



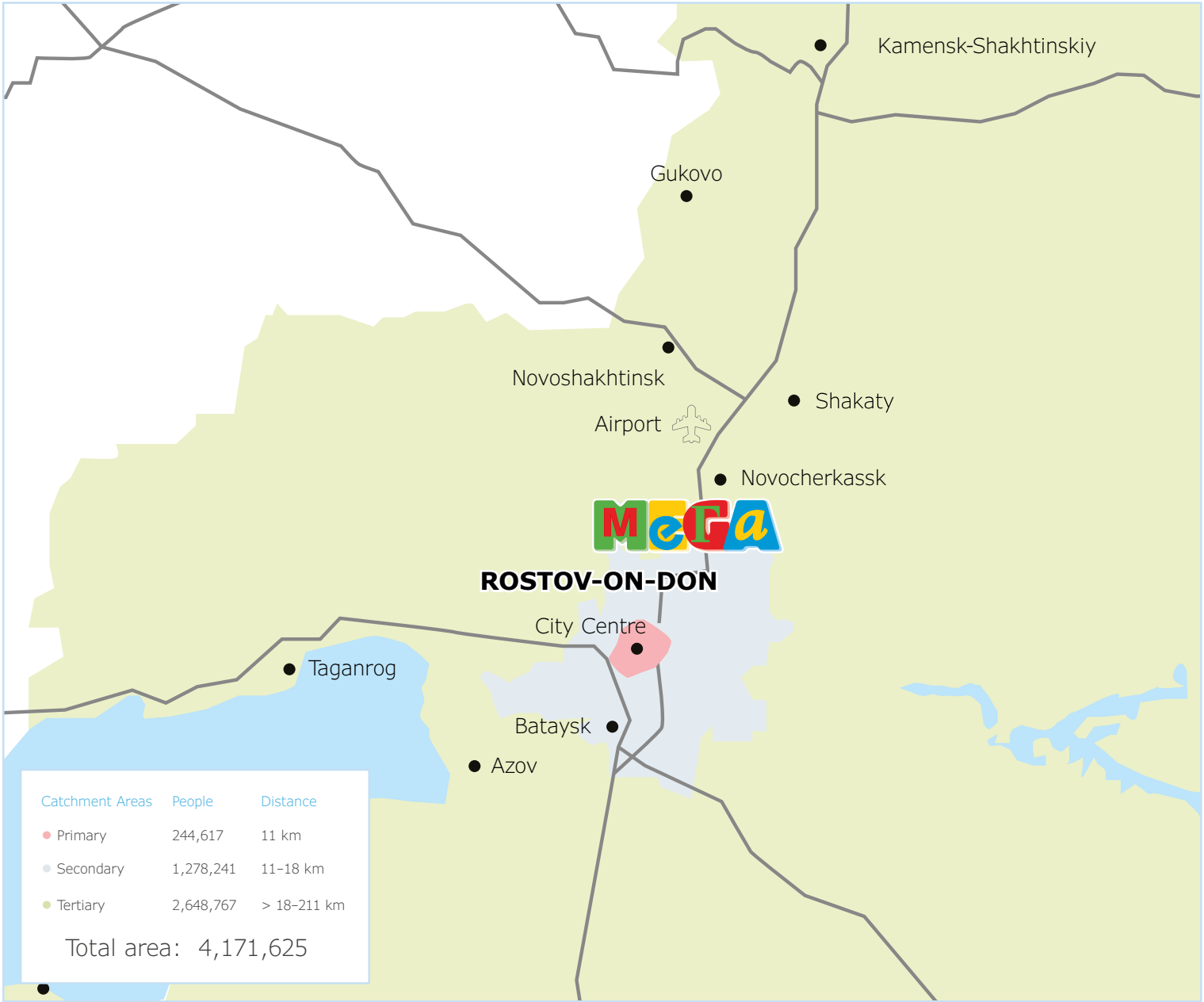
Rostov-on-Don, Russia

INGKA Centres


A way of life for all


Conveniently located near the M4 federal highway, with a competitive mix of anchor tenants, affordable family value, and an exceptional food and beverage offer, MEGA Rostov-on-Don has the highest brand awareness among our competitors. Enjoying over 15 million visitors a year, MEGA Rostov-on-Don has the highest footfall in the region. Our concept allows every guest to find something which appeals to the whole family, be that leisure or shopping.


Our wide range of stores, services and leisure opportunities significantly increases dwell time, providing high sales and a fun day out for our guests. And now with new green park on the main entrance there are even more reasons to visit MEGA. To relax on a lounge after a great shopping, ride a bike, have a cup of coffee for a pleasant conversation with friends — all this will be an integral part of pastime in MEGA Rostov-on-Don.




