



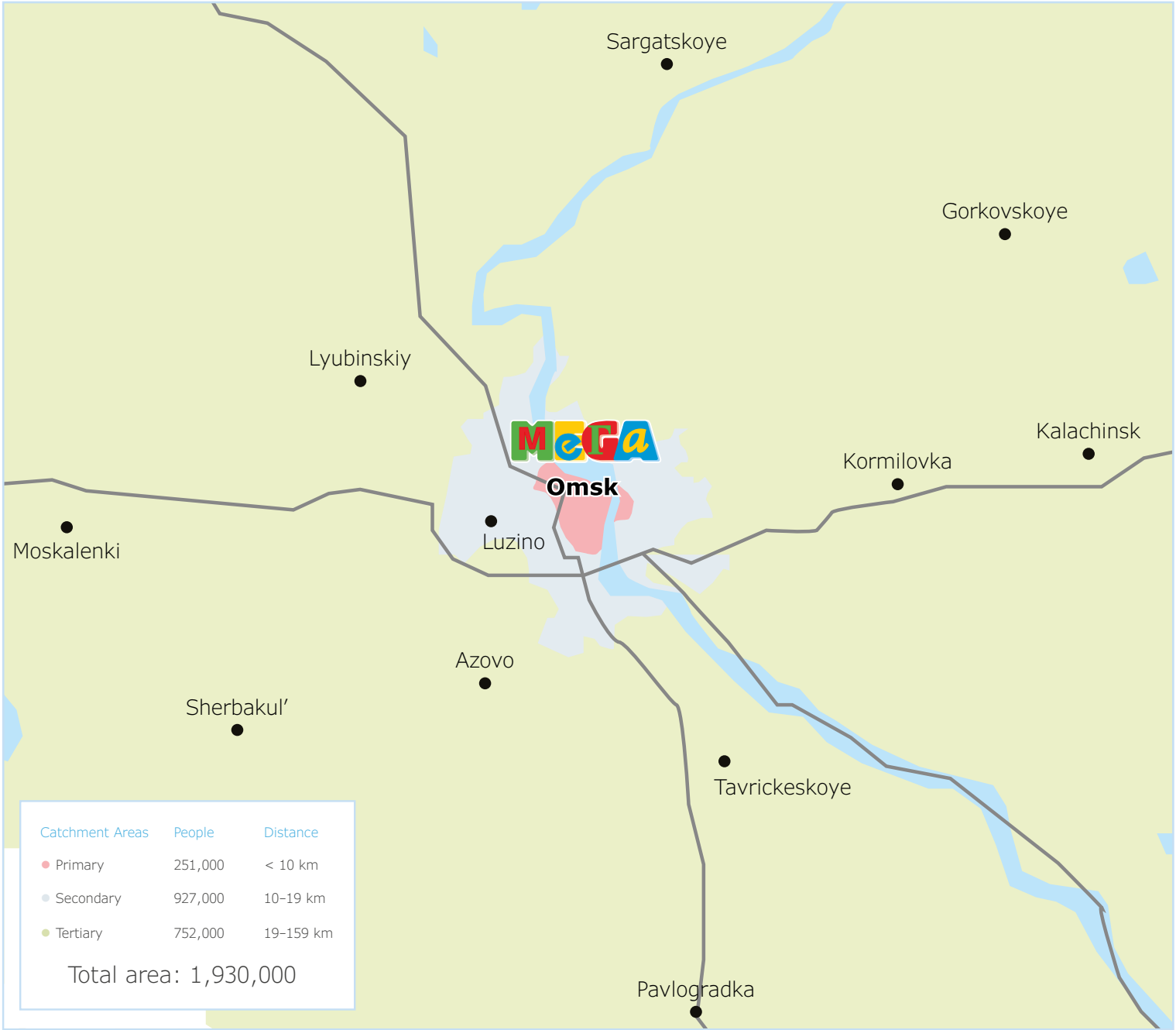
Omsk, Russia

INGKA Centres

# Unlike anywhere else

An amazing range of more than 110 brands in the MEGA Omsk gallery cannot be found anywhere else in the region. A leading destination where fashion, sports, family and dining brands really stand out, MEGA Omsk enjoys 16,5 million visitors a year. Unique for many brand favourites and as the only place for families

to discover the Chadograd edutainment experience — MEGA Omsk is truly unlike anywhere else. Linked by the highway to the city centre and within easy reach of Northern Kazakhstan, MEGA Omsk is the go to destination for an area of more than 1,9 million people.



