

BTC, d.d.
FROM INNOVATIONS TO OPEN SOCIETY



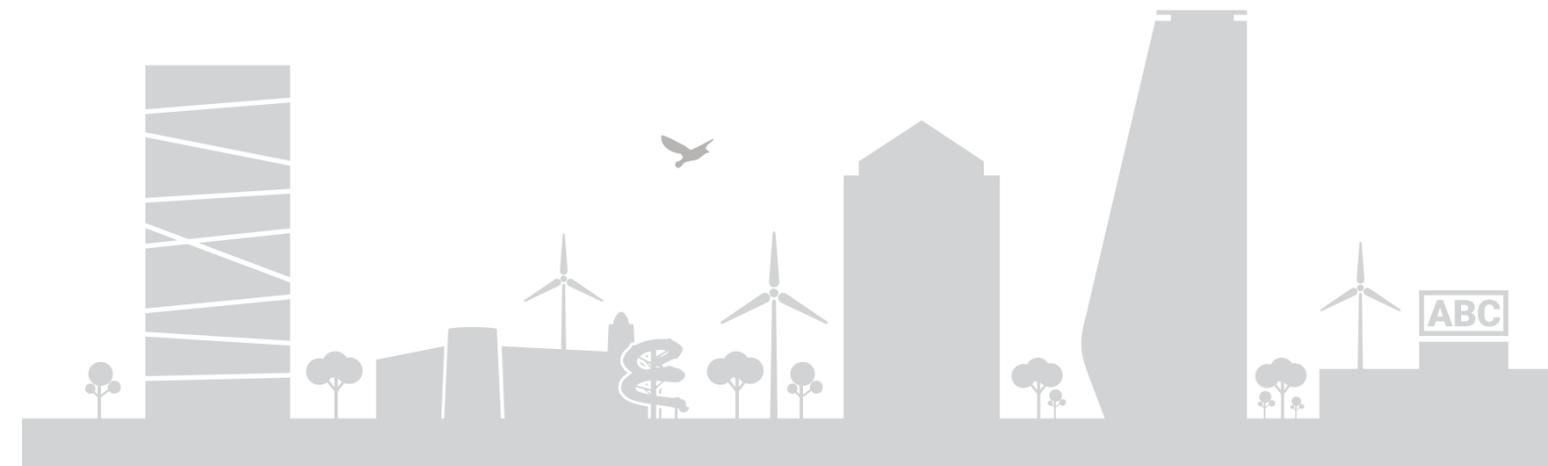
COMPANY PROFILE





*To build a house,
to plant a tree.*

To let a bird roam free.



BTC CITY
CITY OF OPPORTUNITIES
... embracing everything

COMPANY PROFILE
BTC, d. d.

Ljubljana, June 2019





Enter into the world of the augmented reality and experience the content of BTC using AR technology.



Scan the code, download BTC AR application, and step into dynamic and augmented technology world of BTC.



View the speech of the President of the BTC Management Board, Mr Jože Mermal.

Bond with the tradition,
commitment to the future

The entrepreneurial spirit of BTC reflects recast messages of the past and brims with traditional values, original innovations, long-term plans and a far-reaching vision. The history of the company is characterised by two things: space itself and goods. From a storage space, initially serving only shops in Ljubljana, it has developed in time into the largest inland terminal in South-East Europe and gradually created an urban area, BTC City. This is the place where a series of bold projects has been realised, on a large scale and with a vision—projects reflecting the creative vitality, tremendous enthusiasm for work and fresh creativity. With co-investors and long-term partners BTC has created a leading European city and by modernising its logistics services, another major business line, it became a market leader in the logistics industry in Slovenia. The unique character of BTC City is not a result of a co-existence of business, shopping, recreation, entrainment, and culture in one place. Its unique character is based on a combination of diverse content, creating a new social, public space. The urban area of BTC City has become a democratic space, open to everyone – a space of multiple identities which not only affords great development opportunities but also generates new regional and metropolitan awareness.

BTC has always promoted projects which create added value not only for the company itself but also for the wider community and future generations. Over the years this has been recognised by many awards and prizes at both national and international level. The most valued among them is the nomination of Jože Mermal, the President of the BTC Management Board, for the Honorary Citizen of Ljubljana. The future business strategy of BTC places great emphasis on the environmental protection and sustainable development for a green city, as well as introduction of innovative services and state-of-the-art technologies for a smart city. It is therefore with a firm step that BTC is stepping into the third millennium by joining the flow of ground-breaking changes and supporting all those projects that develop innovative solutions for the challenges of the fourth industrial revolution.

As a dynamic, open, modern and successful company BTC has always been progress oriented. The story of BTC's regeneration and development is an example of how to pursue a vision, which at times may seem fantastic, risky or unrealistic. But the surprising rise of BTC has been based on solid foundations, always in resonance with society at large and every individual involved in the story of the company. Only in this way has BTC been able to create an allembicing city of opportunities.



BTC City is situated in the eastern part of Ljubljana, the capital of Slovenia. The location is extremely favourable: next to Ljubljana ring road, 3 km away from the historical centre of Ljubljana.

Content



BTC, d. d.

A dynamic company with high growth, major investments, and innovative business solutions

Pages 10-23

BTC City, City of Opportunities

Urban challenge
Business, Shopping, Recreation,
Entertainment, and Cultural
Centre

Pages 24-77

Logistics Centre

Exceptional logistics services supported by the state-of-the-art information technology

Further development: one of the largest intermodal logistics terminals in South-East Europe

Pages 78-83

Mission: Green

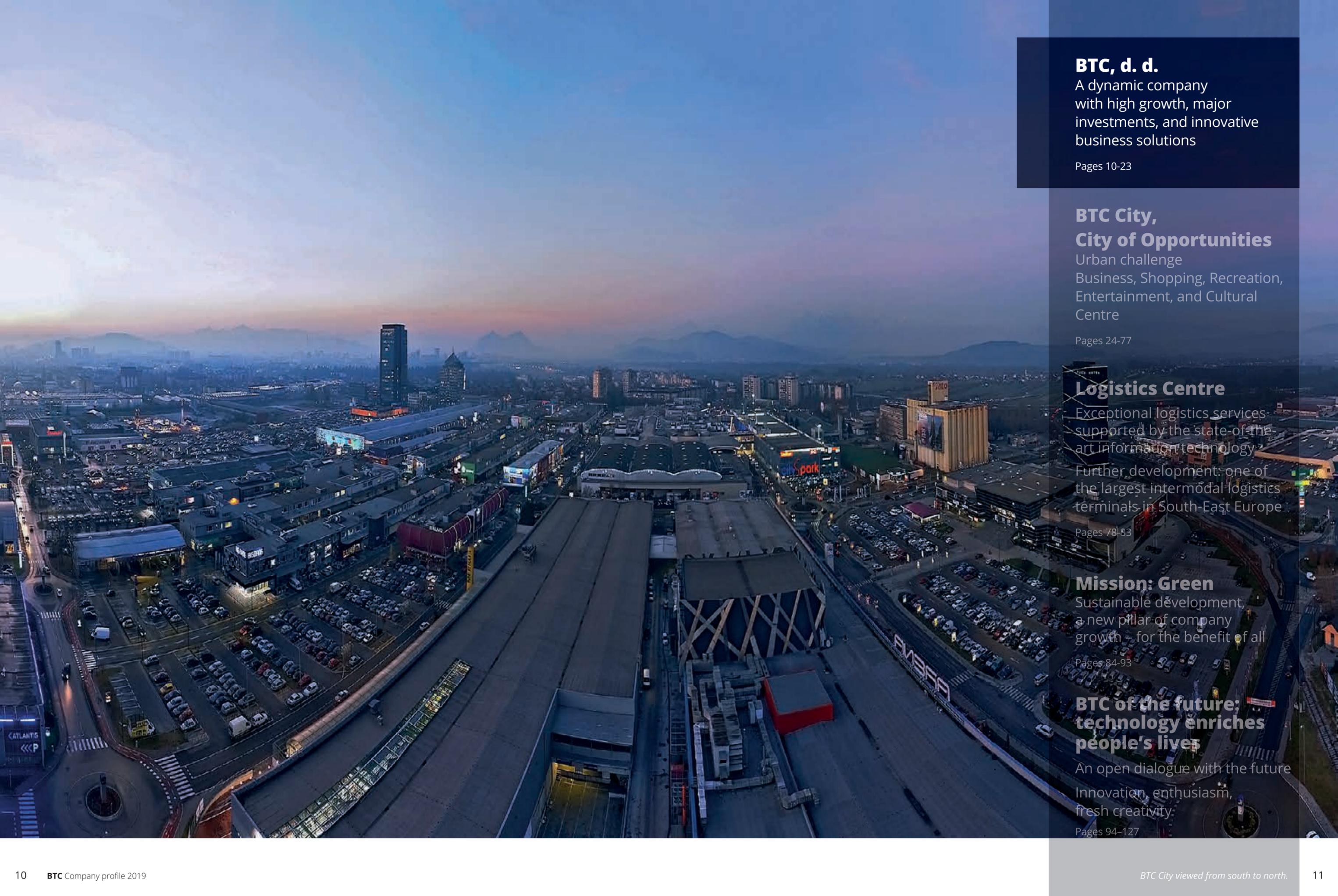
Sustainable development, a new pillar of company growth – for the benefit of all

Pages 84-93

BTC of the future: technology enriches people's lives

An open dialogue with the future
Innovation, enthusiasm,
fresh creativity

Pages 94-127



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Laying of the cornerstone for the Ljubljana Central Warehouse

From Central to Public Warehouses

The BTC company began in 1954 with the adoption of the founding contract for the **Central Warehouses** company at the incentive of the then Mayor of Ljubljana Marijan Dermastia. Expansion of operations and scope of business soon led the company to rename itself **Public Warehouses**. All of the warehousing activities in Ljubljana were thus consolidated in one place. In 1963 the company managed 68,867 m² of storage space. Just two years later the location grew into the largest goods storage facility in the former Yugoslavia.



Gradual construction of Public Warehouses that later developed into Ljubljana Warehousing and Transport Centre – BTC.

Goods Transportation Centre Ljubljana – BTC

In 1975 the company developed into the largest goods and transport centre in former Yugoslavia and the Public Warehouses were renamed into the **Goods Transportation Centre Ljubljana (Blagovno-transportni center) – BTC**. The company primarily operated in goods storage and distribution and in the period between 1977 and 1987 became one of the largest inland terminals in Europe with 180,970 m² of covered storage facilities. The warehouses stored goods prepared for export abroad and goods imported from Europe which were then distributed throughout Yugoslavia. The warehouses were filled to capacity at all times.



One of the largest inland terminals in Europe.

Business Trade Commercial Centre – BTC

In the 1990s, when Slovenia became independent and slowly introduced the market economy a need for such large storage capacities was reduced. When confronted with the question of what to do with such large business premises and how to give them new meaning, among many available options and encouraged by the global trends the management decided to use the storage facilities on the outskirts of Ljubljana for commercial activities. In 1990 the name of the company changed to **Blagovno-trgovinski center (Business Trade Commercial Centre) – BTC** and the socially-owned enterprise that had managed the storage facilities, transformed into a joint stock company that was assigned the task to choose new programmes and business contents and to provide appropriate infrastructure. That year first shops began to open. Empty storage facilities gradually acquired new, more urban outlook, and these were the beginnings of the first Slovene shopping centre.



BTC City – one of the Europe's largest business, shopping, recreation, entertainment, cultural, and innovation centres.

BTC City

Over a quarter of a century, marked by business transformation, urban renovation and digital transformation, BTC (the shares of which were successfully placed on the international capital market at the London Stock Exchange in 1997) pursued an intensive restructuring of the storage facilities and reorganisation of operations and developed into a property management company which now along with numerous business partners creates a harmonious fusion of different activities in a modern urban city space like those developed in the majority of world's cities. The newly created **BTC City** is a diverse, architecturally modern, ambitiously reformed and carefully planned space, created as a response to the changing demands of modern times. This unique and innovative ecosystem is now well integrated both in the international as well as in the immediate environment of the city centre and is deeply rooted in the consciousness of people and has established itself as a place of vibrant happening that anybody can participate in and co-create.

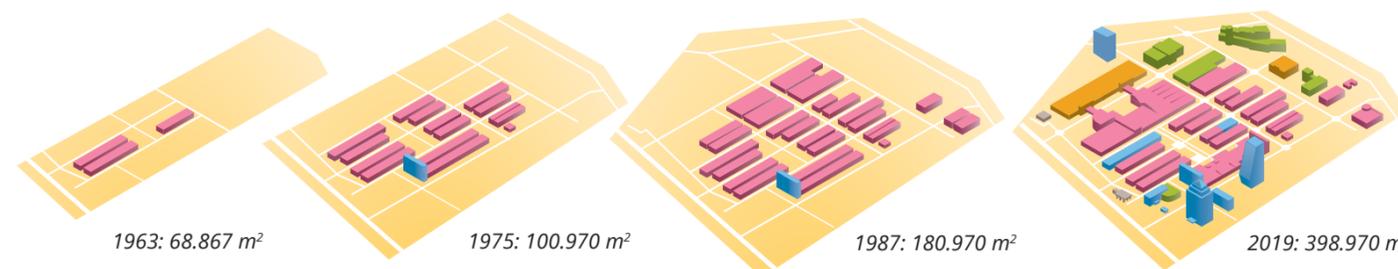


More than 65 years of tradition

From central warehouses to one of the Europe's largest business, shopping, recreation, entertainment, cultural, and innovation centres.

Growth of commercial premises and content development in BTC City

- Office area
- Shopping areas
- Areas for recreation, entertainment and cultural activities
- Parking garage



BTC AR
Augmented reality

View the history of BTC.

Development of one of the Europe's largest business, shopping, recreation and entertainment centres

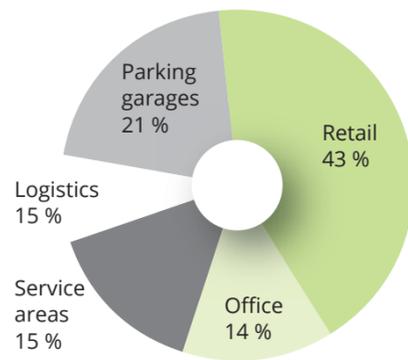
The foundations for BTC's growth are large investments and innovation.

Revolutionising the space

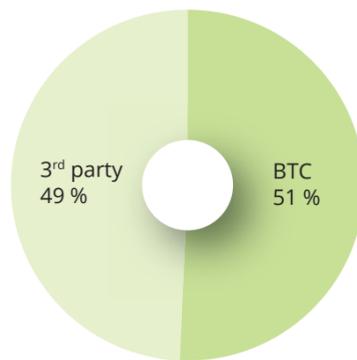
Examples around the world and the opportunities of modern times inspired the company to redefine the area, which it managed. With time the grey monolith of warehouses on the city's outskirts was transformed into a modern city; the changed image and new commercial purpose of the space have become generators for the future development of the company, source of inspiration, and its constant challenge.

Every year in the history of BTC was marked by many investments, own and together with investment partners, with which the company carried out the projects, which were often very ambitious and innovative. These projects have effected growth and expansion of business, which is increasingly based on the principles of sustainable development.

BTC manages 1,000,000 m² of business areas.



Property management in BTC City as to purpose



Property management as to ownership

Investments, construction 1993 - 2019

- 200.000 m² reconstructed business premises
- 150.000 m² new constructions
- BTC invested 269 million euros.
- BTC partners invested 184 million euros.



BTC shares on London Stock Exchange

The BTC shares were listed on the London Stock Exchange from 1997 to 2001.

By selling its shares on the London Stock Exchange, BTC raised important funds for its further development.



BTC City, a city that lives 24 hours a day.



BTC developed a unique place of co-existence, BTC City.

From green projects to state-of-the-art technologies

Operations that create possibilities for successful development and new business opportunities.

BTC has a well-diversified portfolio of programmes and services.

Key income generators are:

1. BTC CITY MANAGEMENT
2. LOGISTICS SERVICES
3. DEVELOPMENT AND MANAGEMENT OF IMMOVABLE PROPERTIES FOR THIRD PARTIES
4. MISSION: GREEN
5. STRATEGIC PROJECTS and MANAGEMENT OF THE ECOSYSTEM – BTC LIVING LAB

Management of properties and space, development of assets and consulting engineering

Through its many years of development, the BTC company profoundly transformed itself and renovated the expansive area of the newly created BTC City developing in the process into an exceptionally well-versed manager of property. It manages its own immovable properties, renovates them and rents them out to local and foreign corporations for business, commercial and other purposes. The company is now successfully marketing its comprehensive know-how in the field of property management. The company portfolio was supplemented by another new service: integrated management of business premises for other business partners. Clients benefit from a comprehensive

insight into the local market as the operative, tactical and strategic aspects of building and spatial management constitute part of the company's daily activities. High quality services and innovative management solutions assure optimal processes in the management of buildings and premises and enable the achievement of optimum cost efficiency.

Innovative business services

Expert and innovative business services in property management have empowered the BTC company to expand its undertaking of managing and developing properties to groups of similar character, including shopping centres, logistics, business premises, ...

Inventive management services are based on partnerships with key business partners of the BTC company.

BTC strives for excellence in its management of properties owned by other business entities. In order to successfully provide those services, it supplements its know-how by specialised knowhow of strategic partners such as Petrol in the field of energy, IBM Slovenia and Microsoft in the field of IT and many others.

Multidimensional growth

The BTC company maintains its dynamic character through various forms of

growth, ranging from innovative services and new business content, projects based on sustainable development, synergy between local and foreign business partners, corporate responsibility, to entry into new market segments. The Company has close ties with various multinational and local companies, allowing it to link new projects with the local community while assuring investors all the benefits of long-term growth and optimal yields.

Together with its business partner IBM Slovenija, BTC has introduced a state-of-the-art information system for computer assisted asset and services management, IBM Maximo, supporting integrated management of immovable properties, investment projects, space, energy, and the environment.

Together with its business partner Microsoft, BTC has introduced the state-of-the-art information technology for customer relationship management in order to improve and support activities for successful monitoring and management of business partners and the search for new business opportunities.

Logistics

BTC Logistics Centre is building upon the state-of-the-art information and communication technologies to complement its longstanding tradition, considerable experience and extensive knowledge. Modernisation of services across the board has strengthened BTC's position on the logistics market and placed it among the leading service providers for high end goods.

BTC Living Lab - live testing environment

Live testing environment is a unique concept consisting of several independent solutions with the purpose to present them on the market and to look for the synergies for partnership with BTC.

