



# Sensational day out

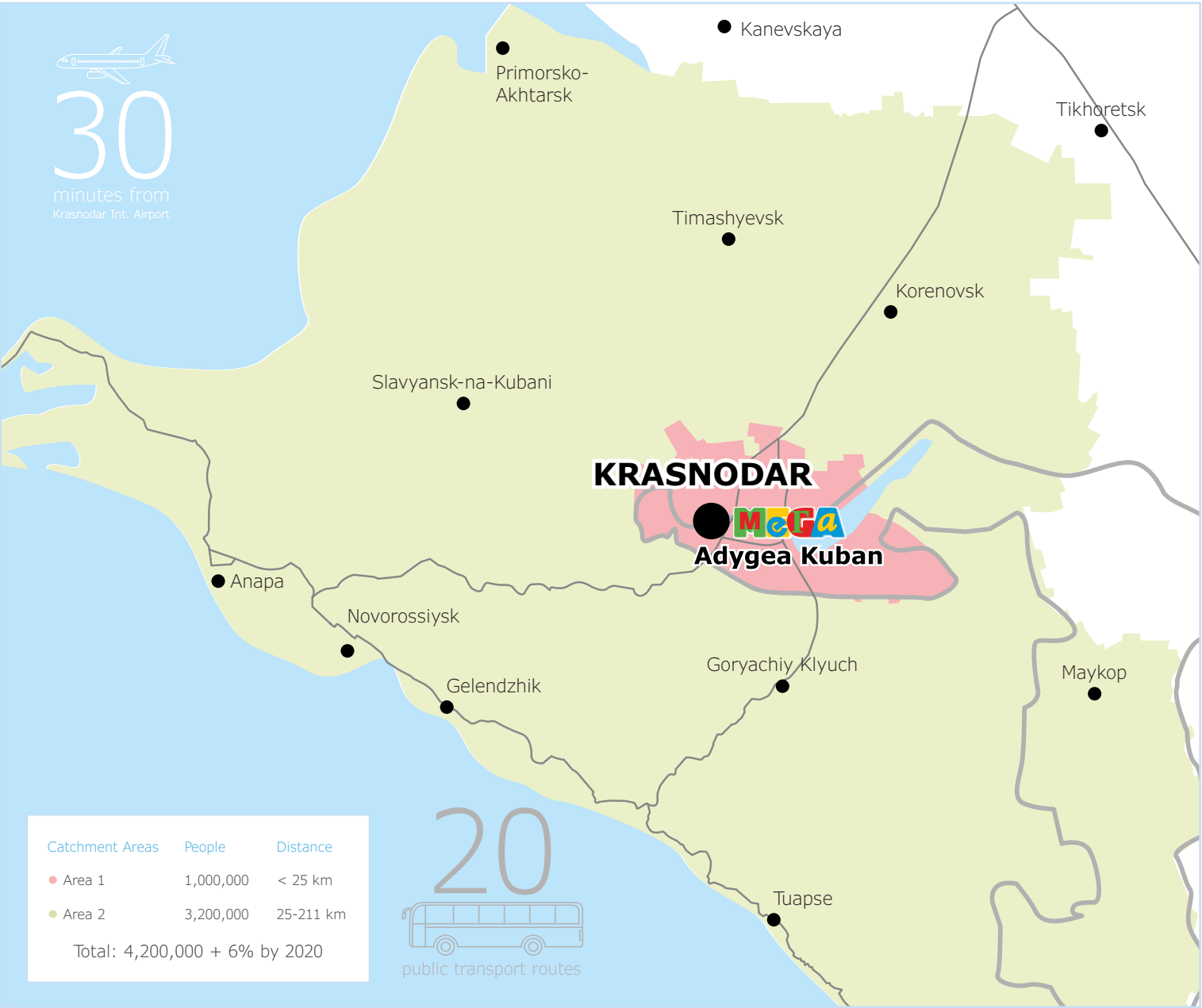
Krasnodar, Russia

INGKA Centres

# Constant popularity

MEGA Adygea is located in the very center of the prosperous region, and have been gaining an immense popularity since its opening in 2008. Today MEGA Adygea is visited by about 14 million visitors annually.

The unique combination of international and Russian brands steadily attracts large amounts of people here, and in the nearest future, MEGA Adygea will become even more appealing to our visitors. To meet all our guests' expectations we have started a large-scale reconstruction and design renovation in MEGA Adygea-Kuban.



