



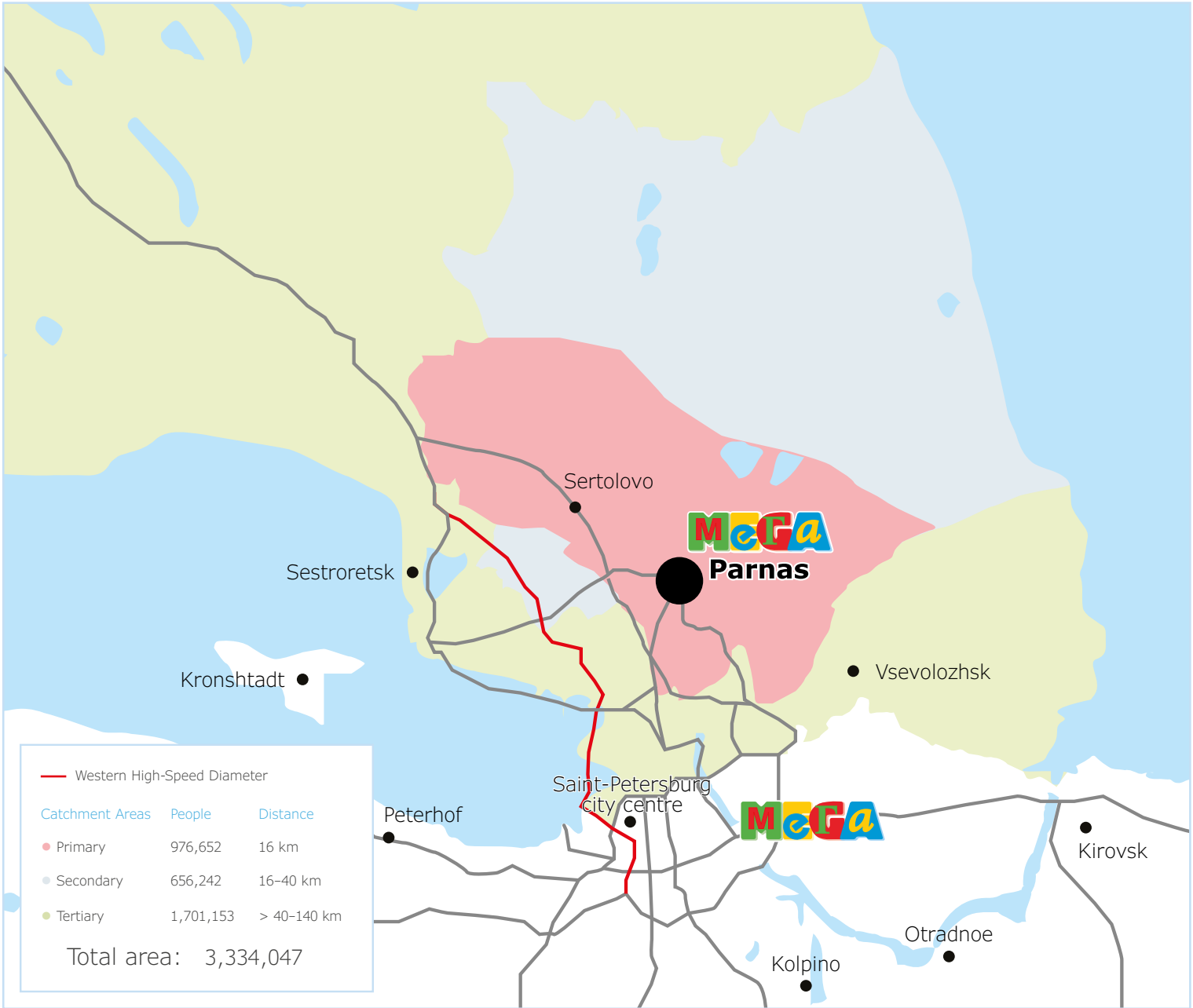
Saint-Petersburg, Russia

INGKA Centres

# Reaching out to millions

Perfectly located to serve the rapidly developing districts of the Leningradsky region and Saint-Petersburg. Thanks to the easy transport links and 98% brand awareness, MEGA Parnas reaches out far beyond its immediate catchment area. It benefits from the new Western High-Speed Diameter (WHSD) a unique high-speed urban highway being created in St. Petersburg, becoming a major transportation hub. MEGA Parnas meets lots of guests in spring and summer period due to its location on the popular touristic and county house

direction. Moreover, next three years primary catchment area will significantly increase because of massive residential construction in Murino, Parnas and Sertolovo. Already the go to destination in Saint-Petersburg and beyond, MEGA Parnas is currently enjoying a major redevelopment. And with an exciting new design, improved atmosphere, services and customer care, the future looks even better.