Since 2015, BTC has been building the story of a unique and innovative city, BTC City Ljubljana. By introducing live



Award for Digital Transformation 2018

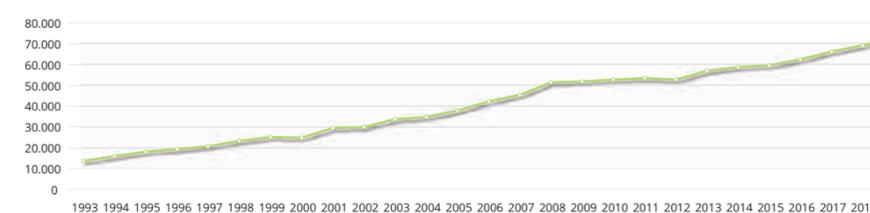
testing environment, BTC Living Lab goes a step further, as it offers companies and business partners BTC City as a training ground for testing advanced business ideas in a real-life environment. As a coherent whole of modern infrastructure and technical solutions, rich content, numerous domestic and foreign business partners, ABC Accelerator

integrated in the global environment, and more than 21 million visitors per year, innovative environment of BTC City is an ideal environment for testing a wide range of technological solutions. This environment is complemented by a growing community of start-ups and an incubator for the projects based on the blockchain technology.

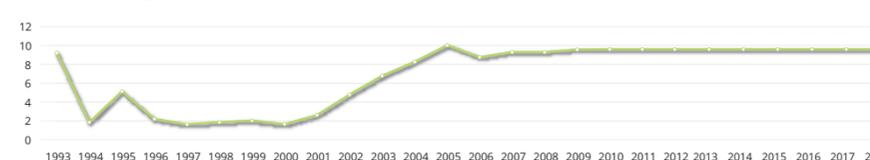
SUSTAINABLE DEVELOPMENT

All the business decisions adopted by BTC reflect its responsible attitude towards business partners, visitors, the wider community and environment.

Net sales revenue in thousands of euros



Dividend per share in euros



The latest BMW i8 car was presented in BTC City

Creative and motivated personnel – co-creator of the modern innovative company

We build connections between local and international business partners for development and opportunities of future generations.



Co-creating a vision of the future and a call for cooperation in the development of innovations for a better and fairer society - 5th forum: Society 5.0 in Slovenia, Slovenia-Japan Business Council.



BTC Innovation Day

Visionary ideas born out of creative spirit

The new identity of BTC was shaped by two generations who faithfully pursued common goals and enabled the growth and development of company operations. BTC established itself through projects that arose from a collective effort towards innovative approaches and a strive for progress. Company management therefore continues to deliberately include its employees in processes of innovation. The creative spirit of our widest community gives rise to enterprising ideas, original thought, and new visions and the third generation is now taking on an active role.

Ideas that became reality

The BTC company is infusing its operations with an innovative business culture. Including greater numbers of employees into innovative thinking processes has created an explosion of business ideas and discoveries of new business opportunities. Between 2008 and 2018 our employees presented 451 business ideas and 75 projects with a vision. One of these ideas led BTC to introduce a new business of managing immovable properties owned by other parties. The numerous awards that BTC has received over the years confirm the enterprise, originality, and innovation of every person working in the company.



We learn from the best (EDG professional lecturers from Silicon Valley with references such as IBM, Apple, Alibaba, Audi, Lufthansa and others).

The BTC company obtained four internationally recognised ISO Certificates for its operations:

- Certificate ISO 9001:2015 for quality management system, which demonstrates a documented business model and allows for better control over the implementation of specific processes;
- Certificate ISO 14001:2015 for environmental management system, which ensures cooperation with the company that treats environment responsibly;
- Certificate ISO 50001:2011 for energy management system, which is a testament to actions toward improving energy efficiency and saving energy;
- Certificate ISO 55001:2014 for asset management system, which attests to the quality management of immovable properties and assets of business partners.



BTC promotes innovation, because it wishes to become an agent of change; at the same time, it is looking for new advanced business models and opportunities as well as ecosystems that would launch it on the path into the dynamic future.

Awards and recognition for company's efforts:

- 2010 Environmentally friendly company award
- 2011 Horus Award for the most socially responsible company
- 2011 BTC company nominated for European business award for the Ecoindex business model
- 2013 InLoCom 2013 for an innovative project at local community level for BTC City and ladies ski jumping
- 2013 Special award for achievements in the field of efficient use of energy, energy production from renewable sources and energy management
- 2013 European award for socially responsible business practices in Slovenia, for the BTC City project and ladies ski jumping
- 2013 Green Logistics award
- Platinum donor award of the Slovenian Scientific Foundation (2013, 2014, 2015, 2016)
- 2013 Chamber of Commerce and Industry of Slovenia Award for outstanding economic and entrepreneurial achievements
- 2016 "Energy Efficient Project" award for the system of heating the Atlantis water park using waste industrial heat from the AquafilSLO company (former Julon company)
- 2016 "Best Manager 2016" of Southeastern and Central Europe award as the highest managerial lifetime achievement award of Jože Mermal, Chairman of the Management Board of BTC, and "Best Company 2016" award as prestigious award for exceptional results of BTC under his leadership (awarded by the Independent agency for the selection and promotion of managers at 34th Best European Managers Awards)
- Gold Creditworthiness Certificate, awarded by Bisnode company (2016, 2017, 2018)
- 2017 Jože Mermal, the President of the BTC Management Board receives the title Honorary Citizen of Ljubljana 2017
- 2018 the BTC company, as co-founder and supporter of ABC Accelerator from the start, receives award for the best partner of ABC Accelerator
- 2018 Digital Transformation of the Year Award for successful implementation of numerous digital solutions



It is a third time in a row that the credit rating agency Bisnode awarded BTC Gold Creditworthiness Certificate, which classifies it among the 1.6% of the best companies in the country receiving this award.

Recognition of the unique business model - BTC City Ljubljana

The company and its President received numerous awards because the company development always considered a wider milieu with which the company established ties on the common path.

Since 1809 the Municipality of Ljubljana awards the title Honorary Citizen of Ljubljana to citizens and other people who made major contribution to the progress and reputation of the city. In the past, this prestigious title was awarded to Johann Radetzky, Anton Codelli, Ivan Hribar, Jože Plečnik and others.



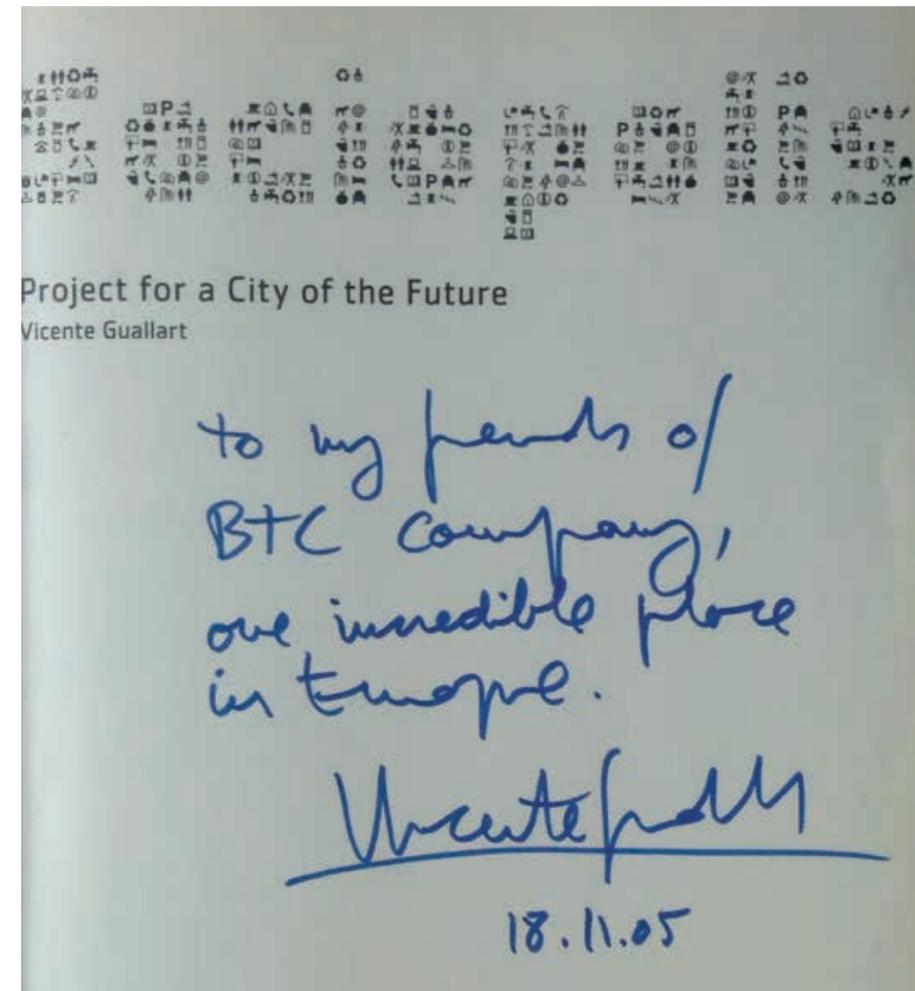
Zoran Janković, Mayor of Ljubljana and recipients of the title Honorary Citizen of Ljubljana, Anica Kos and Jože Mermal, 9 May 2017

The Municipality of Ljubljana awards the title HONORARY CITIZEN of Ljubljana to the businessman and visionary Jože Mermal in recognition of his business decisions, strategic moves and successful leadership of BTC and for carrying out the project BTC City Ljubljana, a unique business model on the global scale. Through his actions accompanied by clear vision, innovation, and courage he demonstrates social responsibility in different areas, which are important to the capital, especially by committing to the sustainable development, promoting and supporting sportsmen and by creating new jobs. He actively responds to changes, shows appreciation for good ideas and genuinely believes in young people – by co-founding the ABC Accelerator he promotes transformation of ideas into business models. Ljubljana gives recognition to the excellent manager who has respect for all his colleagues and is justly proud of many exceptional achievements of his team.



“From BTC City to BTCitizen”

Dedication of the director of the Institut d'Arquitectura Avançada de Catalunya, Barcelona (IaaC) and author of the project Sociopolis, Vicente Guallart, to BTC, for which IaaC carried out a study of future development carrying a title From BTC City to BTCitizen.



Jože Mermal receiving regional recognition Best manager for his lifetime work

In 2016 the President of the BTC Management Board BTC, Jože Mermal, and BTC received prestigious European award “Best Manager for lifetime work and Best Company of the Year”

The purpose of the award is to encourage people to do good not only for themselves but also for the people around them. As such, the organisations also support the advancement of art, culture, and society in general. As stated in the explanation for the award, the BTC company does all that: it is an open, modern, and successful company, which builds its business culture on innovation, social responsibility, and sustainable development. It achieves business growth by making continuous investments in the development of shopping centres, offering logistics services, managing office space, promoting responsible environmental practices within the

scope of Mission: Green, and supporting general social initiatives. The Independent Agency for the selection of best managers has been choosing the best representatives in all fields of business for more than twenty years.

European award “Best manager for the lifetime work and Best company of the Year” includes the selection of the best representatives and companies from the entire region of Central and Southeast Europe.



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Key dimensions of BTC City

BTC City – one of the Europe’s largest business, shopping, recreation, entertainment, cultural, and innovation centres.

BTC City, new urban space

BTC City is an urban space in the vicinity of the city centre and with wide range of services has become deeply rooted in the needs and habits of people. The northern part of BTC City is distinctively business oriented: there are representative buildings forming the core of business and cultural centre. In the southern and eastern part are halls for recreation, entertainment and sports. Between the two there is a wide array of shopping malls.

Easily accessible and good location

BTC City is located within only 3 km of the historical centre and just 25 km from the Ljubljana international airport.



Business premises of BTC City covering the space of total 398.970 m² include:

- 169,730 m² of shopping area
- 54,273 m² of office area
- 58,755 m² of service area
- 32,415 m² of storage area
- 83,797 m² parking garages

BTC City compared to world’s shopping centres

	EUROPE			
Centre	BTC City	SCS (Shopping City Sud)	Cevahir Mall	Metrocentre
Town or city	Ljubljana	Vienna	Istanbul	Gateshead - Newcastle
State	Slovenia	Austria	Turkey	Great Britain
Surface area (m ²)	475,000	270,000	420,000	194,400
Established in	1990	1976	2005	1986
Population	0.5 million	2.4 million	14.2 million	0,12 million
Visitors per year	21 million	25 million	30 million	20 million
Source	www.btc.si	www.scs.at	www.istanbulcevahir.com	www.metrocentre-gateshead.co.uk
	NORTH AMERICA		AFRICA	ASIA
Centre	West Edmonton Mall	Mall of America	Sandton City	The Dubai Mall
Town or city	Edmonton	Bloomington	Johannesburg	Dubai
State	Alberta, Canada	Minnesota, USA	Republic of South Africa	United Arab Emirates
Surface area (m ²)	493,000	390,000	215,000	1,124,000
Established in	1981	1992	1973	2008
Population	1.2 million	5 million	5,6 million	3 million
Visitors per year	31 million	40 million	27 million	80 million
Source	www.westedmall.com	www.mallofamerica.com	www.sandtoncity.com	www.thedubaimall.com



BTC City is located in the immediate vicinity of the motorway network.



Šmartinska cesta, one of the main traffic arteries in Ljubljana and access roads, runs along BTC City.



"City fever" all year long!
Every year 21 million
visitors come to BTC City.



Once a grey suburb, now a modern and urbanised part of Ljubljana – BTC City.

BTC City Business Centre

Over 3,000 renowned Slovene and foreign companies make a competing core of the business centre and contribute to a vibrant business life.



Excellent working environment

The ingeniously designed working environment in two modern business towers offers a prestigious business space to many established global companies. Their presence in BTC City emphasises its status and power of connection. Highly professional companies have recognised BTC City as a business environment that corresponds to the highest requirements and as trustworthy business organism promoting generation, flow, and exchange of creative energies with its vitality and responsiveness to global trends.

Modern business towers – peaks of excellence

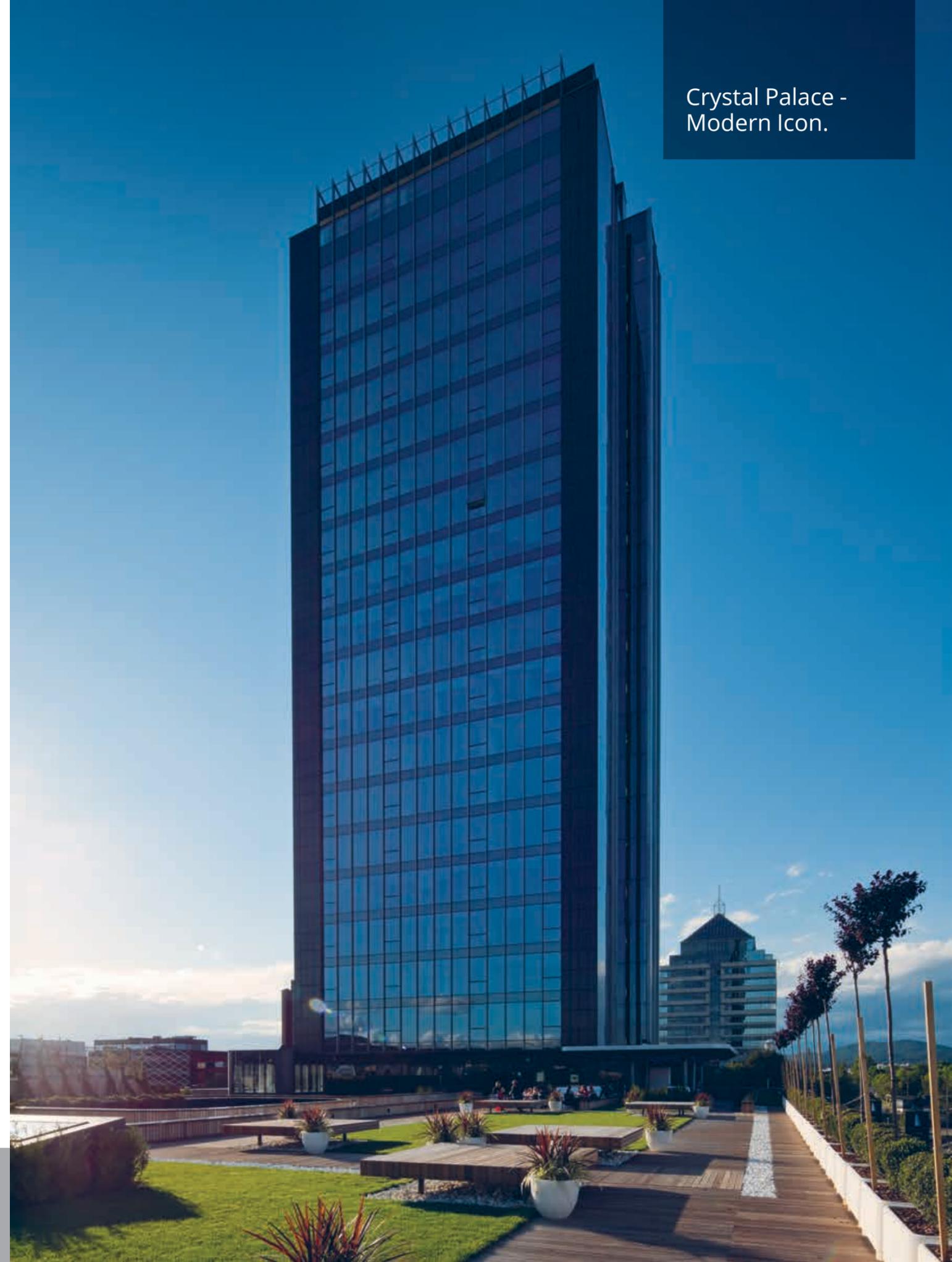
The image of business centre is highlighted by modern towers:

- A 12-storey BTC City office tower constructed in 2001, covering 23,000 m² of gross business areas. In addition to the business programme of the tower, where UniCredit Banka, Merck Sharp & Dohme, Novo Nordisk, Amgen zdravila, Olimpijski komite Slovenije, Altamedics, H&M, Eunex have their premises, there are also a bank and a restaurant. There are 300 parking spaces available to the clients.
- A 20-storey office tower Crystal Palace constructed in 2011, covering: 45,800 m² of gross business areas, including 22,100 m² of offices, 3,500 m² of shops, 2,500 m² of green terrace. There are 618 parking spaces available to the clients. The business partners in the Crystal Palace are: Adecco H.R., Apcom, BMW Vertriebs, IBM Slovenija, EES sistemi, Ekipa2, Glaxosmithkline, Individa Consultum, Microsoft, MMS marketinške komunikacije, Odvetniška družba Lukman, Prva osebna zavarovalnica, Smartis, OriginTrail, Generali, Dulcis Gourmet, Medtronic.

A view from the green terrace of Crystal Palace towards BTC City Tower.

