



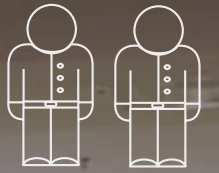
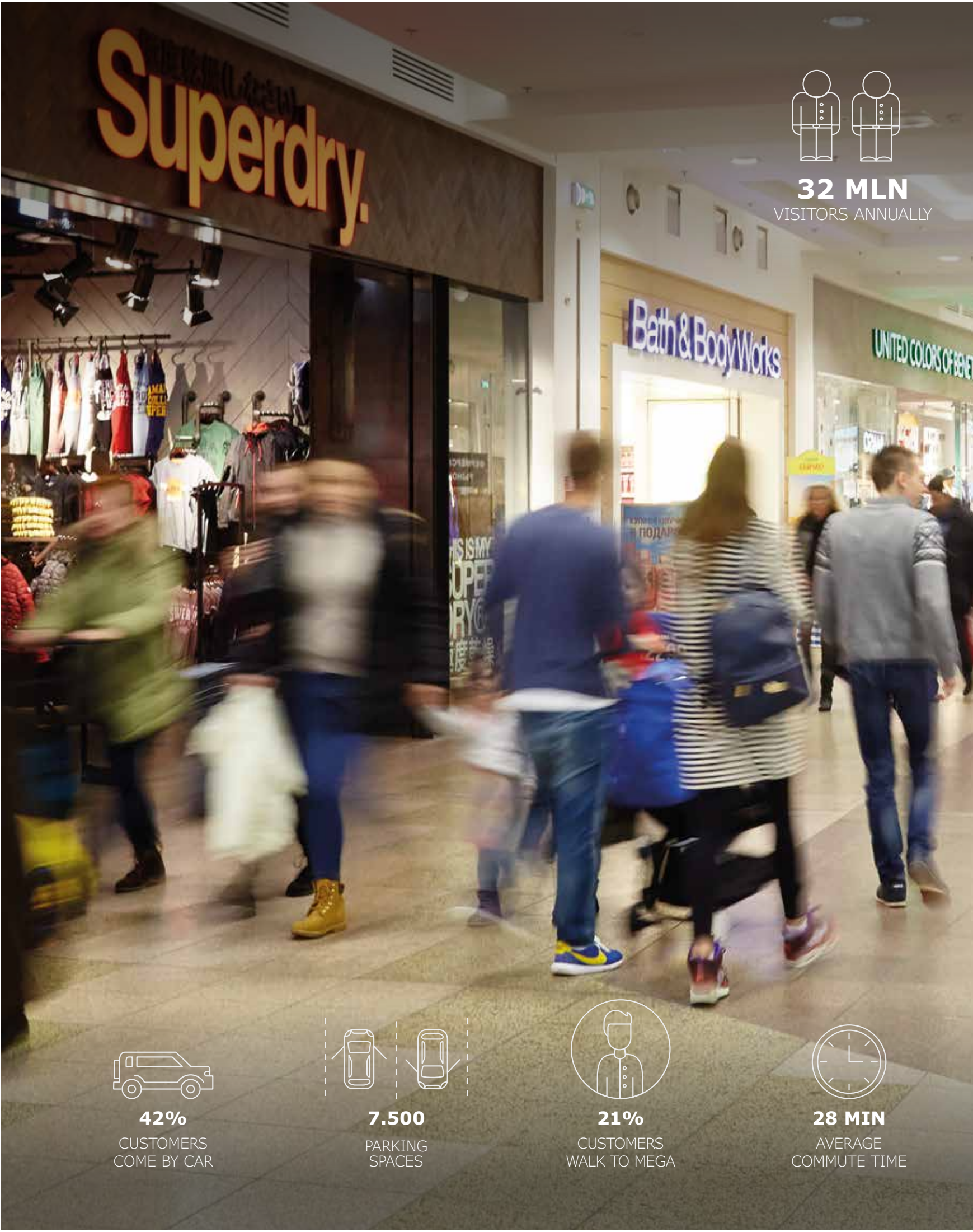
