic school, Association of Drivers and Garage Mechanics of Slovenia and the Traffic Centre.

In addition to managing its own warehousing facilities, specialised teams of the Logistics Centre are in charge of supplying the entire network of Spar stores in Slovenia, which is owned by Spar Slovenia and covers 25,000 m².

1,500 **pallete batches per day**
150 **lorries at the customs terminal per day**
largest partner: Spar Slovenija

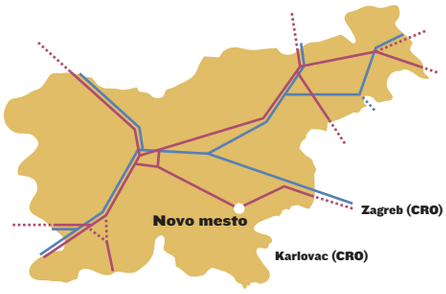
BTC City Novo mesto

44	shops
4	bars & restaurants
	post office
	bank
	insurance company
	several representative offices

Novo mesto Business Unit

This business unit was established in 1974.

shopping area	8,000 m²
office area	1,460 m²
service area	840 m²
warehousing area	4,900 m²
cargo terminal	8,200 m²
total	23,400 m²



The Novo Mesto Business Unit features shops, offices and logistics facilities. At first it dealt in logistics and distribution and only later diversified into shopping. Substantially, the Novo Mesto Business Unit is developing into a city, as it comprises shops, offices and other service infrastructure such as banking outlets, post office, bars and restaurants. BTC City in Novo Mesto is being developed on two sites: along Ljubljanska cesta in Bršljin and in Češča vas with the central distribution and logistics centre of the region around Novo Mesto. The infrastructure on this latter site includes a modern office building, a warehouse and a small cargo terminal.

Logistics Centre in Češča Vas near Novo Mesto

190	pallet batches per day
30	lorries at the customs terminal per day
	logistics services for car industry

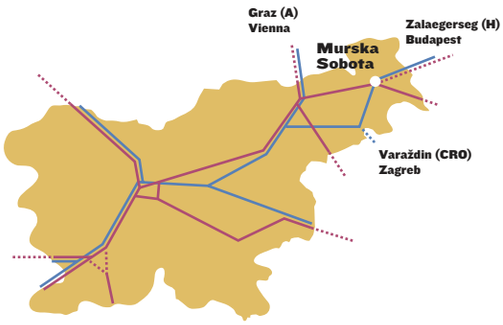
Murska Sobota Business Unit

This business unit was created in 1988.

shopping area	15,900 m²
office area	700 m²
service area	800 m²
warehousing area	900 m²
total	18,300 m²

BTC City Murska Sobota

38	shops
4	bars & restaurants
	post office
	hairdresser's shop
	ice-skating rink 1,800 m²



Its favourable location near the border with Austria, Hungary and Croatia brings the Murska Sobota Business Unit many advantages. With the construction of an Interspar shopping centre in 2005 this business unit became the main business and shopping centre of the Pomurje region in the easternmost corner of Slovenia.

BTC

»The idea of providing a global range of products and services in a well organised environment was the driving force behind our development and growth over the last decade that boosted the company's performance and resulted in the present image of BTC City.

This driving force remains the same today when our efforts and achievements have become measurable, tangible and real – when we can say with pride that BTC City has become the largest business, shopping, entertainment-recreational and cultural centre in Europe.«

BTC City
Splendour of Diversity

Every year over 18 million visitors come to BTC City

The coexistence and synergy of different activities classified by purpose and concentrated in one place has created a multi-purpose area which is still developing in order to follow the changing demands of modern times.

Centres in BTC City

BTC City is a space of diversity, where shopping, business, recreational, entertainment and cultural activities are closely knit. Having developed as an upgrade of what was originally provided by BTC Ljubljana Business Unit, BTC City denotes a complex of business, recreational and entertainment activities taking place on the site owned by BTC d.d., Citypark shopping mall owned by Spar Slovenija d.o.o. and Kolosej Multiplex Cinema in the hands of Ljubljanski kinematografi d.o.o.

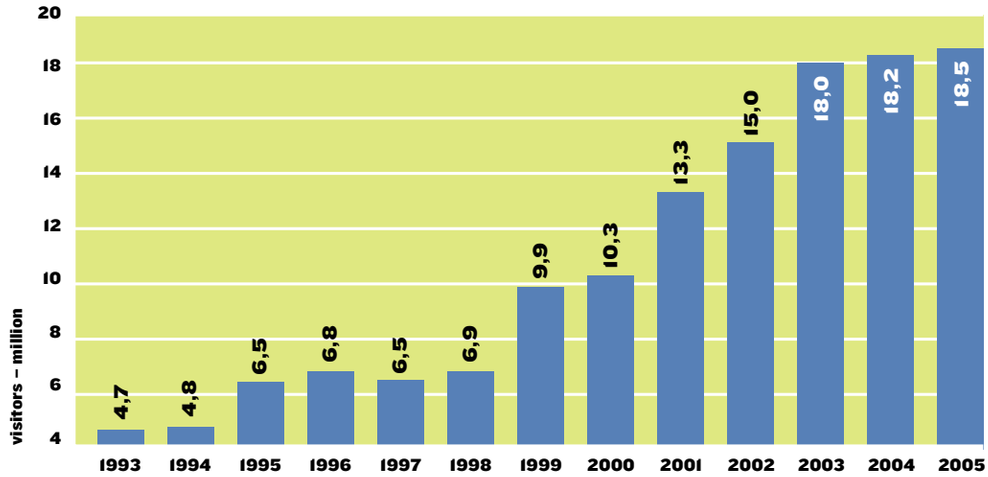
BTC City is an urban, architectural and traffic entity – an organised space responding to the requirements of modern times. Every year it welcomes as many as 18 million visitors.

The northern corner of the site mostly serves business purposes. Several outstanding buildings there form the backbone of the b**usiness centre.** To the south and east there are halls for **recreation, sports and entertainment** and in between lies the **shopping centre** with a host of intertwined shops.

BTC City may be reached through five entrances: two on Šmartinska cesta in the north, one on Letališka cesta in the south and another two on Bratislavska cesta in the east. It is connected with the rest of the city by bus and railway. The road network on the site is well regulated with roundabouts and there are two multi-storey garages.

distance between BTC City and other cities in Slovenia

Maribor	123 km
Celje	73 km
Novo mesto	78 km
Kranj	30 km
Nova Gorica	106 km
Murska Sobota	181 km
Koper	109 km



Number of visitors of BTC City by year

BTC City is becoming an ever more prominent and vital part of Ljubljana. Every year more and more people come. As an integrated entity BTC City combines those activities which have grown too big for the historic centre of Ljubljana or those which require easier access. In this way the two centres share the burden of traffic, pollution and noise.

Ljubljana is the capital of Slovenia and its largest city at the same time. Though it is among the youngest capital cities of Central Europe, it favourably compares to any world capital thanks to its ancient tradition, long history and distinguished features of an administrative, cultural and economic centre.

Compared to many other capital cities Ljubljana is perhaps at an advantage due to its superior geographical and traffic location. It is located practically in the very centre of the country and at the crossroads of roads leading to the east, west, north and south of Europe.

In the recent period Ljubljana has been developing similarly to other big urban centres – gradually, the borders between the former suburbs and the historic centre have disappeared, the suburban areas have progressively developed and large residential areas, business centres and industrial zones have been built on the outskirts.

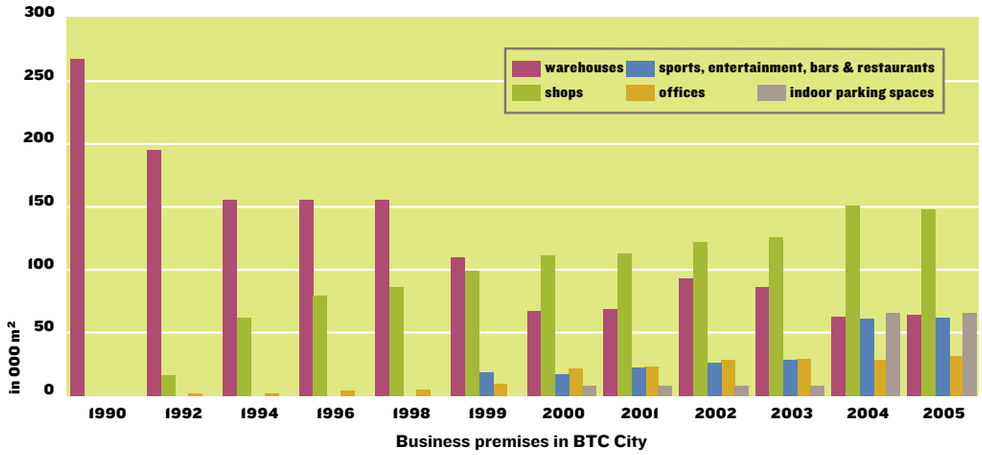
For Ljubljana it may have been a happy coincidence that on its rim, new life and purpose has been inspired into the once dull and unattractive part of the city close to its centre, which has been fully urbanised by now. That resulted from careful planning and BTC City was born.