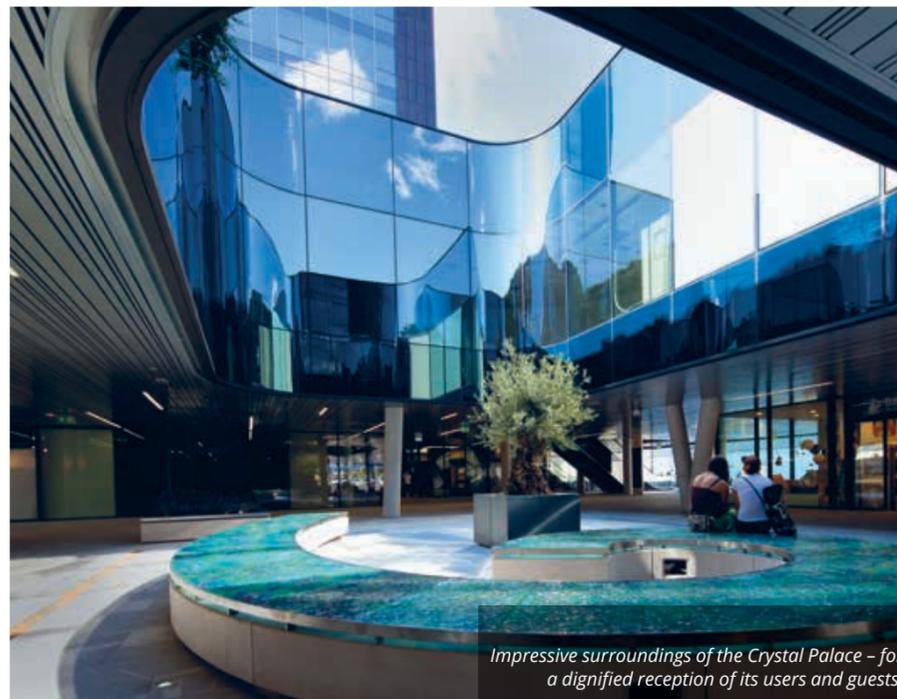
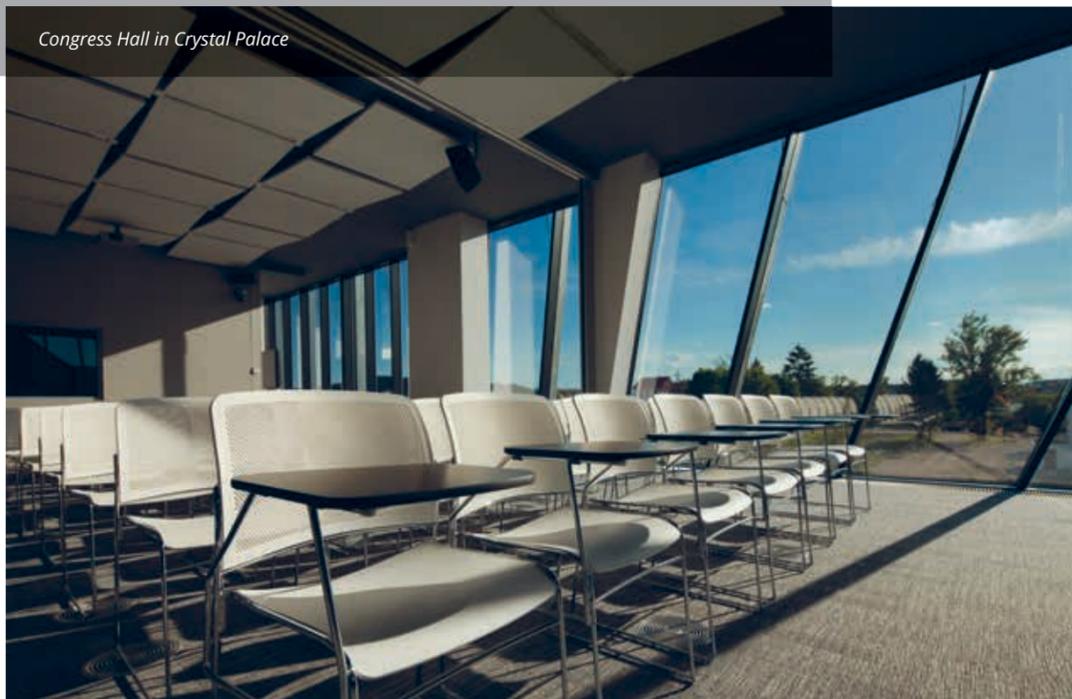
Crystal Palace with the green terrace.

Crystal Palace -
Modern Icon.



Both towers, BTC City and Crystal Palace, are architectural accomplishments that follow the latest trends in construction with an emphasis on sustainable development.

Congress Hall in Crystal Palace

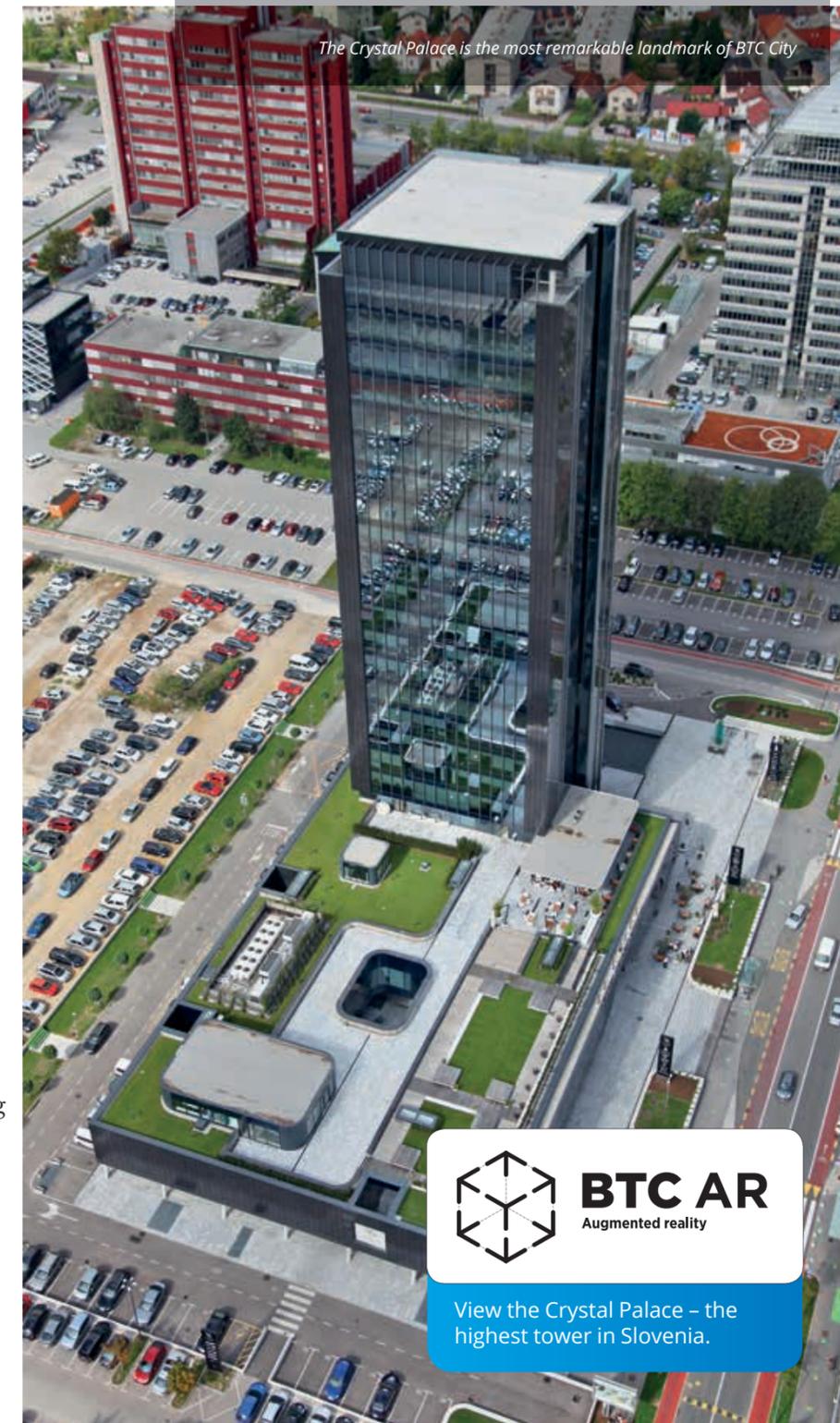


Impressive surroundings of the Crystal Palace – for a dignified reception of its users and guests.

The crystal as a symbol of perfection.

The Crystal Palace as a landmark on the city skyline represents the “door” on one of the Ljubljana access roads. Rising to 89 m, it is the tallest building in Slovenia.

The Crystal Palace is the most remarkable landmark of BTC City



View the Crystal Palace – the highest tower in Slovenia.

Modern architecture

Just like the crystal after which it is named, the Crystal Palace symbolizes aesthetic and technical perfection. Its glass facade reflects all the colours of the sky intensifying it, while the natural daylight filters through it inviting into the comfort of the interior. Rising to 89 m, it is the tallest building in Slovenia. The height of the tower is aligned with the height of the Ljubljana Castle hilltop in the old city centre – it is a landmark on the city skyline and represents the “door” on one of the Ljubljana access roads. The Crystal Palace is new and distinguishing architectural element of BTC City, its new symbol illustrating regeneration of BTC, its creativity, passion for business, and efforts towards achieving the highest construction and aesthetic standards.

Technological sophistication

In its spacious interior, the Crystal Palace combines business and commercial activities and also offers space for various forms of socialisation, thus offering a relaxing creative environment and comfort of living. It is designed according to the highest security, construction, and installation standards, and equipped with the powerful network infrastructure – with comprehensive information and communication services that ensure high reliability and high-speed communication channels forming integral part of the BTC City network. All common areas are connected to the public wireless network. Of particular importance is a secure data centre of the Crystal Palace with its powerful and dual power supply and cooling.

Energy and ecological awareness

The Crystal Palace is marked by modern architecture with the shiny glass facade and elegant modern interior. The highest environmental standards were observed during its construction. It is built from high quality technological and ecological materials, and is energy efficient. It has its own solar power station, and it is connected to the remote heat supply system. The building is cooled using ice battery, and ice banks are using rainwater instead of drinking water. A central control system to which all the energy installations in the building are connected ensures rationalisation of energy consumption; it regulates the consumption of heat, cooling and electricity according to the current needs.

The characteristics of the Crystal Palace are:

- state-of-the-art architecture
- environmental compliance
- modern congress hall
- 2,500 m² of green terrace
- efficient energy management
- solar power station on the south facade
- central control system for energy saving
- modern cooling system
- modern information and communication technology
- urbanised surrounding areas with a fountain, greenery, and driveways
- 6 lifts – two of them with panoramic views
- 3 levels of underground parking
- 618 parking spaces

BTC City is a hub of international and local companies and many partnerships, which have always played a crucial role in its development as a modern city. Radisson BLU Plaza Hotel Ljubljana, City Park, Kolosej Multiplex Cinema and others have been developed due to such partnerships.

Challenges of the BTC City Business Centre

The backbone of BTC City as a business centre is over 3,000 companies from Slovenia and abroad, which create synergies with shopping, recreation, entertainment, and cultural dimensions of this vibrant space. The modern office premises in BTC City and Crystal Palace host numerous multinational and other successful companies.

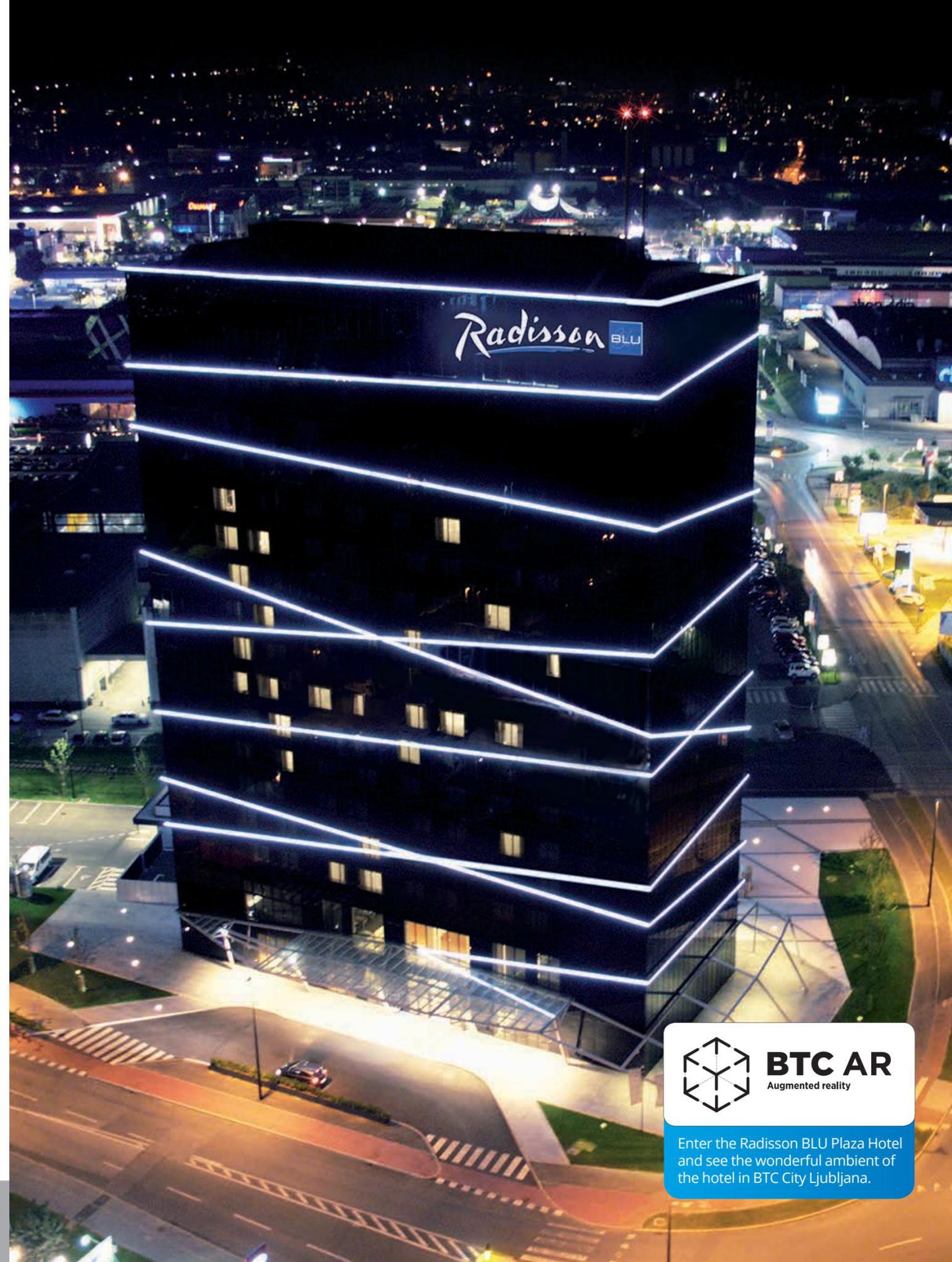
BTC City is a place where innovation in operations and new business programmes increase the variety of content and add value to its importance; it is a place that promptly caters to international trade and closely follows the global development trends; it is a place where daring business visions can become reality. That is why many new and potential business partners are expressing their interest in BTC City, because in its openness for ingenuine and “smart” innovations and projects they see possibilities for developing creativity.

Consolidated position of the Radisson BLU Plaza Hotel Ljubljana****

Due to the increasing business opportunities and increasing number of tourists in Ljubljana and BTC City it was logical and necessary to have a hotel in BTC City. BTC prepared a proposal for urban design for the construction and found a suitable investor, Zlatarna Celje, d. d. The investment in the hotel, the construction of which ended in May 2012, was 21 million euros. This contemporary hotel has 237 rooms, conference halls and excellent cuisine. It is intended primarily for businessmen and tourists as well as other guests, especially the participants in the big events such as BTC City Maraton Franja, an international cycling event.



The two towers of BTC are cornerstone of BTC City as the business centre.



Idyllic night in BTC City Ljubljana with Radisson BLU Plaza Hotel.



Enter the Radisson BLU Plaza Hotel and see the wonderful ambient of the hotel in BTC City Ljubljana.



BTC City viewed from the south, at the front the four-lane road the reconstruction of which was financed by BTC.

Comprehensive development and renovation created new identity of space

During the last decade BTC City has been among the busiest construction sites in Ljubljana. After thorough renovation, construction of new smaller and bigger buildings, representative office towers, roads, footpaths, cycle paths, parking garages, and parking spaces, roundabouts and planting the greenery, BTC City became an architecturally integrated entity with recognisable identity. It turned into one of the largest business, shopping, recreation, entertainment, and cultural centres in Europe. The number of visitors and

business partners of BTC City is constantly increasing. Its main attributes are accessibility, free parking spaces, and in particular a wide choice of different services and activities in one place making it possible to combine business with pleasure. BTC City has become an indispensable and irreplaceable part of everyday life.

Urban, social space of BTC City is a foundation on which BTC company steps firmly into the third millennium.

BTC CITY spreads over 398,970 m² of business premises and 8500 free parking spaces.

BTC City, new paradigm of the social space

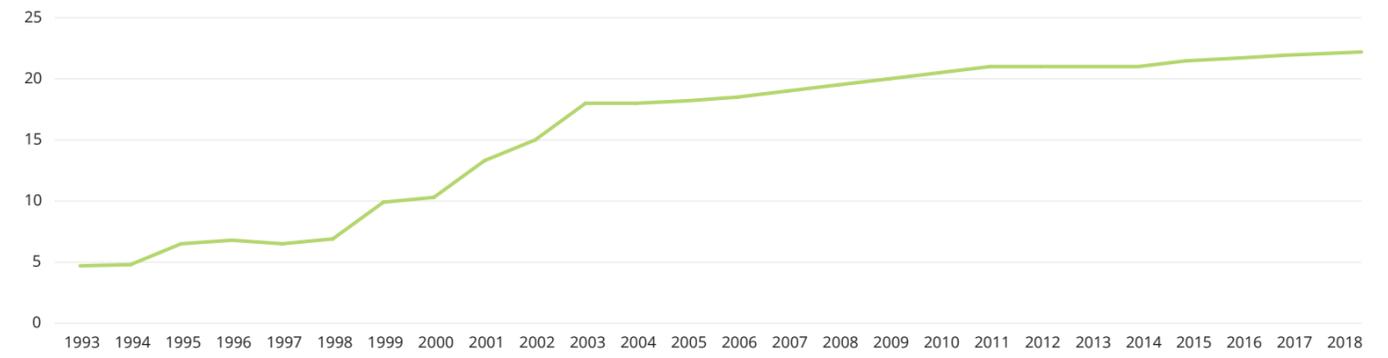
BTC City provides a mix of business, shopping, recreation, entertainment, and cultural activities “in one place, within easy reach”

- BTC City:**
- 450 shops
 - 2 office towers
 - Atlantis Water Park
 - Radisson Blu Plaza Hotel Ljubljana
 - IBM Innovation Centre
 - SiTi Teater BTC
 - Headquarters of the Olympic Committee of Slovenia, Association of Sports Federations
 - 70 bars and restaurants
 - Microbrewery and pub
 - StreetFood
 - 50 service points
 - 3 banks
 - Post office
 - Food market
 - Kolosej Multiplex Cinema
 - Carwash
 - Millenium Sports Centre
 - Language school
 - Pharmacy
 - ABC Accelerator
 - Diagnostic Centre
 - Dance Studio
 - Minicity – entertainment centre for children
 - Simbioza BTC City Lab – intergenerational education centre
 - BTC City free shuttle bus



BTC City – keeping pace with the change.