ЛЕКЦИИ И  
МАСТЕР-КЛАССЫ

РАСПИСАНИЕ: <https://mega.ru/omsk/dk>

16,5 MLN  
VISITORS ANNUALLY

45%  
CUSTOMERS COME  
BY CAR

13  
BUS ROUTES

19 MIN  
TO GET TO  
MEGA

46%  
LIFESTYLE  
GUESTS

ПАРКОВКА АВТО  
ГАРДЕРОБ  
БАНКОМАТЫ

ИКЕА



# A region with strong potential

## The Omsk region

Part of the Russian Federation, Omsk stretches 600 km from north to south and 300 km from east to west. The region borders Kazakhstan in the south and southwest. The region's main river is the Irtysh which is fed by the smaller rivers Ishim, Om, Osha and Tara.

The major cities here are Omsk, Tara, Isilkul, Kalachinsk and Tukalinsk. The region's foreign investment centres on the wholesale and retail trade, processing industries, transport and communications. Investors from the CIS (Kazakhstan, Belarus, Ukraine, Uzbekistan and Kyrgyzstan) and from overseas (the USA, Slovakia, Austria, Germany, Canada, Switzerland,

the Netherlands and the UK) have all expressed interest in the Omsk region.

## The city of Omsk

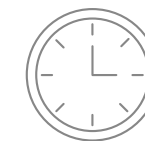
MEGA Omsk is in the Siberian city of Omsk. Founded in 1716, Omsk is one of Siberia's oldest cities and the administrative centre of the region. The city is one of Russia's main industrial centres with an economy based on machinery manufacturing, petrochemicals and aerospace. Omsk has extensive partner relations in commercial, economic, social, cultural and scientific sectors, as well as in joint investment and industrial projects.

# Loyal customers

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



GUESTS VISIT MEGA  
**2,9 TIMES PER MONTHS**



**118 MIN**  
AVERAGE DWELL  
TIME



**32%**  
FAMILIES WITH KIDS  
UNDER 16



**53%**  
OF CUSTOMES  
ARE MARRIED



**834 EUR**  
AVERAGE  
MONTHLY INCOME



**82%**  
REGULAR  
CUSTOMERS



**33 YEARS OLD**  
AVERAGE  
CUSTOMER



**53%**  
WOMEN

Omsk region:



**4,4 BILLION RUR**  
RETAIL TURN-  
OVER



**141.140 km²**  
AREA OF THE REGION



**3.138.013**  
POPULATION IN REGION  
INCLUDING CITY



● Omsk

Industries:



MECHANICAL  
ENGINEERING



PETROCHEMICAL



AEROSPACE

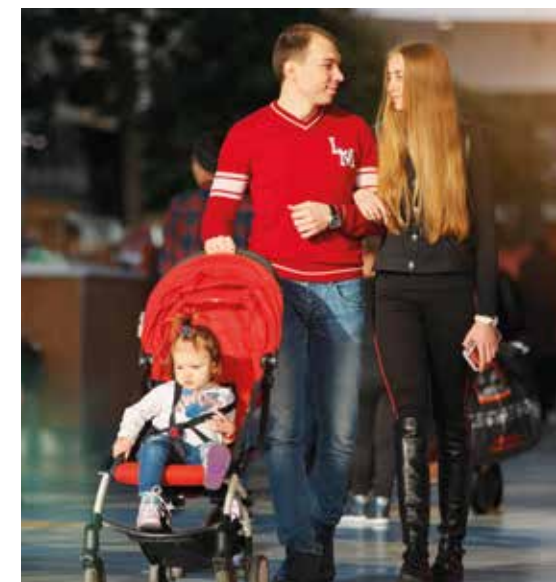


RADIOELECTRONICS

City of Omsk:

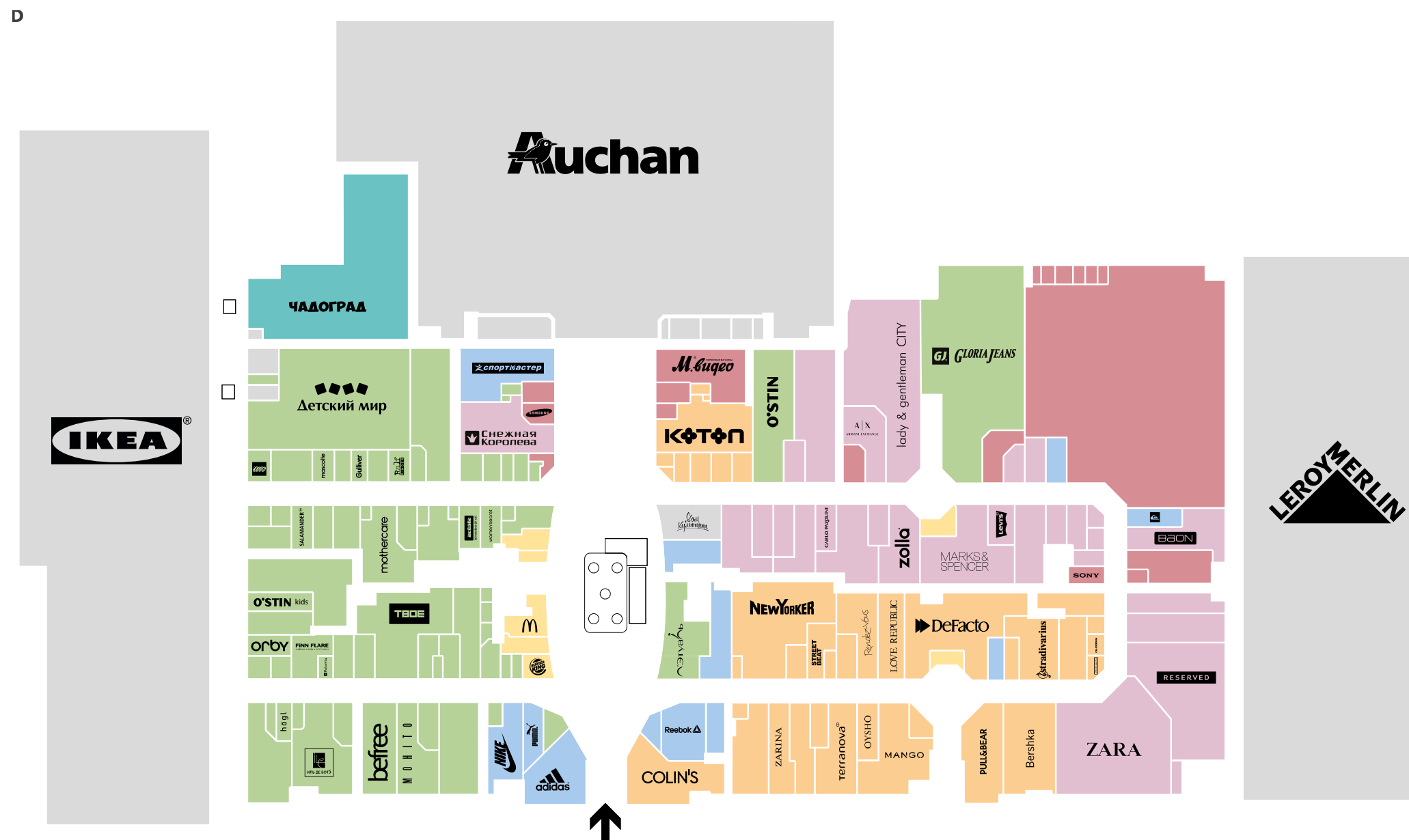


**573 km²**  
CITY AREA





1 MEGA Omsk Level 1



2 MEGA Omsk Level 2



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

**127.214 SQM**  
GLA

**200+**  
STORES

**7.400**  
PARKING  
SPACES

**98%**  
BRAND AWARENESS

**53%**  
WOMEN

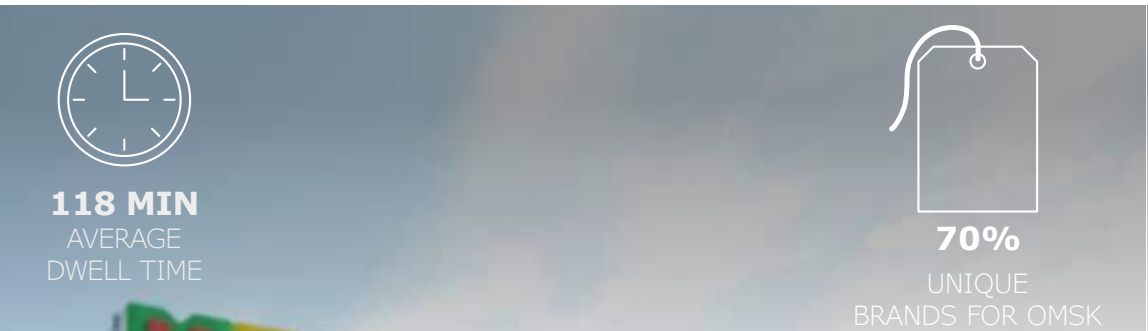
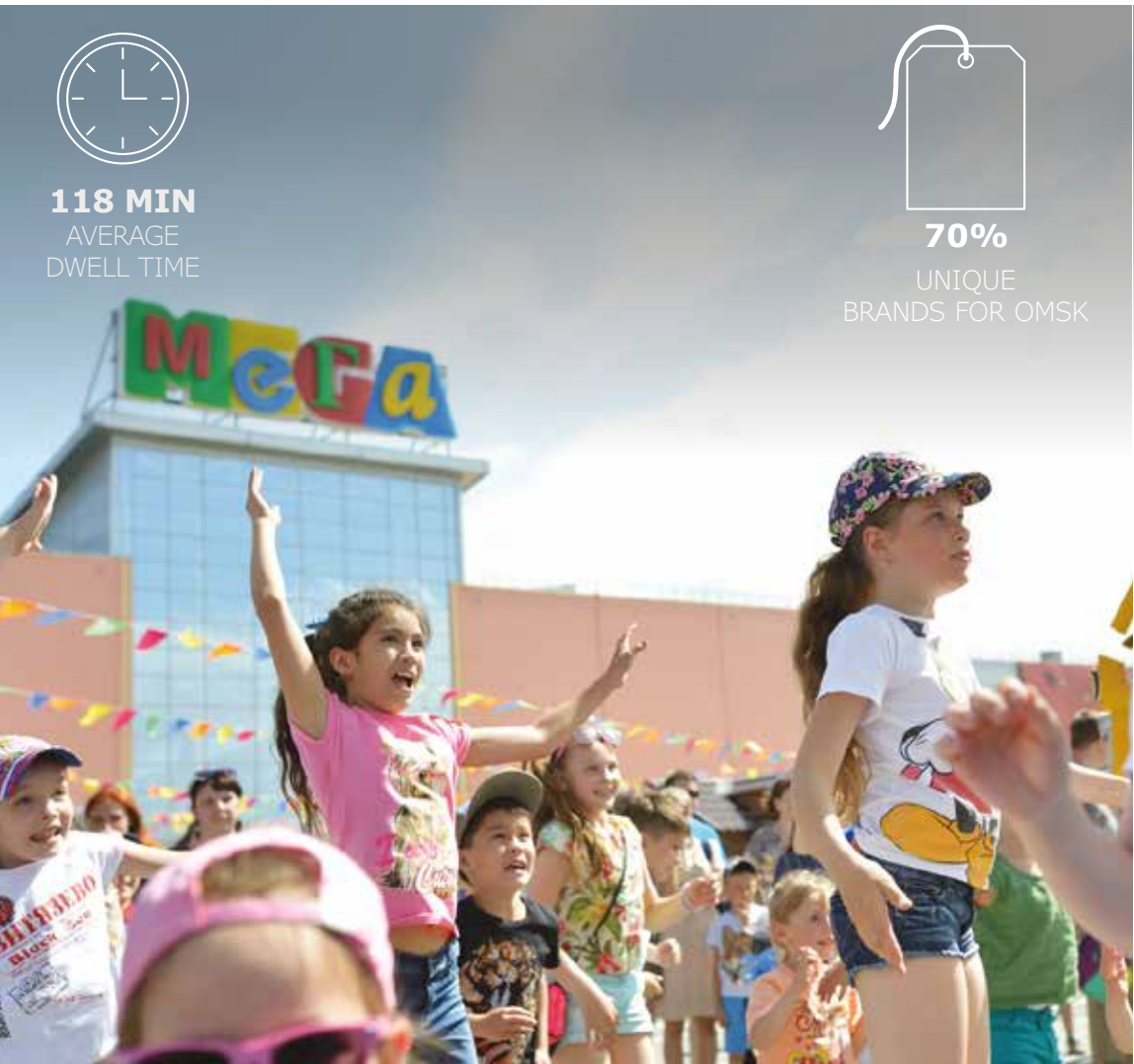
**82%**  
REGULAR CUSTOMERS



# The biggest names in the business

Nowhere else in the region can compete for children’s fashion and sport outfits, range of affordable dining or the standard of customer experience. On top of that, MEGA Omsk is the only place in the entire region with Chadograd edutainment, as well as brands like Zara, Pull & Bear, Oysho, Stradivarius, MANGO, Mothercare, Bershka, Adidas and the biggest in Russia, Gloria Jeans. MEGA Omsk visitors for already a year enjoy a unique opportunities for recreation, creativity and learning in the Community Center

"Dom Kulturiy". Daily lectures and master classes on a wide range of topics, dance classes, film screenings and much more. In this public space, you can hold your own event for free, organize an interest club, hold a master class or a training. Also there is a free photo studio with professional photo equipment and a book-crossing project. Everybody will find something exiting and inspiring here.





# INGKA Centres