In BTC City business premises stretch over 365,600 m² with 7,500 free parking spaces

BTC City is the largest business, shopping, entertainment-recreational and cultural centre in Europe.

shopping area	150,700 m²
office area	30,700 m²
service area	61,400 m²
warehousing area	58,000 m²
indoor parking area	64,800 m²
total	365,600 m²

Over the last decade, the BTC site has been among the busiest construction sites in Ljubljana. The area was originally undeveloped or dedicated to industrial purposes. But as BTC d.d. has been reorienting, this area has been redesigned into an architecturally integrated entity of distinguished features – BTC City. BTC City is the fruit of more than a decade of investments and efforts to redefine and reconfigure the area – the positive response to domestic and international challenges.



Comparison with world centres

centre	West Edmonton Mall	Mall of America	MetroCentre	BTC City
town or city	Edmonton	Bloomington	Dunston Gateshead	Ljubljana
state	Alberta, Canada	Minnesota, USA	Great Britain	Slovenia
area (m²)	493,000	762,000	165,362	475,000
established in	1981	1992	1986	1990
visitors per year	22 million	39 million	24 million	18 million
source	www.westedmall.com	www.mallofamerica.com	www.metrocentre-gateshead.co.uk	www.btc.si

BTC City Ljubljana

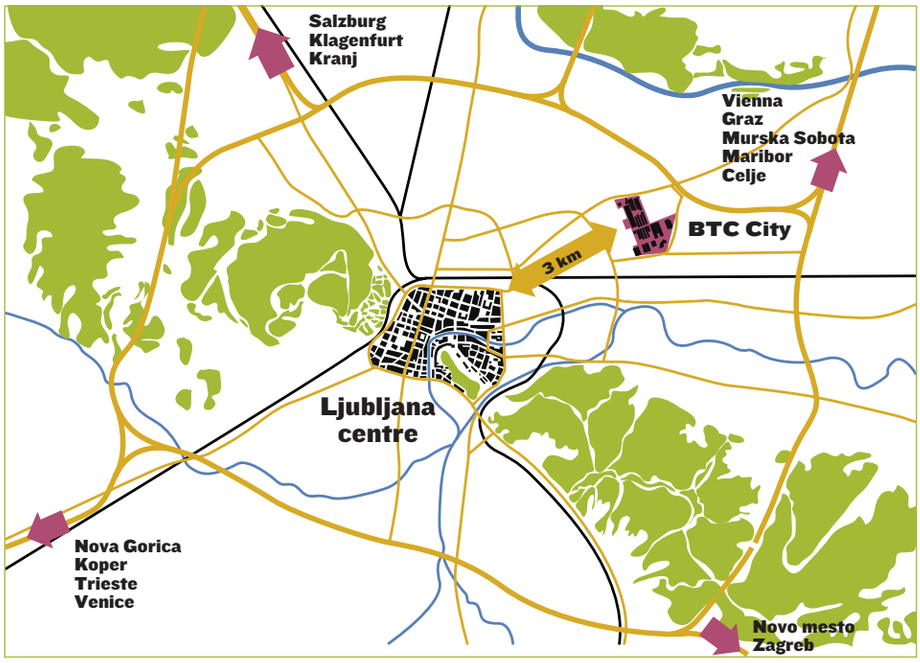
437	shops
51	bars & restaurants
47	service outlets
3	banks
	post office
	food market
	car wash
	sports centre
	language school
	brokerage house
	pharmacy
	hairdresser's shops
	ice-skating rink / beach
	volleyball playground
7,500	free parking spaces

The BTC site forms a developed and tightly-knit entity – as an urban area it is growing into the strongest business, shopping, entertainment-recreational and cultural centre in Slovenia. These purposes and dimensions make BTC City one of the leading business and shopping centres in the world, as shown by the comparison with other similar centres and the fact that the number of foreign visitors, shoppers and business partners is constantly increasing. The surging numbers of visitors are increasingly satisfied with the area which is easily accessible, provides free parking and combines a great variety of services and activities in one place. All this puts in motion new plans to provide our visitors with more facilities of better quality.

BTC City is becoming an indispensable and irreplaceable part of every day life.

distance between BTC City and other town and cities

Vienna	380 km
Trieste	98 km
Zagreb	137 km
Salzburg	285 km
Rijeka	121 km
Klagenfurt	82 km
Graz	191 km
Udine	159 km
Venice	245 km



BTC City
Place of Coexistence

Business Centre

Over 3,000 Slovene and foreign companies make for a pulsating professional core of the business centre, which is gaining importance and consolidating the comparative advantages and status of BTC City as a whole.

Prominent business partners:
Bank Austria Creditanstalt
Johnson & Johnson
MSD
Nike
Schindler
Microsoft
Novo Nordisk
Bene
Procter & Gamble
Slovenska akreditacija
Hermes Softlab
and others.

The image of the business centre was reinforced and bolstered by the construction of BTC Tower in 2000. This 12-storey skyscraper is home to the registered and representative offices of renowned companies and banks from Slovenia and abroad.

The business centre also encompasses offices, halls, lobbies and the Mercurius congress hall.

BTC Tower is an architectural accomplishment that follows the latest construction trends and thanks to its state-of-the-art communication equipment provides superstandard office environment. At the same time BTC Tower accentuates the importance of BTC City as a business centre and symbolises the combination and integration of different activities in one place.

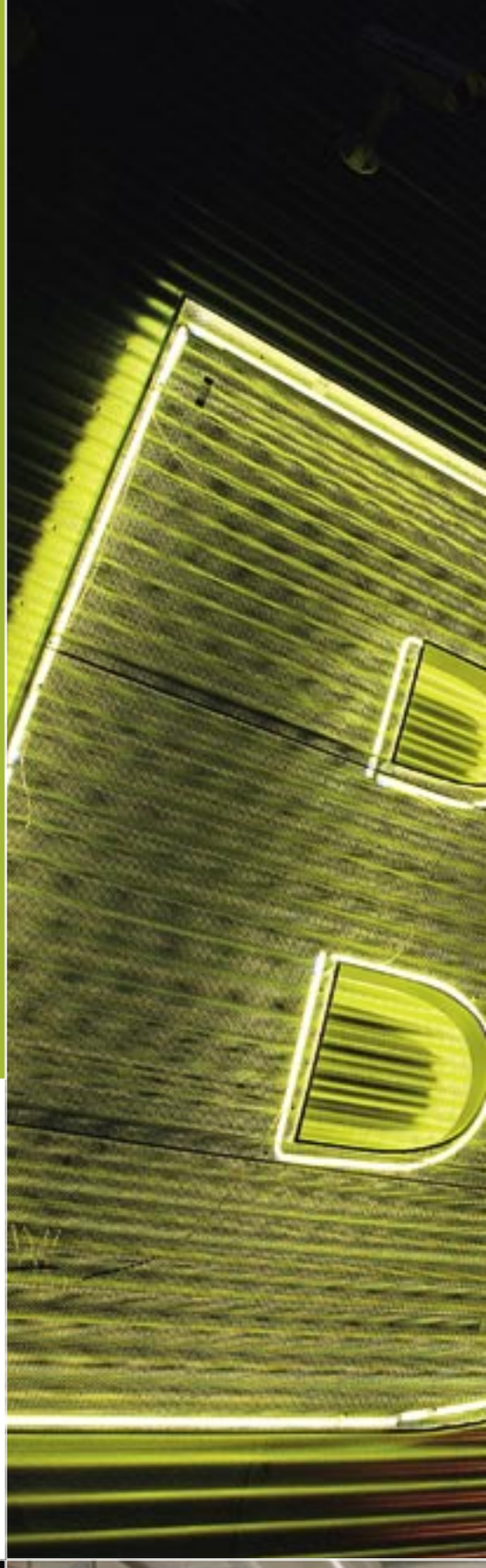
CAFE CITY

BTC City
Place of Coexistence

Shopping Centre

BTC City shopping centre is a collection of large department stores, specialised shops carrying world-famous Slovene and international brand products as well as many boutiques and small shops that together form a picturesque bazaar.

437	shops
51	dining establishments: restaurants, confectioner's shops, fast food diners, pizzerias, a brewery and a pub
	pharmacy
	optician's
	food market



The first few shops were opened on 15 September, 1990. Later, the shopping centre stemmed from the underlying principle – shopping in one place and in nice urban area which resembles a glittering, organised town.

Today, BTC City is the largest shopping centre in Slovenia with specialised shops, department stores, hypermarkets and accompanying facilities such us food market, post office, banking outlets, pharmacy, car wash, bars and restaurants – and free parking on top of all that. Following global trends, BTC City is constantly raising the standard of shopping – shopping areas are made increasingly attractive and new programmes are being introduced.

BTC City is the realisation and symbol of the concept of modern shopping, which brings satisfaction to every consumer – from the least to the most demanding categories with higher purchasing power. All categories of consumers can choose from a wide variety of products and services at favourable prices in one place.

EMPORIUM

Brands:
Spar
Merkur
Mura
Zara
Chicco
Roberto Cavalli
Hugo Boss
Tommy Hillfiger
Calvin Klein
Pal Zileri
DKNY
S. Oliver
Samsonite
Rado
Rolf Benz
Tom
LIpa
Ray Ban
Urška Drofenik
Rebeka's Dream
and others.

