



Saint-Petersburg, Russia

INGKA Centres

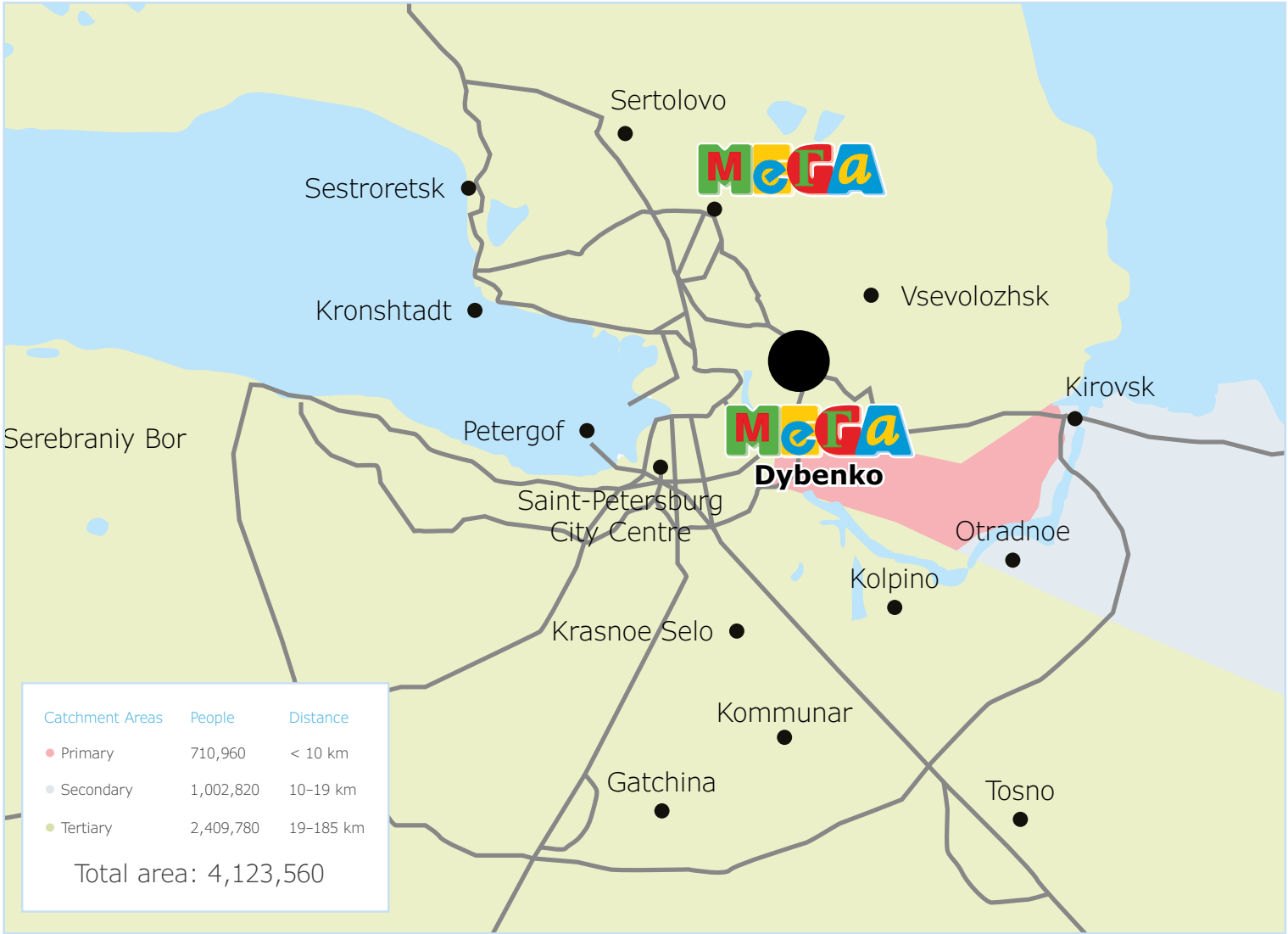


# An attraction for everyone

MEGA Dybenko is the biggest shopping mall in Saint Petersburg. Every year it welcomes over 15 million high and middle-income guests, who regularly come here for shopping and recreation experience. MEGA is Dybenko is located walking distance from the residential area with more than 68 000 people and occupies an area of 50 hectares. All that makes this unique mall a popular destination for the whole day visitors. The layout and tenant mix at MEGA Dybenko has been tailored to create the perfect space for everyone. The mall offers a variety of leisure options — from cinema and top fashion retailers to the food court with new trendy restaurants and cafes.

