

Discover



MEGA Novoselye


Saint Petersburg, Russia

INGKA Centres


Discover the city

MEGA Novoselye is located southwest of Saint Petersburg, Russia's second largest retail market after Moscow. It has a strong European identity being close to Estonia, Latvia and Finland. It was the imperial capital for two centuries and remains Russia's cultural center.


Disposable income is high here, people have purchasing power which is 35% above the average in Russia. The area is predominantly middle class and has a low unemployment rate of 1.6%. The region is home to many global businesses in oil & gas; FMCG and the car industry, making the most of its position at the gateway to western Europe ●



5.6 million
Inhabitants by 2020



6.9 million
Tourists/Year



+100
Universities



Car Industry
Nissan, Ford, Toyota,
Hyundai, Scania



FMGC
Gillette, Fazer,
Chupa-Chups, Philip Morris,
Baltica, Coca-Cola



Basic Industry
Gazprom, KINEF,
Admiralteyskiye verfi



20 min. from
Pulkovo airport



25 min.
from the centre of
Saint Petersburg

Future of Novoselye:



499 ha
of residential growth



60,000
new inhabitants within
walking distance



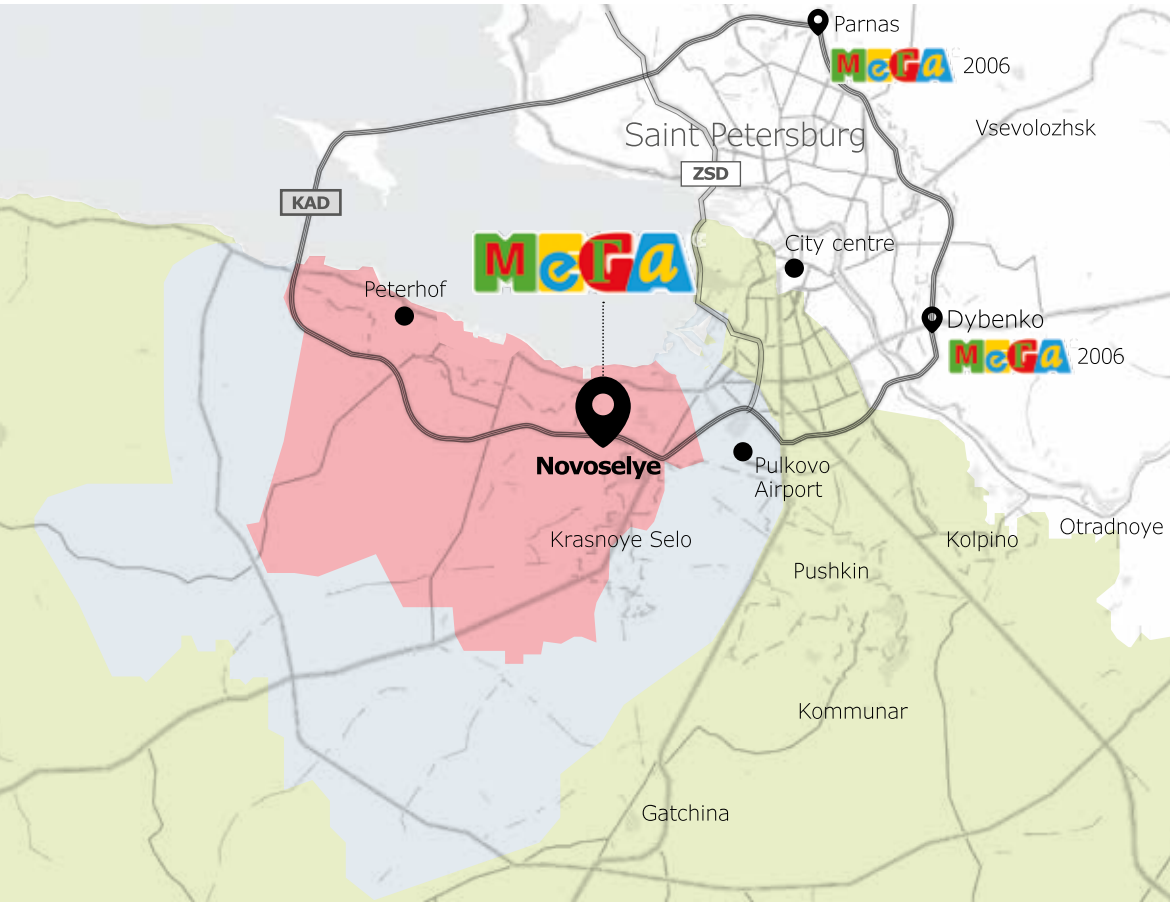
**The biggest
shopping centre**
in the catchment area

