

PRESS RELEASE

Max is Supernova: Four shopping centres enter a new chapter under the Supernova Max brand

The Max shopping centres are changing their names to Supernova Max Trnava, Supernova Max Poprad, Supernova Max Nitra and Supernova Max Trenčín. The change is a natural continuation of their long-term regional development and connects the well-known local centres with the strong international backing of Supernova Group. The new name completes a broader transformation of the centres – from renovated spaces and the arrival of new brands to an enhanced programme for visitors. The centres will celebrate the new brand together with visitors on 17 and 18 October during the MAX IS SUPERNOVA weekend events.

Bratislava, 23 September 2026 - The name change does not mark a fresh start. Over the past few years, the centres have gradually undergone significant renovations, modernised their common areas and expanded their tenant mix. Well-known brands such as Woolworth, Action, Sinsay and Form Factory have joined selected centres, while other tenants have introduced new or upgraded concepts. Supernova Max therefore builds on changes that visitors can already see and experience in each city.

Since 2022, all four centres have undergone extensive modernisation covering more than 57,000 m² in total. The upgrades focused primarily on common areas, food courts, restrooms, entrances and lighting, while several centres also gained new children's zones, greenery and more energy-efficient LED solutions. More than 16,000 m² were modernised in Poprad and Trenčín, more than 15,000 m² in Nitra and approximately 10,000 m² in Trnava, where more than 1,000 m² of new indoor and outdoor greenery was also added. The transformation also included the expansion and modernisation of several existing stores and services.

"The way people use shopping centres is changing. They no longer come only to shop, but also for services, dining, relaxation and shared experiences. Visitors will therefore notice the transformation not only through a new logo, but also through new stores and services and a higher-quality environment. We want the Supernova Max centres to remain a natural part of life in Trnava, Trenčín, Nitra and Poprad – places that evolve together with their visitors," **said Markus Pinggera, Managing Director of Supernova Group.**

Celebrating the new Supernova brand

We will celebrate the new brand together with visitors throughout the weekend of 17 and 18 October 2026. The MAX IS SUPERNOVA events will take place at all four centres, from 14:00 to 19:00 on both days. Supernova Max Trenčín will offer a Pirates of the Caribbean adventure and a performance by Spievankovo, while Poprad will host a Jungle Party with a Batida drum show and an interactive Alice in Wonderland performance. In Trnava, visitors can look forward to a Mascot Festival, while Nitra will feature a BUBLIFU(N)K concert and the School of Magic.

The programme will also feature local music, dance and folklore groups, the introduction of the new mascot COSMO, quizzes, the Wheel of Fortune, competitions and giveaways.

Children can enjoy creative workshops, face painting and a photo corner, while individual stores will also take part in the weekend activities. Each centre will publish its detailed programme and timings on its website and social media channels. Information about new stores, special offers and the full celebration programme is available on the new official website: <https://www.supernova-centra.sk/>.

The brand is changing, the familiar places remain

For visitors, the location and their favourite stores and services remain the same. At the same time, the new names clearly retain the connection to each city – Supernova Max Trnava, Supernova Max Trenčín, Supernova Max Poprad and Supernova Max Nitra will continue to be centres with their own distinct local character. They will gradually introduce more events, family activities and partnerships with local organisations, giving people even more reasons to visit beyond shopping.

About Supernova Group

Headquartered in Austria, Supernova Group is an international commercial real estate company specialising in the development and management of retail properties in Austria, Croatia, Italy, Romania, Slovakia and Slovenia. The Group currently manages a portfolio of 123 retail properties with a total value of EUR 2.6 billion. Across all of its markets, Supernova Group follows a strategy of carefully planned development and targeted acquisitions aimed at delivering sustainable growth and long-term value. The Group also places strong emphasis on continuous investment in the modernisation and improved sustainability of its properties. More information is available at www.supernova.at.

Media contact

LENKA KOLLEROVÁ, +421 902 901 610, lenka.kollerova@neo.sk