**14 MLN**  
VISITORS ANNUALLY

**18 MLN**  
VISITORS ANNUALLY  
**AFTER RENOVATION**

**150 MIN**  
AVERAGE DWELL TIME  
AFTER RENOVATION

**39%**  
YOUNG FAMILIES

**64%**  
CUSTOMERS  
COME BY CAR



# Region with the powerful potential

Krasnodar Krai is located in the North Caucasus area which is in the Southern part of Russia and has the access to the Azov and the Black Seas. The region stretches for 327 kilometres from North to South and for 360 kilometres from West to East. The major cities of the Krasnodar Krai are Krasnodar, Sochi, Anapa, Armavir, Yeysk, Gelendzhik, Novorossiysk and Maykop.

MEGA Adygea-Kuban is settling in the very center of the region, which is the third in Russia in terms of economic development due to the favorable climate, steady population growth and continuous investment inflow.



# Our guests

MEGA Adygea-Kuban attracts shoppers from all over the city and the nearby areas. People usually come here with families and friends, and their goal is to have a great time together. MEGA is popular among the diverse groups of visitors. Youngsters enjoy its trendy fashion offers, while, the elder people and parents with kids appreciate for a large number of products for children, a large playing area and a variety of cafes and restaurants for every need and taste.



**124 MIN**  
AVERAGE  
DWELL TIME



**39%**  
HAVE KIDS UNDER 16



GUESTS VISIT MEGA  
**3 TIMES**  
PER MONTHS



**813 EUR**  
AVERAGE MONTHLY  
INCOME



**81%**  
REGULAR  
VISITORS



**57%**  
WOMEN





# The shopping mall of the future

Very soon we will double our retail area up to 190 sq meters and create an entertainment complex of a new generation — the unique space for meetings and leisure time with family and friends.

Innovative for the region recreational open-air zones united by the general concept of "Mini City" will establish a new idea of the high-quality leisure and the spare time spending.

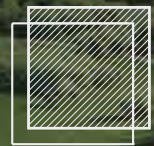
In this green, fresh, vivid space which exceeds twice the size of the Red Square in Moscow, everyone will find an activity meeting his taste and preference. Our visitors will be able to share their moment of enjoyment with like-minded people and create community, based on mutual interests.

Sports activities and outdoor games, walking around the bright greenery of the park, admiring the glare on the water pond — all that is an integral part of the MEGA Adygea-Kuban mall.

Zones vary by mood, design and architecture. While in one zone guests are surrounded by the atmosphere of tranquillity and harmony with nature, the other zone is filled with children's laughter and entertainments for the whole family. And when guests enjoy exquisite dishes from around the world in the third zone, the fourth zone inspires visitors to create something new and helps to reveal their creative potential.







**INCREASING FASHION**  
from 25.000 sqm  
to 57.700 sqm

LEROY  
MERLIN

ADVENTURE  
PARK

ELECTRONICS  
& HOUSEHOLDS

FASHION VILLAGE

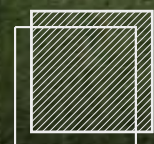
CINEMA

NEW  
FOOD COURT

KIDS  
EDUTAINMENT

SPORTS

MINI CITY  
EXPERIENCE



**INCREASING SPORT  
OFFER**  
from 3.000 sqm  
to 11.000 sqm



**INCREASING  
KIDS SHOPS**  
from 3.600 sqm  
to 12.000 sqm



**INCREASING F&B**  
from 2.000 sqm  
to 6.000 sqm



# The fashion sensation

Even today MEGA Adygea Kuban is the home of the most popular fashion brands, such as Zara, Marks&Spencer, Nike, Quiksilver, Bershka, New Yorker, Reserved, Levi's, MANGO, Adidas, Kiabi, LC Waikiki and others.

We believe that with the addition of 6,300 sqm retail area, reserved for the middle class plus income category of visitors, our new collection will become a real sensation.



**SHOPS ON**  
57.700 sqm  
OF FASHION



**6.300 sqm**  
DEDICATED  
TO MIDDLE PLUS  
FASHION



**LARGEST**  
NUMBER  
OF LEADING  
FASHION  
BRANDS  
IN THE REGION



# World of taste

Another reason to visit MEGA with family and friends will become a variety of outdoor and indoor cafes and restaurants. In the area of 6.500 sqm will be located more than 30 different places — from popular and familiar to everyone fast food eateries to the new concept restaurants, where you can celebrate an important event or to just dine with your family on the lake shore in a cozy, relaxing atmosphere.

Our guests will discover the gastronomic culture of other countries and escape from the daily routine at the resort with the excellent service and the exquisite gastronomic experience.