The unique 90 000 sqm space with more than 550 trees and evergreen plants rounded up by the 1.5km bicycle path, 2 playgrounds for kids of all ages and street food plaza with variety of tastes from all over the world. The smart landscape design makes it the perfect place for concerts, food festivals and other outdoor events. The new «MEGA Dybenko triangle»

According to city development plan subway station will open by 2023 in the close proximity to MEGA. Kudrovo district has 80 000 inhabitants today and will enlarge up to 120 000 by 2021.



**15.3 MLN**  
VISITORS ANNUALLY

**ARMANI EXCHANGE**

**49%**  
CUSTOMERS  
COME BY CAR

**40 MIN**  
AVERAGE  
COMMUTE TIME

**2 METRO**  
STATIONS  
NEAR BY

**9**  
BUS ROUTES



# A region with strong potential

## St. Petersburg and the Leningrad region

St. Petersburg and the Leningrad region are two independent areas within the Russian Federation. They are situated in the northwest of European Russia and form the part of the Northwestern Federal District and Northwestern Economic Region.

## St. Petersburg

MEGA Dybenko is situated to the east of St. Petersburg city. Sitting on the Neva River and the Gulf of Finland, St. Petersburg

is Russia's second largest city and one of its principal economic centers with industry and tourism at its heart.

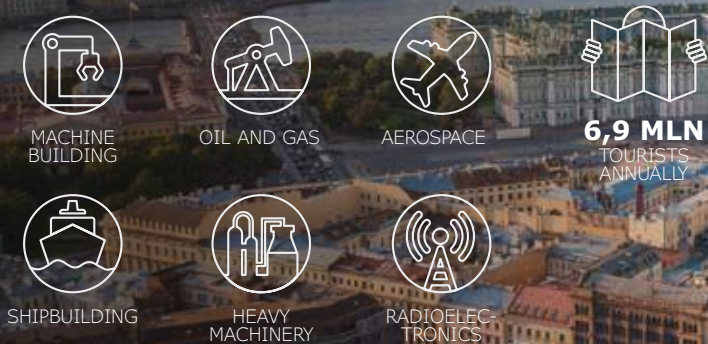
## The Leningrad region

The Leningrad region stretches 450 km from west to east and 320 km from north to south. It borders the Gulf of Finland as well as the Ladoga and the Onega lakes. The major cities here are Pushkin, Gatchina, Kolpino, Ysevolzhsk, Petrodvorets, Zelenogorsk and Vyborg.

The Leningrad region:



Industries:



St. Petersburg:

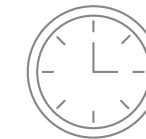


# Loyal customers

MEGA Dybenko is located to the east of St. Petersburg and attracts shoppers from all over St. Petersburg and surrounding area. MEGA is especially loved by families and lifestyle guests, who traditionally choose MEGA as the weekend destination.



GUESTS VISIT MEGA  
**2,2 TIMES PER MONTHS**



**135 MIN**  
AVERAGE  
DWEELL TIME



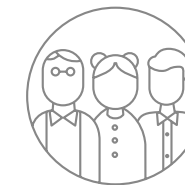
**36%**  
HAVE KIDS UNDER 16



**66%**  
OF CUSTOMES  
ARE MARRIED



**1.227 EUR**  
AVERAGE  
MONTHLY INCOME



**67%**  
REGULLARY CUSTOMERS



**35 YEARS OLD**  
AVERAGE CUSTOMER



**62%**  
WOMEN

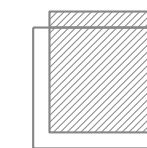




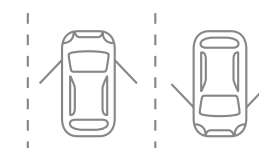


Subway station  
by 2023

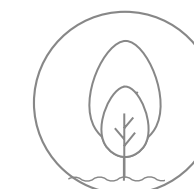
- Event area
- Playground
- Relax area
- Streetfood
- Festival area