15 MLN
VISITORS ANNUALLY


10
BUS ROUTES

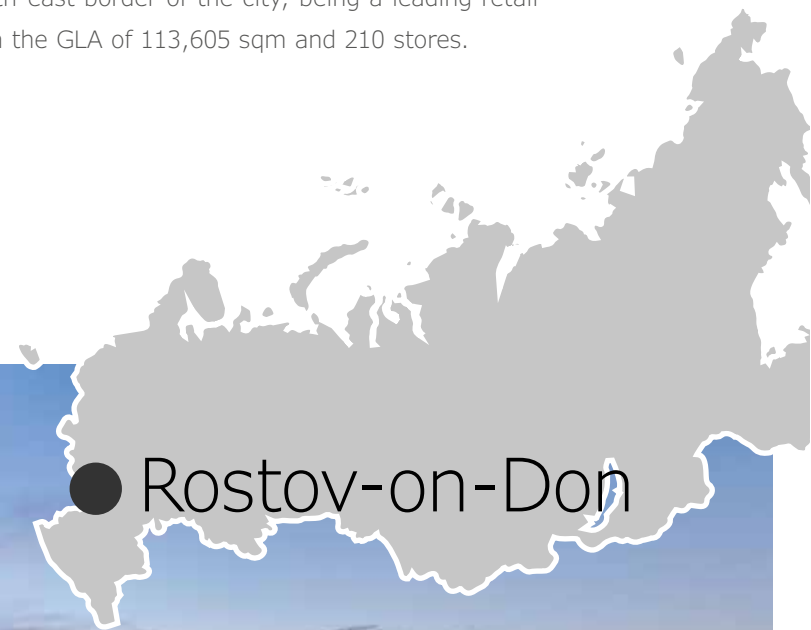

63%
CUSTOMERS COME BY CAR


36%
LIFESTYLE GUESTS

A region with strong potential

Rostov region is a part of the Southern Federal District. 756km away from Moscow it has major railway routes passing in many directions across Russia and abroad. The main cities of Rostov region are Rostov-on-Don, Azov, Bataysk, Volgodonsk, Novocherkassk, Taganrog and Shakhty.

Considered as a southern capital of Russia, Rostov-on-Don has a diverse economical profile, with major industries being agricultural machinery, helicopters manufacturing, trade, logistics, etc. MEGA Rostov-on-Don is located just to the north-east border of the city, being a leading retail player with the GLA of 113,605 sqm and 210 stores.



Rostov region:



16,4 BILLION EUR
RETAIL TURNOVER



101.000 km²



5.396.875
POPULATION IN REGION
INCLUDING CITY

Industries:



LIGHT
INDUSTRY



FARMING
PLANT



HEAVY
ENGINEERING



HELICOPTER
CONSTRUCTION



DEFENCE
INDUSTRY

Rostov-on-Don:



354 km²
CITY AREA

Loyal customers

MEGA Rostov is located in the city of Rostov-on-Don and attracts shoppers from all over the city and surrounding area. MEGA is loved by families, lifestyle and experienced guests alike.