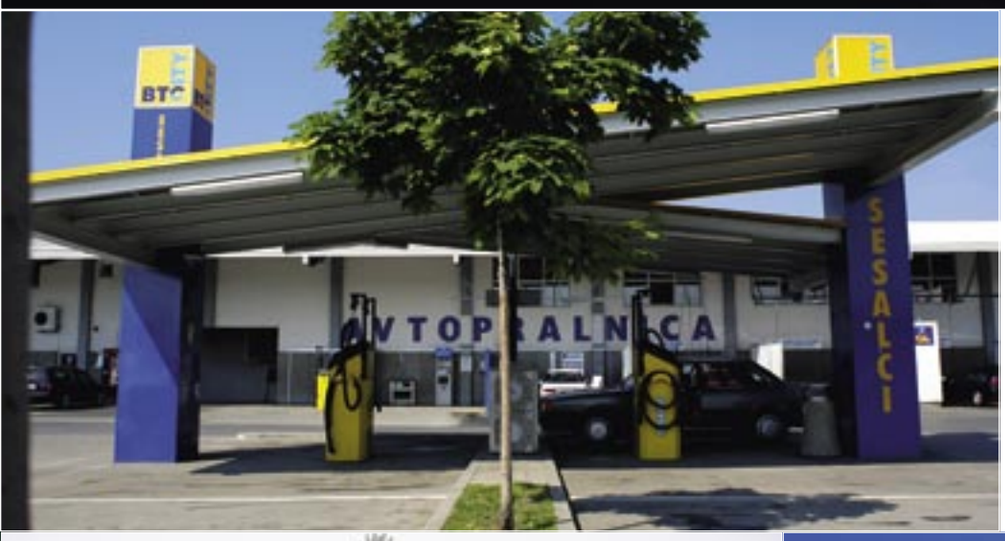
Optika
Clarus

MERKUR

SARIKO
BTC

BTC City – in harmony with the environment

Appealing architecture and modern infrastructure alone do not automatically provide for the comfort and security of its visitors. Environmental care is one of the fundamental values of our society. In 2006 BTC d.d. acquired ISO 14001 quality standard for careful treatment of the environment in BTC City Ljubljana and Water Park Atlantis. This means that as a company we put in place an integrated quality system which also complies with ISO 9001 - 2000 standards.



BTC City is developing into a lively city of interesting layout, modern infrastructure and organised space. Since BTC d.d. is aware of the importance of integrated environmental care it pays special attention to waste management, air and water care, efficient use of energy and safety of visitors and property.

The architects Vladimir Koželj, Matej Bartol and Jagoda Ličina in 2005 received the *Golden Pencil* award from the Slovene Chamber of Architects for their Multi-storey garage in BTC.

City Park is one of the most distinguished and modern shopping centres.

BTC City
Place of Coexistence

Entertainment-Recreational and Cultural Centre

Our every day lives are getting harder and harsher, which makes us even more aware of our need and right to rest, relax and have fun. "Sound mind, sound body" has become the motto of modern times.

Water Park Atlantis	15,000 m²
Millenium Sports Centre	5,400 m²
Kolosej Multiplex Cinema	14,500 m²
Arena Vodafone Live	9,000 m²
Comedy Theatre	500 m²
total	44,400 m²

Water Park Atlantis, Millenium Sports Centre, entertainment hall and Kolosej Multiplex Cinema together represent a large entertainment and recreational district of BTC City.

Numerous studies have repeatedly shown that people need more free time and more opportunities to actively spend it. The entertainment and recreational district has been created in response to the fact that many visitors welcomed the first recreational activities available in BTC City. The main idea behind it was to diversify and upgrade the range of services offered by the shopping centre. We had space which almost cried for new life, context and purposes such as sports, recreation, entertainment and relaxation. In time we constructed spacious, modern halls as well as a big water park, which at the outset seemed to be just wishful thinking. The dimensions and substance of the entertainment and recreational district of BTC City are multiple, the number of visitors, both domestic and even more foreign, is constantly increasing, all of which makes BTC City an alluring tourist destination.

MERCURIUS
DOMAĆINA DVORANA MERCURIUS

MILLENIUM
Wilson

Water Park Atlantis

In terms of architectural design, first-class building materials and programme Atlantis can be compared to similar European facilities.

The water park spreads over a land surface area of 15,000 m² - of which the water surface area measures 1,800 m² and atria and other outdoor areas total 11,000 m².

Atlantis was designed by a professor at the University of Munich, Dr Rudolf Wienands, in cooperation with the Slovene architect, Vera Lovrečič.

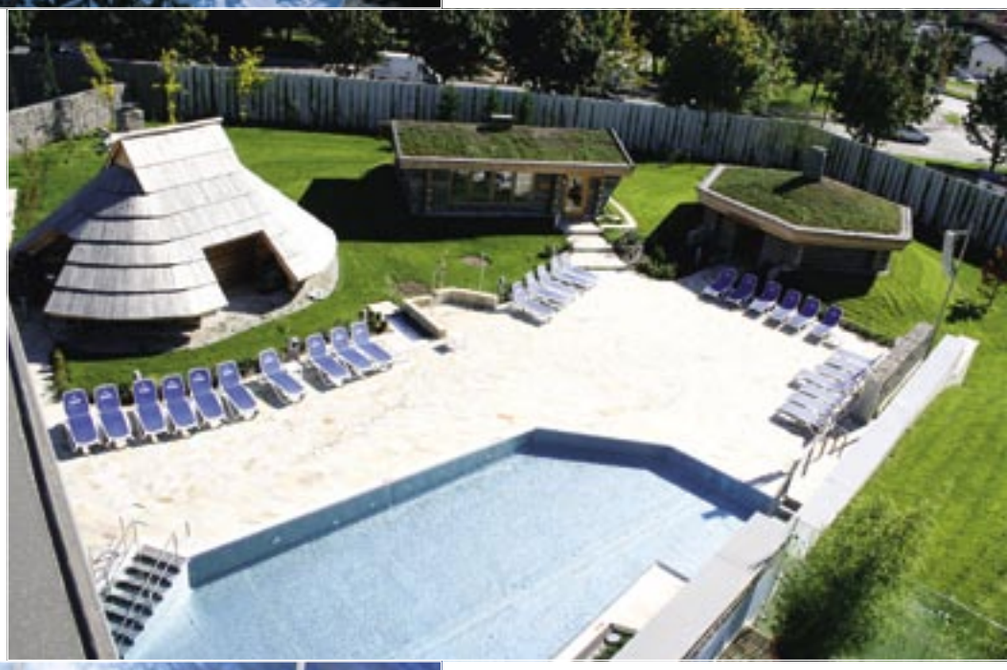
The water park consists of three separate but integrated units – the Adventure World with children's area, the Thermal Temple and the Land of Saunas with 14 swimming pools in total.

The three interconnected theme sections of Atlantis individually bring interesting architectural solutions and specific features. In all seasons Atlantis is an oasis for visitors of all ages, an oasis which guarantees a pleasant atmosphere, well being and refreshing diversion.

The Adventure World includes as many as 7 swimming pools: 2 massage pools, 2 children's pools, a wave pool, an Adventure Pool and an outdoor recreational pool. Adventures await you on 3 indoor waterslides – a 140-metre-long ring slide, 140-metre-long "black hole" slide and 15-metre-long children's slide – and during the summer of 2006 the outdoor waterslide will be added.

The Thermal Temple features cascading basins with salt water, indoor and outdoor pool with thermal water, air bubble and water massage jet nozzles as well as Thai massage.

The Land of Saunas is a combination of dry and wet saunas, both indoors and outdoors. Visitors have a choice of 11 different saunas: Mountain Shepherd's, Panoramic, Earth, Miner's, Sanarium, Great Finnish, Steam, Mud/Chocolate, Laconium, Finnish and Eucalyptus. The Land of Saunas offers a solarium, classical traditional Thai massage and 4 pools: Kneip basin, still pool, chilled plunge pool and an outdoor pool.



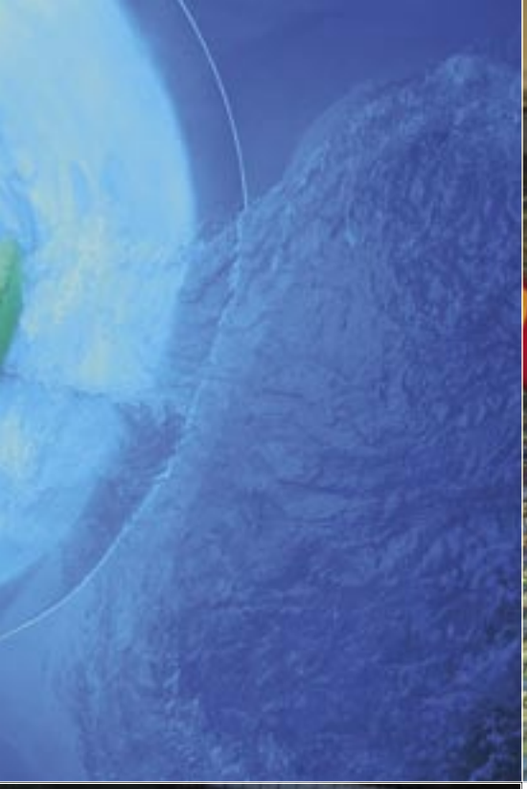
One of the largest water sculptures in Slovenia entitled *Mother Earth* was put up in front of Atlantis in April 2006. This work of art symbolises the right to water as a fundamental right of every Earth Dweller. Its author, the Slovene sculptor A. G. Gaberi: "*Mother Earth is the mother of all mothers who gives us love, hope and forgiveness.*"

Water Park Atlantis

It is no coincidence that people have always sought water, settled on it, built towns and cities next to water or simply enjoyed its eternal waves.

