



Ekaterinburg, Russia

INGKA Centres

The high potential of the region

The Sverdlovsk region

The Sverdlovsk region is part of the Russian Federation and the Ural Federal District. Straddling both Europe and Asia, it is the largest region in the Urals. It enjoys stable economic growth and, according to the majority of key social and economic development indicators, is among the top ten regions in the Russian Federation. Over 20 countries have offices here including the US, UK, Germany, the Czech Republic, China, France, Hungary and Vietnam. The major cities are Ekaterinburg, Nizhny Tagil, Kamensk-Uralsky and Pervouralsk.

The city of Ekaterinburg

Yekaterinburg is the fourth largest megapolis in Russia and has 1.5 million inhabitants. It is a modern industrial, business, scientific and commercial city, which is proud of its rich history and cultural traditions. The city is very actively developing in various areas of business and science. Representative offices of Federal and international retail companies are opened here. Yekaterinburg fashion designers who gain popularity in Russia and abroad, such as 12Storeez, Borismama, Dasha Phi, Ushatova, Anna Ryapasova deserve special attention.

In 2017, the index of industrial production in Yekaterinburg amounted to 129.6 percent, which exceeds all-Russian values. The increase in retail trade turnover and wage growth of all economic activities were recorded. The average monthly wage was 45,596 roubles, and the number of registered unemployed persons decreased by 13 per cent. In terms of average monthly wages, Yekaterinburg has traditionally exceeded the national average.

There are events such as the SCO, BRIC, international exhibition Innoprom. One of the significant results of 2017 is the preservation of positive demographic trends in Yekaterinburg. The number of births remained at a high level and amounted to 15.2 human births per 1000 people.

Retail trade turnover 781,9 billion rubles (105% vs. 2016).

Turnover of public catering 41,2 billion rubles (132,1%).

3rd place in terms of online sales.

75% of Internet users.

5th most popular city among foreign tourists.

Purchasing power is 1.5 times higher, than the average in Russia.

Market potential + 17.5% to 2025, Regioplan.

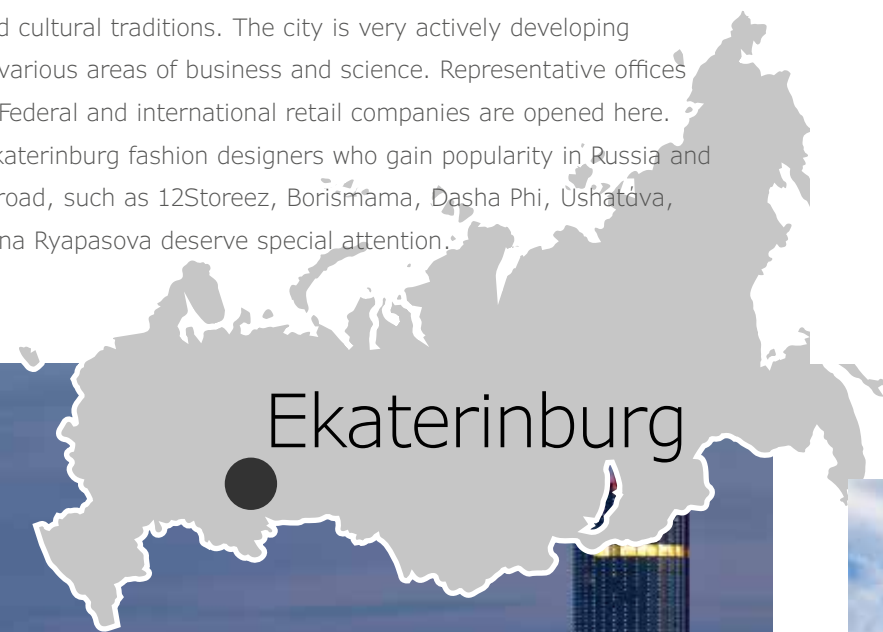
Sverdlovsk Region:



Industries:



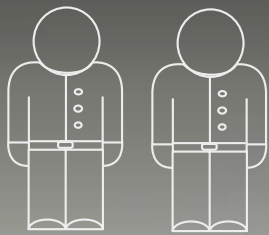
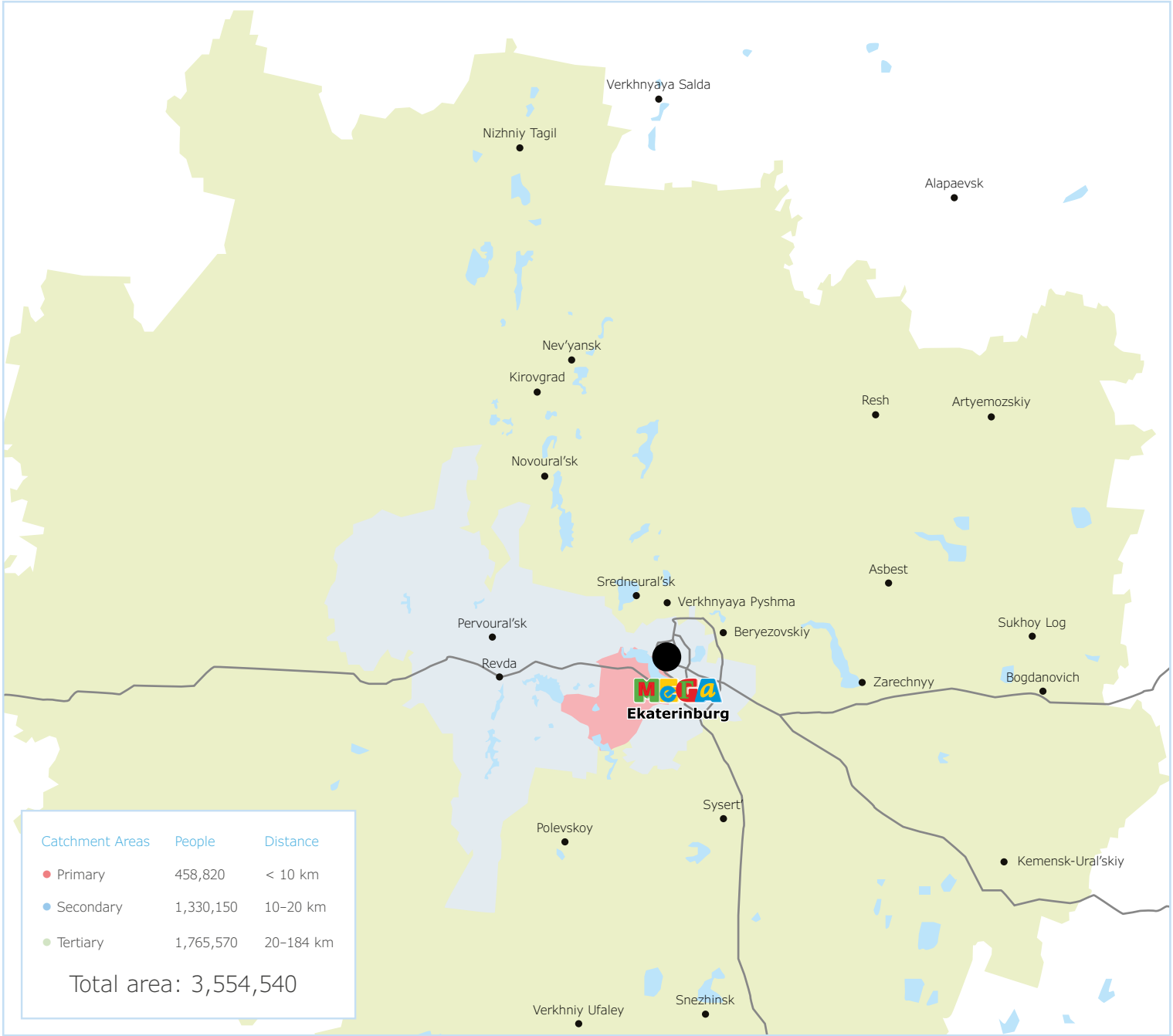
City of Ekaterinburg:



A naturally high footfall

One of the most popular shopping destinations in the Urals. Ekaterinburg is surrounded by several major satellite cities in a highly developed industrial region that is 1.5 times above average on the Russian purchasing power index. The reachable population already delivers over 17 million visitors annually to the

centre, whilst MEGA Ekaterinburg is being remodelled to become the strongest family destination. Catering for every age, gender and budget, we're set to become the most sought after meeting place for the whole region to shop, socialize and spend more time together.