Increase in the number of visitors in BTC City from 1993 to 2018 in millions





View the video to get to know BTC City.

Shopping Centre BTC City, Hall A.

Shopping Centre BTC City

The most diverse shopping and retail possibilities in Slovenia.

From the first few shops in 1990 to the biggest shopping centre in Slovenia with more than 450 shops.



Zara, globally renowned brand, is one of the most popular destinations for shoppers.

The shopping centre – from inception to realisation

The first few shops were opened on 15 September 1990. Already in 1993, the BTC company decided to transform majority of abandoned warehouses into a shopping centre, the first of its kind in Slovenia, renovated 12,000 m² and opened 70 shops in September 1993. In two decades the surface of the shopping centre increased more than tenfold, it was complemented by numerous other service facilities, such as food market, post office, banks, pharmacy, carwash, bars, and restaurants. At the same time, a business, recreation, entertainment, and cultural centre developed. With a new additional content, conceived in alignment with the shopping centre, BTC City has become a vibrant and lively city.

As many as 21 million people visit BTC City every year, attracted by its diversity and wide range of different products and services, making it a lively city.

The biggest shopping mecca in Slovenia

BTC City has become the largest shopping centre in Slovenia, with numerous small and big shops, specialised shops with renowned Slovene and international brands, department stores, hypermarkets and many additional facilities complementing the offer in shops.

Guide through the abundance of flavours FOOD BLUZ – OKUSNI BLUZ (DELICIOUS BLUES)

BTC City Shopping centre offers rich culinary options. In order to choose from more than 70 restaurants, cafes and street food vendors, the visitors can look for an inspiration in the guide through the abundance of flavours of the Slovenian and international food of BTC City – FOOD BLUZ – OKUSNI BLUZ (DELICIOUS BLUES).

New concepts of shopping experience

BTC City shopping centre is always following global shopping trends and is constantly increasing the standards of shopping – retail space is becoming more attractive, the offer more diverse and the surroundings more pleasing to the eye. With the shopping centre BTC City has been developing the concept of contemporary shopping that satisfies the wide range of consumers – from the least to the most demanding, with higher purchasing power. All consumer segments can choose from a wide variety of products according to their taste and needs, and can also enjoy in everything that BTC City has to offer.

450 shops, food market, 70 restaurants and bars, space for recreation and thematic markets create a lively social space with unique character.



Mr Luciano Benetton, the owner of the globally renowned brand Benetton, attended the opening ceremony of the United colors of Benetton in 2011.



Spar centre is the most important hypermarket for groceries in BTC City.



Emporium is the top quality haute-couture shop.

With the modern platforms BTC City shopping centre develops new space for shopping and exploring, expanding the presence of BTC City also to digital dimension (online).



Decathlon Ljubljana in BTC City.



Excellent restaurant Argentino in BTC City.

Renovation of the Old Airport Ljubljana

Based on the public-private partnership BTC and the Municipality of Ljubljana have undertaken a joint renovation project of the Old Airport Ljubljana, the first Slovene civilian airport, which started to operate on 20 August 1933 with the air show. The project's aims to renovate the control tower and terminal building, to arrange its surroundings and to emphasise the location's importance as a historical site and cultural heritage, enriching social, cultural and educational milieu of wider community.

There is a restaurant in the terminal building with relaxed atmosphere for socialising and playground for the youngest.



Renovation of the Old Airport Ljubljana on the Letališka cesta in BTC City.



BTC City as a first-class culinary destination – from street food to excellent dining.



Chef Matjaž Cotič, diVino Restaurant in BTC City, finalist in the Pasta World Championship.



Open food market in BTC City.

Food market in BTC City

Every day the big food market in BTC City offers in abundance the best of nature to the customers. It offers a variety of different foods ranging from fresh vegetables and fruits to fish, meat and meat products, cheese and milk products. It is best known for its local produce. Since its opening it represents one of the most picturesque and lively parts of the BTC City shopping centre.

The food market stalls are always stocked with delicious and local produce, and are spread over 2,087 m² of open market area and 4,471 m² of indoor market area.

BTC City Business, Shopping, Recreation, Entertainment, and Cultural Centre

The well-known phrase “a healthy mind in a healthy body” is a guiding principle of BTC City offering sports, recreation, entertainment, and cultural activities.

Atlantis Water Park.



Atlantis Water Park

Pleasant atmosphere and water attractions draw visitors from all around Slovenia and abroad.



Children in the World of Adventures.



Atlantis Water Park outdoor recreation pool.

The entertainment and recreation area of BTC City was created as the answer to the enthusiastic reception of the relaxation programmes that diversified the offer in the shopping centre. With the ambitious Atlantis Water Park and the modern Millennium Sports Centre, BTC City has taken on a new dimension.

Impressive water dimension

The dimensions of the recreational and entertainment area of BTC City are truly impressive and the offer is varied; the number of local and foreign visitors is constantly increasing. BTC City has become even more alluring and worthy of visit. In terms of architectural design, first-class building materials, and

entertainment programmes the Atlantis Water Park is comparable to other similar projects on the European level. It covers 15,000 m²; 1,800 m² of water areas and 11,000 m² of outdoor areas. It consists of three separate but connected units: the World of Adventures with children's area, the Thermal Temple and the Sauna Land, featuring 17 swimming pools in total. Atlantis Water Park was

designed by Dr. Rudolf Wienands, a professor at the University of Munich, in cooperation with the Slovene architect Vera Lovrečič. In all seasons Atlantis is an oasis of peace and relaxation or a place of playfulness. It offers a restorative revitalization and beneficial refreshment to the visitors of all ages.



Outdoor pool in the Sauna Land.

In all seasons Atlantis Water Park is an oasis of peace and relaxation or a place of playfulness.



Water aerobics for seniors in the Thermal Temple.

From the Adventure World to the Sauna Land and Thermal Temple

The World of Adventures includes 8 swimming pools: 2 massage pools, 2 children's pools, a wave pool, an adventure pool, an outdoor recreation pool, an outdoor children's pool as well as unique underground cave with lazy river. For a real adrenaline rush there are 3 indoor water slides: a 140 metre-long "tube slide", 140metre-long, "black hole" slide, a 15metrelong children's slide, and a 75-metre-long outdoor slide. Steam sauna is good for a body detox.

The perfect relaxation is offered in the Thermal Temple: Asian massages, three cascading basins with salt water, indoor and outdoor pool with thermal water, air bubble and water massage jet nozzles, underwater lounge chairs, geysers and waterfalls, and as a final touch, an even bigger infra-red cabin.

The Sauna Land is a combination of dry Finnish saunas, steam Turkish saunas and infra saunas, both indoors and outdoors. There are 14 different saunas, each featuring its own theme: Alpine, Panoramic, Earth, Miner's, Sanarium, Lancomium, Big Finnish, Eucalyptus, mud and other. Next to saunas are rest areas and seven pools: the cool and hot pool, rest pool, cool and outdoor pool with an underground cave. The Sauna Land offers daily several different therapy types (mud therapy with algae, therapy with chalk, chocolate, hammam and air whirling programmes). In the outdoor sauna and in rest area unique holistic programmes take place once a week called "sauna yoga" and "gong therapy".



For 13 years in a row, Atlantis Water Park has received a flattering title Best swimming pool, and for the 10th consecutive year Best wellness in Slovenia.



The houses in the Sauna Land represent copy of authentic cottages from Velika Planina.



The Thermal Temple surrounded by a beautiful garden.



Enter and get to know everything the Atlantis Water Park has to offer.

Atlantis Water Park is suited to all generations.

Millenium Sports Centre

The Millenium Sports Centre is the first built-to-purpose sports and recreation hall in BTC City and is considered the most modern sports hall in Slovenia.

Throughout the year, in any weather

Every day, more than five hundred recreation enthusiasts, who are eager for a healthy workout in an excellent environment using state-of-the-art fitness machines, come to the Millenium Sports Centre. Professional guidance is offered for an effective group or individual workout.

The indoor tennis courts of the Millenium Sports Centre have hosted large tennis tournaments and global tennis stars such as Stefan Edberg, Justine Henin, and Katarina Srebotnik.

The Millenium Sports Centre comprises:

- 5,400 m² of sports facilities
- 5 tennis courts
- Fitness centre
- 6 saunas and a Kneipp bath
- Mini swimming pool
- Dance studio
- Specialised shop with tennis equipment
- Bar

Mens sana in corpore sano,
the ancient Romans used to say.
(A healthy mind in a healthy body.)



Former tennis champion Stefan Edberg in Millenium in 2006.



Millenium Fitness Centre with state-of-the-art Precor cardio and strength equipment.



The Plesna zvezda dance studio lead by Katarina Venturini.



Get to know the Millenium Sports Centre.

Katarina Venturini, four-time world champion in standard and Latin-American dances, manages a dance studio in the Millenium Sports Centre.

Dulce cum utili (The useful with the pleasant)

For the relaxed mind of every man.

BTC followed the principle of combining the useful with the pleasant already in the early stages of developing BTC City as a shopping centre. By holding various sports and other events and setting up sports, recreation, and entertainment facilities and constructing corresponding halls, in time, BTC City was infused with a new spirit. Today, BTC City hosts a number of sports, entertainment, and cultural events throughout the year. BTC City and its sports and recreational halls have been visited by famous athletes such as Alberto Tomba, David Coulthard, Jure Košir and other celebrities.



Arena Bowling Centre hosted the 41st QubicaAMF Bowling World Cup.



Indoor go-kart track.



The Football House of Fun for the popularisation of football in Slovenia and bringing the sport closer to a wider range of people and educating the youth.

Surface area of sports and recreational facilities:

- | | |
|----------------------------|-----------------------|
| • Atlantis Water Park | 15,000 m ² |
| • Kolosej Multiplex Cinema | 14,500 m ² |
| • Millenium Sports Centre | 5,400 m ² |
| • Go-kart Centre | 2,400 m ² |
| • Fitinn Fitness Centre | 1,200 m ² |
| • Bowling Centre | 4,100 m ² |
| • Casino Rio | 2,000 m ² |
| • Football House of Fun | 1,150 m ² |



With Casino RIO, BTC City is teeming with life 24 hours a day.



Kolosej Multiplex Cinema from the outside.

Kolosej Multiplex Cinema

The construction of Kolosej Multiplex Cinema was a milestone in the transformation of the popular shopping centre into a place of exciting activity. Virtually overnight, this cinematic giant became the centre of socialisation for cinema enthusiasts.

The largest multiplex cinema in Slovenia

Kolosej Multiplex Cinema was the first multi-screen cinema in Slovenia. With 12 screens, 3,400 seats, and 750 parking places, it stretches across an area of 14,500 m². State-of-the-art audio and video equipment, exceptional acoustics, and ergonomic comfort allow visitors to enjoy the seventh art, film, in the conditions of the highest possible quality.

SiTi Theatre BTC

A touch of the captivating theatrical illusion.

By setting up of a BTC theatre BTC City outgrew the boundaries of a shopping centre and evolved into an urban centre where culture is an indispensable and the most noble part of its offer.



Celebrating the 10th anniversary of SiTi Theatre and 18 years of theatrical performances in BTC City Ljubljana. In its 10 years of activity, SiTi Theatre has put on more than 1,700 events on the home stage in BTC City and 1,100 events touring across Slovenia. In these ten years, its plays have been admired by more than 311,500 satisfied visitors.



Each season brings new highlights.



The plays in SiTi Theatre BTC are always met with audience enthusiasm.



The Mercurius conference hall has become a well-visited theatre.

SiTi Theatre BTC is the successor of the original Teater Komedija BTC, which came to life in the Mercurius conference centre in 2000. In the past years, numerous renowned Slovenian theatre actors have performed on the stage of SiTi Theatre BTC, both in original SiTi Theatre BTC plays and visiting plays, which have been admired by more than 490,000 visitors.

Every season, SiTi Theatre BTC offers more than three hundred plays and various cultural events. The good attendance of the majority of the plays confirms that with its development vision, BTC is on the right path in shaping a social space in BTC City.



The Bright Mornings sculpture by Joakim Gregov at the entrance to the most popular shopping area in Hall A.



The park on the Green terrace of Crystal Palace.



The Butterfly by Andrej Ajdič next to the Crystal Palace.

BTC City, an urban centre with a human face

A diverse and lively urban space where life never comes to a halt.

Enlivening space with the freshness of green and ennobling it with the power of art

New modern buildings and continual architectural improvements to the existing buildings and the entire BTC City area, diverse possibilities of communication and socialising, outdoor sculptures and artistic creations that grace the interior spaces, extensive green spaces and horticulture, the search for new content adapted to the requirements of modern times – reflecting the aspirations aimed at creating an urban centre with a human face; a

friendly environment aiming to meet the increasingly complex requirements of users and visitors.

Green spaces and parks with artistic creations, whose expressiveness culturally enriches the environment, stretch across a large part of the exterior. The meticulously maintained parks have been designed to provide green comfort and enlivening respite.

By focusing on sustainable development and making its community greener, BTC City is becoming a place with a human face.



Andrej Gaber's Rhine Nymphs came all the way from the Parisian Grand Palais and the Mimara Museum in Zagreb to BTC City.

The diverse space of BTC City has been designed by more than 50 national and international architects and urban planners.

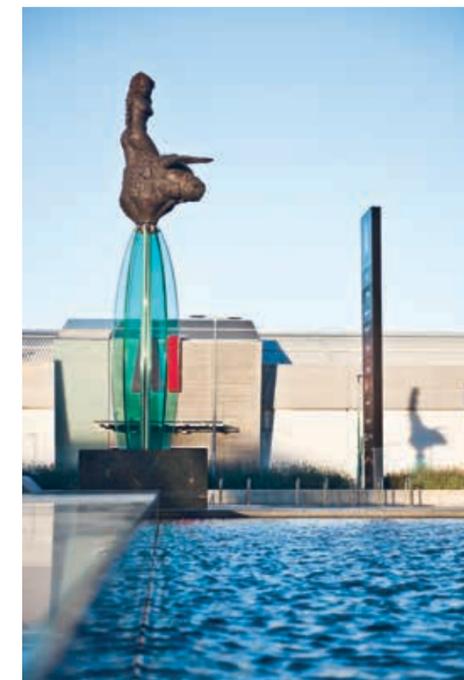
BTC's extensive artwork collection has been gradually expanded, reflecting the need for the enrichment and socialisation of the working and public environment.

Collecting works of art is closely related to the development of BTC and it reflects the value it places on creativity, its constant aspiration.

On BTC City grounds, there are numerous sculptures by renowned artists outdoors for the public to admire.

The timelessness of artwork is seen as a commitment and encourages us to foster enduring values for all and to the benefit of all.

Contemporary architecture in harmony with the timelessness of art.



Europe and the Bull by Mik Simčič on the platform in front of the Chrystal Palace.



The Family Cathedral by Drago Tršar in front of the BTC City tower.

Culture connects

Art is a source of power for the transformation of BTC.

BTC is demonstrating its maturity by positioning works of art in the public space of BTC City, thus contributing to the socialisation of space within which it is active and, at the same time, supporting culture, which is in need of support. BTC is not satisfied merely by its performance indicators and investment projects, but strives to expand the cultural awareness of its visitors. Cultural projects therefore hold a special place in BTC, since it is the art in which the company seeks the inspiration throughout its many years of operations, in search for the creative power that it needs for its own transformation and development.

ART EXPO V1.0 / Ljubljana

BTC CITY ART TOUR SPREHOD PO MESTU KULTURE IN UMETNOSTI

BTC CITY

BTC AR
Augmented reality

Come aboard and take the BTC CITY ART TOUR.

A unique tour of BTC City, the city of culture and art.

ART EXPO – the first art fair in Slovenia

In 2017, together with the young artists from the Institute Atelje Art Murn International BTC hosted the first art fair in Slovenia – ART EXPO, where more than 140 artists from 15 countries presented their works. The event enabled a wide promotion of culture, connected local and foreign artists, cultural organisations, people passionate about art and supporters of culture.



BTC City Ljubljana hosted the first art fair in Slovenia – Art Expo, with the grand opening being attended by the Ambassador of Japan to the Republic of Slovenia, His Excellency Keiji Fukuda.

The most beautiful work of art has not yet been created. There are countless inspirations for new creations.



Internationally acclaimed artist Eva Petrič.

Enthusiastic sponsorship

BTC's role in the development of younger artists is exceptional and indispensable, like for example Eva Petrič, the globally renowned artist, Best Performance Art Award winner at the United Solo Festival in New York City, and a winner of the grand prix at the 6th International Festival of Fine Arts in Kranj for her work TRANShomoPLANTATION.



BTC presented the Jože Moškrič Primary School in Ljubljana with a work of art Morning Freshness by Marica Trček.

Culture enthral those who dare reach into its depths.

"My garden is my most beautiful work of art," said the great artist Oscar-Claude Monet. It is in this same spirit that BTC is building its city of opportunities. BTC City Ljubljana is home to the SiTi Theatre and the Kolosej Multiplex Cinema, it is a meeting point for creative individuals, supporters, and creativity enthusiasts and an open-space art gallery.

Open dialogue, environment and society friendly operations, and connecting common interests in culture are a form of corporate responsibility and respectful attitude of BTC towards visitors.



The President of BTC Management Board, Jože Mermal, donating Maksim Gaspari's Girls in Traditional Slovenian Costumes to the Museum and Galleries of Ljubljana.



A city where life never comes to a halt.



Rhythm of Youth in BTC City at the start of the new school year.

BTC City, a stage under the sky

Tens, hundreds, and thousands of visitors of outdoor events.

Inexhaustible dimensions of socialising and entertainment

BTC City has extensive surfaces for various types of sports, entertainment, and fun, especially for open-air events under the clear skies. It has thus become an attractive venue for diverse events, which are popular among different generations of visitors. In the summer evenings, the green terrace of the Crystal Palace transforms into a charming stage for musical and dance events, the lawns become playrooms and playgrounds, and at nightfall, they transform into a cinema under the stars.

Festival of Shopping and Fun

Throughout the year, BTC City vibrates with life. Twice a year, the Festival of Shopping and Fun attracts more than 300,000 visitors. In addition to special discounts, visitors can partake in numerous sports, musical, and cultural events.

Franja BTC City Marathon

In June, BTC City is overflowed with cyclists, as this is the start and finish of the traditional international cycling competition, the Franja BTC City Marathon, featuring more than 7,000 cyclists competing in various categories.



Visit by the President of the International Olympic Committee, Thomas Bach, on the occasion of opening the Slovenian Olympic Education Centre and the Olympic Education Trail in BTC City.

