

MEGA NIZHNY NOVGOROD



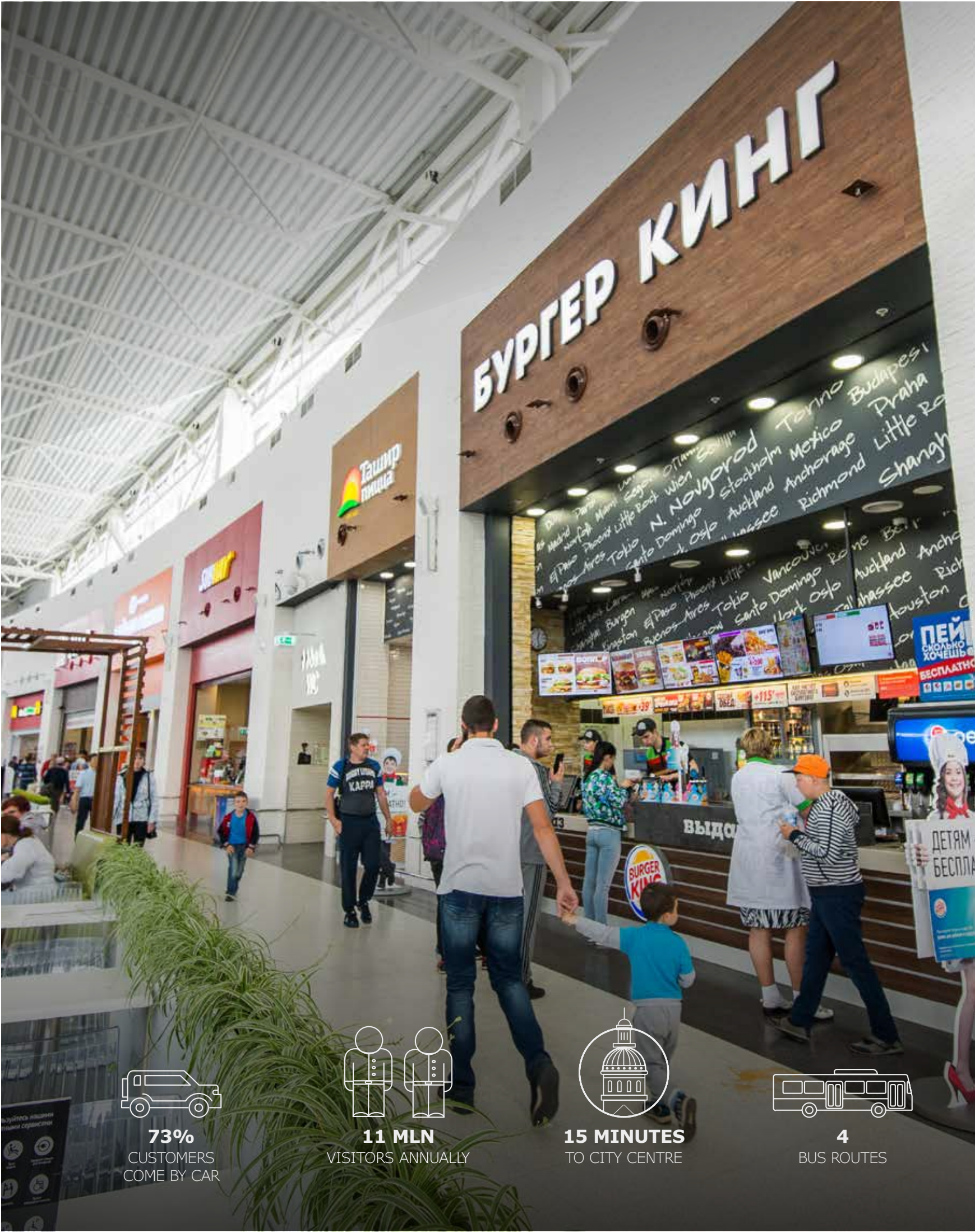
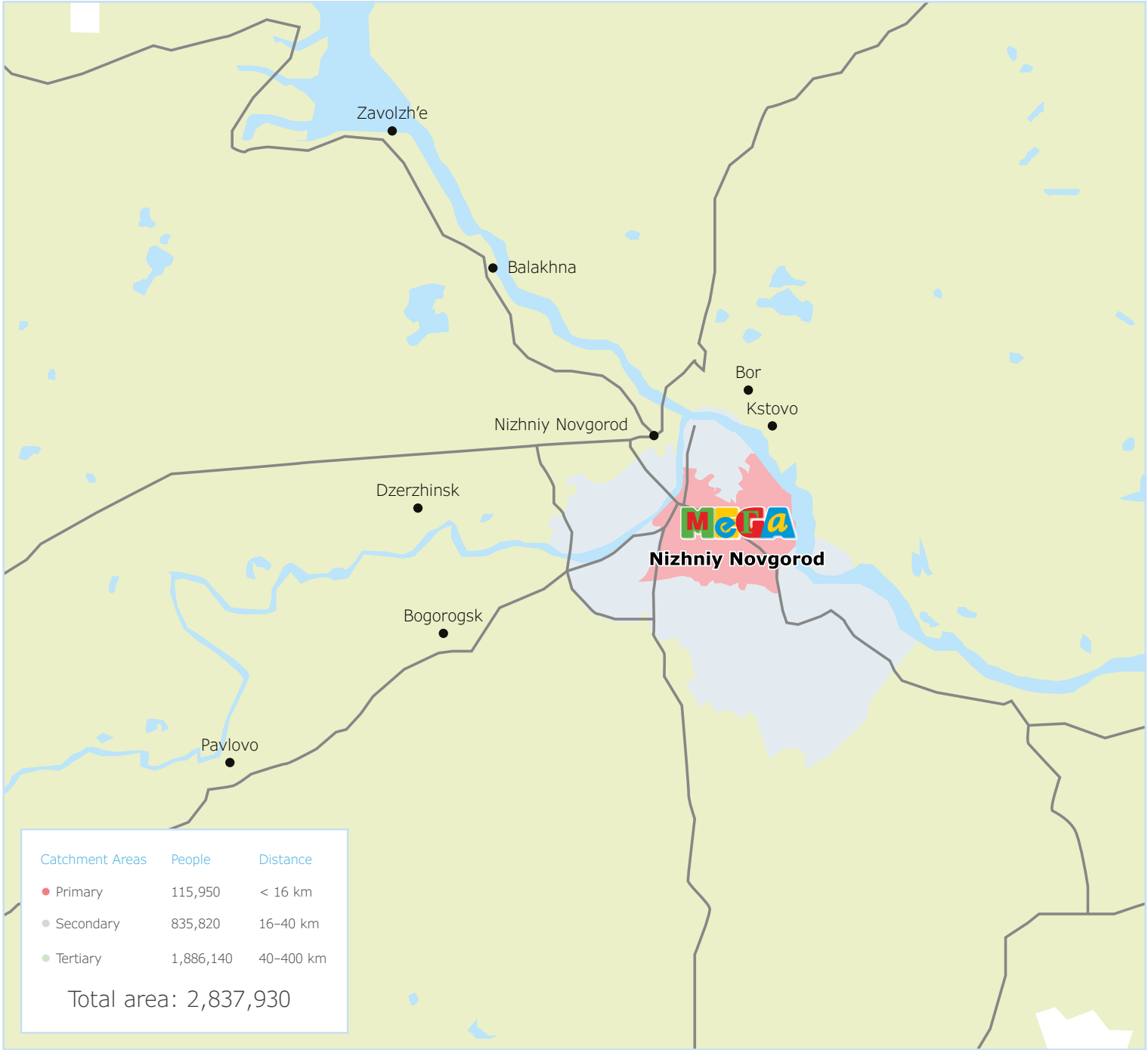
Nizhny Novgorod, Russia