13 MLN  
VISITORS ANNUALLY

56%  
CUSTOMERS COME  
BY CAR

3 METRO  
STATIONS NEAR BY

29%  
YOUNG  
FAMILIES



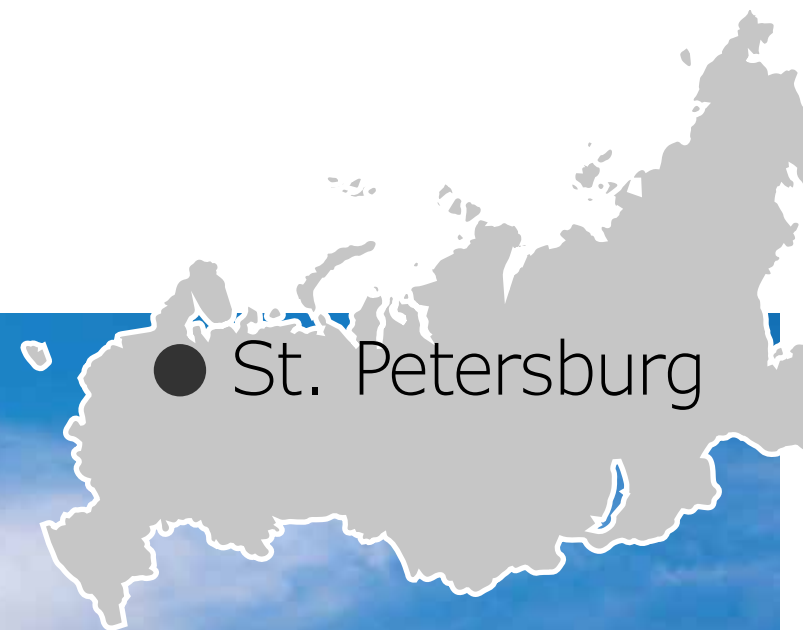
# A region with strong potential

## St. Petersburg and the Leningrad region

St. Petersburg and the Leningrad region are two independent areas within the Russian Federation. They are situated in the north-west of European Russia and are part of the north-western Federal District and north-western Economic Region.

The Leningrad region stretches 450 km from east to west and 320 km from north to south. It borders the Gulf of Finland as well as the Ladoga and the Onega lakes. The major cities here are Pushkin, Gatchina, Kolpino, Vsevolzhsk, Petrodvorets, Zelenogorsk and Vyborg.

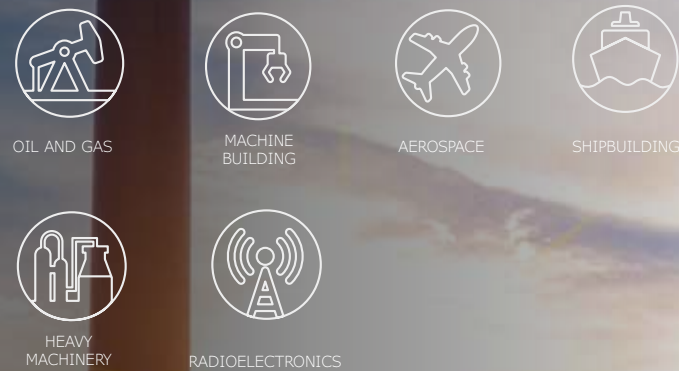
MEGA Parnas is situated in the north-east of St. Petersburg. Sitting on the Neva River and the Gulf of Finland, St. Petersburg is Russia's second city and one of its principal economic centres with industry and tourism at its heart.



St. Petersburg and the Leningrad region:



Industries:



# Loyal customers

MEGA Parnas is located in the very dynamic city of St. Petersburg and attracts shoppers from all over St. Petersburg and the Leningrad region. MEGA is loved by families, lifestyle and experienced guests alike.



