



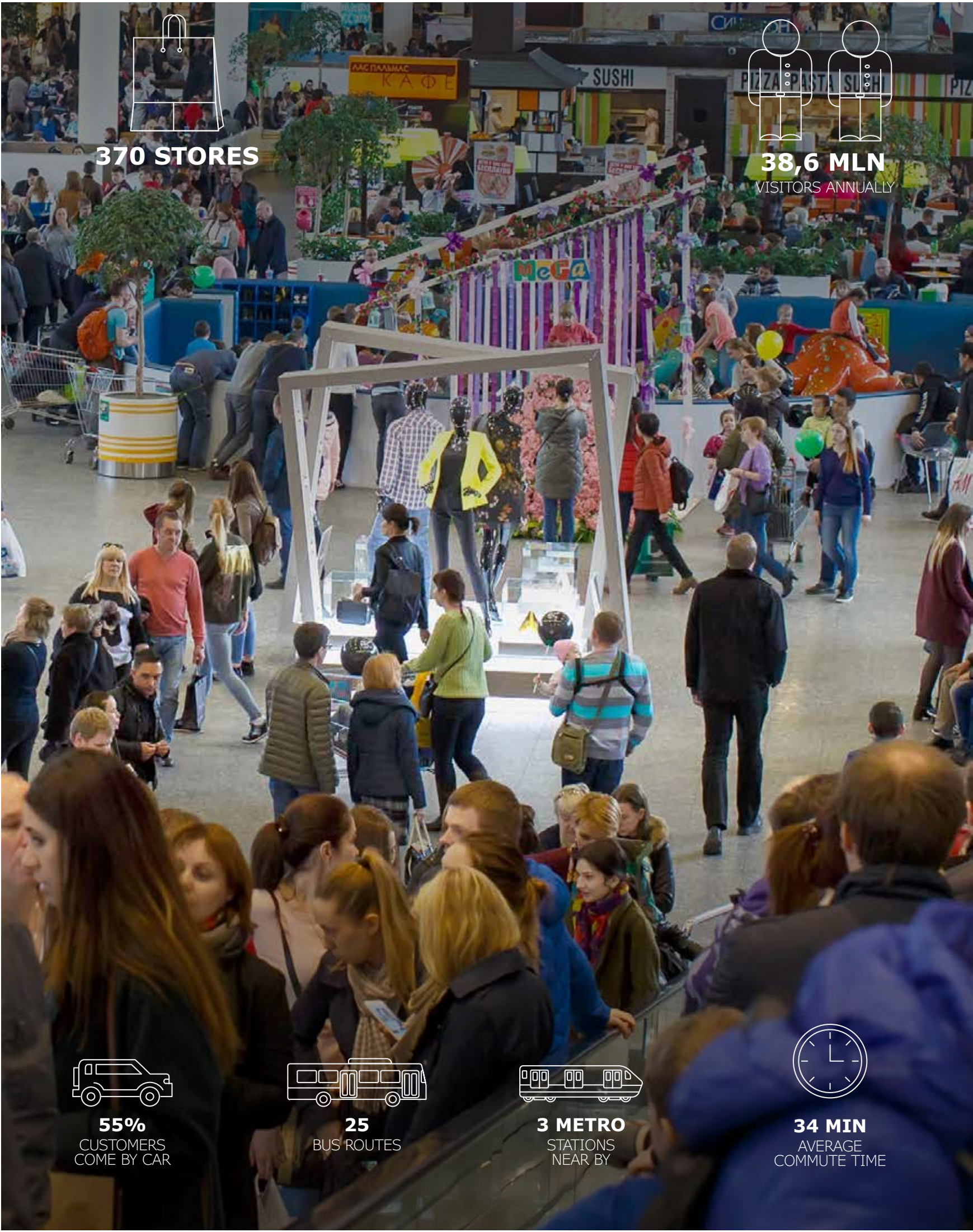