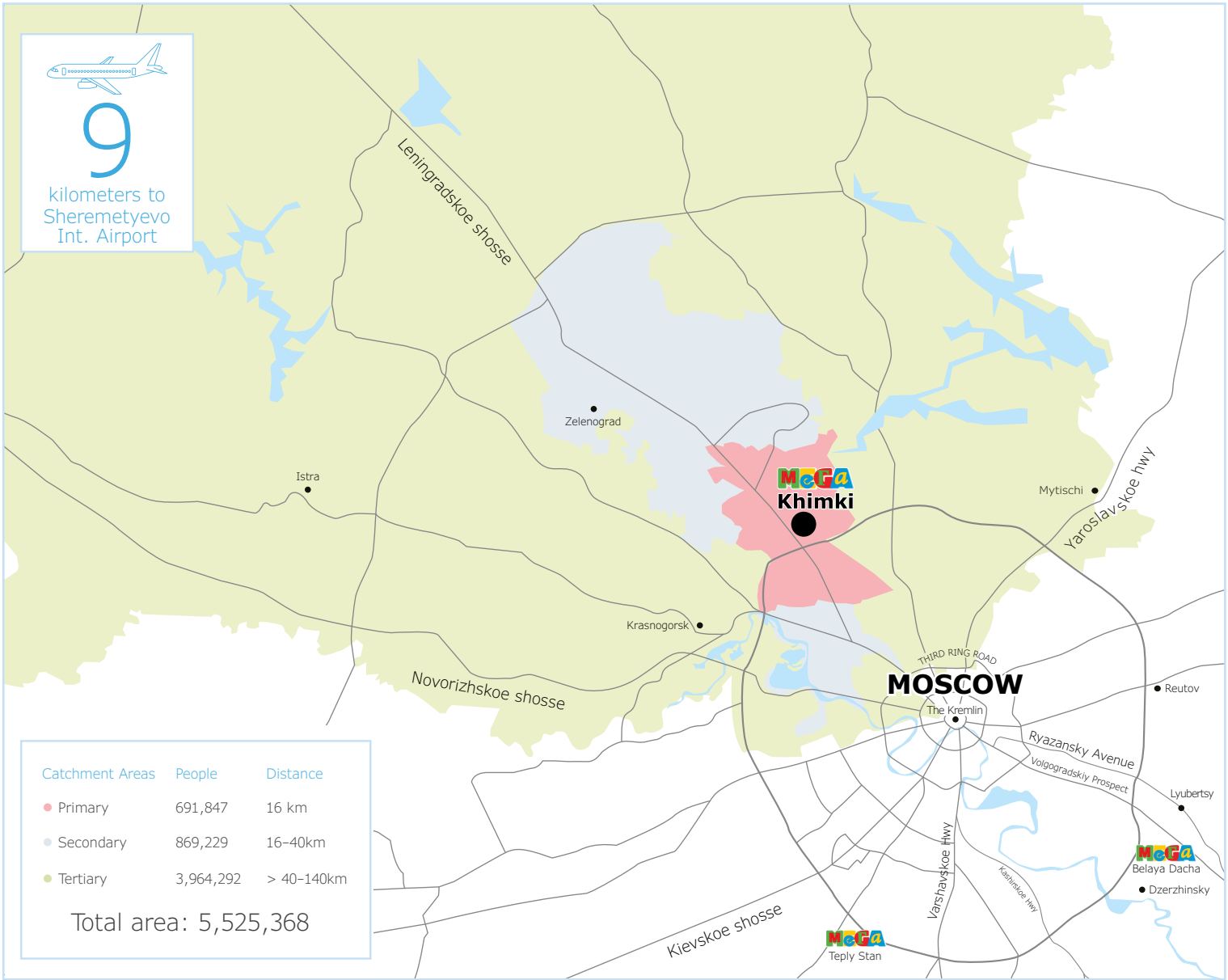
Moscow, Russia

