Press release

Slovenia/economy/retail/shopping centre

Ljubljana, 20 November 2024

SES Slovenia enters into strategic partnership with Petrol

"DESETAK" gift certificates now available at all Petrol Group service stations in Slovenia

According to a recent survey conducted by Mediana on behalf of SES Slovenia, gift vouchers are a very popular choice of gifts during the festive season. Now, giving gifts is easier than ever. As part of the strategic partnership between SES Slovenia and Petrol, from this month onward, "DESETAK" gift certificates are available at all of Petrol Group's more than 300 service stations across Slovenia – 24 hours a day. Customers can purchase a gift certificate for the collection of "DESETAK", which they can easily and quickly exchange for real "DESETAK" gift vouchers at the info points of four SES shopping centres: ALEJA Ljubljana, CITYPARK Ljubljana, CITYCENTER Celje and EUROPARK Maribor, as well as at the Loterija Slovenija branch located at CENTER VIČ.

Until now, they could only be purchased in five SES Slovenian shopping centres and on the dedicated website desetak.si. Under the strategic partnership between SES Slovenia and Petrol, the sales network is set to grow. Starting this month, customers can buy "DESETAK" gift certificates in denominations of 10, 20, 50 and 100 euros at all Petrol service stations across Slovenia. Since gift certificates are not a direct means of payment, the recipient must exchange them at the info point of one of the above-mentioned shopping destinations or the Loterija Slovenija branch at CENTER VIČ, where they will receive an official "DESETAK" gift voucher. These can be redeemed in all shops, restaurants and service outlets at any SES shopping destination.

In 2023, sales of "DESETAK" gift vouchers totalled 10 million euros

"DESETAK" gift vouchers were first presented to the public in 2012 as a timeless gift for all loved ones. Last year, they achieved great sales success in all SES shopping destinations. Their sales at info points amounted to almost 10 million euros, marking an increase of 1.8% compared to the previous year.

Toni Pugelj, SES Slovenia Country Manager:

*"Enhancing the accessibility of "DESETAK" gift vouchers via Petrol's points of sale is a significant strategic move, broadening the sales network and improving access, thereby benefiting both customers and voucher recipients. We are delighted that our partnership with Petrol allows us to enhance gift-giving options and forge even stronger ties with visitors to our shopping destinations."*

David Tancik, Director of Category Management at Petrol Group:

"Our collaboration with SES Slovenia demonstrates our commitment to enhancing both convenience and accessibility for our customers. By adding "DESETAK" gift certificates to our offer at service stations, we are expanding the range of services that allow our customers to run their daily errands faster and easier, especially during the holiday shopping season. We are delighted to be able to contribute to an even better shopping experience in collaboration with SES Slovenia."

Gift vouchers are a popular gift – especially during the festive season

According to a recent survey on shopping habits conducted by Mediana for SES Slovenia, gift vouchers are a very popular choice for holiday presents. In response to the question about their choice of Christmas gift this year, 20% of respondents stated they would opt for gift vouchers. The survey also showed that during the holiday season, 40% of respondents will visit a shopping centre at least once a week. Typically, 45% of purchases take place in shopping centres.

**SES Spar European Shopping Centres**SES is active as a developer, constructor, and operator of shopping centers in six Central European countries: Austria, Slovenia, Italy, Hungary, Croatia, and Czech Republic. The company currently manages 31 shopping locations in Central, Southern, and Eastern Europe, with a total leasable area (GLA) of more than 855,000 square meters. SES is the market leader in Austria and Slovenia for large-scale shopping centers. With more than 112 million visitors per year, retail partners at SES shopping centers generated sales revenues in the total amount of EUR 3.32 bn in 2023. SES also offers its know-how in the areas of project development, construction management, leasing of shop space, as well as center and facility management very successfully to external owners of shopping malls. SES centers have already received several national and international awards for architecture and design, sustainability, traffic flow concepts, and innovative marketing. In 2023 the ALEJA Shopping Center in Ljubljana won the internationally acclaimed ECSP Design and Development Award in the category of New Centre Developments of 15,000 to 45,000 Square Metres. SES is part of the SPAR Austria Group.

More information can be found at: [www.ses-european.com](http://www.ses-european.com/) and presse.ses-european.com.

Images:

Toni Pugelj, SES Slovenia Country Manager © (Photo: ALLEY Archive)

“DESETAK” gift certificate

More information:

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