Water has always been the source of life and the symbol of purification and fertility. Our need for water has not diminished with time, on the contrary; water has remained what it has always been as well a popular source for bodily relaxation.

The water world of Atlantis opens new dimensions of vigour, relaxation and fun.

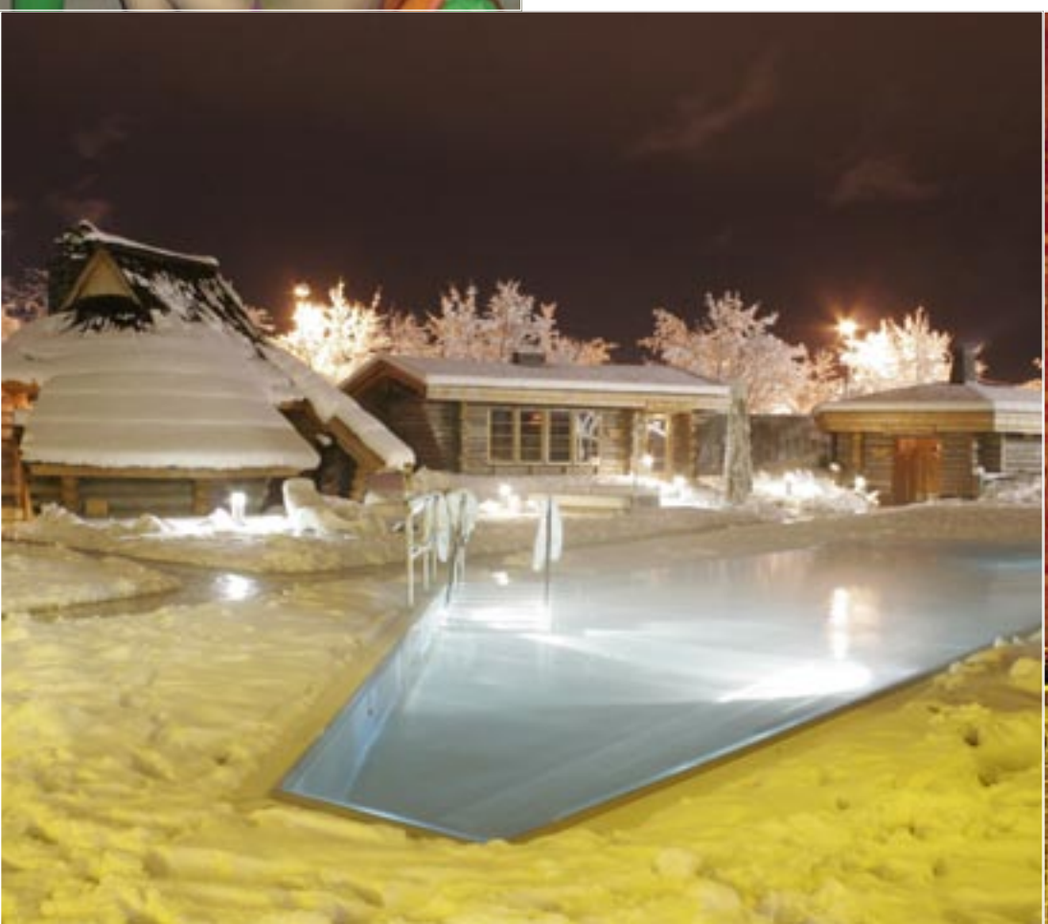


The dynamic architectural design and natural materials used in all the theme sections of Atlantis are enlivened by many interesting entertainment programmes. Thanks to these programmes and activities individual theme sections will certainly satisfy many different tastes.

The Adventure World offers a whole range of water excitement on waterslides, water carpets, water trampolines and various play features that awakens both the young and those young at heart.

The salt water cascading basins, the two pools with thermal water and water massage in the Thermal Temple provide for beneficial and invigorating relaxation.

The Land of Saunas is a real pampering paradise which offers no less than 11 theme saunas and a rich entertainment programme.



Millenium Sports Centre

It is situated in the first recreational and sports hall built for this purpose in BTC City which is at the same time the most modern sports hall in Slovenia.

5,400 m² sports areas
6 tennis courts
badminton courts
fitness rooms
Jacuzzi
saunas
mini swimming pool
solarium

Millenium Sports Centre has many regular visitors. The sports hall includes badminton courts, 6 tennis courts, fitness rooms, sauna, Jacuzzi, massage salons and a mini swimming pool. Every day up to 500 people do sports in Millenium.

Moreover, a sports medicine expert specialising in sports injuries runs his surgery in the framework of the sports centre.

Arena Vodafone Live entertainment centre

Arena Vodafone Live entertainment centre introduced new dimensions of fun. It provides soft sport activities and relaxation programmes, shopping as well as educational and playful cinematic contents, all of which are connected with a central open plan socializing area.

total area: 9,000 m²
28 bowling lanes
31 billiard-tables

Arena Vodafone Live entertainment centre covers an area of 9,000 m² and is situated opposite Kolosej Multiplex Cinema. Within the entertainment centre there is a pool and billiard hall with 31 tables and a bowling centre with 28 the latest computer-assisted bowling lanes, awaiting players. The 41th Qubica AMF World Bowling Cup held there in 2005 was a success.

Laser arcade games are available on the lower level. Visitors are invited to try their luck in the casino or at gambling machines. The XpanD cinema is located n the central part of the entertainment centre. Its state-of-the-art technology enables 3D digital projection viewed from dynamic seats, thus providing a fresh and unique motion-picture experience in this part of Europe. The entertainment centre entrance hall offers a diverse choice of foods, drinks and entertainment, enticing visitors into the empire of joy.

Kolosej Multiplex Cinema

The construction of Kolosej Multiplex Cinema was a milestone in the transformation of a popular shopping centre into a city. Over night it became the most visited cultural and entertainment establishment in Ljubljana.

Kolosej, the first multi-screen complex in Slovenia, became the focal point of entertainment activities in BTC City. This cinema complex, owned by the company Ljubljanski kinematografi, is among the largest of its kind in Europe. Kolosej spreads over an area of 14,500 m² and has 12 screens, 3,400 seats and 750 parking spaces. High-tech audio-video equipment and supreme acoustics combined with the ergonomic comfort of the cinema halls guarantee top-level experiences to all film viewers.

BTC Comedy Theatre

»The establishment of BTC Comedy Theatre was a small but extremely important step in the complete design of this new city rising on the outskirts of Ljubljana – BTC City. It is a real city, not just another shopping centre.« Polona Vetrih, Art Director of BTC Comedy Theatre

PRODUCTIONS:

2000/2001 Season:
Comedy monodrama by Willy Russell: SHIRLEY VALENTINE
Performed by: Polona Vetrih

2001/2002 Season:
Comedy by Aldo Nicolai: THE IRON CLASS
Performed by: Iva Zupančič, Danilo Benedičič and Jurij Souček
Comedy by Neil Simon: SUNSHINE BOYS
Performed by: Aleš Valič, Nina Valič, Dare Valič, Irena Prosen

2002/2003 Season:
Comedy by Noel Coward: SUITE IN THREE KEYS
Performed by: Jette Vejrup Ostan, Borut Veselko, Polona Vetrih, Željko Hrs and Igor Seme on piano

2003/2004 Season:
Comedy by Wolfgang Kohlhaase and Rita Zimmer: FISH IN FOUR
Performed by: Milena Zupančič, Jožica Avbelj, Polona Vetrih and Matija Rozman

2004/2005 Season:
Comedy by Willy Russell: EDUCATING RITA
Performed by: Mojca Funkl and Janez Hočevar Rifle
Comedy by Bernard Slade: SAME TIME, ANOTHER YEAR
Performed by: Polona Vetrih and Ivo Ban

2005/2006 Season:
Choreographic comedy by Polona Vetrih: ABOUT SNOBS SAND OTHER STORIES
Performed by: Polona Vetrih, Mojca Horvat's dance group, dancer Drago Grabnar and Joži Šalej on piano.

Over the past five years BTC established itself also artistically by nurturing high-quality and vintage comedy in BTC Comedy Theatre. Theatre artists with enthusiasm ceased the opportunity and created in BTC Comedy Theatre an attractive ambience, which invites people mainly in autumn and winter. In this new theatre, housed in the Mercurius Congress Centre, the most prominent Slovene creative artists put up several shows, which have so far been seen by over 30,000 theatre lovers.

BTCITY
mobil

»Indelible traces of development with which have marked and defined this space vouch for our decisive and responsible plans for a future that will satisfy all we care for: visitors, consumers, business partners and company shareholders.