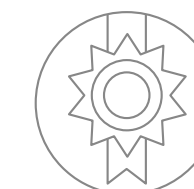
142.775 SQM  
GLA



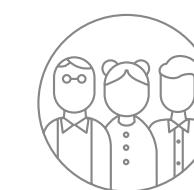
7.400  
PARKING SPACES



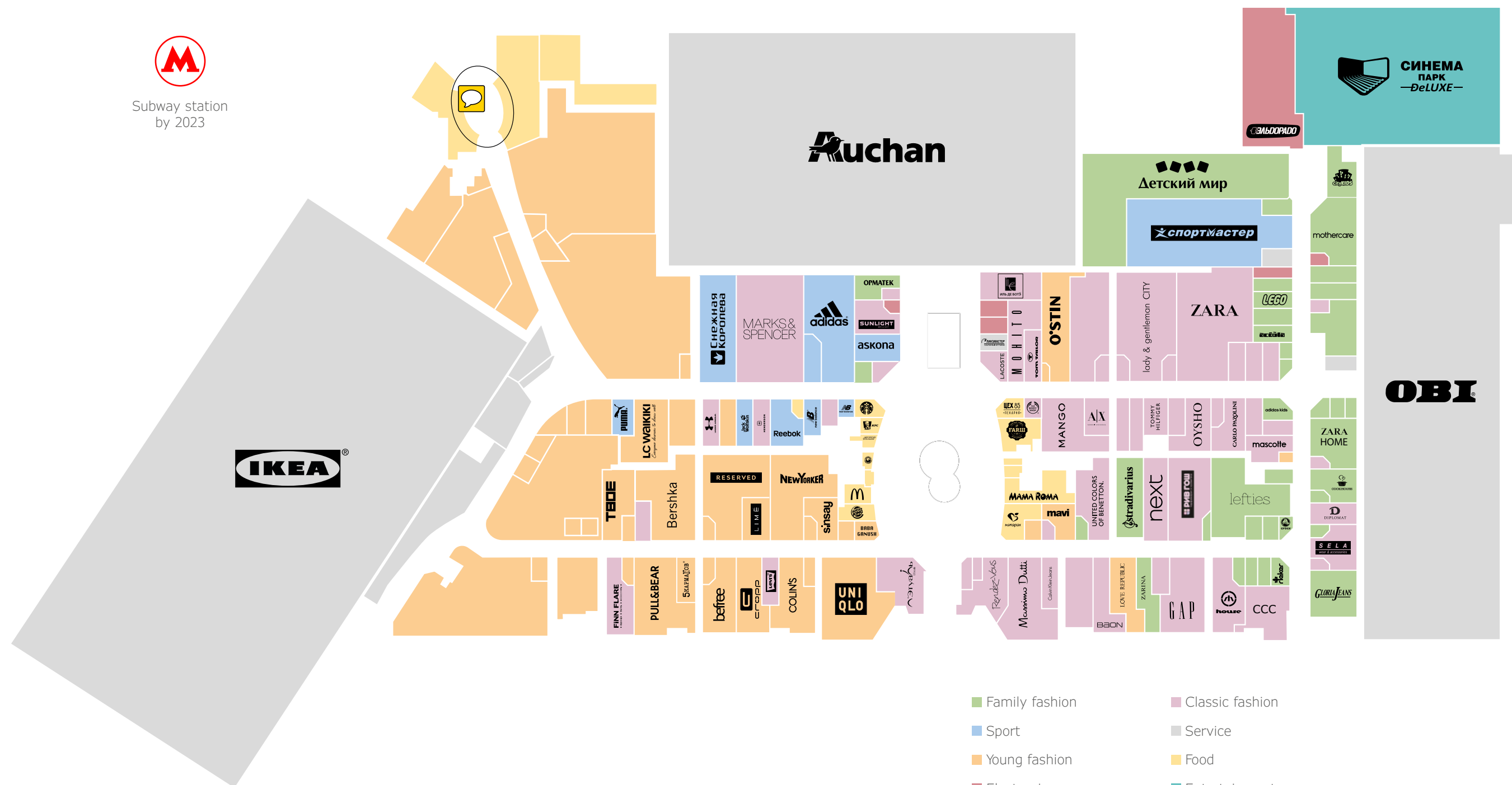
90.000 SQM  
MEGA PARK



91%  
BRAND AWARENESS



37%  
LIFESTYLE GUESTS



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



# Unique place for an amazing day out

An extensive redesign has changed the way people spend their time with us. The new 'MEGA Dybenko triangle' integrates IKEA into the mall's space, including 6,600 sqm of addition GLA and a major edutainment tenant — all connected by a fluid customer journey throughout the centre. New entrances to keep the winter at bay, developmental kids' playgrounds and a cosy new food court with young, urban and family options complete the project. Combined with the MEGA PARK, where