**FOOD & BEVERAGE  
EXPERIENCE**  
6.500 sqm



OZ MALL 3,000 sqm  
GALERIA 5,000 sqm



**30**  
CAFES AND  
RESTAURANTS



# Bright impressions for all family members

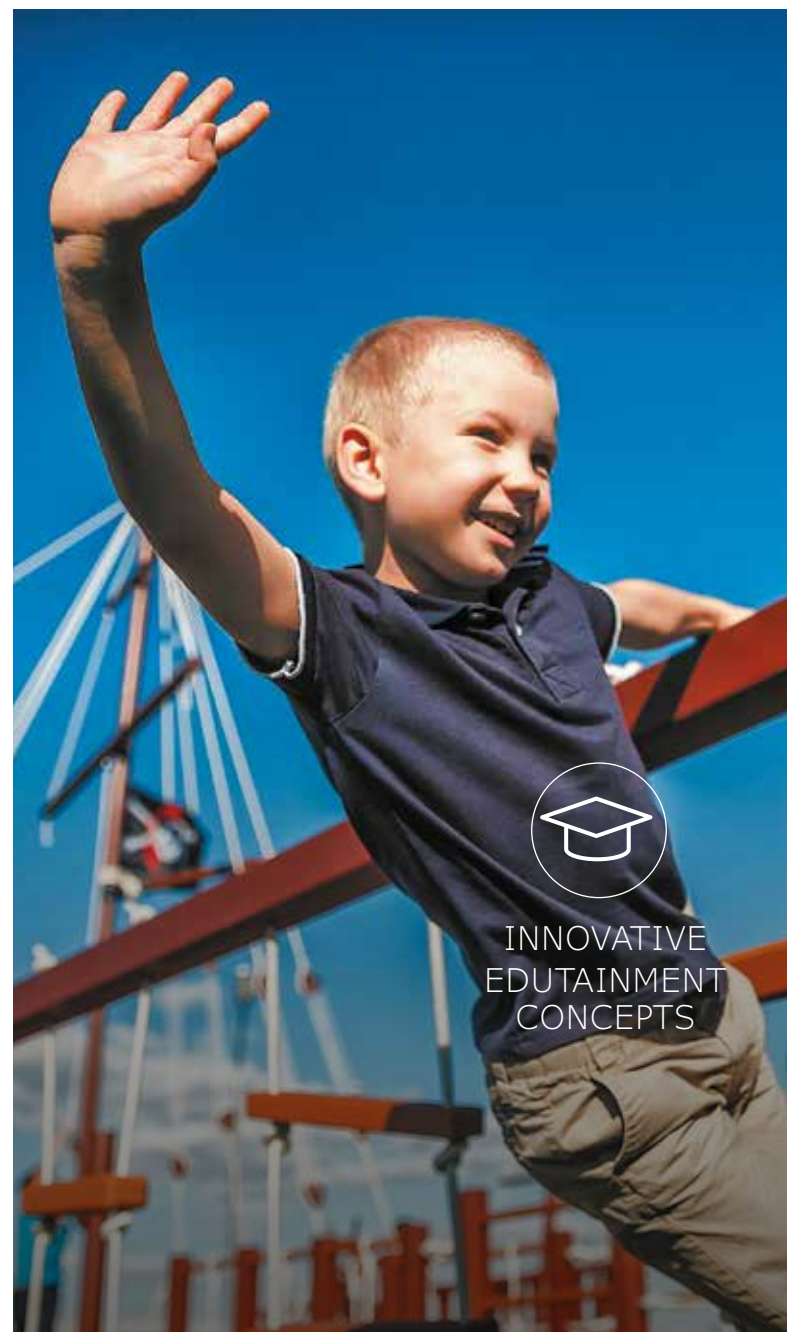
MEGA Adygea-Kuban will become a place of attraction for all the inhabitants of Adygea and Krasnodar, where every visit will turn into an unforgettable, bright event for the whole family.

Parents would no longer need to think about what to do with their kids because we have already taken care of it. All kind of family activities would be arranged here — special play zones, concerts, master classes, performances and lectures, club meetings, exhibitions and other cultural events for all ages.