We are entering a new era encouraged by past development achievements and rising to the new challenges of modern technology.«

BTC City

City of International Contacts

Festival of Shopping and Fun

No one can survive on their own, isolated from fellow human beings and environment. As social creatures people constantly show their need for communication and socialising.

And why shouldn't our socialising be useful as well?

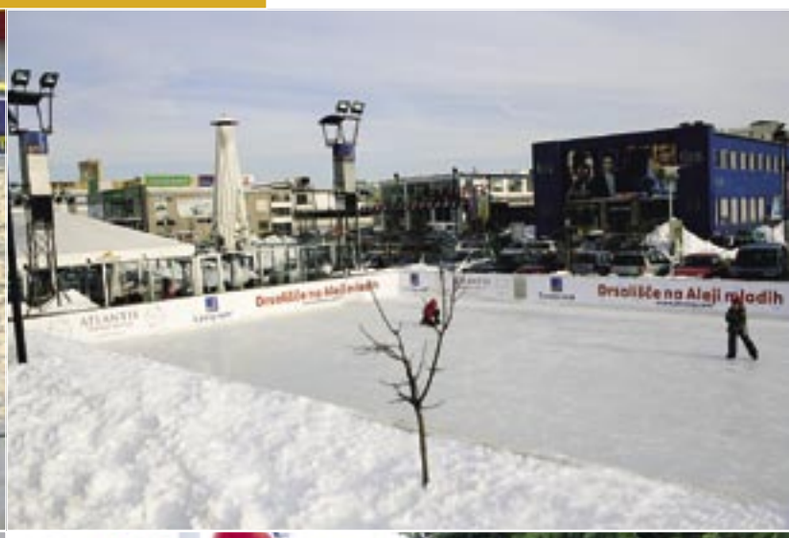
»The practical with the sweet« is the motto of the *Festival of Shopping and Fun*, which is organised in BTC City twice a year when in addition to special discounts visitors can have good fun at many sporting and cultural events.

Avenue of Youth

The Avenue of Youth provides opportunity to meet, browse around and relax. The idea behind it was to create an enjoyable place where visitors of BTC City could socialise in a relaxed atmosphere.

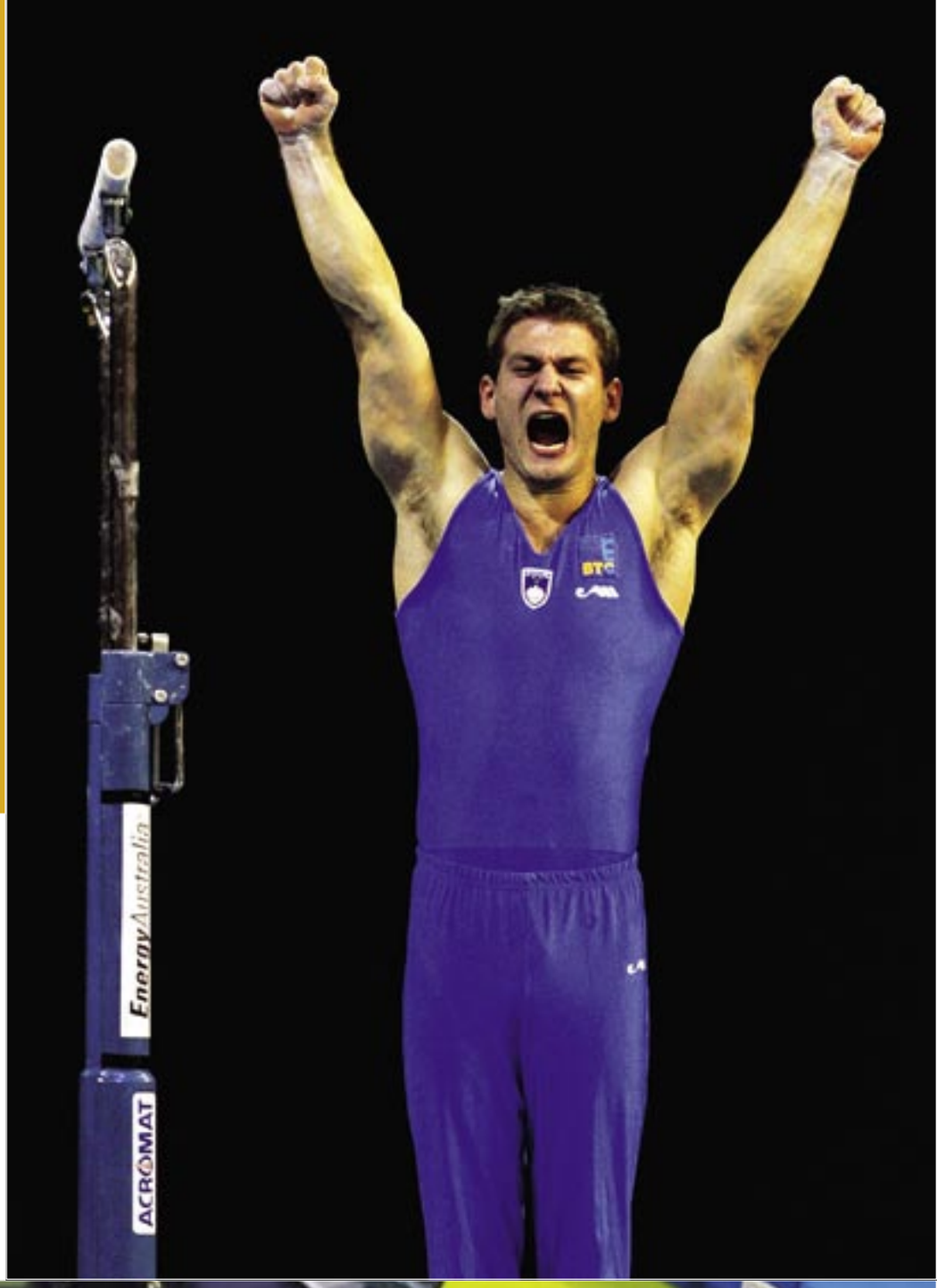
The annual *International Cycling Festival*, which takes place in June, is becoming a traditional venue for thousands of cyclists who start and finish the race in BTC City. During this festival high sporting spirits infuse the entire city which basks in a festive atmosphere.

Sports in the City is another event, also organised every year in summer. Accompanied by music and other performances it always attracts numerous enthusiasts of beach volleyball and other visitors. In addition to skating in the winter season the ice-skating rink offers ice skating courses, different competitions and shows.



World Champions

BTC City brings together various people – also the most capable and talented individuals who can boast of world best achievements.



We are happy and proud to be in the company of the world's best achievers. BTC d.d. encourages and sponsors two of the top Slovene gymnasts – **Mitja Petkovšek** on the parallel bars and **Aljaž Pegan** on the horizontal bar. They both won gold medals in the world championship in Melbourne in 2005. On that occasion the entire BTC City celebrated their victory.

BTC has always shared its success with others – we have found many ways to show our willingness to help, support, encourage and create a better tomorrow for everybody.

The aerobatic pilot **Tomo Poljanec** flies the Giles G-202 airplane. BTC d.d. sponsors Slovenia's aerobatic flying team participation in world championships.

The Slovene ultra marathon swimmer, **Martin Strel,** swam the length of the Mississippi, Paraná, Danube and Yangtze rivers, set a new world record in non-stop swimming and became the first Slovene to be mentioned three times in the Guinness World Records. In all of his achievements he has enjoyed the support of BTC, which is proud to have been his sponsor for 13 years in a row.

In 2000 the mountaineer **Davo Karničar** was the first man to ski down the slopes of Mt. Everest and in May 2004 he climbed the 6,194 m high Denali peak – all under the sponsorship of BTC d.d.

Celebrities in BTC City

Celebrities visiting BTC City make it even more vibrant and many really famous people have already been here.

Claudia Schiffer, a world famous catwalk supermodel or over 15 years, opened the Emporium fashion clothing department store in BTC City on 12 October, 1999.

Armand Assante, an actor of international acclaim who appeared in over 40 films – the best known among them being *Napoleon* and *Mambo Kings* – visited Emporium in 2003.

In March 2006 **Stefan Edberg**, a former tennis champion, paid a visit to Millenium Sports Centre. Six-time winner of the Grand Slam singles, Edberg is a real gentleman who continues to promote tennis around the globe. In Mellenium he also stopped to play a tennis match with **Mima Jaušovec**, a former Slovene tennis champion.

Alberto Tomba, one of the best alpine skiers ever, who won not only many world cup races but also 3 gold and 2 silver Olympic medals, came to BTC City in 2000, with his friend **Jure Košir**, a former Slovene alpine skier.

The Formula 1 driver, **David Coulthard**, likes fashionable casual clothes. This is why he very much enjoyed Emporium centre when he visited in November 2005.

The BTC Art Collection

Works of art emanate aristic beauty, give us force and make us think. For twenty years in BTC art has been contemplated and collected. This resulted in one of more noticeable art collections in Slovenia, which contiues to grow.

Collecting art and developing business are correlated – they both express creativity and desire for growth.

The BTC art collection has been growing over the years – gradually, spontaneously, with love. It stemmed from the need to refine our working environment and infuse the world of business with artistic spirit. An initially simple interest and desire to stay in touch with art was the beginning of what is now a great collection of 370 items by Slovene and foreign authors.