17 MLN

VISITORS ANNUALLY



59%

CUSTOMERS COME BY CAR



14

BUS ROUTES



31%

FAMILIES HAVE KIDS UNDER 16



43 MIN

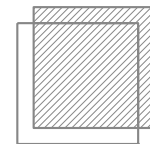
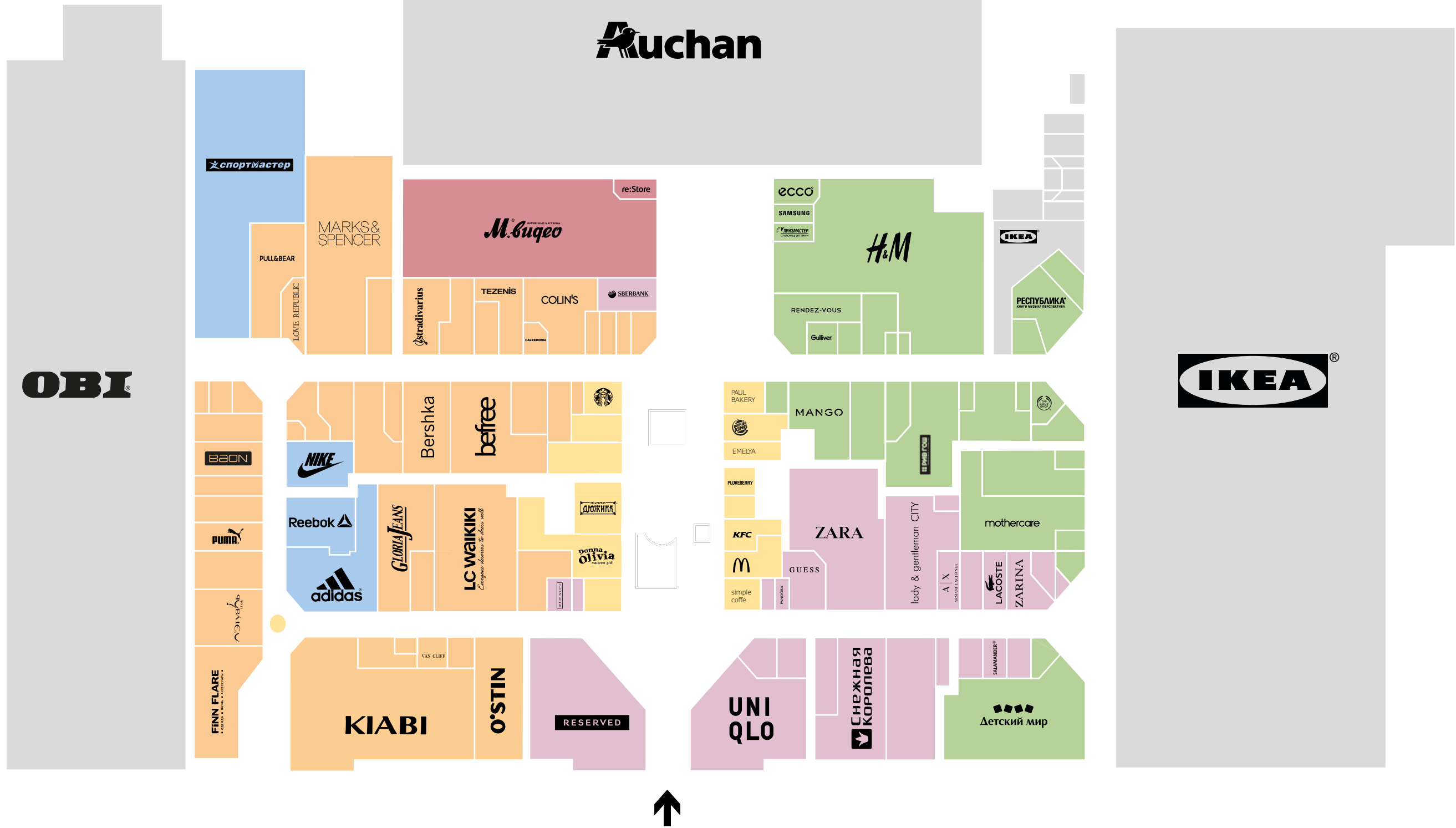
THE AVERAGE JOURNEY TIME