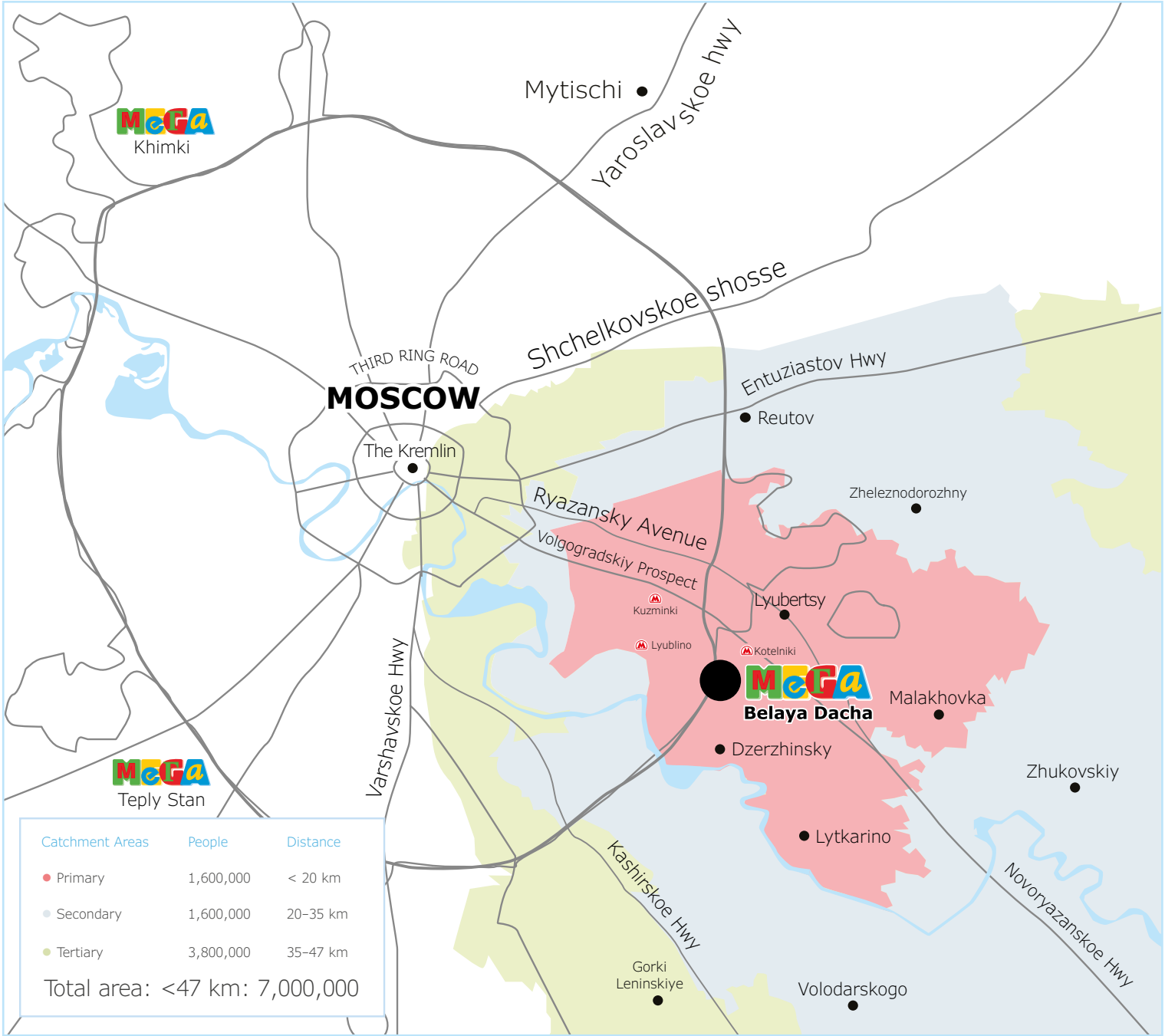
Moscow, Russia

