



Catella APAM Secures EE's New Flagship Experience Store at Chantry Place, Norwich

Catella APAM, a specialist real estate asset and investment manager, has completed a landmark 10-year lease agreement with EE, the UK's leading telecommunications and technology retailer, for a state-of-the-art 5,800 sq. ft. experience store at Chantry Place, Norwich. The deal was negotiated on behalf of the Greater Manchester Pension Fund (GMPF).

The new EE store redefines in-store shopping with immersive zones dedicated to connected technologies and smart home solutions. Customers can explore cutting-edge products such as super-fast broadband, smart TVs, connected speakers, and the latest gaming consoles. The interactive space also features dedicated areas for gaming, allowing visitors to test out the newest consoles in a hands-on environment.

Nathan Reidy, Associate Director at Catella APAM, said:

"The opening of EE's experience store at Chantry Place demonstrates our commitment to creating a dynamic retail environment that continues to cater to the evolving needs of our customers. This addition reinforces the reputation of Chantry Place as a key destination for leading brands and innovative experiences. We are confident that EE's expanded offer will resonate with visitors and further elevate the centre's appeal."

Paul McCarthy, General Manager at Chantry Place, added:

"EE has relocated in the Centre to provide them with even more space to interact with customers and showcase their latest technology, phones, and accessories in this new state-of-the-art experience store. We're sure our visitors will love experiencing the newest innovations across smart home and gaming, and seeing the latest immersive technology available. The store looks fantastic, and we would like to thank EE for their continued support and investment in Chantry Place."

The new EE experience store is now open and ready to welcome visitors at Chantry Place.

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About Catella APAM

Catella APAM, an independent and market-agnostic asset and investment manager, has been delivering sustainable real estate solutions since 2010, managing £4B worth of assets across the UK and Ireland. As part of the Catella AB Group, we leverage our global network and extensive market knowledge to provide tailored, effective solutions across all market cycles to achieve remarkable outcomes for our clients.



Image Attachments

[Chantry Place - EE - Hero Image](#)

[Chantry Place - EE - Gaming Area](#)

Attachments

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