The BTC art collection has no prevailing style, but it comprises works by famous domestic and international artists.

Zoran Mušič: In Studio, oil on canvas

Matej Sternen
Nikolaj Omersa
Lojze Kralj
Anton Karinger
Oskar Kokoscka
Henri Matisse
Anton Gojmir Kos
Marko Pernhart
Lojze Spacal
Zoran Mušič
Ivana Kobilca
Rihard Jakopič
Pablo Picasso
Joan Miró
Zvest Apollonio
Andrej Ajdič
Boris Kalin
Camille Pissarro
Lojze Perko

Pablo Picasso: Woman's Face, oil on canvas

Camille Pissarro: Landsacpe, oil on canvas

Ivana Kobilca: Peonies in Bloom, oil on canvas

Rihard Jakopič: Reclining Woman, oil on canvas

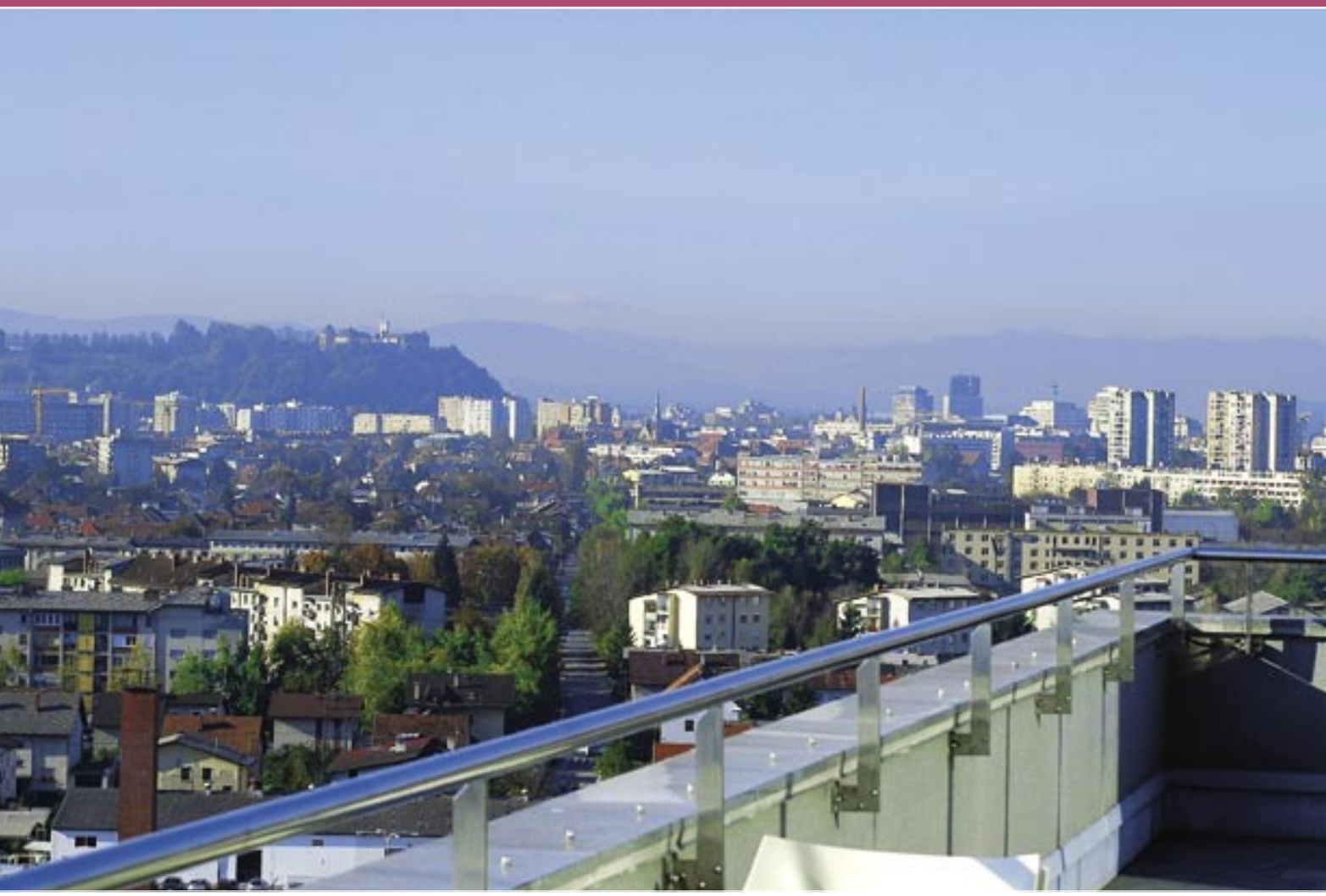
»On the road to development many have travelled with us following our vision, courage, purpose, reliability and professionalism. Through development we have got closer to each other and maturely assumed the responsibility to BTC City as a space which caught us.

It became part of us and we grew into it. We remain committed to this space, to which we dedicated the attention it needed to develop and give everything it will need in the future.«

BTC City
World of Future Objectives and Directions

BTC City – Space Wide Open

BTC City can still develop into thousands of different directions, as new possibilities and ideas arise all the time and open up new dimensions. This is proven by many projects realised by BTC d.d. and its business partners which together generated our increasing and unequivocal success.



Archictects designing major projects in BTC City:

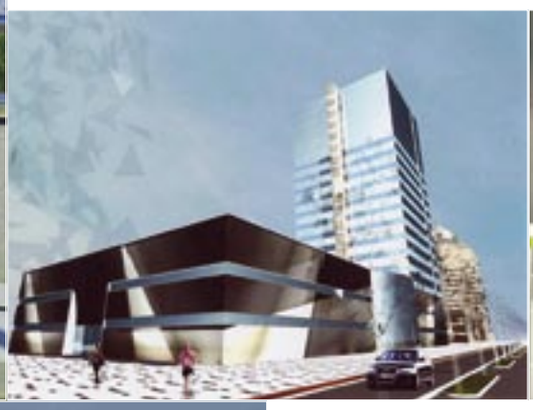
Peter Bassin
Petra Bauer
Marjan Bežan
Mirjana Berčič
Urban Brandner
Heinz Brunner
Andrej Cvar
Miha Dobrin
Angelca Dokl
Dušan Engelsberger
Andrej Erjavec
Franci Erjavec
Mojca Fišer
Miran Gajšek
Mihelj Gorazd
Andrej Gregorčič
Đuro Ivanović
Igor Jurančič
Andrej Kasal
Milena Kitek
Toš Kitek
Vladimir Koželj
Ivo Koritnik
Nande Korpnik
Jelica Kupec
Jagoda Ličina
Vera Lovrečič
Jože Nemec
Matjaž Pangerc
Mira Prelog
Bojan Purg
Janez Roš
Jurij Sadar
Nada Schollmayer
Barbara Schollmayer
Brane Smolej
Fedor Špacapan
Milan Štrukelj
Luka Tomori
Boris Volk
Boštjan Vuga
Rudolf Wienands

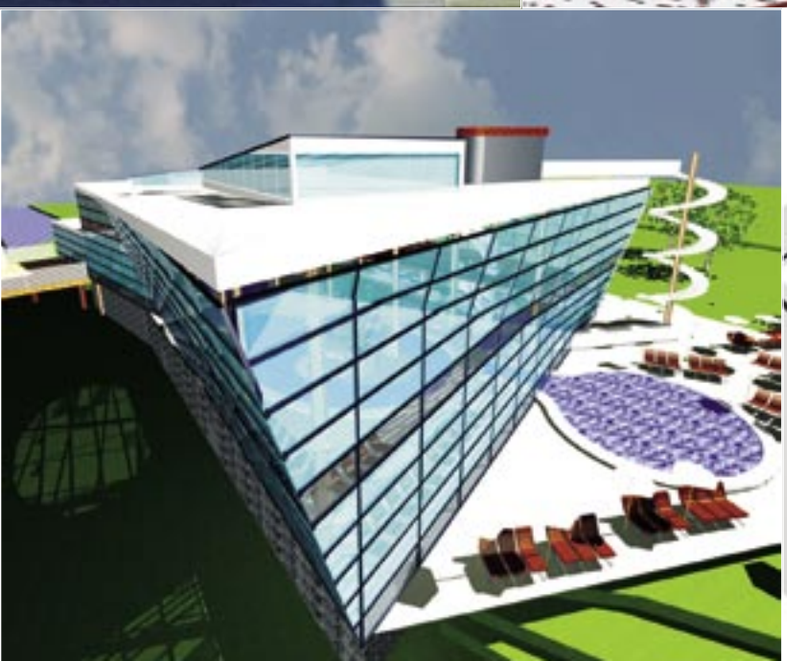
Further architectural improvements, a wide variety of communication facilities, pleasant interiors, new programmes and contents – these aspirations are the driving force behind the creation of new urban centres or the extension of existing ones, which should upgrade not only BTC City but also complement the historic centre of Ljubljana and make them both interesting and attractive to the widest range of visitors from Slovenia and abroad.