INGKA Centres

# A marketplace with a difference

A family friendly shopping destination with the total catchment area of 5.6 million people located within a densely populated district, MEGA Khimki is a shopping centre and meeting place for the local community, leisure destination and family day out with a difference. Besides a well-balanced mix of fashion stores and a wide food & beverage offering, the centre has a unique indoor fresh-market, where customers can buy groceries produced and sold directly by farmers. Having IKEA, the market leader in home furnishing as an anchor, a sizeable media

spend, as well as 90% brand awareness, MEGA Khimki attracts people from a great distance. Recently cafes and restaurants zone was transformed into a gastronomic and socio-cultural cluster — Taste Boulevard, which became the heart of MEGA Khimki and local community. Here our guest could meet, communicate, celebrate, get new gastronomical experience and create new traditions, shop, eat and naturally feel attracted to spend time with family and friends.



**32 MLN**  
VISITORS ANNUALLY



**42%**  
CUSTOMERS  
COME BY CAR



**7.500**  
PARKING  
SPACES



**21%**  
CUSTOMERS  
WALK TO MEGA



**28 MIN**  
AVERAGE  
COMMUTE TIME



# A region with strong potential

## Moscow and Moscow region

Moscow and the Moscow region are two independent parts of the Russian Federation and form part of the Central Federal District. The Moscow region has a well-developed infrastructure with a good transport network including railways, roads and waterways. Moscow is the financial centre of Russia with half of the country-registered banks situated here. Most of Russia's large companies also have their offices here. MEGA Khimki is located on the north-west of Moscow region.

## Khimki city district

The city district of Khimki is just behind the MKAD ring road, and located on both sides of the Leningrad Highway, which is a continuation of Leningradsky avenue. Khimki is one of the most developing areas of the Moscow region. In 2017 Khimki became the top Moscow region for delivered residential housing development projects. Also, business is actively developing here. During the year, more than 3,000 new enterprises were registered, which created 4.6 thousand new jobs. In total, 245 thousand inhabitants live here and the number is growing rapidly due to the developed infrastructure and housing construction.

### Moscow region:



### Industries:



### Moscow:



# Our guests

MEGA Khimki is located at the heart of the very dynamic population development of Moscow and attracts shoppers from all over Moscow and surrounding area more than 3 times a month. MEGA is loved by families, lifestyle and experienced guests alike.