INGKA Centres

Best shopping for the whole family

MEGA Nizhny Novgorod is the popular region's shopping and leisure destination both for customers and tenants. The perfect combination of home furnishing, sports, fashion goods and entertaining attractions for the whole family makes everyone keep coming back. MEGA Nizhny

Novgorod is the favorite weekend venue for all members of the family where kids can have fun at the ergonomic playgrounds and the edutainment center KidBurg. The convenient and expand parking facilities make the shopping experience even more pleasant and family friendly.



A region with strong potential

The Nizhny Novgorod region

Nizhny Novgorod is part of the Volga Federal District. Its largest city and its capital is Nizhny Novgorod. The region is one of Russia's largest industrial centres with a large number of processing industries. Its production output is one of the top ten highest of all the Russian regions. The region's major cities are Kstovo, Dzerzhinsk, Bor, Pavlovo, Sarov, Arzamas, and Bogorodsk.

The city of Nizhny Novgorod

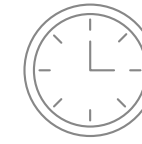
The city is the administrative centre of the Nizhny Novgorod region. It lies in the centre of the East European Plain, at the junction of the rivers Oka and Volga. Nizhny Novgorod is one of Russia's best developed industrial centres, boasting key production facilities in manufacturing, metalworking, IT and scientific research. Nizhny Novgorod was selected by the largest retail chains operators like OBI, Lenta, Auchan, Castorama, Metro and O'Key for their business development.