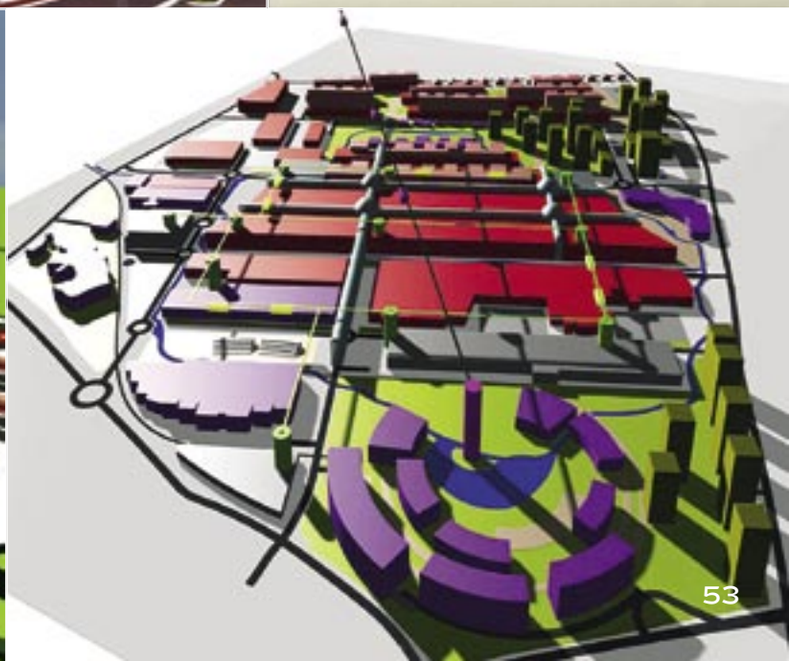
The growing dynamism of BTC City encouraged plans for a new 17 to 20 storey high skyscraper on the site.

The envisaged construction of a hotel with 150 beds between Kolosej and Bratislavska cesta will certainly make BTC City an even greater and more attractive tourist destination.

As modern life styles put ever greater emphasis on recreation, relaxation and entertainment, we also have plans to build a smaller scale water park on Lake Velenje and in the town of Maribor as part of a big sports and recreational centre under the Pohorje massif.

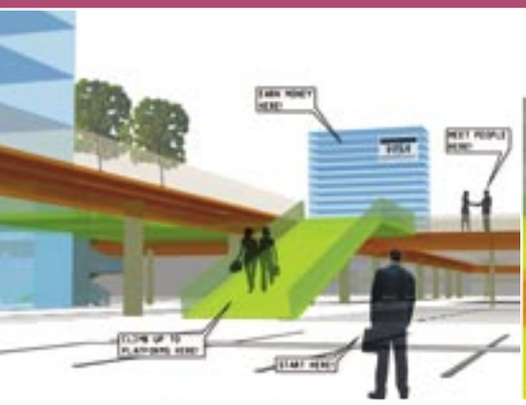


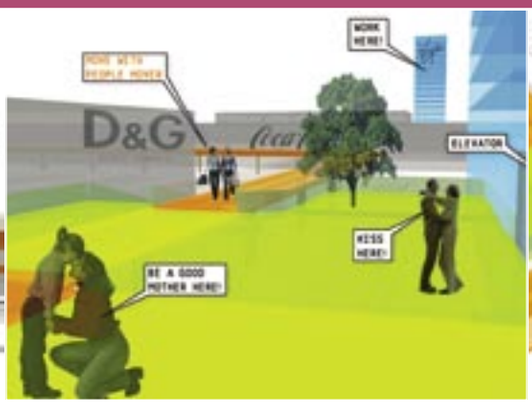


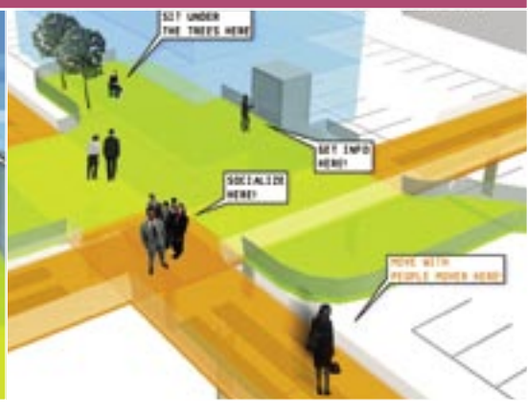


BTC City Seen by Prominent Architects

A dull panorama in boring grey – hundreds of square metres on the outskirts of the city – not really promising. Or just the opposite: perhaps that was the challenge waiting to be taken up, an opportunity crying to be embraced, a rare chance ... we made the most of it and realised our vision. In fifteen years of revival and regeneration BTC has been transformed into BTC City – a sophisticated city for the new millennium – your city.







BTC City 2012

This year BTC City has been awarded the high prize for the best organised new European city. Once again BTC City posted a record number of overnight stays in the two hotels on the site. More and more foreigners visiting Ljubljana for business or pleasure prefer to stay in a hotel in BTC City. Business travellers will find everything they need there: off-line and on-line architecture that helps them make best use of their time and maximise leisure activities. BTC City is beginning to be known as PLEASURE CITY, as its layout and function increasingly rely on the principles of relaxed urban architecture. BTC district as a part of Ljubljana is growing in size, changing the dimensions of the capital and building its new identity thanks to its offerings as well as public spaces of innovative and attractive architectural design. The historic centre of Ljubljana, Ljubljana castle and BTC City are the main landmarks for tourists.

BTC City is now the same size as the historic centre, but its population is rapidly growing. If these trends continue, in three years' time elegant SPA Towers will be home to approximately the same number of residents as there are presently in the historic centre. Address in BTC has become a status symbol. Effective global advertising campaigns raised the prices of duplex and triplex condos in SPA Towers as well as attracted local metromaniacs and global urban nomads, who decided to have one of their European flats in BTC City. On the lower floors of SPA Towers there are GROOMING ROOMS and other areas for relaxation and socialising, open 24/7. From the centre of the towers they open up into pavilions situated on green platforms on the MEZZANINE level.

The mezzanine is a system of looping platforms that are connected with the shopping centre on the ground floor. One level above, the mezzanine is a green and motor-traffic free zone. The shopping centre underneath, selling mass consumption products, is the same as it was twenty years ago. From the ground-floor parking areas direct entries lead into the sports, entertainment, cultural and office facilities of BTC City.

Those wanting more, go higher. Specialised outlets in the pavilions on the mezzanine offer the most extraordinary goods and services. In this hanging garden individual characteristics mix with global elements. A mixture of digital sounds and simulated sounds of nature comes from invisible loudspeakers and platforms are marked by fragrances emanating from pavilions.

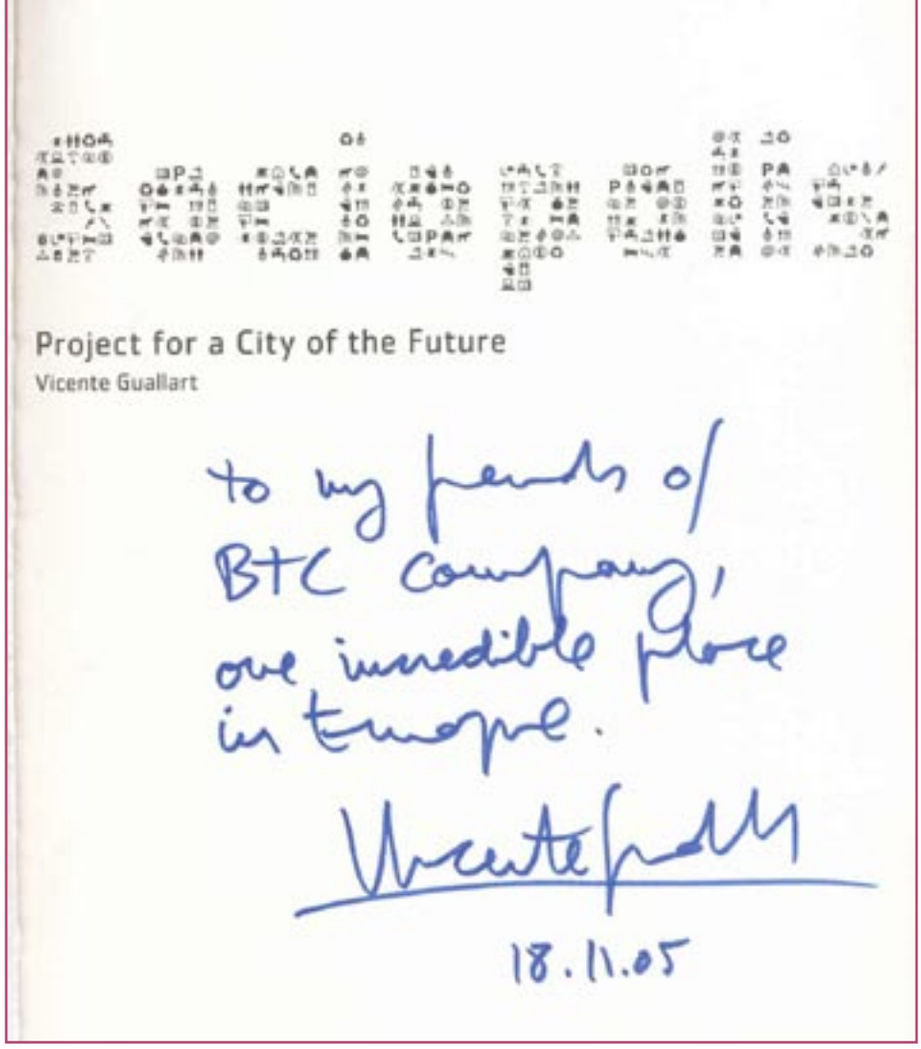
BTC City is the city of controlled new visual, sonic and haptic impulses. It seems as if the city responds to your mood swings and you can influence the mood of the city. Total interaction.