GUESTS VISIT MEGA
2,6 PER MONTH



125 MIN
AVERAGE
DWELL TIME



49%
HAVE KIDS UNDER 16



58%
OF CUSTOMERS
ARE MARRIED



881 EUR
AVERAGE MONTHLY
INCOME



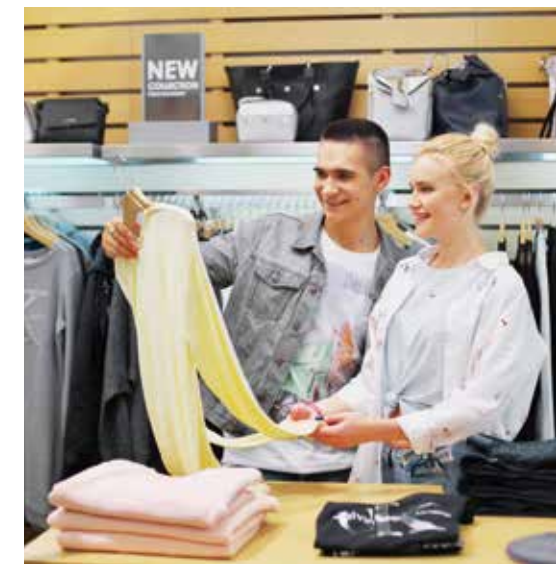
78%
REGULAR
CUSTOMERS



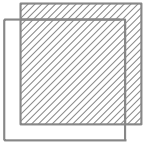
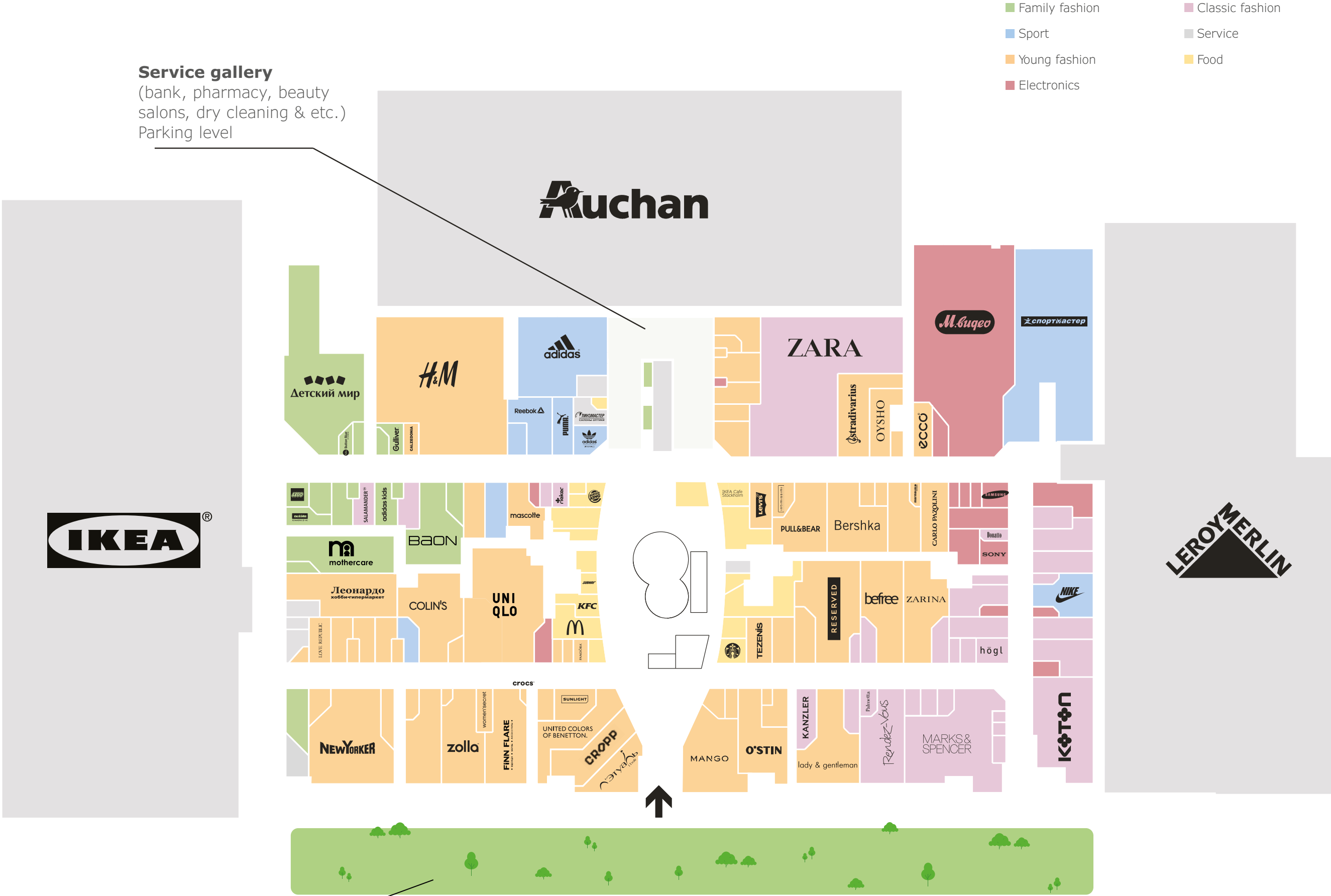
35 YEARS OLD
AVERAGE CUSTOMER



52%
WOMEN



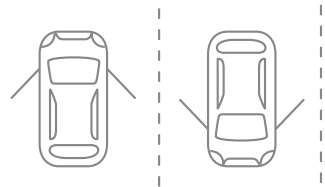
Service gallery
(bank, pharmacy, beauty
salons, dry cleaning & etc.)
Parking level



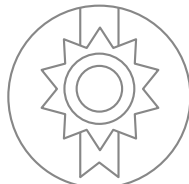
113.605 SQM
GLA



210
STORES



5.400
PARKING SPACES



96%
BRAND
AWARENESS



10
BUS ROUTES



ALL SERVICES
IN ONE GALLERY

Perfect place for the family leisure

MEGA Rostov-on-Don is the most visited shopping mall in the region. It is well known for the amazing family leisure options and a wide choice of places to meet together with friends and family, including exceptional dining opportunities, attractions, facilities for moms and kids, ice-rink, playgrounds and resting areas with free Wi-Fi. The unique tenant mix provides an inspiring shopping experience for the whole family. The variety of such brands as

H&M, Mothercare, Detskiy Mir, ZARA, Adidas, UNIQLO, Koton, Cropp and others allow every member of the family to find what they need. Modern concepts of cafés and restaurants let the customers relax and enjoy their food on our food court. MEGA Rostov-on-Don is the place not only for shopping but a place to spend a fun day out with family and friends.



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