INGKA Centres

The bridge to millions of customers

From families to fashionistas, there's something for everyone at MEGA Belaya Dacha that connects people with inspirational lifestyle experiences. Supported by IKEA, with more than 370 stores, family entertainment and on-trend leisure and dining clusters — it's no wonder millions of visitors keep coming back. Together with our partners and guests we are creating a great

meeting place where people connect, socialise, get inspired, experience new things, shop, eat and naturally feel attracted to spend time. Our meeting places will meet people's needs & desires, build trust and make a positive difference for local communities, the planet and the many people.



A region with strong potential

The Moscow region

Moscow and the Moscow region are two independent parts of the Russian Federation and form part of the Central Federal District. The Moscow region has a well-developed infrastructure with a good transport network including railways, roads and waterways.

The region's major cities are Khimki, Mytishchi, Klin, Sergiev-Posad, Balashikha, Lyubertsy, Podolsk, Kolomna and Serpukhov.

The city of Moscow

The capital of the Russian Federation, Moscow, is situated in the Central Federal District of European Russia, on the banks of the Moskva River. The city is the political, financial, economic, cultural and scientific centre of Russia. Moscow is also the financial centre of Russia with half of the country-registered banks situated here. Most of Russia's large companies also have their offices here.

Loyal customers

MEGA Belaya Dacha is located at the heart of the very dynamic population development in the South-East of Moscow and attracts shoppers from all over Moscow and surrounding areas. MEGA is loved by families, lifestyle and experienced guests alike.



GUESTS VISIT MEGA
2,4 TIMES PER MONTHS



123 MIN
AVERAGE
DWELL TIME



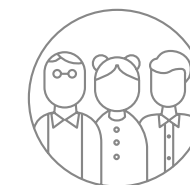
37%
HAVE KIDS UNDER 16



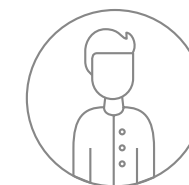
61%
OF CUSTOMERS
ARE MARRIED



1.400 EUR
AVERAGE MONTHLY
INCOME



74%
REGULAR
CUSTOMERS

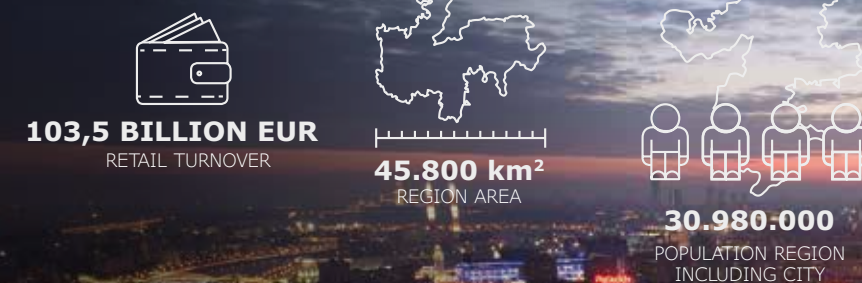


34 YEARS OLD
AVERAGE
CUSTOMER

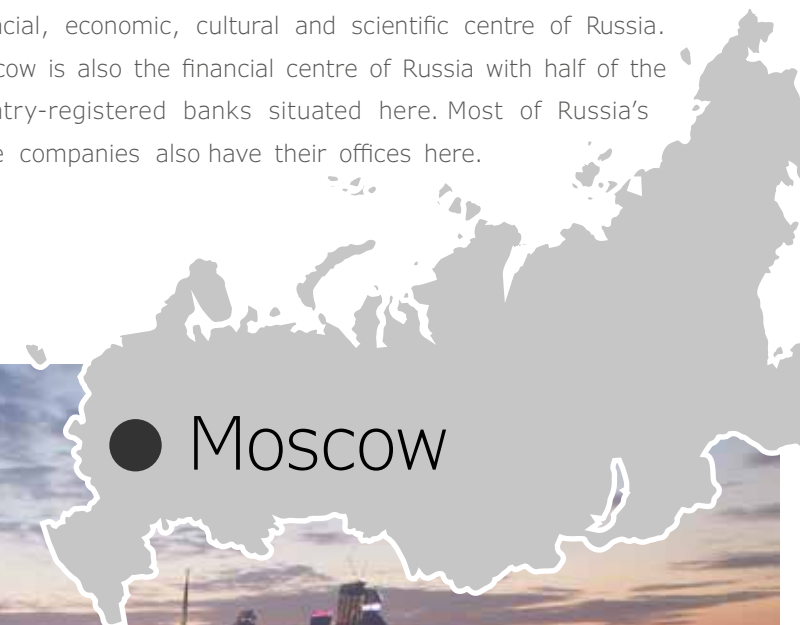
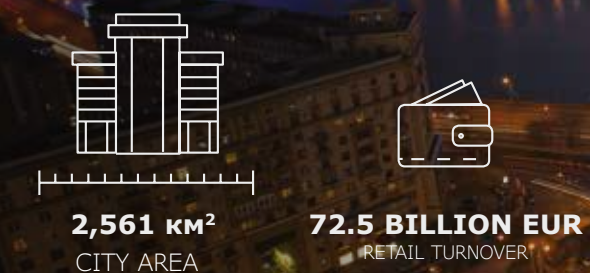


56%
WOMEN

Moscow region:



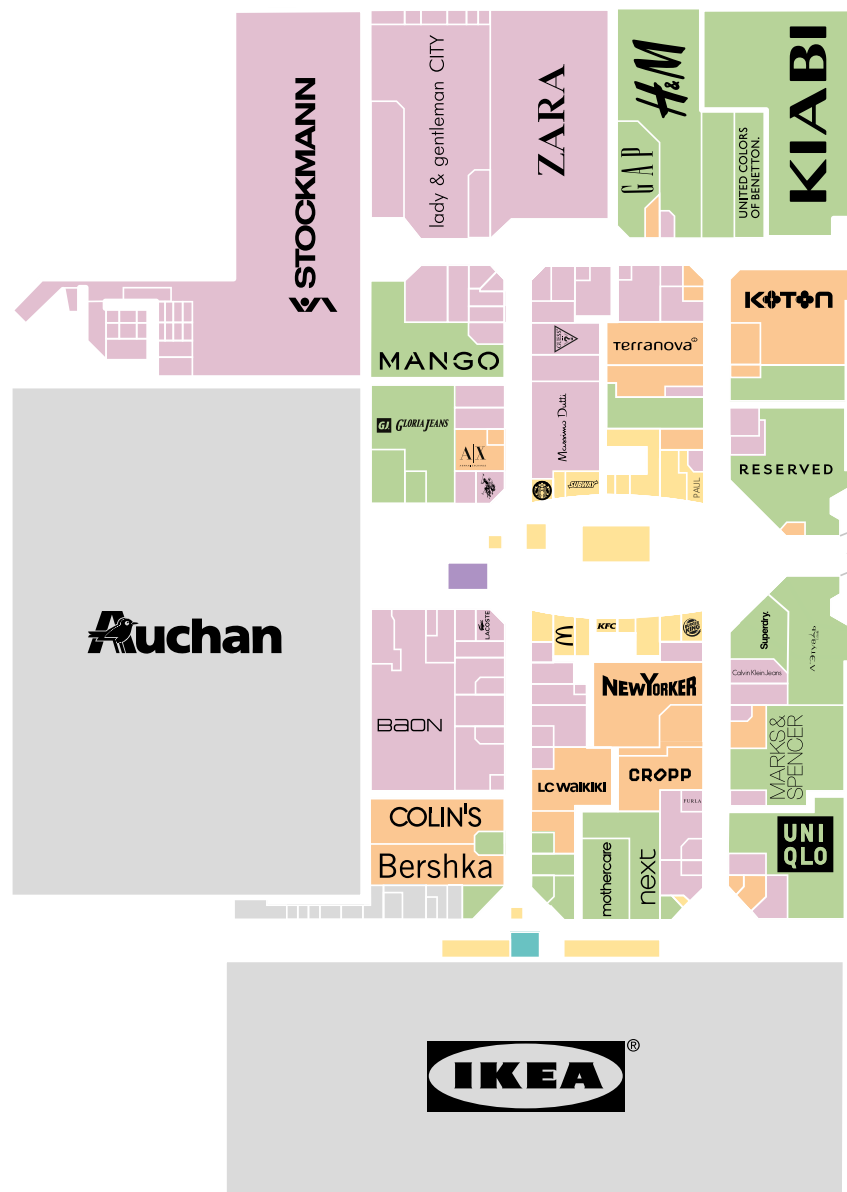
Moscow:



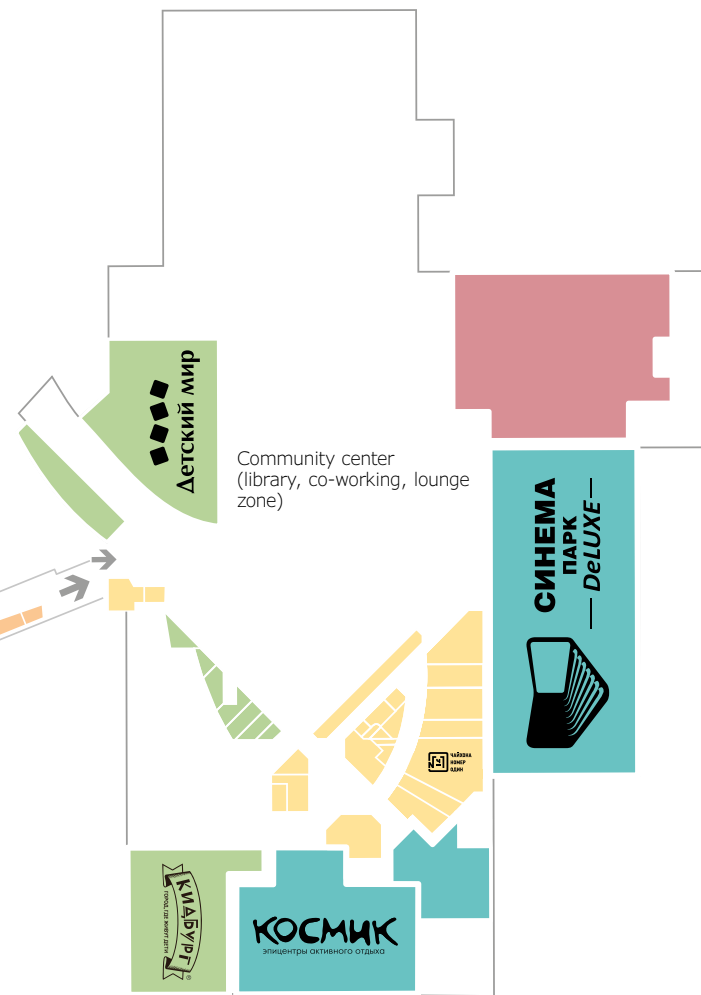
● MOSCOW



1 MEGA Belaya Dacha I



2 MEGA Belaya Dacha II Level 2



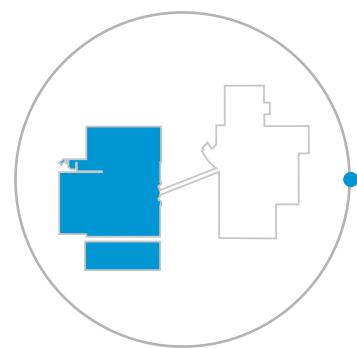
3 The Bridge

2 MEGA Belaya Dacha II Level 1



- Family fashion
- Sport
- Young fashion
- Electronics
- Classic fashion
- Service
- Food
- Entertainment



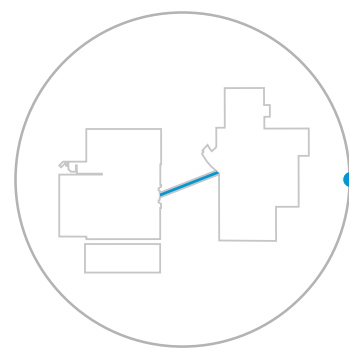


MEGA Belaya Dacha I

Inspired by fashion

A combination of strong anchor tenants and fashion favourites drives traffic from all catchment areas through the centre.
And a new fashion cluster with brands for every customer segment will really keep the sales flow.





The Bridge

Experience with a view

The two main buildings at MEGA Belaya Dacha are connected by a footbridge that doubles as a retail and leisure experience. After a refit, the footbridge offers cafés with panoramic views, new shopping and resting zones with sofas for MEGA visitors,

including XiaoMi, Beba Kids, Nature Republic, IQ Toys, Bartek, Beeline, Mixit, Mosigra, Costa Coffee, Tutti-Frutti and Konplott. Ensuring our guests are engaged and entertained, every step of the way.



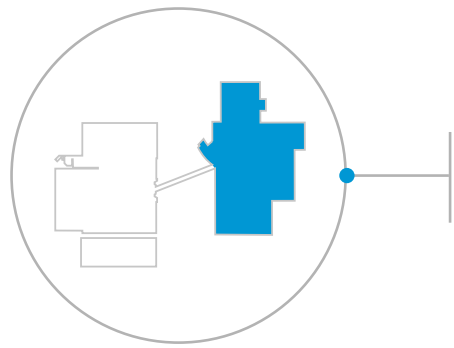
15
CAFE AND STORES



750 SQM
GLA



12 MLN PEOPLE
CROSSING ANNUALLY



MEGA Belaya Dacha II

Meeting place for the whole family

MEGA Belaya Dacha is designed to meet the needs of all the family. Including sports, children, entertainment, electronics, edutainment and casual dining, complemented by one of the most visited cinemas in the city.

Our newly opened edutainment concept Kidburg, a game format city for kids, provides hours of excitement while helping children understand their future profession and develop self-confidence.