Discover Novoselye

Novoselye is an actively developing new area of the city near Peterhof, the most visited touristic attraction in Russia. It is only 25 minutes from downtown Saint Petersburg and 20 minutes from the airport. MEGA will be right next to the KAD highway connected to a new junction, allowing quick and convenient access to the large parking areas. There will be 6 entrances spread around the parking to choose from.

Currently, quality retail saturation in the area is low, so this development responds to a real need for a compelling retail offer. The closest districts like Lomonosovsky, Krasnoselskiy and Kirovskiy have a retail saturation of only 220 sqm per capita compared with Saint Petersburg at 430 sqm per capita. Visitors will love to spend their entire day exploring and discovering everything MEGA Novoselye offers.

MEGA Novoselye, the third MEGA Centre in Saint Petersburg, has been designed to fulfil our future customers' constant desire to educate and develop themselves. We will offer new experiences, edutainment and lots of exciting things to explore ●



Total Catchment Area: 3,637,160 people in 2020

Primary	Secondary	Tertiary
People: 689,570 Distance: 0-15 min.	People: 551,160 Distance: 16-30 min.	People: 2,396,430 Distance: 31-60 min.



Discover MEGA Novoselye



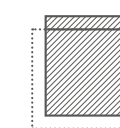
2020
IKEA Opening



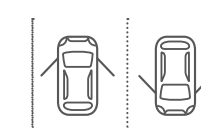
2021
MEGA Opening



40
ha of land plot



140,000
sqm GLA



5,800
parking spaces

Discovery Centre

Every part of MEGA Novoselye is about innovation, life and learning. The centre will entertain, invigorate and inspire its visitors, with themed activities for the entire family. Education is important for local residents: 73% of children enjoy additional classes and 82% of adults take courses after graduation. The discovery centre will be a perfect place for anyone looking for new experiences. There will be new leisure offerings, interactive art, light shows, immersive displays and hands-on stimulating, educational games and activities in the indoor and outdoor venues.

The landscaped park will offer play areas and sports facilities, making MEGA Novoselye the best meeting place for the local community and city guests ●



Discover a warm welcome

Comfortable in winter, cool in the summer; we promise a warm welcome throughout the year. Our vast food & beverage offer, with an accent on hospitality makes MEGA Novoselye somewhere to relax and unwind.

The centre is designed to meet and exceed all guests expectations. Offering a wide range of services and amenities we make the day out comfortable and enjoyable.

Quality facilities for co-workers in the centre will inspire them to follow our customer centric philosophy ●



Discover style

Saint Petersburg's shoppers will love MEGA Novoselye for its strong mix of international brands spiced up with local stars. The heart of the centre will host start ups and fashion shows making it the most dynamic and trendy destination. With 48,000 sqm dedicated to fashion, retail brands will be inspired to experiment with the latest store concepts, new ideas and innovations ●

Discover Scandinavian design

The name of IKEA has become famous throughout the world for its Scandinavian design and value for money. IKEA is beloved in the city and the main reason for almost half of the customers to visit existing Saint Petersburg MEGA's. Being one family, MEGA and IKEA create an entire Scandinavian destination with the best home furnishing offer and retail concepts.