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



**106 MIN**  
AVERAGE  
DWELL TIME



**33%**  
HAVE KIDS UNDER 16



**64%**  
OF CUSTOMERS  
ARE MARRIED



**1.270 EUR**  
AVERAGE MONTHLY  
INCOME



**72%**  
REGULAR  
CUSTOMERS



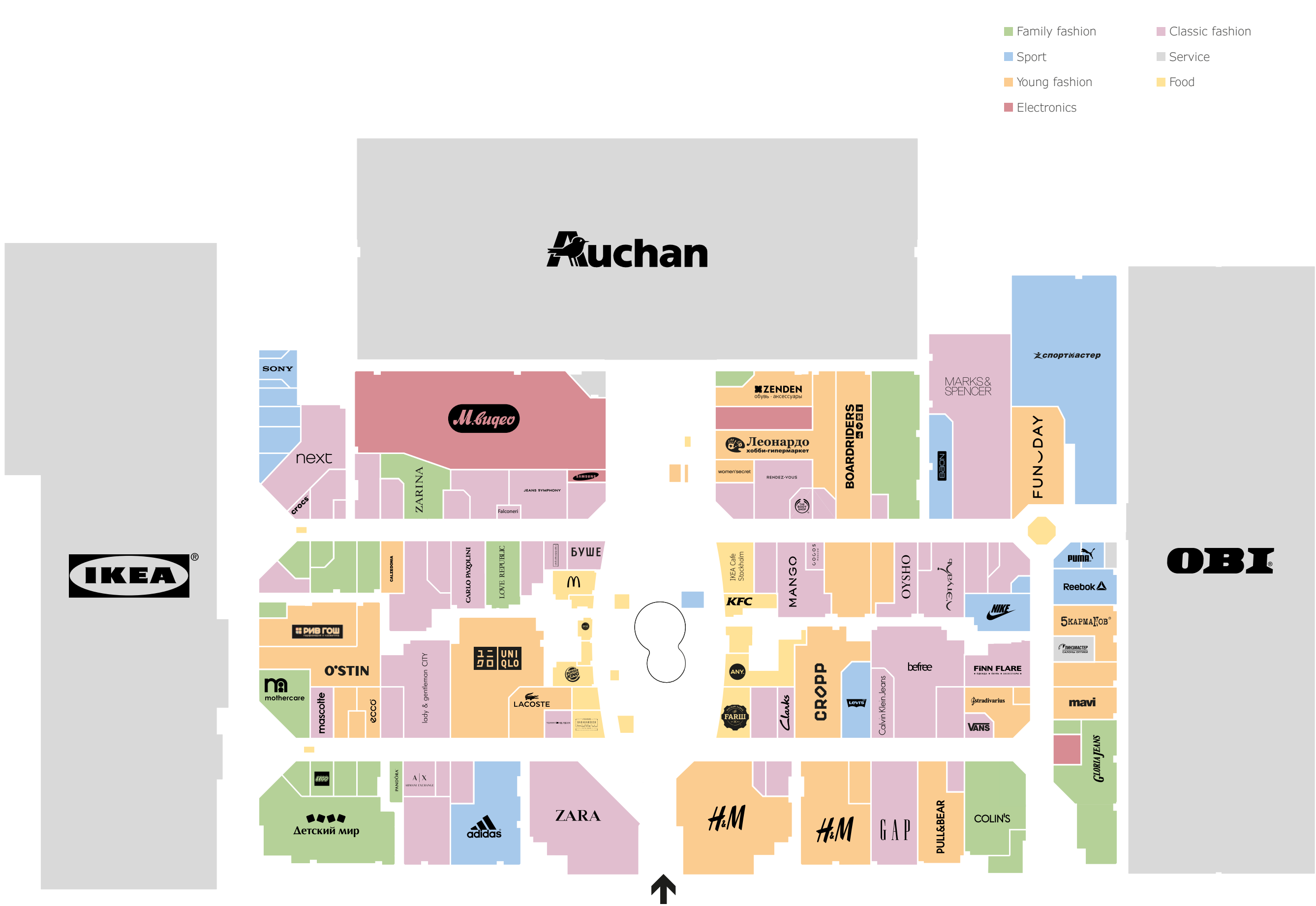
**37 YEARS OLD**  
AVERAGE  
CUSTOMER



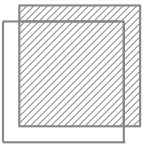
**56%**  
WOMEN



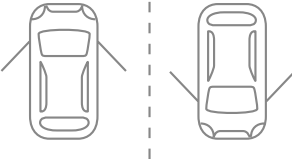


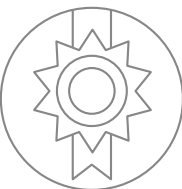


- Family fashion
- Sport
- Young fashion
- Electronics
- Classic fashion
- Service
- Food

  
**107.418 SQM**  
GLA

  
**140**  
STORES

  
**5.500**  
PARKING SPACES

  
**98%**  
BRAND  
AWARENESS



# Meeting place in the heart of community

Together with our partners and guests we are creating a great meeting place where people connect, socialize, get inspired, experience new things, shop, eat and naturally feel attracted to spend time. MEGA Parnas customers can enjoy established fashion brands like Zara, H&M, Lacoste, Tommy Hilfiger, Cropp, Rendez Vous, Lady&Gentleman, Stradivarius, Pull&Bear, GAP, Armani Exchange, Uniqlo and Boardriders.

Being one family, MEGA and IKEA create an entire Scandinavian destination with the best home furnishing offer and retail concepts. Known for its inspiring home furnishings ideas, great choice of cafes and restaurants and new flagship concepts, MEGA Parnas has forged a reputation as the ideal place for families to shop and dine together. And soon the upgraded MEGA Parnas will create even more reasons to visit.





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