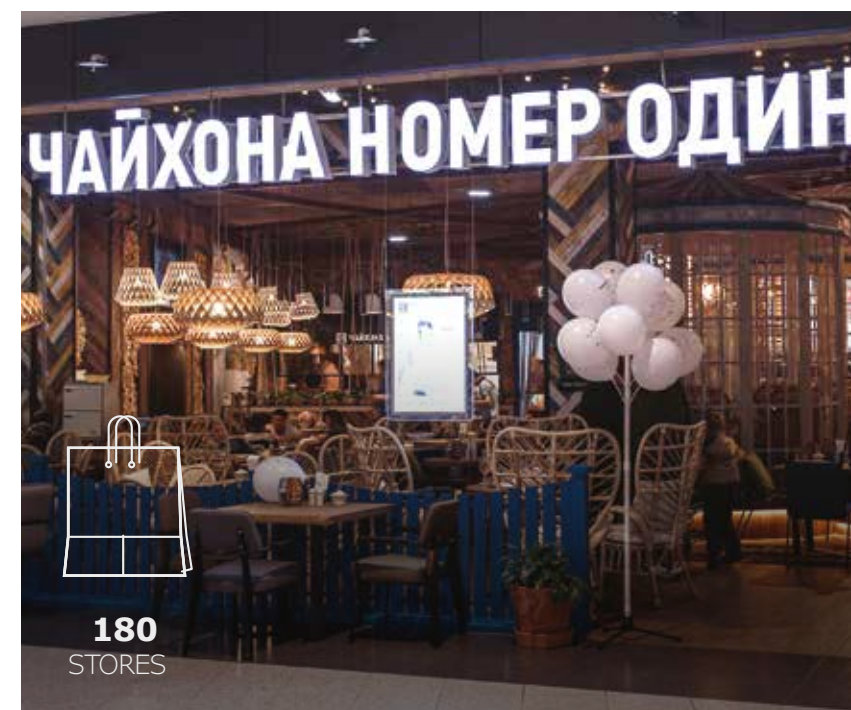
Our guests of all ages could also enjoy a great time in Community centre which offers free library, co-working space and lounge area. And it is always something happening here: master classes, lectures, games, dancing and sport activities.

And the fun doesn't stop there. Future projects include — upgrading the mezzanine area to widen our leisure and dining offer 12 restaurants and cafe in future, with even more edutainment and children shops.

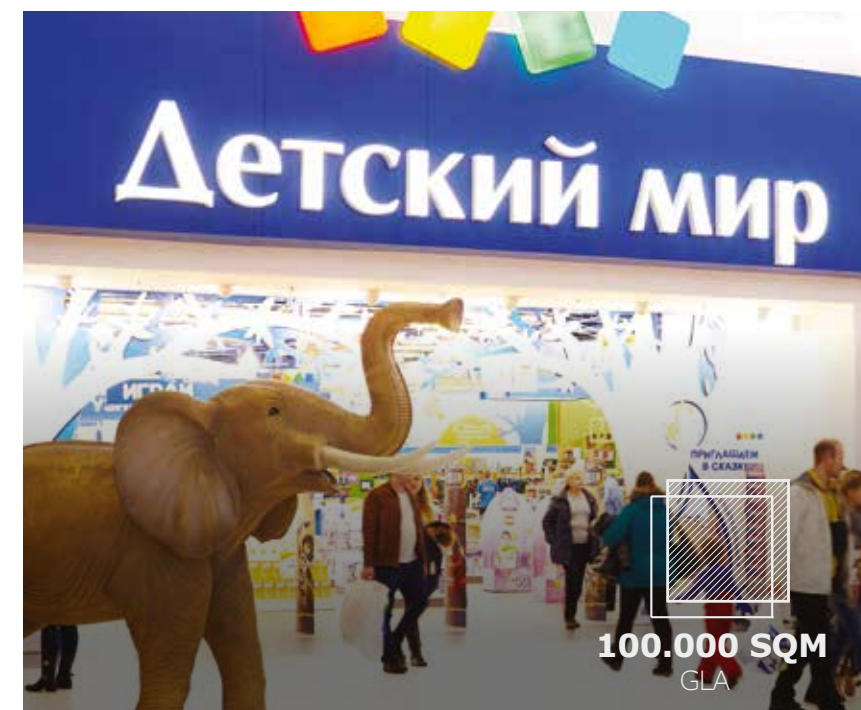


37%

FAMILIES WITH KIDS



180
STORES



100.000 SQM
GLA

INGKA Centres