The IKEA store is tightly integrated into the centre encouraging customers to explore the well known home decor offer. It inspires them with ideas for their lifestyle and makes them want to come back ●



17 million
Future visitors

Lifestyle
guests



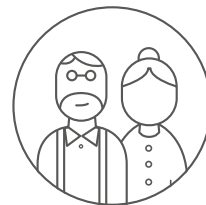
24%
vs. 21% in
Saint Petersburg

Young
family guests



36%
vs. 24% in
Saint Petersburg

Experienced
guests



30%
vs. 36% in
Saint Petersburg

*10% other guest groups

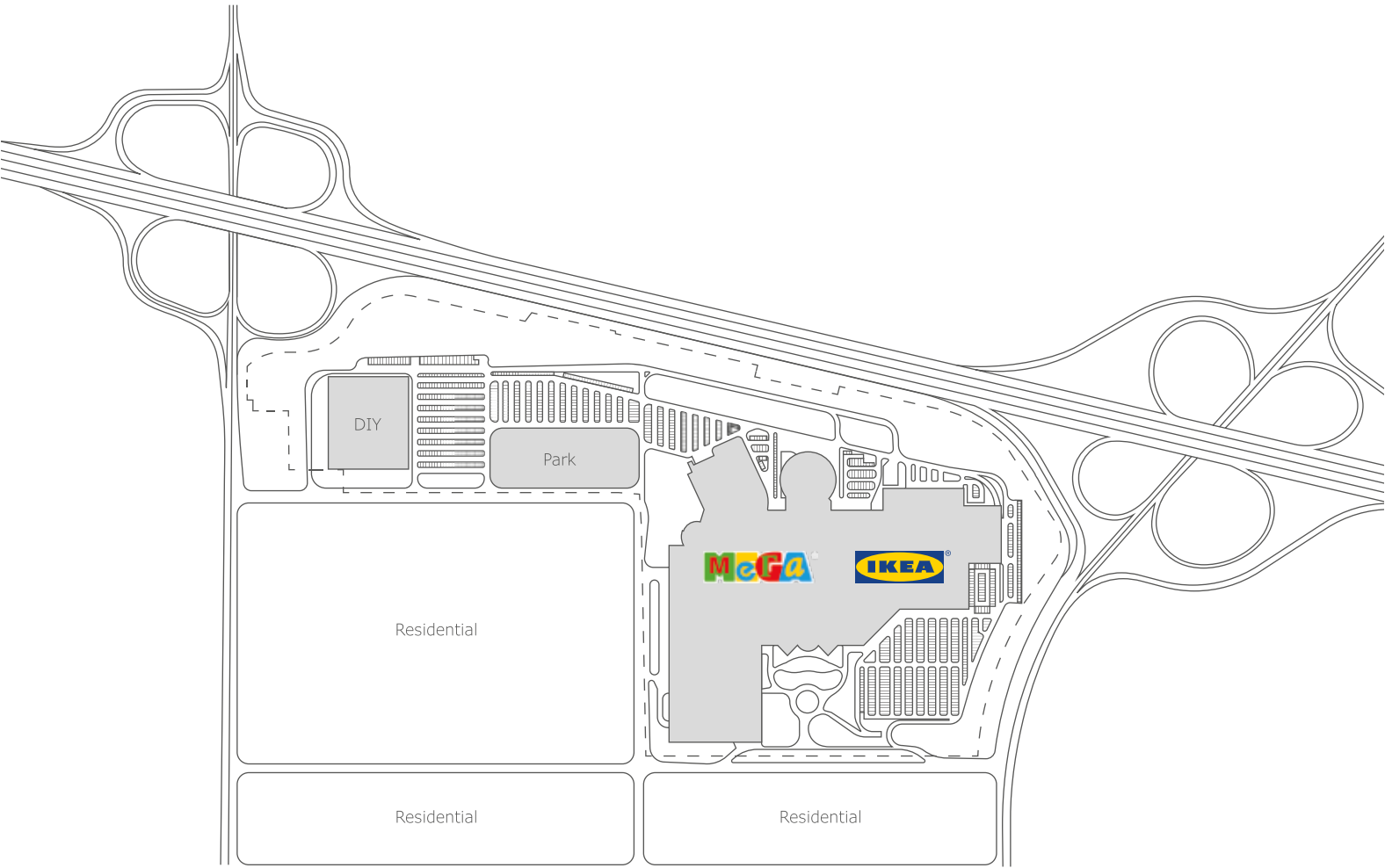
We know our guests

Amongst our target groups, Young Family Guests prevail in the catchment area. They are waiting for the arrival of a compelling leisure and retail offer. Their loyalty will drive repeat visits.