Boštjan Vuga, BArch, Grad. Dip. AA
Sadar Vuga Arhitekti

Ljubljana – a Real Metropolis

Thanks to BTC, Ljubljana developed into a genuine lively metropolis. A complex system of shopping and entertainment areas gathers people from different regions and all walks of life. This combination gives rise to new synergies and new culture of social interaction without denying the importance of the historic centre. This will always remain the venue of leisure walks, architectural delights and culture on the one hand, and BTC City will be a new Mecca for consumers.

Prof. Gabrijelčič, BArch, MArch
Dean of the Faculty of Architecture
of Ljubljana



Inscription by the Director of Institut d´Arquitectura Avançada de Catalunya, Barcelona (IaaC) and author of the project Sociopolis Vicenta Guallarta, dedicated to BTC d.d., which from IaaC commissioned a study on its future development entitled "From BTC City to BTCitizen".

Generic City

In order to be able to understand a city at any given moment in time one has to discern its past development trends and grasp the origins and causes that led to its present structure and functions. "Before the city there was the hamlet and the shrine and the village: before the village, the camp, the cache, the cave, the cairn; and before all these there was a disposition to social life that man plainly shares with many other animal species" wrote Lewis Mumford in The City in History in the early sixties of the previous century.

The structuring of BTC City is simple: its cause is clear, its history short. What once used to be a large warehousing complex, through which goods from Europe poured into the former Yugoslavia, is now a generic city. Its creation and growth followed the genetic rules of communication infrastructure and paradoxically listless architecture.

The preconditions for BTC City in its present form arose simultaneously with the appearance of television. In 1954 no newspaper reported that BTC was established; no mention of it in the small ads section either. Today, BTC City is found on numerous colourful brochures and advertisements regularly delivered to our letter boxes, starting from the historic centre of Ljubljana. It is often advertised in peak time TV commercials. The cinema in BTC City is the most visited cultural and entertainment establishment in the country and all urban institutions, except churches, are moving from the historic centre to the new city. Its relatively simple backbone infrastructure enabled its very quick development into a new urban nucleus on the outskirts.

BTC City is a parallel city. Its creation coincided with the change of political regime, birth of a new state and redefinition of the architect's social role. Its streets are like psychotic rivers of billboards in which brand names are floating like boats. In this city the façade is the alpha and omega of architectural design. Neon-lit garages function as squares. Architects design the city along invisible lines and decorate it with colourful images of desire.

Standing in the historic centre of Ljubljana one may ask – what is a modern city defined by? Its art, culture, political purpose or the number of inhabitants? Today it is difficult to imagine a city without city walls. It is increasingly hard to identify the differences and extremes that are the building blocks of the city and its citizens. High, demand-driven pragmatism is there to pamper the consumer.

BTC City is a modern city that combines illusion and reality, an urban area looking like a maze of values in which average citizens easily find their way. It boasts high-tech equipment which its dwellers unknowingly use to leave their intimate imprints. BTC City is a place of great opportunities, a lively laboratory inviting experiments by investors, sociologists and architects.

BTC City is a city without citizens. Its mayor resembles a space ship commander who stirs his vessel through the weightless space of capital values. It is a city without enemies and religious differences, a generic city of materialism, hybrid sensitivity and a plethora of contents.

Matej Mljač, BArch, MArch

BTC ahead of Time

When in the 1970s the national borders started opening up, every trip abroad was a unique experience. In those times the dimensions of city construction were incredible. Some architects were in favour others not. The contrasting opinions resembled different understandings of music: some like it some don't, without knowing why.

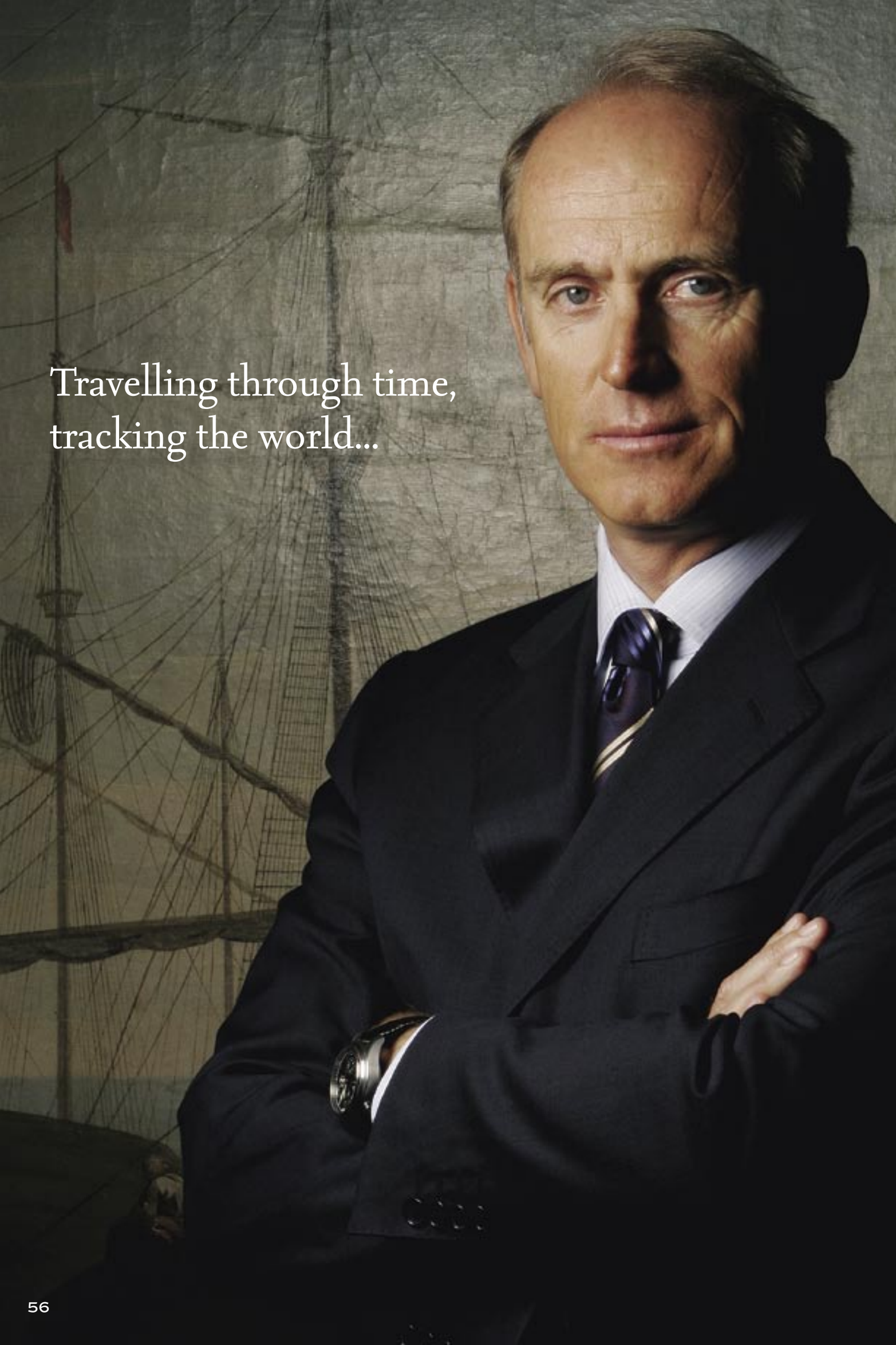
Professionally speaking, the emergence of BTC was expected, yet its timing was not defined.

BTC is ahead of its time. In the past, incredible dimensions were experienced abroad, today they are admired at home. BTC is the best example.

BTC city is a city which sets its own development pace. It has organised its own infrastructure and traffic and it pursues its own vision. New buildings, accommodation facilities and schools can be expected any time. Traffic routes, travelling not under but above the ground, will be quick.

There are no obstacles to the free design of city space. Views of a castle or a heating plant chimney are not obligatory. Façades in BTC are bright and changeable, without monumental additions. The scenery in BTC is like in a theatre, where scenes complement the contents. And in BTC, contents are people, shops and social life. Together they represent the only stable foundation that enables development in all directions and general accessibility for all.

Prof. Sergej Pavlin, BArch



Travelling through time,
tracking the world...

»We will continue to travel this road with responsibility, following business and public interest, by respecting the identity of the city and environment and mostly by paying attention to our visitors.

We shall take what we have always relied on into the future: orientation towards development and growth, pursuance of business, financial and political trends, endeavours for high quality and professional services.«

Jože Mermal, President and CEO of BTC d.d

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BTC d.d.
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BTC City

The City of Distinction and Serenity

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