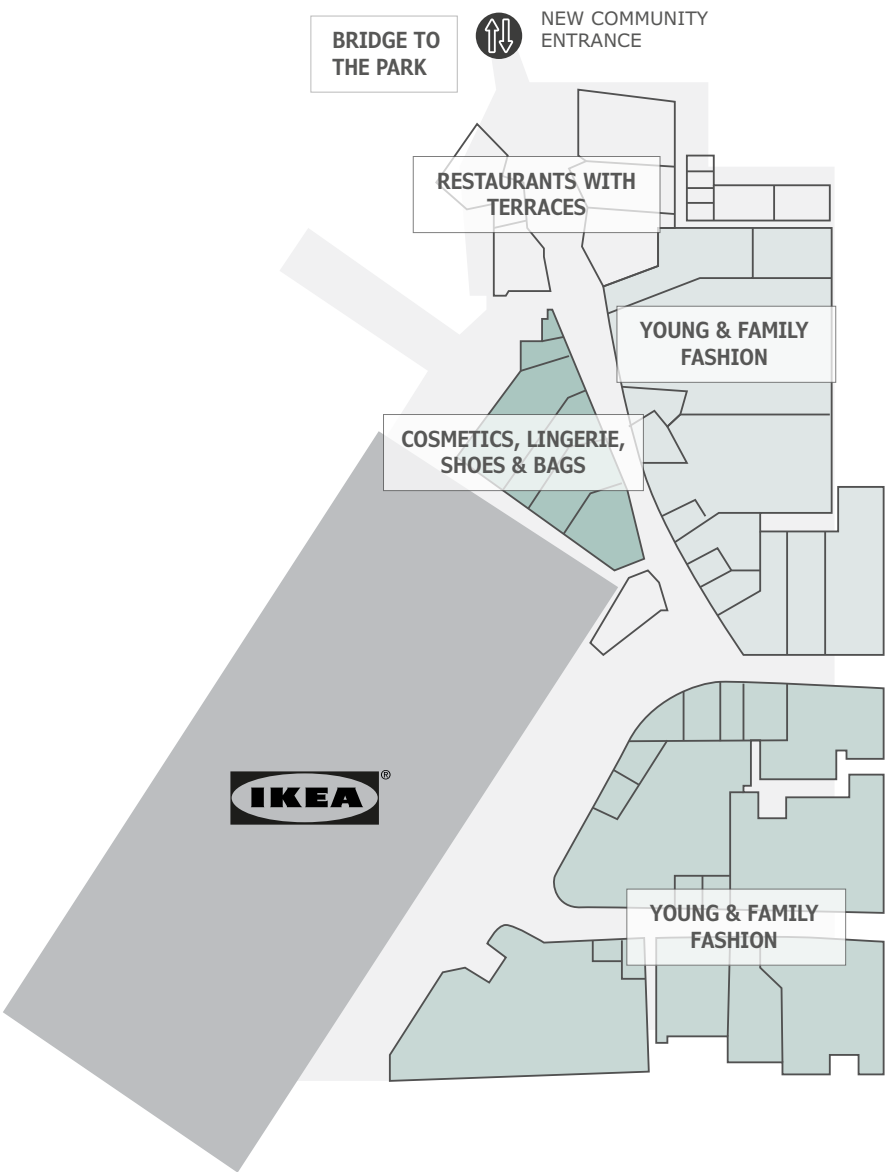
people can enjoy street cafes, concerts, seasonal fairs, music, sports in the park and scandinavian design & feel. Every year MEGA PARK hosts more than 10 festivals and about 1 million guests. Being one family, MEGA and IKEA create an entire Scandinavian destination with the best home furnishing offer and retail concepts.





# We develop further

The new “MEGA Dybenko triangle” integrates IKEA into the mall’s space, including additional GLA for Food and Fashion, all connected by a fluid customer journey throughout the centre. New Entrances to keep the winter at bay and MEGA Park, where people can enjoy street cafes, concerts, seasonal fairs, music complete the project.



- 21.000 SQM GLA
- 29 SHOPS (FASHION/COSMETICS/LINGERIE/ SHOES & BAGS/ACCESSORIES)
- 5 RESTAURANTS
- COMMUNITY CENTRE
- NEW IKEA RESTAURANT & BISTRO





# INGKA Centres