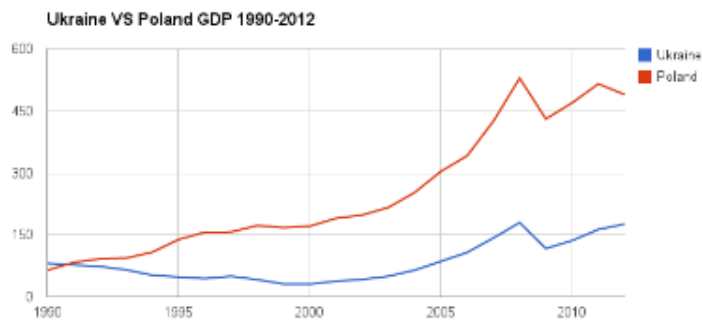


An Excerpt from the Editorial of the Weekly Courier March 2nd 2014

Ukraine vs. Poland

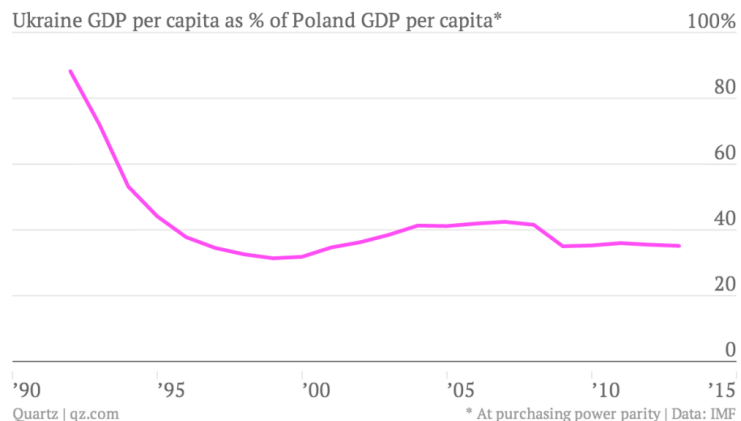
It is interesting to note the different paths that Poland and the Ukraine have taken after the fall of the Soviet Union.



There are 39 million Poles and 46 million Ukrainians. It is generally accepted that the Ukraine has incredible riches in its natural resources, minerals and fossil fuels and with its black soil it has Europe's biggest and best agricultural land.

However, Ukraine has opted for economic isolation and protectionism whereas Poland has opted for an open economy based on open trade with its neighbors.

In 2004 Poland joined the EU. The countries started out with roughly the same amount of GDP when the Soviet Union collapsed. Today the GDP of Ukraine is roughly \$200 billion. The GDP of Poland is \$600 billion.



Arev

Barriers to trade are almost always erected to protect local industries and sometimes jobs. In the end they have the opposite effect, creating uncompetitive industries, destroying value and the wellbeing of nations.

New stores

Next Iceland in Kringlan opened its doors this weekend after a magnificent refurbishment.

On March 6 a beautiful 500 m² store will be opened in Latvia's capital in Riga. The store will open in the Alfa center which is Riga's biggest. There are high hopes for this development which is the first post-crisis retail investment of Arev. Two weeks later a wonderful 600 m² store will open in the Lounakeskus center on the edge of the University town of Tartu in Estonia. Roll forward another two weeks and a 700 m² store will open in the Twedt center on the freeway linking Stavanger and Sandnes in Norway. This is the first opening in that country and the location is chosen with care. It is the most fertile region in the whole of Europe. At 2.20 live births per woman it leaves catholic Ireland (2.05) and happy Iceland (2.00) in the dust. This is therefore a region where there is a strong need for children's clothing. A high ratio of the wealthy working population is from the British Isles, owing to the off-shore oil industry. The brand will therefore get a head start as it is already well.

The Weekly Courier will watch developments with bated breath and keep you all updated as we move along.

Jón Sch. Thorsteinsson

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