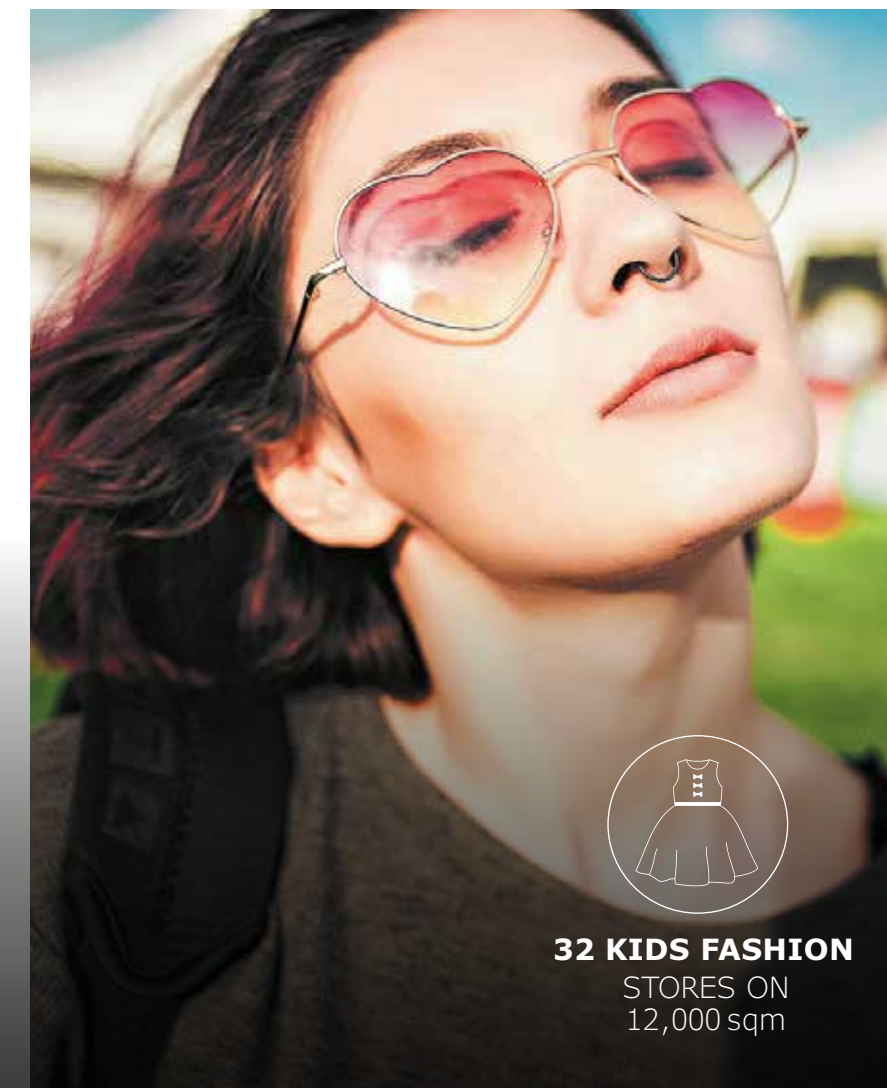
And, of course, here kids could ride a bike, rollers, run on the lawn, while their parents enjoy delicious barbecue cooked in one of the outdoor recreational areas. The most active visitors would find here a lot of sports entertainment — playgrounds, clubs and also an opportunity to try new equipment and sportswear items.

Those who are interested in personal development would find opportunities for creativity and the communities of like-minded people and would be the first to see the new movies in our up-to-date cinema.

We are creating a space where guests would feel our care in every detail, in every element of our offer, and would give that care to their loved ones, coming with them to MEGA Adygea-Kuban again and again.



