



Novosibirsk, Russia

INGKA Centres

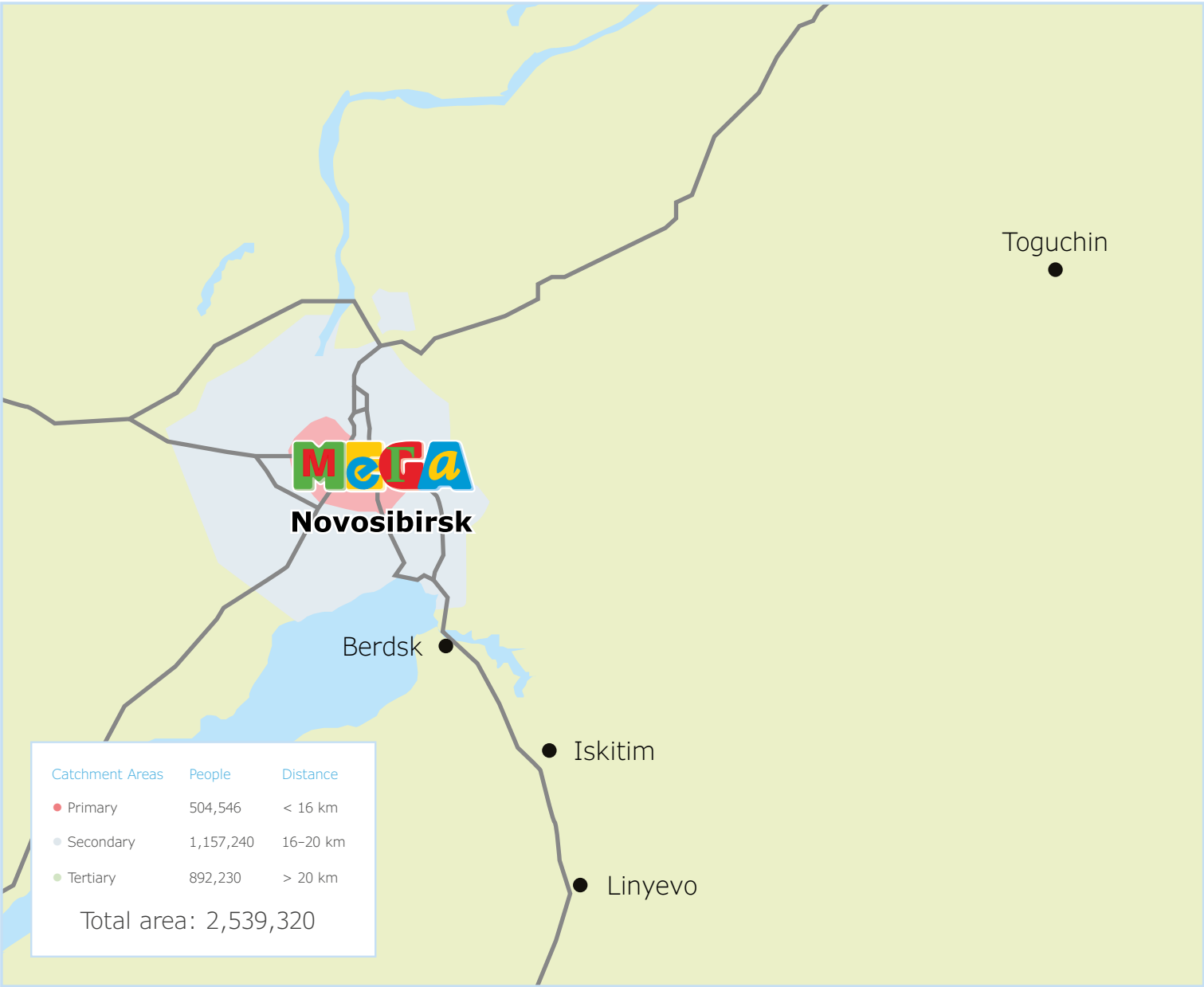
# Where everybody meets

MEGA Novosibirsk is the biggest shopping centre in Novosibirsk with 17.6 million visitors, 97% brand awareness, that flourishes on the booming local economy. Due to its' location near the newly built easily accessible bridge over the river Ob, MEGA Novosibirsk plays a role as meeting place for customers from all around the region.

An inspiring range of value for money brands offered in MEGA Novosibirsk attracts people even from afar. We know how to make

people to enjoy life — the unique farmers market Dobryanka offers not only fresh organic products at affordable prices, but also, a variety of entertaining master classes and shows inspired by the Russian cuisine traditions.

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.



