

HELL ENERGY Romania opens a new warehouse in CTPark Bucharest North

Bucharest, December 12 2023 - CTP, Europe's largest listed developer, owner, and manager of industrial and logistics properties by gross lettable area (GLA), has leased over 1,800 sqm of warehouse and offices in [CTPark Bucharest North](#) for HELL ENERGY Romania, a fast-developing FMCG brand's Romanian company, which quickly became a prominent player on the international energy drink market, being the market leader on many of them, Romania included¹.

Located in the north of Bucharest, close to Henri Coanda International Airport and benefiting of easy access both to A0 and A3 highways, the new HELL ENERGY Romania warehouse at CTPark Bucharest North has been designed and developed to meet the company's strategy to consolidate its leading position on the local energy drinks market, but also to streamline the supply of its range of products: energy drinks, ready-to-drink iced coffee, ice teas and carbonated soft drinks. The new warehouse occupied by HELL ENERGY Romania is located in a CTFlex building, a CTP business solution designed to accommodate the growing demand of small and medium business owners looking for modern and flexible work environments.

Andrei Bentea, Senior Leasing Officer of CTP Romania, says: "*HELL ENERGY needed a sustainable warehouse tailored to its needs, strategically located in the north of Bucharest, with good infrastructure and easy access to the city. Our CTFlex building in CTPark Bucharest North, very well located on the northern belt of Bucharest, was the perfect choice: a multi-purpose facility pre-built to support a diverse range of business activities, with moveable partition walls that enable easy modification for seasonal overflows or the expansion of business*".

Micșunica Pelaghie, National Director of HELL ENERGY Romania, says: "*Our CTP partners understood our business needs very well and quickly*".

¹ HELL ENERGY is the leader in the local energy drinks market in terms of total value and number of units sold. This calculation is based on data reported by Nielsen through the Retail Measurement service for the energy drinks category, for the retail market, from January 2023 to September 2023 (Copyright © 2023, Nielsen).



identified smart ways to integrate the flexibility we wanted. After the opening of our new headquarter and warehouse in Ungheni (Mureş County), in April 2023, the warehouse in CTPark Bucharest North marks another important step in the development of HELL ENERGY's business in Romania and we are confident we will set new standard in servicing our distribution partners from this location".

CTPark Bucharest North is located in the Ştefăneşti - Afumaţi area, an established logistics hub, on Bucharest's Northern Beltway, close to the A3 and A0 motorways and the National Road 2 (DN2). The logistics park in Ilfov county has a total built area of approximately 200,000 sqm and is perfectly located to meet the needs of customers in the e-commerce and retail sector, thanks to easy access to Bucharest.

The industrial park offers premium solutions and flexible spaces for any type of business. Developed in accordance with BREEAM standards for accessibility and infrastructure, CTPark Bucharest North offers Class A warehouses, built to the highest CTP technical standards, ensuring optimal occupancy costs for residents.

CTP owns Class A warehouses with a total surface area of approximately 2.6 million square meters in multiple cities in Romania, including Arad, Brasov, Bucharest, Craiova, Oradea, Sibiu and Timisoara.

About CTP

CTP is Europe's largest listed owner, developer, and manager of logistics and industrial real estate by gross lettable area, owning 11.2 million sqm of GLA across 10 countries as at 30 September 2023. CTP certifies all new buildings to BREEAM Very Good or better and has achieved a 'Low-Risk' ESG rating from Sustainalytics, underlining its commitment to being a sustainable business. For more information, visit ctp.eu.

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About HELL ENERGY

HELL ENERGY is the leader of the energy drinks market in Romania and one of the global consumer brands. Thanks to the creative concept, sales strategy, and unforgettable marketing campaigns, today HELL ENERGY is present in more than 50 countries around the world, being a market leader in many of them, including Hungary, Slovakia, Greece, Croatia and Bulgaria.

In April 2023, HELL ENERGY completed an important investment for the evolution of the company in Romania, in Ungheni (Mureş County). Through the project of euro 18+ million, the company increased its storage capacity and streamlined the deliveries of products from the 3 ranges (HELL ENERGY - energy drinks, ICE COFFEE - ready-to-drink iced coffee and XIXO – ice teas and carbonated soft drinks).

Since sustainability is an important pillar in the company's activity, HELL ENERGY is committed to aluminum packaging, which can be recycled infinitely times and without loss of quality. Using aluminum cans allows the products to be back on the shelf in just 60 days, contributing to the circular economy.

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