

Qrf embarks on a search for the “Retailer of the Year Belgium 2016-2017”

Qrf, the listed Belgian company that owns and lets out centrally located inner-city retail premises, becomes the main sponsor of the “Retailer of the Year” award, conferred since 2006 on the basis of an independent consumer survey. The search for the successor to Bel&Bo, last year’s winner, will start in May and run until the end of November. The category winners will be announced on 22 September 2016 at the RetailDetailDay, followed by the selection of the overall Retailer of the Year 2016.

The physical shop continues to do well, notwithstanding the advent of e-commerce. Belgian retailers are consequently making continuous efforts to renew and improve their offer. Qrf became the main sponsor to support this innovation. *“Qrf invests in urban retail premises, our retail tenants, their shops, and their service. We are ultimately natural partners in providing a fantastic shopping experience,”* says Anneleen Desmyter, CEO of Qrf.

The Retailer of the Year award is organised in 9 European countries and in Russia as well. ABN-AMRO is the main sponsor of the Dutch edition.

Conducted by Q&A, the consumer survey moreover sheds light onto the latest international/European trends in retail service, pricing, renovation, staff expertise, assortment, etc. More than 250,000 consumers took part in the survey in Belgium in 2015. *“Thanks to its broad scope, this survey provides a unique opportunity to understand our customers, i.e. retailers, and their customers even better and to attune our offer to their expectations and wishes,”* Mrs. Desmyter says.

About Qrf (www.qrf.be)

Qrf is a listed Belgian REIT (GVV/SIR) specialized in the niche market of retail properties. More specifically, the company focuses on the acquisition, development and leasing of centrally located city premises, within areas known as the “golden mile” - inner-city streets with major catchment areas. In doing so, Qrf targets cities with a catchment area of at least 50,000 consumers and specific streets with high numbers of footfall. At December 30, 2015, the real estate portfolio consisted of 42 retail properties with a total fair value of approx. 219 MEUR. Qrf has been listed on Euronext Brussels (QRF:BB) since December 2013. At December 30, 2015, the company's market capitalization was 121 MEUR

More info

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About Q&A (www.qanda.nl)

Q&A Research & Consultancy was set up in 2003 and has in the decade since grown into a leading consultancy firm in the retail sector. With a young, passionate team of highly trained retail experts, they help their clients to perform a little better in the dynamic retail world each and every day. They apply their knowledge and conduct the right research to provide practical advice and training courses at several levels.

More info

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**References**