

NEWS FLASH**10 September 2014****Swatch Group to move into a brand house in "The Circle"**

As tenant in the Brands & Dialogue module of "The Circle", the Swatch Group will operate a brand house on an area of around 800 square meters. This is another important step towards realising this major project, four years before it is due to open for business.

The Swatch Group is planning a two floor brand house for its Omega brand right on the main plaza of the "The Circle". This will cover an area of around 800 square meters. The brand houses are the core element of the Brands & Dialogue module. This module gives tenants the opportunity to present a brand or product at a prime location and create an individual experience for their customers. With its Omega brand, the Swatch Group's presence in "The Circle" will focus on innovations and Swiss watchmaking in addition to their variety of products.

This concept makes the Swatch Group a perfect fit in the Brands & Dialogue module, which still has space for more tenants. The Health & Beauty and Hotels & Convention modules, on the other hand, are now completely let, thanks to anchor tenants University Hospital Zurich and the international hotel group Hyatt.

About "The Circle"

"The Circle" is intended to become a service centre at Zurich Airport and a destination in its own right. Just steps away from the terminal buildings, the new, architecturally striking complex will be a dynamic, multi-purpose hub. With the atmosphere of an international business district, it will be a location for business and lifestyle as of 2018. The investment costs amount to around CHF 1 billion. Flughafen Zürich AG and Swiss Life AG will form a joint ownership company once construction begins, with Flughafen Zürich AG holding a 51% stake and Swiss Life AG 49%. The realisation decision will be made at the end of 2014. The first phase is expected to be completed in 2018.

Further information about the project: www.thecircle.ch.