The art of Taste

MEGA Ekaterinburg is the first regional shopping centre where the food court was transformed into a gastronomic and social cultural cluster — Taste Boulevard. It is distinguished by the wide choice of gastronomic concepts, an atmosphere of comfort, modern design and entertainments.

Taste Boulevard became the heart of the renewed MEGA Ekaterinburg and the place where our Guests can meet, communicate and have an unprecedented gastronomic experience.

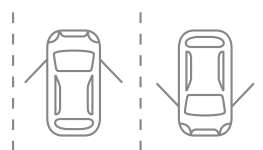




103.700 SQM
GLA



155
STORES



5.800
PARKING
SPACES



76%
REGULAR
CUSTOMERS

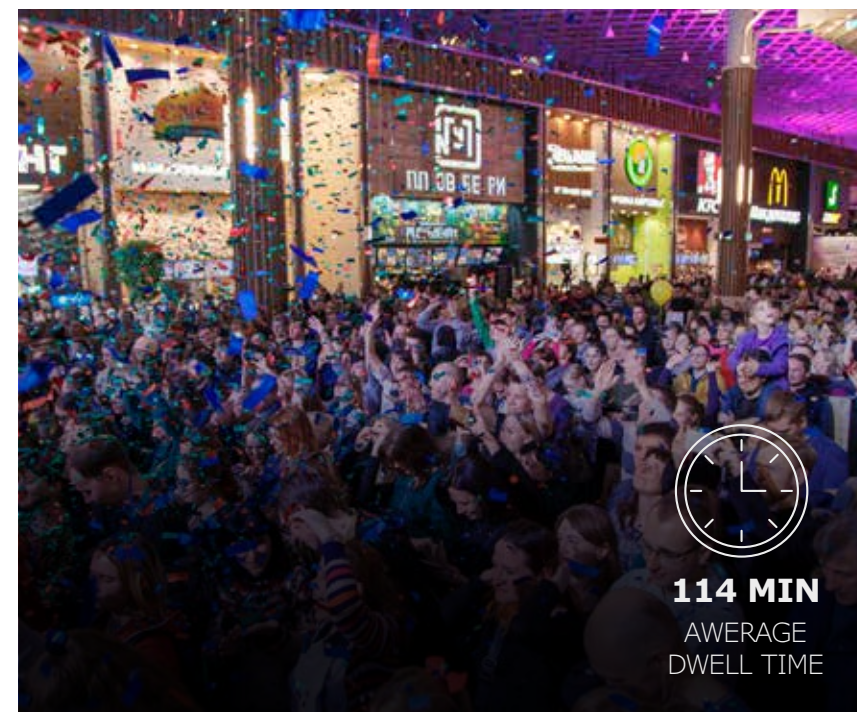


61%
WOMEN

The ultimate family environment

Working on the new design of MEGA Ekaterinburg, we turned to our Scandinavian roots, simplicity and environmental friendliness. At the same time, we were inspired by the nature of the Urals, making the centre of MEGA Ekaterinburg unlike the centres in other cities. Updating the elements of the building will help improve the perception of visitors and contribute to the successful work of our partners. In the updated MEGA there is everything that makes the rest special: bright design, lots of shops

opened in new concepts, combined into a single conceptual space of cafes and restaurants. Today, our guests can already enjoy the updated food court offer and spend time with family and friends in a cozy and inspiring interior. With its simple and eco — friendly design, well thought-out layout and a combination of brands, MEGA Ekaterinburg really becomes a unique place for meetings and recreation.



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