Loyal customers

MEGA Nizhny Novgorod is located in the Kstovo district close to the city of Nizhny Novgorod and attracts shoppers from all over Nizhny Novgorod and surrounding area. MEGA is loved by families, lifestyle and experienced guests alike.



GUESTS VISIT MEGA
2,2 TIMES PER MONTHS



118 MIN
AVERAGE
DWELL TIME



43%
FAMILIES WITH
KIDS



67%
OF CUSTOMERS
ARE MARRIED



811 EUR
AVERAGE MONTHLY
INCOME



72%
REGULAR
CUSTOMERS



37 YEARS OLD
AVERAGE CUSTOMER



23%
BRING KIDS
TO MEGA

The Nizhny Novgorod region:



9,38 BILLION EUR
RETAIL TURNOVER



76.600 km²
CITY AREA



4.576.929
REGION POPULATION
INCLUDING CITY

Industries:



MECHANICAL
ENGINEERING



AIRCRAFT



SHIPBUILDING



METAL PROCESSING



MOTOR CAR
CONSTRUCTION

The city of Nizhny Novgorod:



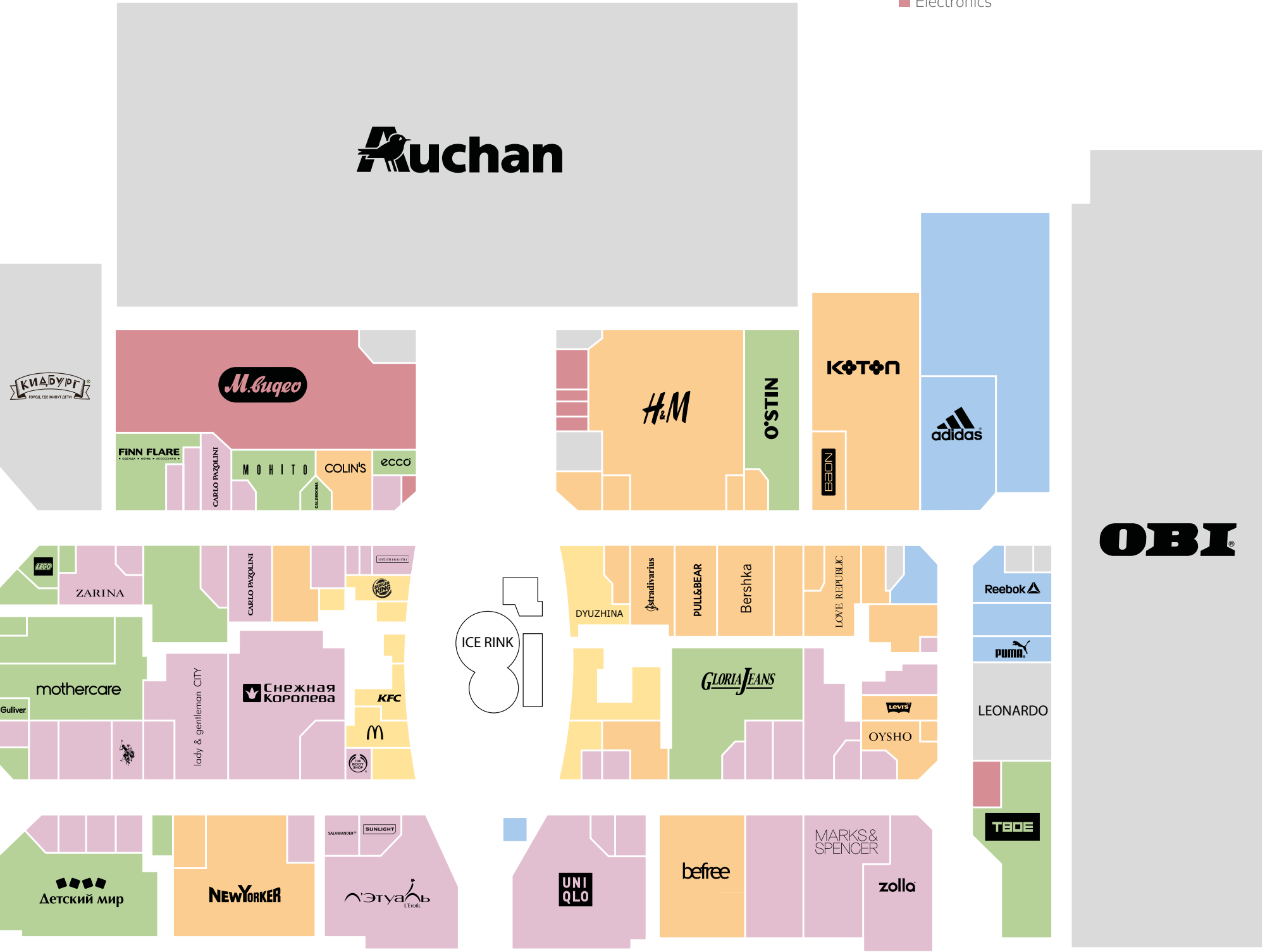
466 km²
CITY AREA



Nizhny
Novgorod



108.000 SQM
GLA



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

160
STORES

6.000
PARKING SPACES

99%
BRAND
AWARENESS

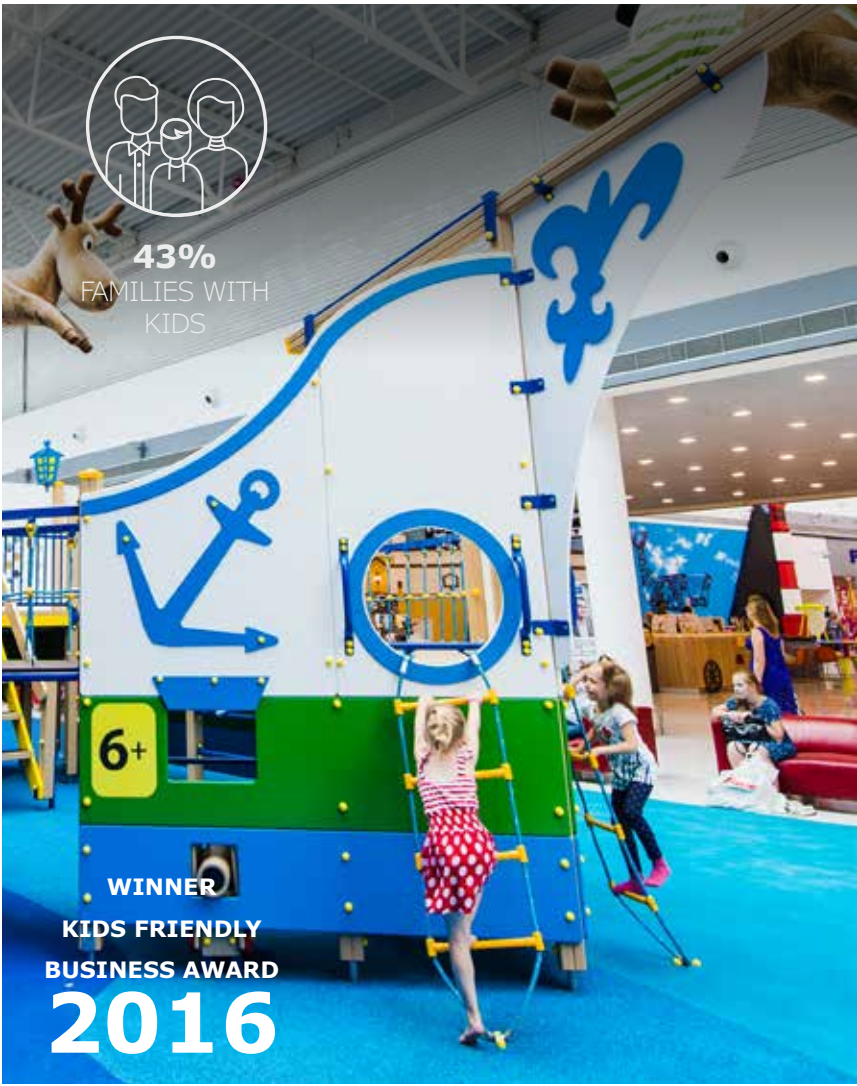
60%
WOMEN

72%
REGULAR
CUSTOMERS

Number one shopping mall

MEGA Nizhny Novgorod is a family friendly shopping centre with affordable prices providing the widest offer in family fashion and kids' goods in combination with edutainment centre Kidburg. That's why MEGA is the #1 choice for those who search for the best place to spend the whole day together with their children. The grown-up members of the family will be impressed by the wide range of home furnishing and "do-it-yourself" presented in IKEA, will enjoy the healthy products sustainably produced by local farmers

at the fresh market and will appreciate the free offers for kids at the food court. Thanks to a wide choice of goods and services for our little guests and the largest number of playgrounds among shopping centers, MEGA Nizhny Novgorod has become the winner in Kids-Friendly Business Award. This unique yearly award was established by KidsReview.ru magazine in 2016 and is granted for special contribution into the development of kids' goods and services.



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