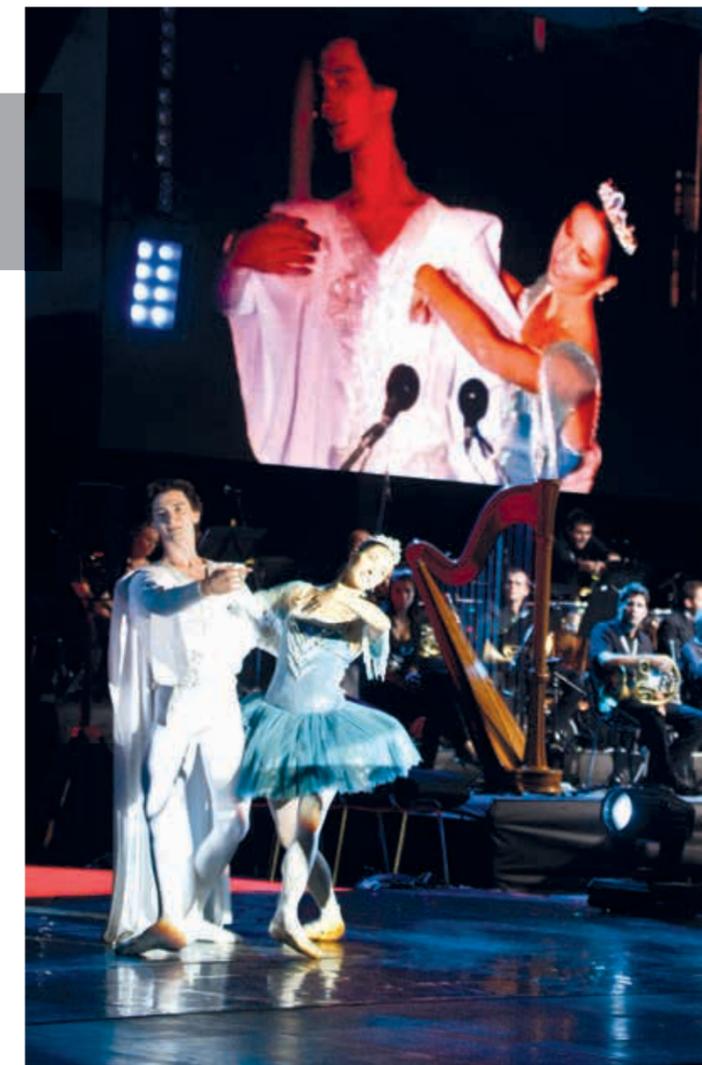


Concert accompanying the Rhythm of Youth event in BTC City.

Relaxation and fun for clearer horizons.



Opening of Polleo Sport and entertainment for visitors.



Bolshoi Theatre ballet soloists, Marion Allash and Vladislav Lantratov, on the occasion of the ceremonial opening of the Crystal Palace.



With mass international sporting events, BTC boosts its global reputation and recognition.

*Traditional international cycling event –
Franja BTC City Marathon.*

BTC City, one of a kind for mass sporting events

BTC and BTC City on the map of global sporting events.

In 2013, BTC received the European award for socially responsible business practices for financial and organisational support of ladies' ski jumping in Ljubno.



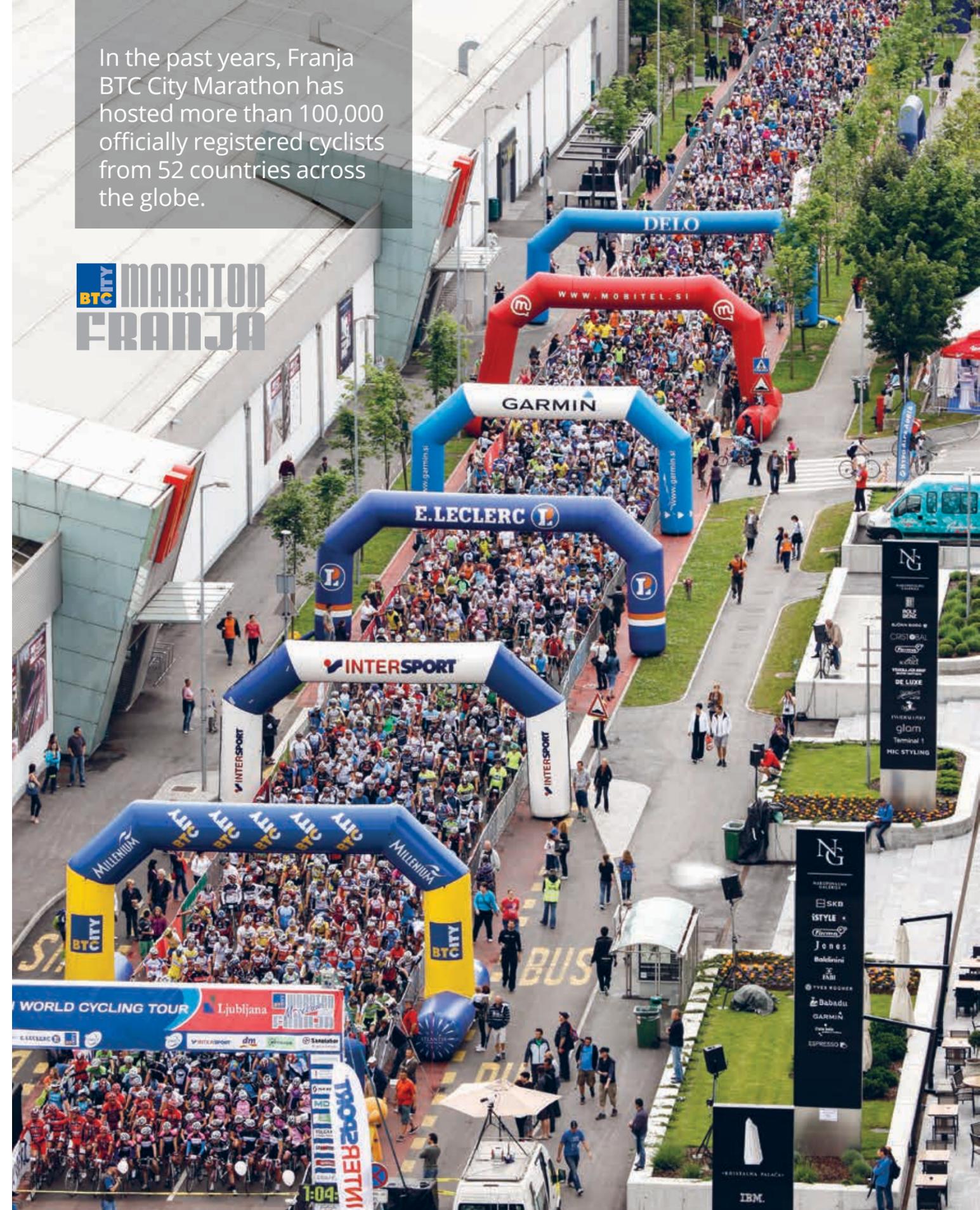
FIS Ski Jumping World Cup Ladies in Ljubno ob Savinji.

BTC sees the support of numerous sports as a platform for achieving long-term environmental, social, and business effects. In this way it strengthens the partnerships, encourages green mobility and a healthy lifestyle, and promotes Slovenia as an international tourist destination.

Ambitious goals are achieved with persistence. Patience, talent, and hard work always pay off. The hard work of the athletes sponsored by BTC can serve as good example to us all and does us proud. This winning mentality is also characteristic of BTC, which is why it gladly encourages promising young people on their way to the top.



In the past years, Franja BTC City Marathon has hosted more than 100,000 officially registered cyclists from 52 countries across the globe.



More than 7,000 cyclists at the start of the Franja BTC City Marathon.



Meeting of the Japanese Ambassador to Slovenia, His Excellency, Masaharu Yoshida, and President of BTC Management Board, Jože Mermal, with Sara Takanashi and other members of the Japanese ski jumping team, February 2019.



The top three ski jumpers in Ljubno ob Savinji (left to right): Sara Takanashi of Japan, Maren Lundby of Norway, and Urša Bogataj of Slovenia, February 2019.

Ski Jumping World Cup Ladies in Ljubno ob Savinji

It took more than one hundred years of a “thorny road” for women to establish themselves in ski jumping. The acceptance of women’s ski jumping into the official Olympic programme marked a turning point in history. Slovenians can take a lot of credit for this fact, especially the town of Ljubno ob Savinji as the first organiser of the FIS Ski Jumping Continental Cup for Ladies.

BTC fervently supports the bold Slovenian girls, the “Devilish Slovenians”, and is a sponsor of the FIS Ski Jumping Continental Cup for Ladies in Ljubno ob Savinji.

In 2013, BTC received the European CSR Award for its financial and organisational support of this project.

The power of dedication to the team! The breakthrough of female energy in sports.

Franja BTC City Marathon

Cycling has a longstanding tradition in Slovenia. In view of the picturesque landscape and the natural features, our country offers amazing routes for road cycling. One of the most inviting is that of the Franja BTC City Marathon. This recreational and competitive event is one of the oldest and most prominent events in Slovenia attracting an exceptional number of participants, as the

number of cycling enthusiasts wishing to take part in this cycling marathon is notably growing from year to year. Due to the excellent organisation of the Franja BTC City Marathon, which starts and finishes at BTC City and includes more than 1,300 people, making it one of the most logistically challenging sports and recreational events in the country, its reputation has firmly established itself both home and abroad.



Historical achievement of Mia Radotić and the BTC City Ljubljana cycling team at the La Course by Le Tour de France, July 2015.

BTC has taken on an active role in the development of recreational and professional cycling in Slovenia.



In 2015, the 26th Giro Rosa, for the first time in history, transcended the Italian borders with the race prologue in BTC City.

Amateur Road World Championship, Ljubljana, BTC City, 2014

The endeavours put into the flawless organisation of the Franja BTC City Marathon have been recognised by the UCI, the International Cycling Union, and Slovenia was entrusted with the organisation of the UWCT Final Ljubljana 2014 amateur road world championship. The cycling race, which featured competitors from 44 countries, ran on the same route as the established and renowned recreational Franja BTC City Marathon and the organisers and race supporters – BTC, Municipality of Ljubljana, and the Slovenian Cycling Federation – have received a lot of acclaim for their hard work and professional attitude and justified the trust that was placed in them.

In 2014, UCI entrusted Slovenia with the organisation of the Amateur Road World Championship, UWCT Final Ljubljana BTC City, 2014.





Sašo Bertoncelj, European pommel horse vice-champion in 2018 in Glasgow; world cup series champion on pommel horse in 2012, 2017, and 2018.



BTC AR
Augmented reality

Take a look at what Slovenian top athletes have to say.

13,000 fans cheering on the competitors at the FIS Ski Jumping World Cup Ladies in Ljubno ob Savinji, 2019.



Tina Trstenjak, Olympic judo champion, Rio de Janeiro, 2016.



Member of BTC Management Board and President of the Gymnastics Association of Slovenia, Damjan Kralj, M.Sc., congratulating the youngest athletes.



Children having fun at the Franja BTC City Marathon.

BTC supports young athletes, as the company is aware that cooperation can bring exceptional results on a global scale.

The power of long-term cooperation between BTC and athletes is exceptional, as it results in numerous achievements, from Olympic and world to European and national records. These are the encouraging stories that highly motivate the BTC team and give it impetus for new achievements and creations in future development.



Samo Jeranko, world freediving vice-champion 2016, 16 x 50 m speed apnea world record in 2011, and 15-times national freediving champion.

BTC City Novo mesto

The first regional shopping centre.

BTC City Novo mesto was the first centre in the region of Dolenjska with a wide range of activities and services on offer. In addition to numerous shops, the centre features a savings bank, post office, insurance company, and numerous catering facilities. The BTC Novo mesto logistics centre in the nearby Češča vas, which covers 15,800 m² of storage area and a freight terminal, has evolved into a central distribution and logistics centre for Novo mesto and its surroundings and is increasingly becoming an integral part of supply chains for the automotive industry and other processing industries.

The 26,700 m² of business premises include:

- 8,000 m² of shopping area
- 1,900 m² of office area
- 1,000 m² service area
- 8,300 m² of storage area
- 7,500 m² of freight terminal space



The good location ensures easy access to BTC City Novo mesto.



Business premises in BTC City Novo mesto.



BTC City Novo mesto is located along the main access road to the city.



Take a look at the location of all BTC City centres.



BTC City Murska Sobota is the central shopping centre in the region of Pomurje.

BTC City Murska Sobota

The central regional shopping centre.

The BTC in Murska Sobota, which was established in 1988, developed into BTC City Murska Sobota, the central shopping centre in north-east Slovenia, in the region of Pomurje. It offers 36 different shops and 8 catering facilities, as well as a post office, a pharmacy, and an optician's shop. There is also a large playroom with a challenging climbing wall for the children. The vicinity of the state borders with Austria, Croatia, and Hungary makes BTC City Murska Sobota interesting also for numerous visitors from abroad.

The 24,096 m² of business premises include:

- 20,136 m² of shopping area
- 2,410 m² of office area
- 1,250 m² service area
- 300 m² of storage area



In 2018, BTC City Murska Sobota celebrated its 20th anniversary.



BTC, d. d.

A dynamic company with high growth, major investments, and innovative business solutions

Pages 10-23

BTC City, City of Opportunities

Urban challenge
Business, Shopping, Recreation,
Entertainment, and Cultural
Centre

Pages 24-77

Logistics Centre

Exceptional logistics services supported by the state-of-the-art information technology

Further development: one of the largest intermodal logistics terminals in South-East Europe

Pages 78-83

Mission: Green

Sustainable development, a new pillar of company growth – for the benefit of all

Pages 84-93

BTC of the future: technology enriches people's lives

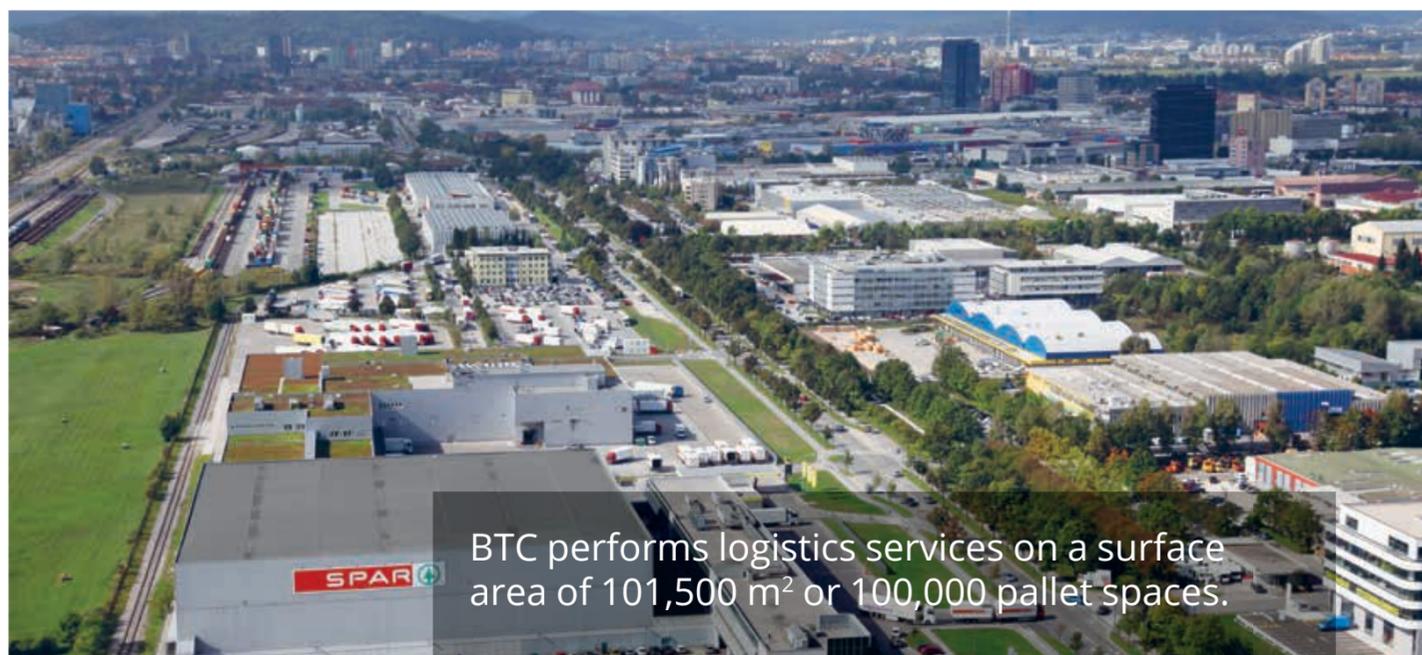
An open dialogue with the future
Innovation, enthusiasm,
fresh creativity

Pages 94-127

13,000 m² of solar power plant on the roofs of two logistics facilities.

BTC Logistics Centre, a role model for outstanding organisation and successful operations

Permanent growth and modernisation of logistics activities.



BTC performs logistics services on a surface area of 101,500 m² or 100,000 pallet spaces.

BTC Logistics Centre is the largest food logistics centre in Slovenia.

Integrated logistics services provider

Logistics is one of the leading activities in Europe, recording a high growth. BTC Logistics Centre, at the southern edge of BTC City, along Letališka cesta, has fully modernised and specialised its activity in order to become a successful and competitive company. As an integrated logistics services provider, it offers storage and associated services (re-packaging, labelling, commissioning, inventory management, etc.), goods distribution, and international transport services and even has its own customs freight terminal.

Logistics services are supported by advanced information technology, which ensures effective and paperless operations, high goods traceability, and reliable and direct connections between all links in the supply chain: suppliers, partners, carriers, distributors, and buyers. In line with the company's business orientation, the logistics activity consistently follows the principles of sustainable development.

The most important national and international business partners of the BTC Logistics Centre are: Spar Slovenia, Petrol, Podravka, and others.

BTC Logistics City

The Logistics Centre, which also hosts the head office of the Slovenian Logistics Association and the Association of Drivers and Mechanics of Slovenia, has become the hub of logistics and transport knowledge in Slovenia. Together with business partners, professional and educational institutions (the Faculty of Economics of the University of Ljubljana), it set up the Logistics City, a logistics competence centre.

The Logistics City develops new services which upgrade the importance of logistics throughout the supply chain.

We combine information and technology for the development of a smart and future-oriented logistics.



BTC AR
Augmented reality

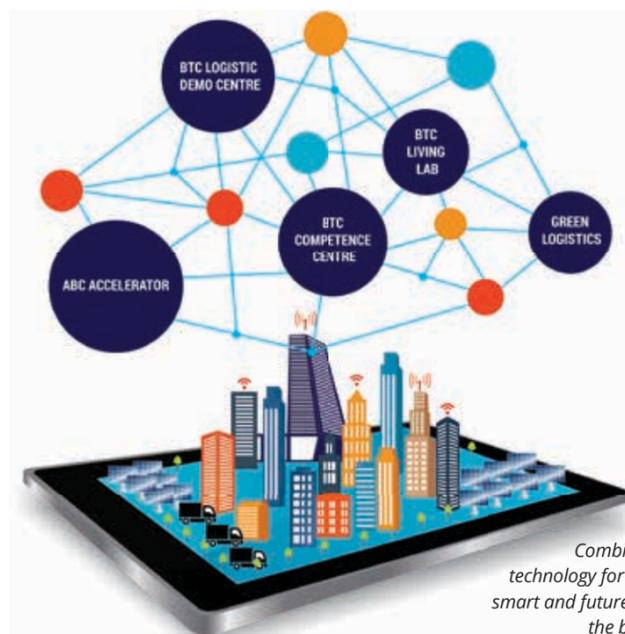
Take a look at the size of the BTC Logistics Centre.