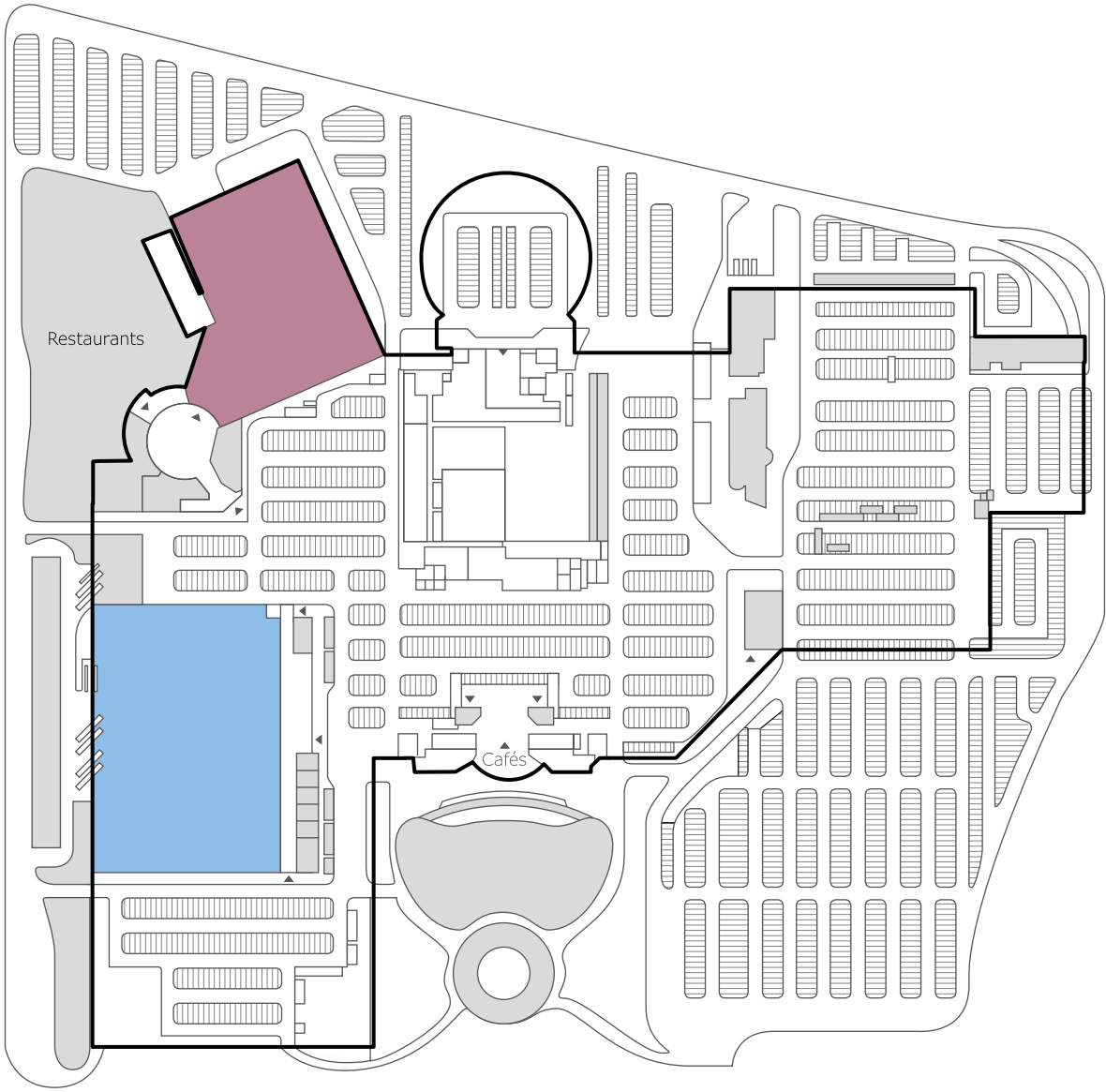
Our vision is to create a better everyday life for the many people. We are aware of our responsibility to the society and planet, as well as the role that we play in it. To achieve sustainability goals, IKEA has developed and will implement the People & Planet Positive strategy ●