INNOVATIVE  
EDUTAINMENT  
CONCEPTS



**32 KIDS FASHION**  
STORES ON  
12,000 sqm

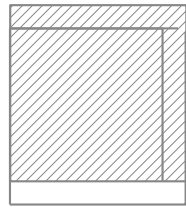


**OUTDOOR LEISURE**  
ACTIVITIES



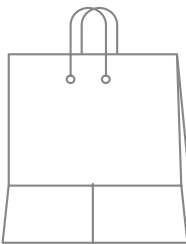
**SPORTS FLAGSHIP STORES**  
FROM LEADING BRANDS



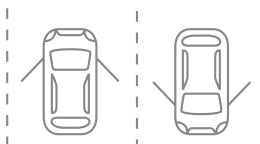


**190.000 sqm**  
TOTAL GLA

**MORE THAN**



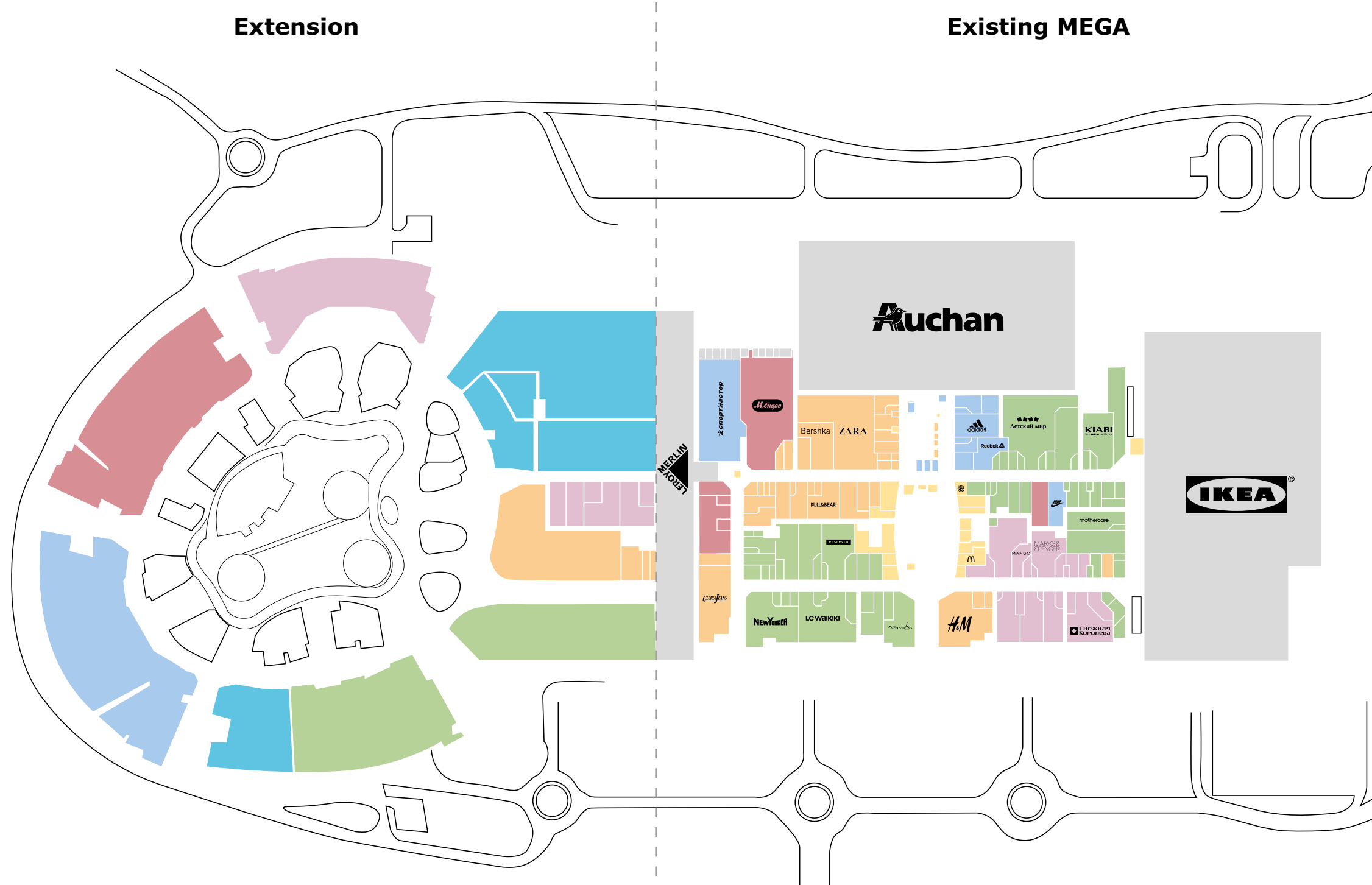
**250**  
STORES



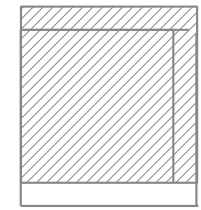
**7.750**  
PARKING SPACES



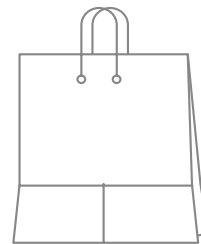
**202.000**  
EURO INVESTMENT  
INTO THE PROJECT



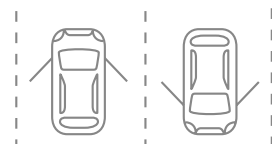
- Family fashion
- Sport
- Young fashion
- Electronics
- Classic fashion
- Food
- Entertainment



**111.800 sqm**  
TOTAL GLA



**147**  
STORES



**6.000**  
PARKING SPACES



# INGKA Centres