More than 300 trucks are loaded in the BTC Logistics Centre every day.



The Logistic Centre is located in the immediate vicinity of BTC City and the national motorway network.



Combining information and technology for the development of a smart and future-oriented company is the basis of BTC's logistics.

The expert public awarded the BTC Logistics Centre with the Green Logistics 2013 award.

BTC Logistics operates in compliance with internationally accepted certificates:

- ISO 9001 quality management standard;
- ISO 14001 environmental management standard;
- ISO 50001 energy management standard;
- ISO 55001 asset management standard;
- certification for storage and distribution of ecological waste;
- the HACCP system.



Intermodal Logistics Terminal – ILT Ljubljana, the leading land-based logistics provider in South-East Europe

A new business challenge and opportunity for the development of the economy.

The value of investments in ILT stands at EUR 140 million.

The total surface area of ILT will be 474,000 m².

The new ILT will have 161,000 m² of indoor storage area.

The completion of the ILT project would generate 900 new jobs.



The head office of BTC's logistics activity.



The 900 kWp solar power plants stretching across 13,000 m² on the roofs of two logistics facilities produce up to 1,000,000 kWh of electricity a year.



The construction of the large Intermodal Logistics Terminal is planned between Letališka cesta and the international railway tracks in Moste. ILT will have 161,000 m² of indoor storage area.

The potential of ILT

The construction of ILT Ljubljana as the leading land-based logistics provider in South-East Europe, right on the crossroads of two major European freight corridors, offers opportunities for strong partnerships for BTC, which is already an established logistics provider, and other logistics providers, while also providing a good business opportunity for potential investors. Additional funding is available from European funds for the development of transport and logistics infrastructure.

The logistics activities in ILT include:

- Goods storage and handling, cross-docking
- International groupage and distribution of goods
- Express deliveries of smaller shipments
- Rail transport

- Direct transfer of goods between rail and road
- Combined transport – containers and swap bodies
- Container terminal services
- Loading and unloading of containers
- Forwarding services and customs brokerage
- Other logistics related services

The objectives of ILT Ljubljana stakeholders

One of the objectives of the stakeholders, including BTC, is to form a public-private partnership to manage the entire ILT area, to harmonise the spatial development of activity in this area, and to divide the tasks between the partners. The new mixed-ownership company will strive for the

optimal utilisation of available space and existing capacities and will provide integrated logistics services. It will try to provide new goods flows and establish connections with new national and international business partners such as carriers, transport operators, ports, forwarders, and other users of logistics services.

With the realisation of the planned construction of ILT Ljubljana, which would include the Municipality of Ljubljana and the competent ministries, i.e. the Ministry of Economic Development and Technology, the Ministry of Infrastructure, and the Ministry of the Environment and Spatial Planning, ILT would become part of the European transport corridors, which would in turn strengthen Ljubljana's position within the European freight corridor network.



The Logistics Centre currently provides services for more than 100,000 pallet spaces.



BTC, d. d.

A dynamic company with high growth, major investments, and innovative business solutions

Pages 10-23

BTC City, City of Opportunities

Urban challenge
Business, Shopping, Recreation,
Entertainment, and Cultural
Centre

Pages 24-77

Logistics Centre

Exceptional logistics services supported by the state-of-the-art information technology

Further development: one of the largest intermodal logistics terminals in South-East Europe

Pages 78-83

Mission: Green

Sustainable development, a new pillar of company growth – for the benefit of all

Pages 84-93

BTC of the future: technology enriches people's lives

An open dialogue with the future
Innovation, enthusiasm,
fresh creativity

Pages 94-127

Mission: Green

BTC sustainable development model.

Thorough and broad action is required in order to drastically reduce the devastating global pollution and extensive exploitation of natural resources. Investments in important environmental projects testify of BTC's awareness of corporate responsibility and confirm the company's orientation towards sustainable development and respect for the future of people and the environment.



The Mother Earth sculpture by Andrej Gaberi in front of the Atlantis Water Park.

Mission: Save Water

Ecological responsibility

So as to reduce the negative impact on the environment, BTC has been systematically dealing with vulnerable fields and focusing on responsible waste management, its collection and recycling, rational consumption of water, and reducing energy consumption from non-renewable resources, while also introducing alternative mobility, inviting for walks along green hiking trails, promoting green

products, and planting greenery. The company's environmentally conscious attitude also affects the awareness of others and encourages them to assume an equally responsible attitude towards the world in which we live.



Mission: Energy Efficiency



BTC participates in the NEDO project

BTC City has switched to LED lighting.

BTC produces its own green energy

Three solar power plants, installed in BTC City Ljubljana, BTC City Murska Sobota, and the Logistics Centre, produce an average of 2,000 MWh of electricity annually.

BTC reduces energy consumption

Due to extensive improvements and renovation work, CO₂ emissions decreased by approximately 5,800 tons in the last eight years. Water losses also decreased, i.e. an average of 6.7 percent annually in the last six years. The replacement of obsolete lighting with energy saving lighting has resulted in substantially lower energy consumption. The state-of-the-art central power consumption control system significantly contributes to improved energy efficiency.



There are four locations for electric vehicle parking and charging stations in BTC City, or a total of 11 charging stations and 22 parking places.

BTC has its own Eco Index business model

BTC has introduced a new business model, the Eco Index, a tool for measuring the company's green progress. Measurable and numerical indicators thus allow BTC to monitor its realisation of the planned energy goals. The Eco Index business model has already received three different awards: most innovative business model, corporate social responsibility award, and the environmentally friendly company award.



The mayor of the Municipality of Ljubljana, Zoran Jankovič, and President of BTC Management Board, Jože Mermal, at the launch of the BicikelJ sustainable project in BTC City.



Crystal Palace lives up to the highest expectations of its users.

Mission:
Green
City



Together with the Slovenian Beekeepers' Association, BTC launched the socially responsible Let's Help the Bee: Make the City Floral project in the context of the Save the Bees initiative. An urban apiary with four bee families on the meadow next to the Atlantis Water Park.

BTC City, a socially friendly environment

An important part of the Mission: Green project are the so-called green agents that are on a joint mission of environmental protection in various fields. By planting greenery, BTC City is increasing the number of green agents.

With the Mission: Green strategic project, BTC wishes to raise visitors' awareness and set an example for the wider

community. In order to encourage walking in BTC City and around it, the company set up numerous one-way streets, cycling, and walking trails. Visitors can use the car park or hop on the free City Bus or rent a bike. Numerous litter bins encourage waste separation and recycling and its reuse.

There are green reminders every step of the way in BTC City which inform visitors about the Mission: Green project and invite them to become active green agents.

Get to know the busy residents of BTC City Ljubljana.

BTC is implementing the Let's Help the Bee: Make the City Floral project in cooperation with the Municipality of Ljubljana and project partners. The project has been included in the Urban Nature Atlas.



The Avenue of Youth in BTC City Ljubljana.



BTC City, a city of green terraces.



President of BTC Management Board, Jože Mermal, welcoming Sunita L. Williams, NASA astronaut.

Sunita L. Williams, famous NASA astronaut, whose maternal roots are Slovenian, is the first record holder for the longest single mission in space for a woman. In September 2009, she was invited by BTC to attend the opening of the Unveiled Views of the Mysterious Space exhibition in BTC City.

Mission: Socially Responsible

BTC Campus, a unique business education programme for young people

BTC organises an educational programme for young job seekers in order to help them acquire additional entrepreneurial skills and to transfer knowledge from the academic to the business world. The programme is supported by the Employment Service of Slovenia and the Centre of Business Excellence of the Faculty of Economics of the University of Ljubljana. So far, over 330 participants were educated in this programme and 80 percent of them found employment or embarked on an independent entrepreneurial path.

Social Responsibility

Social responsibility or social responsiveness or social activity is characterised by the care for people and the community around us. Social responsibility is defined as one of the core values and directions of BTC.

BTC is permanently committed to providing various types of support and assistance to the community in which it operates and beyond. Its socially responsible stance is evident in numerous fields: sports and science, culture, humanitarian events, and environmental issues.

BTC received the HORUS 2011 award, the Slovenian award for social responsibility, which aims to encourage comprehensive thinking, innovative actions, and responsible operations of Slovenian enterprises.

Mitja Petkovšek, parallel bars world champion, Melbourne 2005.

BTC is a long-time supporter of Mitja Petkovšek, multiple world and European parallel bars champion.



BTC Campus is a unique socially responsible project of BTC which empowers young generations to achieve their career goals.



More than 40 thematic corners and educational programmes in Minicity allow children to learn through play about different occupations.

BTC City has its own creative children's city, Minicity Ljubljana, which is the largest children's didactic and experiential centre in Slovenia stretching across an area of 1,500 m².



Children are the driving force of enthusiasm and new energy and BTC is a proud supporter of the Encouraging Friendship project.



Students planted over 1,900 honey plants along Ameriška ulica in BTC City Ljubljana.

BTC grows together with the people and organisations surrounding it which share its values, especially ethical activity, respect for the environment, innovation, facilitating development, and creating added value.

For six years now, an important sustainable development project implemented in BTC has been the Encouraging Friendship project for children, which emphasises the importance of personal relations and encourages ethical actions. Two hundred kindergartens and schools with more than 11,000 children across Slovenia are included in the project.



The first Slovenian innovation hub for seniors.

Simbioza BTC City Lab: door to information society for seniors

At a time when digitalisation is at its peak, BTC has not forgotten the seniors. In cooperation with the social enterprise Simbioza, the Simbioza BTC City Lab innovation hub came to life in 2017. The hub combines the energy of young qualified professionals and the experience of the older generation accepting the challenges of digital education. It provides various free programmes for strengthening seniors' skills, especially digital technology skills.



Digital School BTC City in ABC Hub, which teaches children and youth to manage new technology and digital reality and enables them to join in a safe and professional way.



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Centre

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fresh creativity

Pages 94-127

BTC and BTC City in the development vision

Innovative services, creative solutions, partner networks in dialogue with the future.



Presentation of the Partnership Šmartinska District Redevelopment project at the 2009 MIPIM real estate exhibition in Cannes.

BTC was actively involved in the design of the Partnership Šmartinska District Redevelopment project, as it recognised its promising possibilities for the further diversification of the company's activities and the development of BTC City.

A prestigious district modelled on New York's Manhattan

The extensive investments in new construction, restorations, infrastructure refurbishment, energy efficiency, and modern information technology, which were made in the past twenty years, have contributed to the revolutionary transformation of a suburban area into a modern city, BTC City, and confirm that BTC has always focused on growth and development and the expansion of its activity.

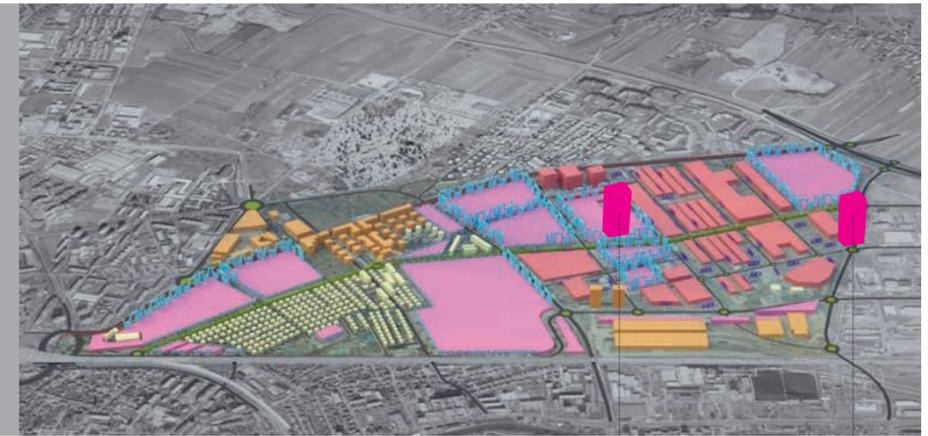
In addition to the Intermodal Logistics Terminal Ljubljana, the further development of BTC City will be greatly influenced by the large urban planning

project, i.e. Partnership Šmartinska District Redevelopment.

This public-private partnership, for which the Municipality of Ljubljana organised an international urban planning competition for an area directly bordering on BTC City, will redefine the 230,000 m² of declining industrial area along one of the longest roads in Ljubljana, i.e. Šmartinska cesta, and the railway.

The chosen solution foresees a prestigious district modelled on Manhattan, with business, commercial, and residential buildings surrounding the large park.

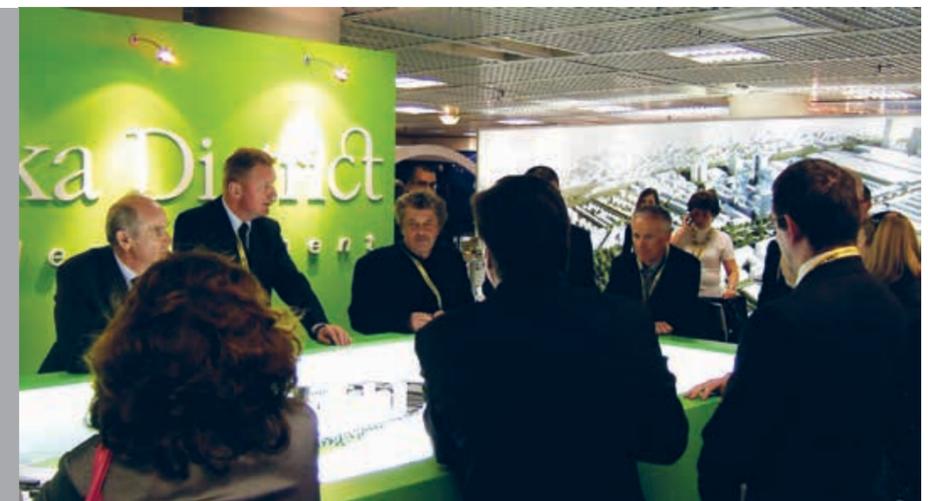
Two projects from the Partnership Šmartinska District Redevelopment have already been completed: Crystal Palace and Radisson Blu Plaza Hotel.



Crystal Palace, 2011

Radisson Blu Plaza Hotel, 2012

The presentation of the Partnership Šmartinska District Redevelopment project drew a lot of attention at the MIPIM real estate exhibition in Cannes.



The first IKEA centre in Slovenia coming to BTC City.

The popular IKEA soon to be opened in BTC City

A new IKEA centre is planned to open in BTC City in 2020, a much-awaited novelty by Slovenian consumers.

The centre will stretch across slightly more than 31,000 m² and stand on a location covering 80,700 m². IKEA expects 2.5 million visitors a year, which means that BTC City will also see a significant increase in the number of its visitors.

The plan is for the IKEA to create almost 300 new jobs. IKEA has been mindful of the environment already in the process of obtaining the required documents and during construction. BTC and IKEA have concluded an agreement aimed at regulating their rights and obligations in the fields of infrastructure and transport.



BTC paving the way to a smart future where technology enriches people's lives

The history of mankind is paved with turning points. In 65 years of its existence, the company has continually transformed by facing two choices: to keep pace with development, to create, to build or to stay content with achievements and stick to that. Creative power and drive have led the company to respond constructively to the challenges of time and has never surrendered to the flow; it is leaving a lasting and deep mark.

Innovation as a driving force for progress

BTC is a company that creates, plans, realises, and changes – itself and the environment it helps create. It never wavers in the face of challenges. As an open and responsive company, BTC has joined the groundbreaking changes in the environment, convinced that facilitating and using innovative technological solutions does not only strengthen its competitiveness but also brings favourable results to business partners, users, visitors, and the wider community. BTC therefore strongly supports all projects that develop innovative solutions and green technological transformation. The fast digitalisation and the expansion of technologies dictate numerous urgent changes in operations, in every activity, and in everyday life. However, the main challenges of digitalisation no longer lie in technologies but in our ability to understand innovation and implement the concepts brought by technology and digitalisation.

The force behind the spirit of innovation

The challenges and answers to the changes in the environment vibrate as a driving force for BTC's constant action. The action generates changes, and BTC wishes to become the agent of change, which is why it creates business models and ecosystems for the smart future.



Get to know the BTC technologically innovative ecosystem.

Electric car sharing as an alternative mode of transport.

The story of ABC Accelerator is a global one

Innovation is the key to unlocking new opportunities and enables the creation of new added value for all participating in innovative processes. These are the foundations of BTC's advanced business ecosystem. ABC Accelerator co-shapes the innovative BTC City.



Happy ABC Accelerator start-uppers after the successfully concluded Demo Day.

Innovation - a maxim of progress

BTC co-founded the setting up of ABC Accelerator in 2015 in wish to create an advanced business environment in Slovenia and provide innovative entrepreneurs with access to international investors and facilitate their breakthrough on global markets. The entrepreneurial spirit and enthusiasm of young people and start-ups in ABC Accelerator in BTC City Ljubljana, brought a breath of fresh air to the traditional business environment. In accordance with its 2020 development strategy, BTC realised its vision and upgraded BTC City into an innovative city, which became a uniform ecosystem of ideas for the future.

The best accelerator in the region

The development story of ABC Accelerator is based on establishing a unique network of connections – between small companies and multinational corporations, between academia and the business environment, between different disciplines and generations, between cities and countries, and, most importantly, between accelerators and other innovation hubs. By opening offices in the Silicon Valley in 2016, ABC Accelerator became a bridge to the global technological epicentre.

For four years global generator of innovations and changes

ABC Accelerator has developed into a global generator of innovation and

change, which helps the Slovenian and international arena in the development of start-ups as well as established organisations. Since its establishment, it accelerated 130 start-ups, implemented seven acceleration programmes for start-ups, numerous programmes for corporations, and 16 hackathons. In 2018, it received the second consecutive CESA award for best accelerator/incubator programme in the region. ABC Accelerator and its start-ups are visited by young people from across the globe and world-renowned investors, professors, economists, politicians, and all who know how to motivate and help young people develop innovations, break through to global markets, and become the driving force of Slovenian (economic) future.

Successful development also after growing stronger in ABC Accelerator

In the last few years, numerous exceptional start-ups grew stronger in ABC Accelerator. Now, they are successfully growing even stronger and attracting new investments. They include the Austrian

ABC Accelerator has been recognised as one of the best in the region, as in 2018, it received the second consecutive CESA award for best accelerator/incubator programme in Central Europe.



The creative environment of ABC Hub, the entrepreneurial centre for start-ups.