Discover the area



Discover level 0



■ Discovery centre ■ Hypermarket



Park



South entrance

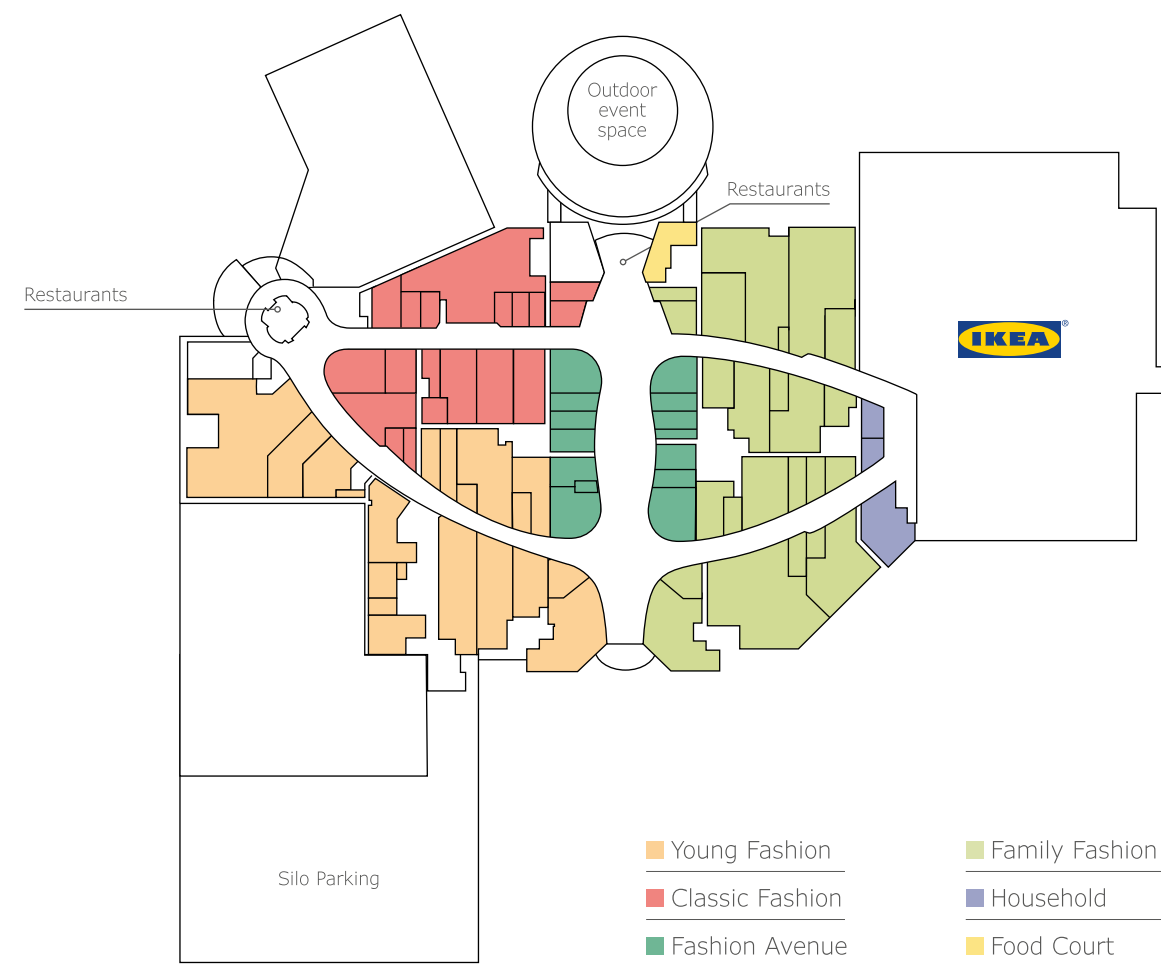


Discovery centre