17,6 MLN<sup>Y</sup>  
VISITORS ANNUAL

5.700  
PARKING SPACES

27 MIN  
TO GET TO MEGA

24  
BUS ROUTES



# A region with strong potential

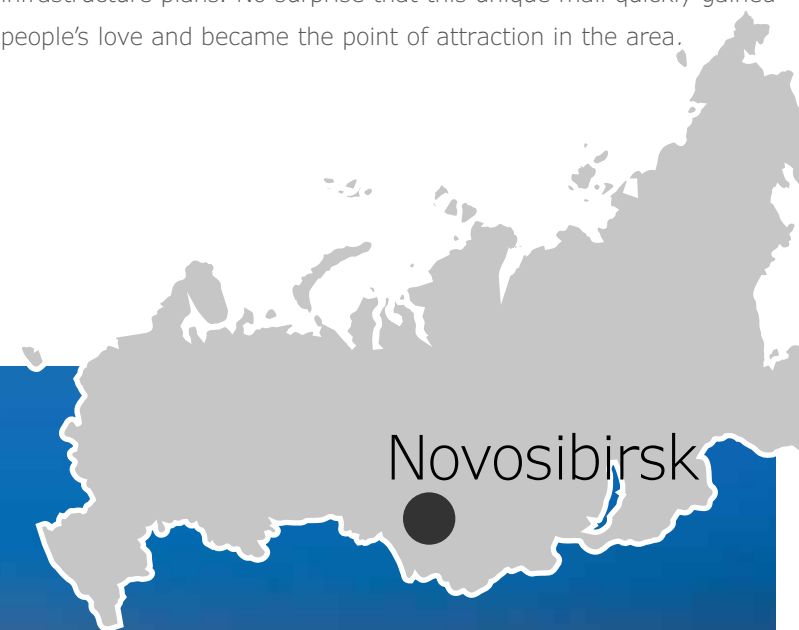
## The Novosibirsk region

One of the most industrially developed regions in Siberia, Novosibirsk is in the southeast of the West Siberian Plain on the river Ob. The main cities at the area are Novosibirsk, Berdsk, Iskitim, Koltsovo, Krasnoobsk and Ob.

## Novosibirsk city

Novosibirsk is an administrative centre of Novosibirsk region and the Siberian Federal District. Being the third Russia's largest city, Novosibirsk is the scientific, cultural, industrial,

transport, trade and business centre of Siberia. Leading industries in the region are the electric power, gas and water supply, metallurgy, metal working and mechanical engineering. MEGA Novosibirsk is located in the dynamic part of the city with great infrastructure plans. No surprise that this unique mall quickly gained people's love and became the point of attraction in the area.



Novosibirsk region:



**7,2 BILLION EUR**  
RETAIL TURNOVER



**177.756 km<sup>2</sup>**  
CITY AREA



**4.363.693**  
POPULATION IN REGION  
INCLUDING CITY

Industries:



OIL AND GAS



RADIOELECTRONICS



HEAVY  
MACHINERY



MACHINE  
BUILDING

Novosibirsk City:



**507 km<sup>2</sup>**  
CITY AREA

# Loyal customers

MEGA Novosibirsk attracts shoppers from all over the city and surrounding areas. MEGA is loved by families, lifestyle and experienced guests alike.