With the disruptive ABC Accelerator, which is integrated in the global environment, BTC has created new opportunities for introducing groundbreaking business models.

Symvaro, whose modern water meters make people's lives easier, the Slovenian Nervtech, famous for its driving simulator, and the Ukrainian Global Talent Advantage, which helps companies recruit IT specialists. They also include the Polish Hotailors with an online accommodation and transport booking system and the Slovenian Next, whose Beeping platform enables the hiring of background-checked cleaners.

BTC has embarked on new business paths with ABC Accelerator

With the disruptive ABC Accelerator, which is integrated in the global environment, BTC has created new opportunities of searching for and introducing groundbreaking business models. BTC has thus also positioned itself as a Business Transformation Centre, which sees to its internal transformation and the transformation of companies in its business ecosystem.



Patrick Mullane, Executive Director of HBX, Harvard Business School, attended the two-day International Business Hackathon.



Entrepreneurial enthusiasm in ABC Accelerator knows no bounds.



Oliver Rothschild, Chairman of ADVentura Capital, international start-up investor addressed young entrepreneurs at the ABC Accelerator Demo Day.

BTC endeavours to become a hub for companies whose advanced technologies will pave the way of the future.

The innovative environment of BTC City facilitates progressive solutions for tomorrow

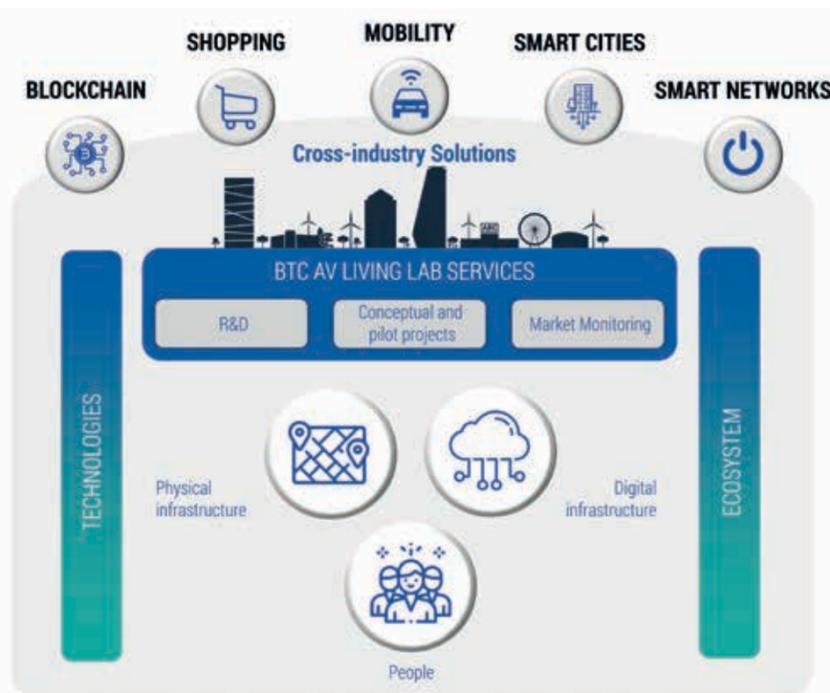
When developing innovative solutions, testing the solution in a real-life environment is just as important as having a good idea. This is what BTC offers companies in the context of its live testing environment, BTC Living Lab, with its broad digital and physical infrastructure.

Live testing environment of BTC City

Since 2015, BTC has been building the story of a unique and innovative city, BTC City Ljubljana. By introducing the live testing environment, BTC Living Lab, goes a step further, as it offers companies and business partners BTC City Ljubljana as a hub of innovative energy and a training ground for testing advanced business ideas and prototypes in a real-life environment. Testing labs are usually isolated environments, closed off from real-life and external effects. However, with its 21 million visitors a year and diverse of-

fer, BTC City Ljubljana is a city very much alive. The rich and extensive infrastructure of BTC City Ljubljana enables the testing of advanced business ideas, products, technological solutions, and services in a real-life environment, offering diverse situations and interactions 24/7 throughout the year. It is an environment which

brings together private and business users and Slovenian and international visitors and a place where shopping and fun are upgraded by a rich community of start-ups in the global ABC Accelerator. It is also home to the head offices of companies working on developing blockchain solutions.



Visualisation of the BTC AV Living Lab concept.

BTC City Ljubljana is the hub of innovative energy and a training ground for testing advanced business ideas.

Development of advanced mobility

BTC set up AV Living Lab company in order to test ideas of the future in advanced mobility. AV Living Lab develops concepts for the testing of autonomous vehicles. It works hand in hand with renowned car manufacturers that see their future in autonomous vehicles. AV Living Lab manages a globally unique real-life testing environment, which is full of everyday interactions within BTC City Ljubljana, and the diversity that this environment offers provides an excellent basis for developing AI-based technologies. The company's objective is to create a research and development environment for the most connected autonomous driving experience.

In the near future, connected autonomous vehicles will become part of our everyday lives. Learning in a real-life environment, which brings together 12 million cars per year, pedestrians, cyclists, and public buses, which generate numerous genuine interactions, is the best way to gain valuable knowledge and cultivate solutions for autonomous vehicles. Managing numerous complex situations and interactions among different actors will be of key importance in the process of designing and gradually introducing autonomous vehicles.

Future Day in BTC City Ljubljana

In April 2018, BTC Ljubljana hosted the Future Day, where, for the first time in Slovenia, visitors could go for a ride in the Navya autonomous electric vehicle, learn about the novelties offered by manufacturers from the field of mobile future, and see the advantages of BTC City Ljubljana as a living lab. The event was organised by BTC and AV Living Lab in the context of Ten-T Days, which was hosted in Ljubljana by European Commissioner for Mobility and Transport, Violeta Bulc, M.Sc.



Distinguished guests at the Future Day at the promotional ride of the first autonomous vehicle in Slovenia.



The Navya autonomous electric vehicle driving along the living test environment of BTC City.



Hi-tech RoboticsX, whose partners include the Japanese Yaskawa, opened its research and development centre in BTC City Ljubljana, where it will develop smart robots and solutions for advanced industrial automation.

New technologies and innovations are the wind in our sails of progress.

The organisations of today can no longer progress without digital transformation and new technologies. BTC follows global innovation trends with determination, and has become already well versed in artificial intelligence, virtual reality, blockchain technologies, cryptocurrencies, and other advanced technologies.

New business pillar: innovation and digitalisation

In 2016, BTC set up a business pillar for innovation and digitalisation and started implementing numerous projects which are supported by new technologies and create a support environment for the design and implementation of innovative solutions. The area of BTC City Ljubljana thus presents a strong ecosystem for the use and development of advanced technologies. In strategic cooperation with numerous partners, BTC is introducing new technological solutions for lessees and business partners as well as internally, in the context of in-house digital transformation of business processes. It is introducing advanced solutions for mobile payments and shopping platforms, building a blockchain community, organising and hosting technological events, and focusing on the use of BTC Living Lab products and services. The latter's business partners have the opportunity to test their advanced business solutions directly in the living lab of the real-life environment in BTC City Ljubljana.

BTC City Blockchain Alliance Society

BTC is the cofounder of the BTC City Blockchain Alliance Society which connects the largest and the best Slovenian blockchain projects. In 2018, the Alliance connected 15 companies and its objective is the exchange of knowledge, mutual assistance, and joint search for the right business opportunities. The Alliance is also the initiator and active member of the European Blockchain Hub with the head office in BTC City Ljubljana.



Nikolay Nikiforov, Russian Minister of Communications and Mass Media, inspected BTC's digital solutions.



BTC, together with OriginTrail, is taking major steps towards the implementation of blockchain in logistics.

New technologies also in logistics

BTC is introducing blockchain into its business processes. One of such fields is logistics, and in cooperation with Origin Trail, whose head office is in BTC City Ljubljana, the company is testing a service which enables real-time inventories monitoring in the supply chain and sees to a greater transparency of supply chains in logistics.

Due to changes in the shopping behaviour and the growing role of online shopping, BTC is also developing a platform providing logistics support to web retailers. It connects with potential partners, such as UGL, Roboticsx, Jungheinrich, and Epilog, to prepare solutions for simplifying and automating operations and increasing productivity. It also develops new programmes with AI elements.

The first DevFest Slovenia took place in BTC City

Under the auspices of GDG Ljubljana (Google Development Group Ljubljana), BTC hosted the first DevFest Slovenia, which took place in the Crystal Palace. This Google-supported event brings together IT experts and technology enthusiasts, facilitating the transfer of knowledge and experiences.

BTC wholeheartedly supports such initiatives and to enable young people to learn about the latest technologies and establish contacts with technologically advanced companies.

In strategic cooperation with numerous partners, BTC is introducing new technological solutions for lessees and business partners and for in-house digital transformation of business processes.



Mariya Gabriel, European Commissioner for the Digital Economy and Society, visited BTC City and learned about the best practices in intergenerational programmes and implementation of the latest technologies.



Andy Baynes (first from the right), Director of Business Development and Energy Efficiency at Nest Labs, an active mentor of promising start-ups in ABC Accelerator.



VR presentation of BTC at the first DevFest in Slovenia.

BTC City – modern shopping with advanced technologies

For the modern-day consumer, the question of how to buy has become as important as the question what to buy. BTC has listened to the wishes and expectations of its visitors and business partners and started intertwining online and physical shopping.

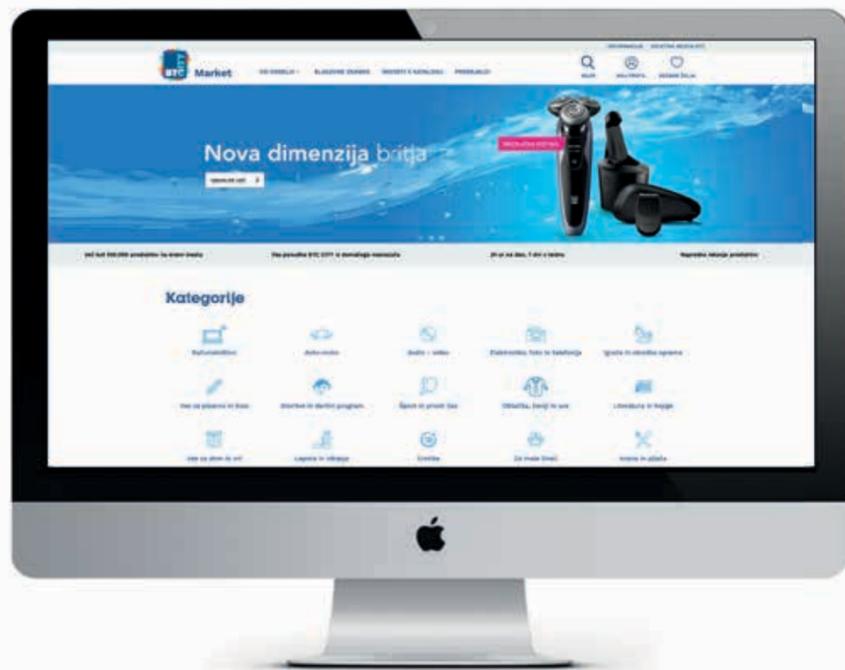
Technological advances have blurred the lines between the physical and the virtual world. The two intertwine at every step, including in shopping. Modern-day consumers have high expectations, are highly informed, and technologically savvy. In BTC City Ljubljana, BTC is thus encouraging the growth of companies which discover new technological horizons in the shopping segment. The result

of these endeavours are innovations, which create a unique shopping experience on a global scale and dictate the tempo of future developments.

A new platform for a unique shopping experience

A practical, available, and up-to-date offer is what already distinguishes BTC City Ljubljana. In the future, these three virtues will be even more impor-

tant. This is why BTC has set up its own start-up, BTC Phoenix, a start-up developing the BTC MARKET online platform. The platform will connect the physical and the digital shopping experience into a single technology-enhanced adventure. With this platform, which is being prepared in the form of an online catalogue of providers operating in BTC City, BTC Phoenix's primary objective is to set up prime multichannel shopping experiences for BTC City visitors. It is planned to become the largest platform in the region, which will integrate advanced technologies in order to provide users with a unique shopping experience also from the comfort of their home.



The new BTC Market online platform, desktop and mobile version.



Elipay – modern method of paying with cryptocurrencies in the physical world.

The primary objective of BTC MARKET platform is to set up prime multichannel shopping experience for BTC City visitors.



Get to know the new digital solutions which are being developed for BTC City visitors by BTC and its partners.

Virtual BTC City as an intertwining of physical and online shopping

The mentioned platform represents the first step towards building a virtual BTC City, which will upgrade the existing offer of BTC City both in terms of content and technology. With a new ecentre, which will ensure a multichannel shopping experience, we want to provide users, visitors, and business partners of BTC with a uniform and prime shopping experience in the physical and virtual world.

Ready for a new generation of means of payment

In 2019, the new digital platform will allow users to review the offer, compare products and prices, and check availability and accessibility in connection with the BTC City Ljubljana map. It will also offer online shopping of chosen products. In addition to regular means of payment, the new digital platform will also offer payments with cryptocurrencies using Elipay.

Elipay is a mobile application which already allows consumers to make cryptocurrency payments in physical stores.

All these novelties facilitate and strengthen the development of BTC City into Bitcoin City™. The key advantage of this new city is its friendliness to new-generation payments and to the latest technologies such as artificial intelligence-driven smart shopping and blockchain technology for transaction security. When developing shopping experiences, BTC gravitates towards ensuring its visitors, consumers, and business partners a next generation shopping experience.

Hybrid shopping experience

It was in this spirit that BTC set up its own start-up, BTC Phoenix, in 2018, a start-up the main purpose of which is to merge the digital and existing physical shopping experience into a so called hybrid shopping experience, combin-

ing shopping elements into a single, interconnected shopping experience which will be optimal for the buyer.

New BTC City website for satisfied partners and users

The redesigned website will provide a variety of information on content and products of the extensive and diverse offer of BTC City in a single place, transparently and in a structured manner. The improved user experience will offer a more comfortable and transparent navigation between the different channels online, on mobile phones, social networks, and directly at online and conventional points of sale of all BTC business partners.

Co-shaping trends: hybrid shopping centre and modern digital tools.

Society 5.0 puts people at the forefront

Companies are responsible for the search for answers to complex questions on directing the development of technology not only towards economic progress but also towards an increased welfare of individuals and the society. With this aim BTC is cooperating in the Japanese initiative Society 5.0.



The 5th Forum: Society 5.0 in Slovenia saw the participation of eminent Japanese and Slovenian experts and lecturers.

The goal of the Japanese Society 5.0 initiative is to create a harmonious co-existence between the virtual and the real world, balance economic development, tackle societal challenges, and create a better, super-smart, and more comfortable society with people at the forefront. However, it is also important to encourage cooperation in the development of innovations for a better and fairer society.

BTC cooperates with the Slovenia-Japan Business Council in the organisation of business events which emphasise successful Japanese and Slovenian projects and where the opportunities and challenges of Slovenian and Japanese cooperation in advanced technologies for life and business are discussed.

BTC fully supports the Society 5.0 idea, as we cannot imagine the future of mankind without the fast development of science and technology to the benefit of man.



By participating in the Society 5.0 initiative, BTC is building a smart future in which technology enriches people's lives.

BTC City is an excellent testing environment for breakthrough development initiatives

BTC sees its role in the implementation of the Society 5.0 initiative in the strong integrated ecosystem of national and multinational companies which are connected with BTC. This ecosystem comprises three subsystems: the social ecosystem, the innovation ecosystem, and the business ecosystem. The social ecosystem supports the endeavours of BTC and partner organisations and companies in the field of sustainable development and intergenerational integration. The innovative ecosystem connects start-ups in the start-up incu-

bator and facilitates the implementation of new solutions in the spirit of an open society. The business ecosystem connects numerous companies and decision-makers in order for them to create strategic partnerships and develop new business opportunities.

Inspiring mind of Dr Yoshiaki Ichikawa

A major source of inspiration in the Society 5.0 initiative is Dr Yoshiaki Ichikawa, visiting professor at Japan's Tama and Tokyo Universities, expert on advanced technologies and standardisation, and senior chief engineer at Hitachi, and his view of the implementa-

With Society 5.0, we are taking on the extremely challenging task of organising human society in such a way that scientific and technological development will benefit all people, protect our environment, and facilitate the long-term development of human society.

tion of Society 5.0 in Slovenia: "Society 5.0 is the next stage after the information revolution; it represents the advent of new technologies such as AI, Big Data, and IoT. But technology is only one aspect of Society 5.0. The second aspect is business. Society 5.0 will promote innovation and a collaborative business ecosystem, in which a combination of different types of companies will work together to promote each other in a mutually beneficial manner. The final, third feature is the sustainable aspect. All of these three aspects combined represent the new style of a future society."



Dr Yoshiaki Ichikawa, visiting professor at Japan's Tama and Tokyo Universities, expert on advanced technologies and standardisation, and senior chief engineer at Hitachi: "I think that in Slovenia, BTC is a great place, kind of like a pilot testing field for anything new, so I very much expect that BTC will have the main role in implementing Society 5.0."



Establishing links between the two cultures also includes their exceptionally rich cuisine.

The NEDO partner project is bringing smart grids and new business opportunities

Technologies of the future know no bounds. As a member of the Slovenian-Japanese partnership, BTC co-shapes the development of smart grids.

International Smart Grid Project

The NEDO project first started in Slovenia in 2017. It is a four-year smart grid project involving as partners the Japanese development agency NEDO and its authorised contractor Hitachi, ELES, the city community of Idrija, and BTC City Ljubljana. The purpose of the project is to set up a smart electric grid in Slovenia. NEDO is contributing modern equipment of Japanese and Slovenian solution providers and ELES is managing and coordinating the project. Activities will be carried out on the infrastructure of all owners of the electricity grid (in addition to ELES, also five other electricity distribution companies in Slovenia). ELES is also financing the development of advanced functionalities that will comprise, together with the equipment, the advanced infrastructure of smart grids.

Smart grid at the national level

NEDO is the only energy project of its kind in Europe, as it implements a smart grid at the national level. It will enable a better coordination between stakeholders in the energy system, a more effective operation of the system, and reliable electricity supply. From the viewpoint of the energy system, the benefits of the project lie in the use of advanced solutions which



NEDO is a unique energy project, as it implements a smart grid at the national level.

tackle the challenges of the modern electricity system in light of sustainable development with environmentally friendly solutions.

Smart grid in BTC City

The positioning of the smart grid in BTC City means uninterrupted and higher-quality supply of electricity.

With its own activity in advanced energy solutions, BTC is opening new business opportunities for the Slovenian economy and contributing to resolving

sustainability challenges at the national level. By participating in groundbreaking projects of this kind, it searches for answers to the challenges of the future faced by the world.

BTC is upgrading the existing business model with transformational projects in the energy sector.

BTC City – the first Bitcoin city in the world

By investing in the latest technologies, BTC is creating solutions that surpass expectations. These include the development of BTC City Ljubljana into the first bitcoin city in the world.