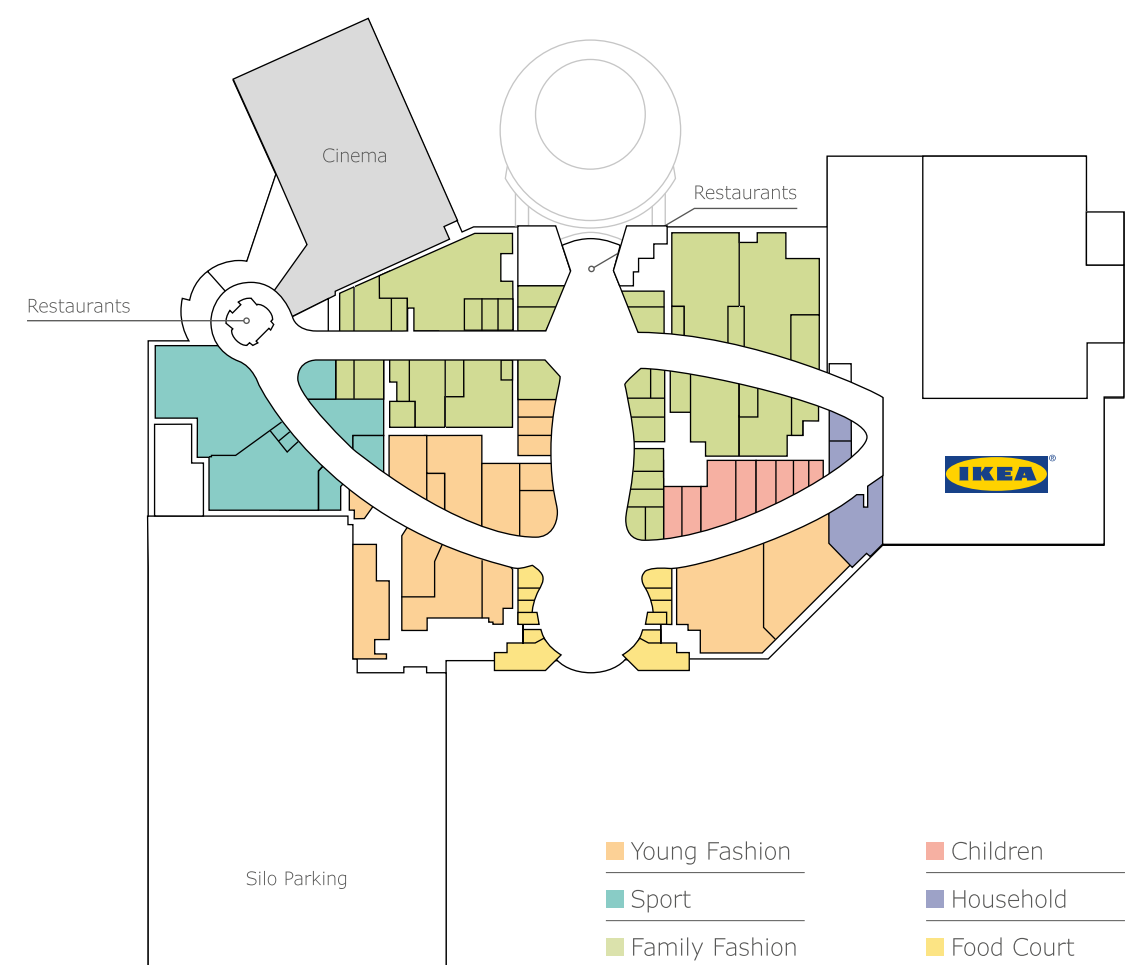


Hypermarket

Discover level 1



Discover level 2



Meadow



Fashion gallery



F&B offer



IKEA court

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