59%  
WOMEN



79%  
REGULAR  
CUSTOMERS



GUESTS VISIT MEGA  
3 TIMES PER MONTH



35 EYARS OLD  
AVERAGE CUSTOMERS

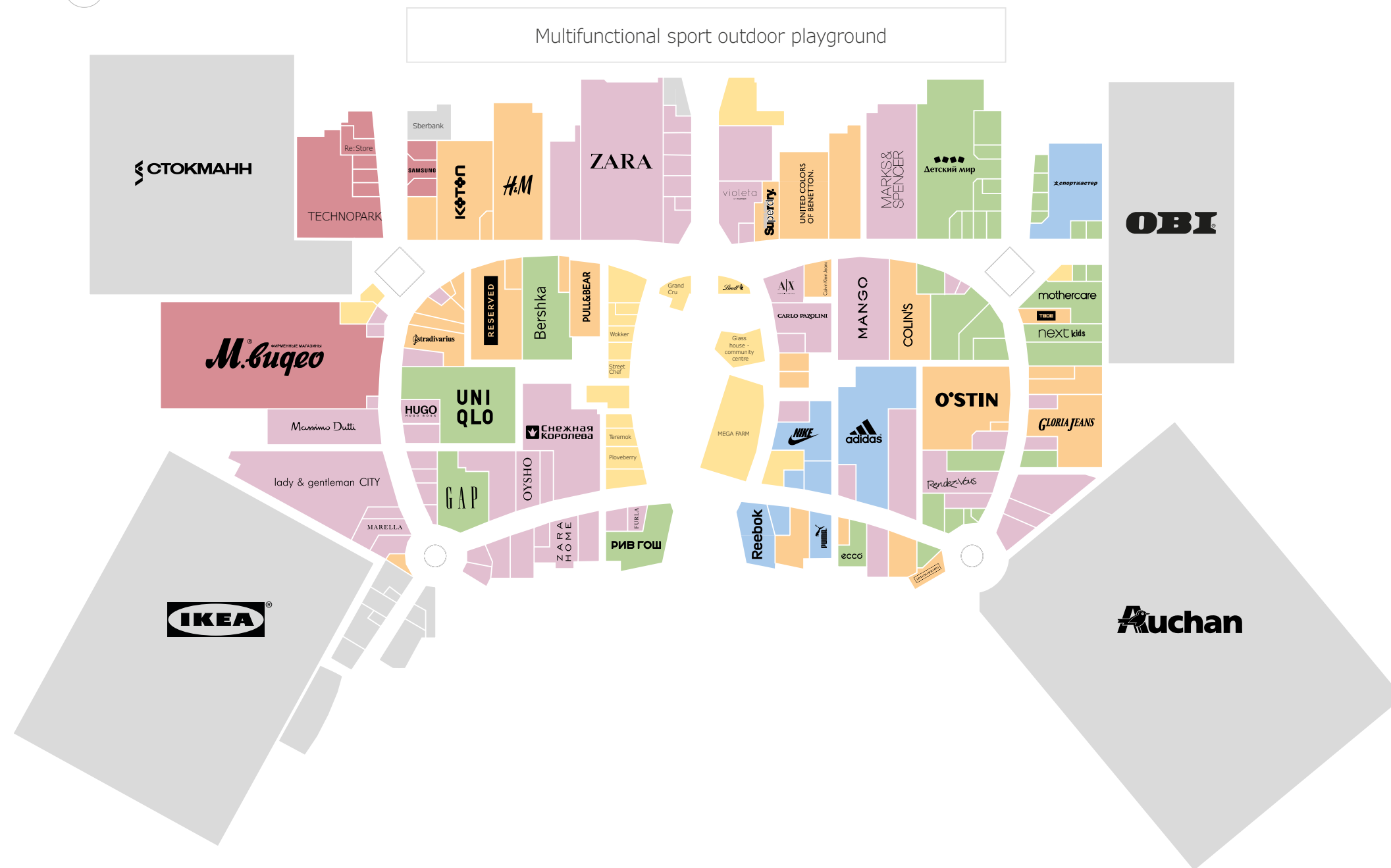


83%  
CUSTOMER  
SATISFACTION INDEX

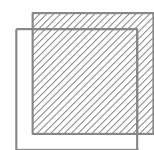
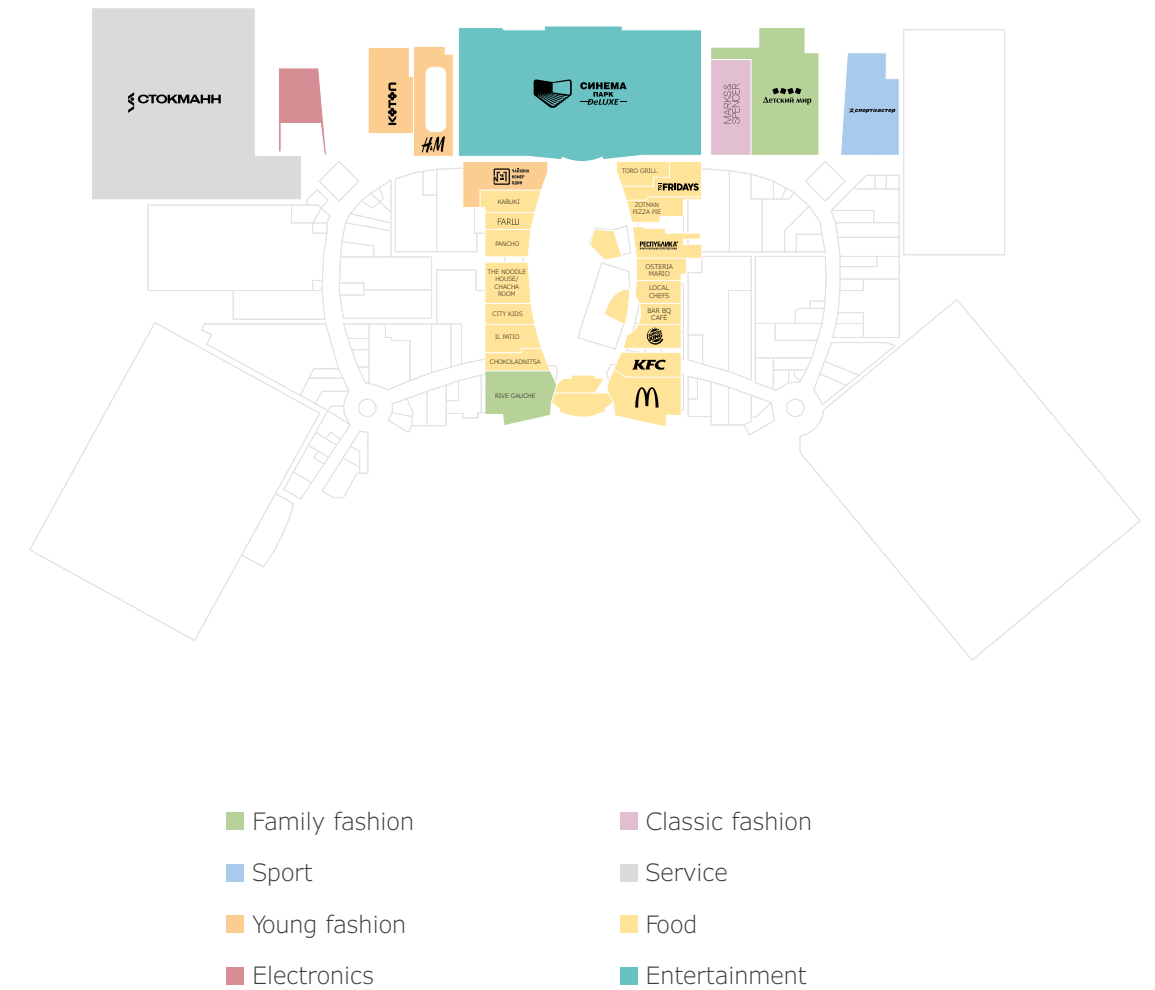




1 MEGA Khimki Level 1



2 MEGA Khimki Level 2



**176.000 SQM**  
GLA



**86%**  
TENANTS  
SATISFACTION  
INDEX

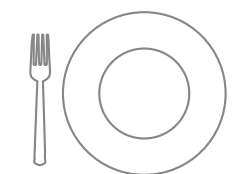


**200**  
STORES

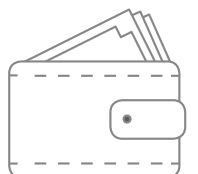


## 37

### CAFES & RESTAURANTS



**№1**  
DINING DESTINATION  
IN THE AREA



**101.628 RUB**  
AVERAGE FAMILY  
INCOME



# Heart of the community

MEGA is located in the centre of the area with high density and huge plans for new residential areas. And now for all the people living around MEGA became a heart of community and a place where they could share the bright moments and memories from traditional holidays, sport activities, public events and personal celebrations. Come for shopping, stay for the atmosphere. MEGA Khimki a true Meeting place that gives the possibility for the people to recharge both emotionally and physically. Families love MEGA Khimki for the wide range of shops, restaurants and leisure facilities. Offering an exciting mix of fashion, footwear, and accessories, MEGA Khimki is guaranteed to have something for everyone and every budget.

MEGA Khimki houses some of Russia's most beloved retail brands including Zara, H&M, Uniqlo, and Marella. Also, unique to the

Russian market, customers can be among the first to visit the flagship Armani Exchange, Superdry, and Hunkemoller stores. Our guests can have a dine out with family or friends and enjoy the relaxing atmosphere of a good-quality restaurants, which was previously only on offer in Moscow city centre. With names like Panda express, Zotman Pizza Pie and Torro Grill there's a dining option for every occasion, customer group and budget. Leading in kids' goods, having indoor and outdoor children's playgrounds, ice rink, along with family-friendly facilities and new Community centre with outstanding educational and entertainment events, there is really something for everyone at MEGA Khimki. And soon with the upcoming refurbishment and redevelopment spending time in MEGA Khimki will be even more present and exiting.





# INGKA Centres