In 2018, led by the objective to become one of the leading companies in smart solutions, BTC developed and launched the Bitcoin City™ concept. With this technologically advanced innovation specifically created for the visitors of the first bitcoin city in the world BTC is breaking new ground

First test purchase with the mobile application

In April 2018, the first bitcoin payment was made in the Atlantis Water Park in BTC City Ljubljana using mobile application, Elipay, which enables cryptocurrency payments at physical locations and online. In addition to payments with cryptocurrency at more than 100 locations in BTC City Ljubljana and more than 300 locations across Slovenia, Bitcoin City also offers state-of-the-art ATMs, which support two-way cryptocurrency-euro conversion, and a dynamic community of start-ups and blockchain users, whose innovations attract new visitors and business opportunities.

Innovative transaction system Elipay

Shopping using cryptocurrency is becoming an increasingly important part of the business offer of the Bitcoin City thanks to the innovative transaction system by Eligma, Elipay. Eligma has been co-founded by BTC with the objective of developing innovative solutions in commerce. One of the main objectives of Elipay is for the

use of cryptocurrencies to step out of specialised exchange offices into everyday purchases in online and physical stores, as the number of cryptocurrency holders is increasing on a daily basis.

The Bitcoin City concept

The Bitcoin City™ concept has also been recognised by international media, which ranked the city of Ljubljana as one of the most crypto-friendly destinations in the world and Slovenia as a technology-friendly country, interesting for new niche tourism which is very likely to play an important role in tomorrow's economy.

Digital Transformation of the Year Award

At the CIO 2018 conference in Brdo pri Kranju, BTC received the



Digital Transformation of the Year award for its technologically advanced mindset and its implementation in BTC's community. The Bitcoin City™ concept also received the recognition of the professional public, as it was a finalist of the prestigious SEMPLER 2018 regional competition.



First payment with a cryptocurrency using Elipay in the Atlantis Water Park made by Mr. Jože Mermal, President of the BTC Management Board.

The first international City as a Lab Summit in BTC City Ljubljana

Connecting the digital and physical infrastructure of the European unicorn BTC City Ljubljana with the live testing environment for testing and sensible development of the future of mobility.

Autonomous vehicles and new forms of mobility have brought revolutionary changes to the new modalities of mobility. Fully automated or autonomous driving represents the most difficult engineering challenge since man's landing on the Moon and the most important aspect of it all is the possibility of reliable testing of autonomous vehicles.

AV Living Lab, which connects the digital and physical infrastructure in BTC City Ljubljana and is offering companies from various branches an ideal live testing environment for testing mobility solutions of the future, has organised the first international and cross-industry conference, City as a Lab Summit 2019:

The Birth of Autonomous Marketplace, which attracted numerous guests from nineteen countries. The general sponsors of the were BTC and the American AccuWeather, one of the largest providers of weather information, and it was organised with the support of A1 Slovenia, Nomago, IBM, and Lexus as the official mobility partner.

The advantage of the urban environment of BTC City Ljubljana in the role of a lab lies in the fact that car manufacturers and companies from associated branches can test their product in different phases of development. They get real results in a live environment, which a closed testing range does not provide. Only real results count and serve as a basis for any kind of further development of a product, whose safety and reliability are of vital importance.



During the City as a Lab Summit, the challenges posed by autonomous vehicles were presented by Magna, Scania, Nissan, Toyota, BMW, Lexus, and numerous other companies.



At the first international and cross-industry City as a Lab conference in BTC City Ljubljana, guests were addressed by Violeta Bulc, European Commissioner for Mobility and Transport.

"It's about people, not machines, cars or drones. This is the basic guideline for the future industry leaders and stakeholders."

Violeta Bulc, European Commissioner for Mobility and Transport

The setting up of our own innovation centre – BTC Innovation Centre

The innovative BTC ecosystem creates, develops, and implements advanced technological solutions into the real environment, it designs directions, and carefully outlines the vision of the future.

BTC Innovation Centre, which brings together BTC DIGIT – BTC Innovation and Digitalisation Unit, AV Living Lab, and BTC's start-up – BTC Phoenix, represents the centre of development and innovation. This is a place for the development of new technologies and technological solutions, which will be integrated in the BTC ecosystem as its added value.

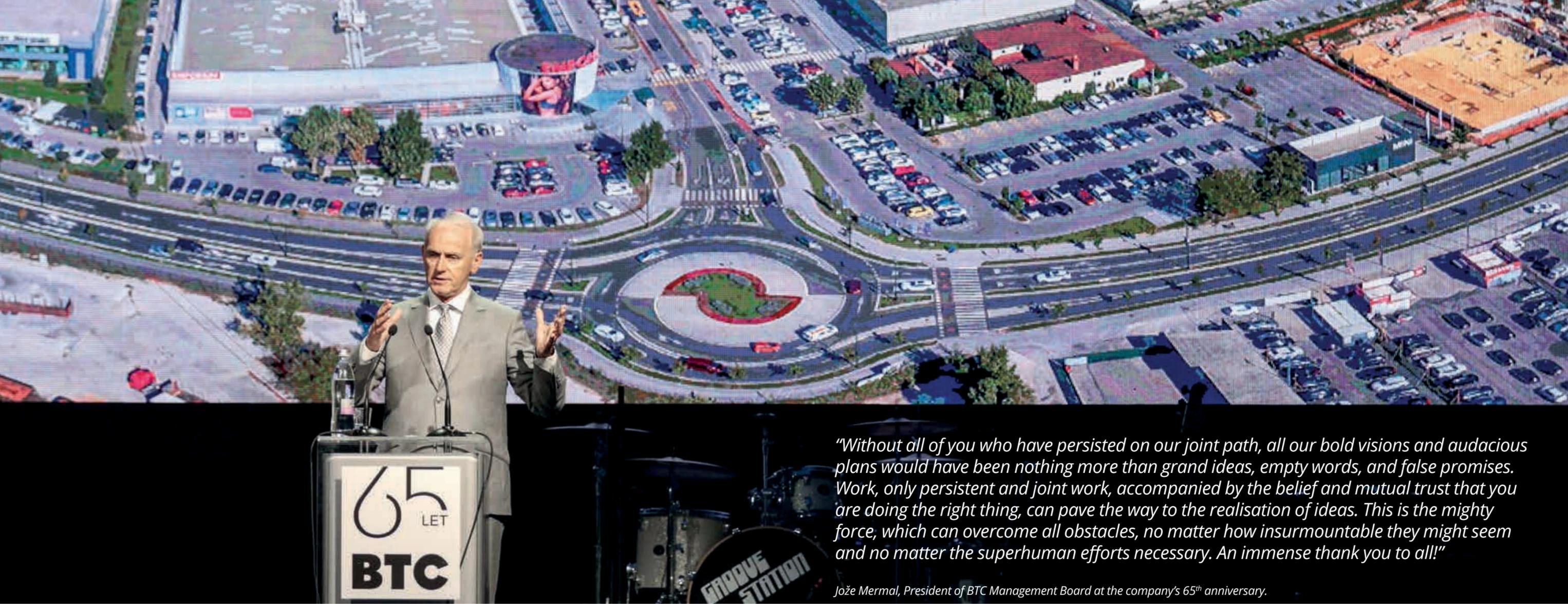
The headquarters of the BTC Innovation Centre are in the BTC Office Tower and in addition to offices and a dynamic team, it also offers an attractive showroom with the latest in technologies and innovations, which BTC is developing with its business partners.



BTC Innovation Centre – the centre of BTC's development and innovations.



The opening of BTC Innovation Centre was accompanied by classical music.



"Without all of you who have persisted on our joint path, all our bold visions and audacious plans would have been nothing more than grand ideas, empty words, and false promises. Work, only persistent and joint work, accompanied by the belief and mutual trust that you are doing the right thing, can pave the way to the realisation of ideas. This is the mighty force, which can overcome all obstacles, no matter how insurmountable they might seem and no matter the superhuman efforts necessary. An immense thank you to all!"

Jože Mermal, President of BTC Management Board at the company's 65th anniversary.

Concise as always, Jože Mermal looked back at the history of the company, which he manages, and decisively outlined its future.

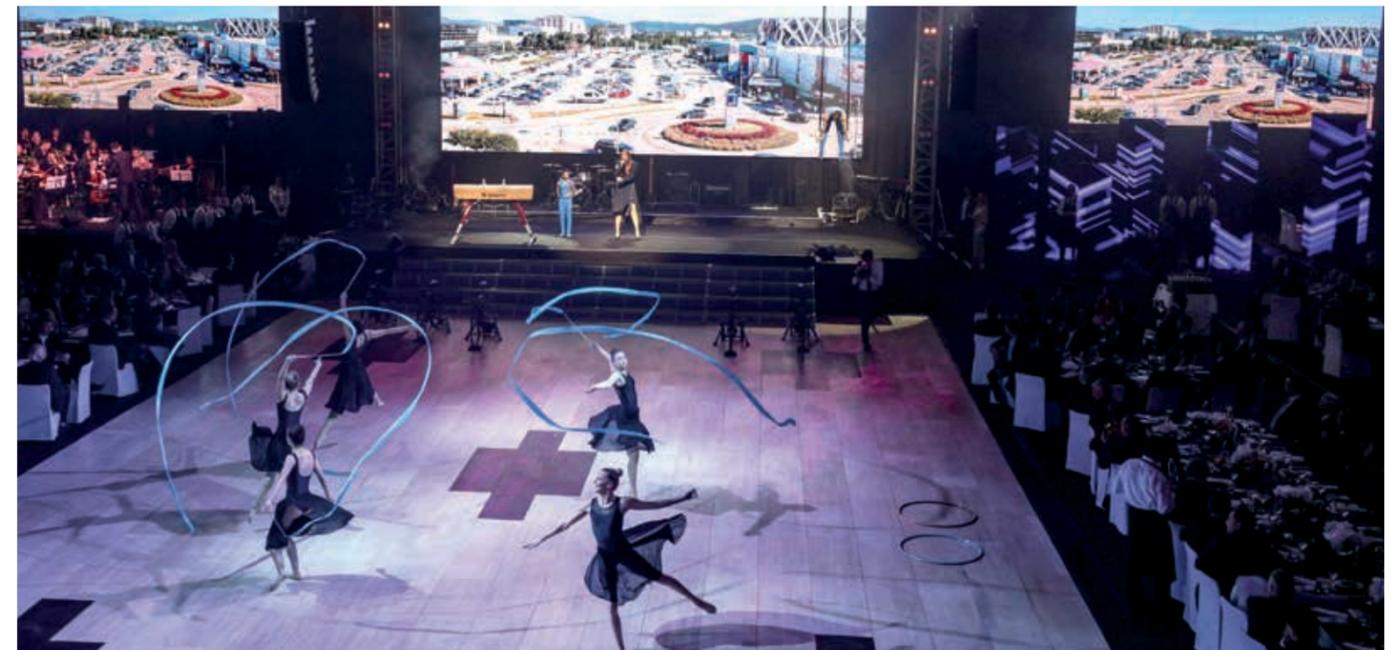
A major celebration for BTC

BTC celebrated its sixty-fifth anniversary and paid tribute to all who have helped shape it and build what it is today.

With the March ceremony at the Ljubljana Exhibition and Convention Centre, in the presence of more than eight hundred esteemed guests – in addition to the mayor of Ljubljana, Mr Zoran Jankovič, distinguished guests included numerous employees and retirees of the company, its business partners, and directors of the largest companies – BTC celebrated the company's sixty-fifth anniversary. The

convivial atmosphere of the celebration reflected true joy over the company's achievements, which it has always shared with the people who were equally persistent and eager in their endeavours to achieve the best results in various fields, from sports and education to art and culture. The performance of individual athletes, who BTC proudly supports – gymnasts,

ski jumpers, cyclists – lighted up the event with glowing energy, which is common to all who strive for excellence. When you cross the finishing line, all efforts, doubts, and fears suddenly disappear. Light shines on a peak, which might have seemed too high and impossible to conquer, and you are rewarded with the satisfaction that you have overcome a difficult



A captured moment of the celebration of the 65th anniversary of BTC.



"Please allow me to congratulate you on this remarkable anniversary. You can be proud of the path that you have travelled. I believe that your results stem from the excellent corporate culture, teamwork, and exceptional management. Your tireless networking with the community and people who dare and want more, all to the benefit of the society, organisations, and individuals, continually proves that this is the tissue of sustainable development and a happy heart.

May you never run out of clear visions, courage, dedication to progress, and cooperation. I wish you many more successful anniversaries and the right and socially responsible results to the benefit of employees, owners, and the broader Slovenian and European community."



The congratulation letter of Mrs. Violeta Bulc, European Commissioner for Mobility and Transport.

The celebration of the 65th anniversary of BTC was a magnificent event.



Honorary speakers at the celebration of the 65th anniversary of BTC were Zoran Jankovič, the Mayor of Ljubljana, and Jože Mermal, the President of BTC Management Board.



path, which was worthy of the effort. BTC has had numerous objectives on its path. And each achieved objective was an incentive for another, even more decisive step towards a new objective. The history of the company is full of numerous milestones, transforming and regenerating the company and its activity. Not only has it built a true little city in the grey quarter of former central public warehouses, BTC City, connecting various contents – from business, commercial, recreational, entertaining, and cultural – into an urban and harmonious unity, which forms this unique modern city, it has also transformed into a modern, open, and

Renowned opera soloists Gordana Hleb and Urška Arlič Gololičič at BTC's celebration.

innovative company, which reacts to change brought by time and technological developments. Care for people-friendly novelties, increasing the quality of life, must be at the forefront of these changes. With the successful realisation of the development programme by 2020 coming to its end, BTC is already announcing its vision until 2030. BTC is already becoming a Business Transformation Centre focusing on the business transformation of the company as well as organisations operating within its business ecosystem. In the near future, the one-tier management system will replace the current

two-tier management system and enable the company more intensive intergenerational integration and cooperation, enabling the exchange of the wisdom and experience of the older generation and the astuteness of the young. Such complementary cooperation can only bring the best possible answers to the questions of the times to come. And this is undoubtedly something to believe, as the words of the President of the BTC Management Board, Jože Mermal, spoken on behalf of the company that he manages and the future of which he plans, have been proven to carry weight.



When light shines on the peak, all efforts evaporate and radiant faces are illuminated by happiness.





See you tomorrow and
welcome to BTC City.

Ljubljana,
2016 European Green
Capital.



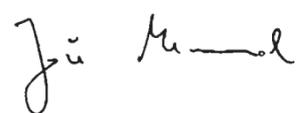
Co-existence and synergies
between the Municipality of
Ljubljana and BTC City.

*View of BTC City from the Ljubljana Castle, from
west to east.*

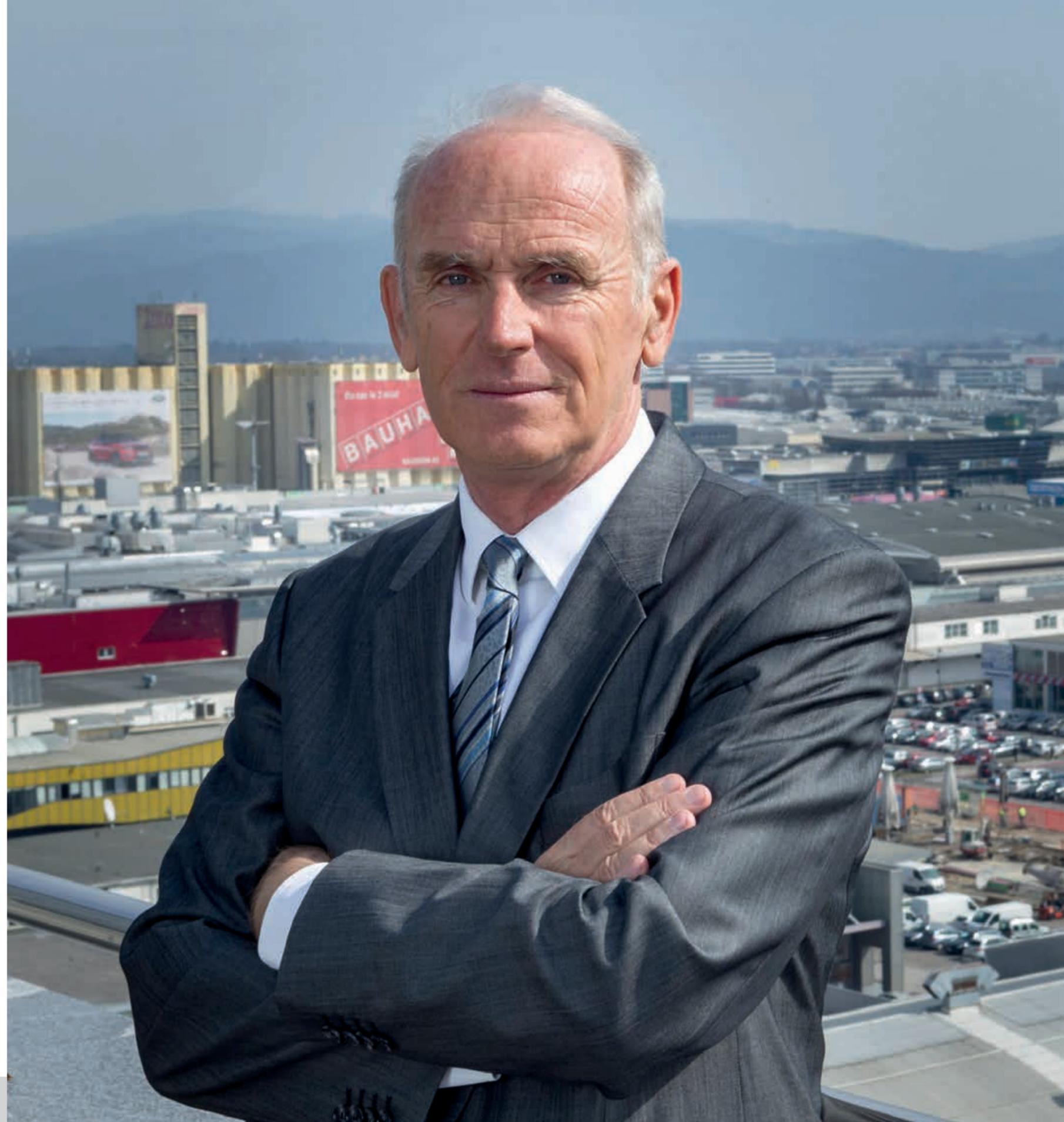
Travelling through time, tracking the world ...

There is no reality without dreams. And no dreams without reality. But the story of success is not a dream turned reality. The story of success is a path that you pave. A path on which you persist. It is hard work, which you love. It is people who you love working with. You dare to embark into the unknown. Be brave! So that you can stay on path, sometimes even get ahead of yourself. Laziness of spirit is an unfamiliar term to us. Together, we came this far and we can go much further.

Jože Mermal



President of the BTC Management Board





*Open the door,
share the fruit.*

Embrace the world free as a bird.



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