GUESTS VISIT MEGA  
**2,8 TIMES PER MONTHS**



**95 MIN**  
AVERAGE  
DWELL TIME



**33%**  
HAVE KIDS UNDER 16



**58%**  
OF CUSTOMERS  
ARE MARRIED



**800 EUR**  
AVERAGE MONTHLY  
INCOME



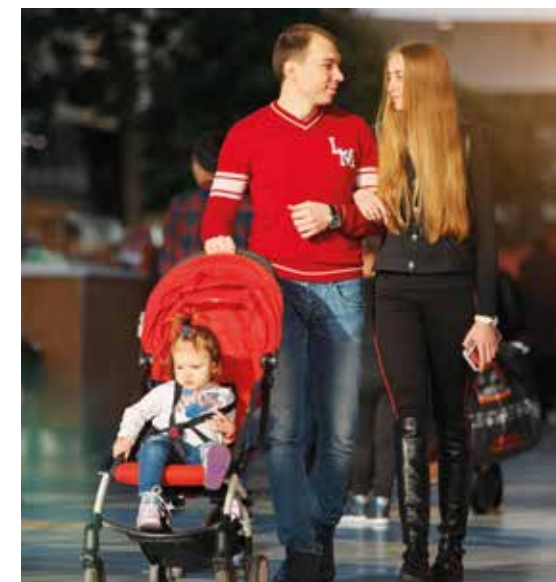
**84%**  
REGULAR  
CUSTOMERS



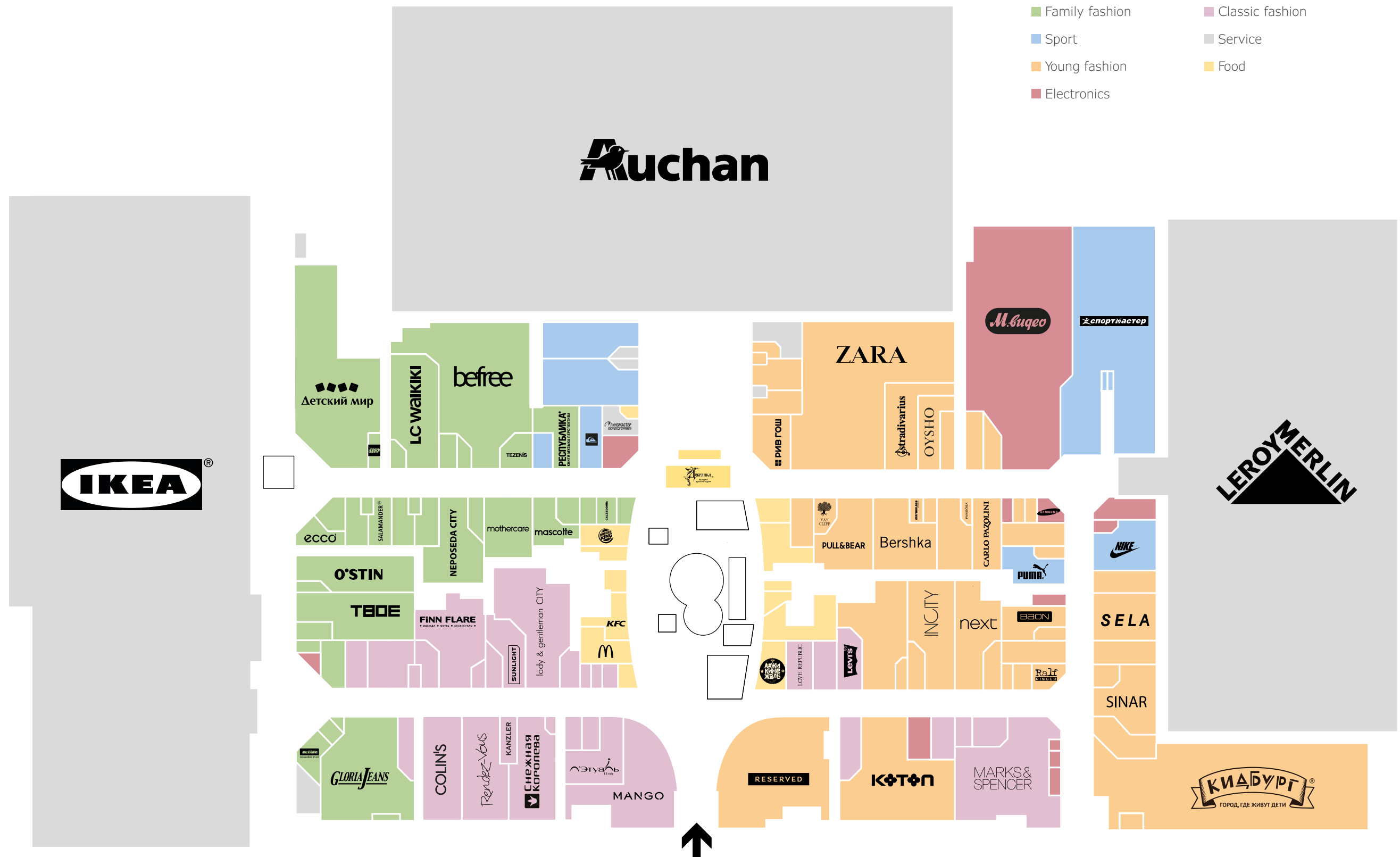
**34 YEARS OLD**  
AVERAGE CUSTOMER



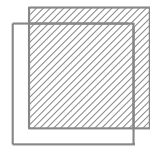
**58%**  
WOMEN







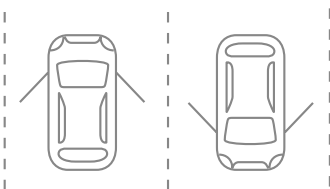
- Family fashion
- Sport
- Young fashion
- Electronics
- Classic fashion
- Service
- Food



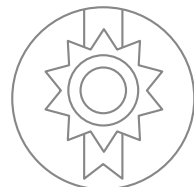
106.000 SQM  
GLA



168  
STORES



BIGGEST PARKING  
IN REGION



97%  
BRAND  
AWARENESS



58%  
WOMEN



84%  
REGULAR  
CUSTOMERS



# The mall with the bright future

MEGA Novosibirsk is the market leader and strongest local retail player since 2007. Developing infrastructure and future housing projects nearby our MEGA as well as family friendly fashion, wide variety of sports, electronics and kids goods will generate thousands of new MEGA fans.

The grown-up members of the family will be impressed by the wide range of home furnishing and accessories presented

in IKEA or will enjoy the variety of food at the Dobryanka market with healthy products produced in sustainable way by local farmers.

MEGA Novosibirsk is not just a retail destination with exciting entertaining facilities for kids, it is also inspiring meeting place where all family members would love to spend free time, shop, eat and meet.





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