



Samara, Russia

INGKA Centres

Affordable shopping with a high quality

Considered the number one shopping experience in the region, MEGA Samara is about to benefit from a huge local housing development, growing its primary catchment area and our key audience of families living within walking distance, which is expected to triple in size by 2020. The Samara Region is well known for its strategic geographical locations and rich, natural, historical and cultural heritage, with Samarskaya Luka National Park located

at its heart. It is the third largest agglomeration of Samara-Togliatti in Russia. Anchored by IKEA, MEGA Samara has an exceptional tenant mix across every category. With everything from international cuisines to family value and affordable home furnishings — it's easy to understand how MEGA Samara attracts 12 million customers a year.



12 MLN
VISITORS AVERAGE

25 MIN
FROM CITY CENTRE

59%
CUSTOMERS
COME BY CAR

6
BUS ROUTES

6.400
PARKING SPACES

A region with strong potential

The Samara region

The Samara region has the sixth largest industrial output of all Russia's provinces and second largest among the Privolzhsky Federal District regions. In terms of social and economic development, Samara is among the top five in Russia. The region has a healthy economy with a wide variety of industry: mining, processing of semi-products, electric power production, chemistry and petroleum chemistry, metallurgy and mechanical engineering (including motorcar construction), bearings manufacture, aircraft building and production of spaceships and vehicles, light and food industries. The region's major cities are Samara, Novokuibyshevsk, Togliatti, Chapaevsk, Zhigulyovsk, Syzran and Oktyabrsk.

The city of Samara

With its diverse industry base it boasts a strong economy and healthy investment potential. Compared to other cities of more than one million residents, it has the largest industrial output. Its most buoyant sectors are transport and equipment production, electrical, electronic and optical equipment, metallurgy and metallic products manufacturing.

New residential area development will bring additional 300 000 households.

Loyal customers

MEGA Samara is located in the North-East of Samara and attracts shoppers from all over the city and surrounding area. MEGA is loved by families, lifestyle and experienced guests alike.



GUESTS VISIT MEGA
3 TIMES PER MONTHS



86 MIN
AVERAGE
DWELL TIME



52%
HAVE KIDS UNDER 16



59%
OF CUSTOMERS
ARE MARRIED



800 EUR
AVERAGE MONTHLY
INCOME



81%
REGULAR
CUSTOMERS

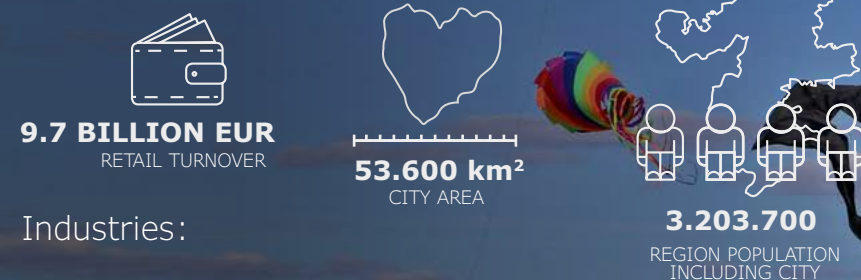


35,8 YEARS OLD
AVERAGE
CUSTOMER



53%
WOMEN

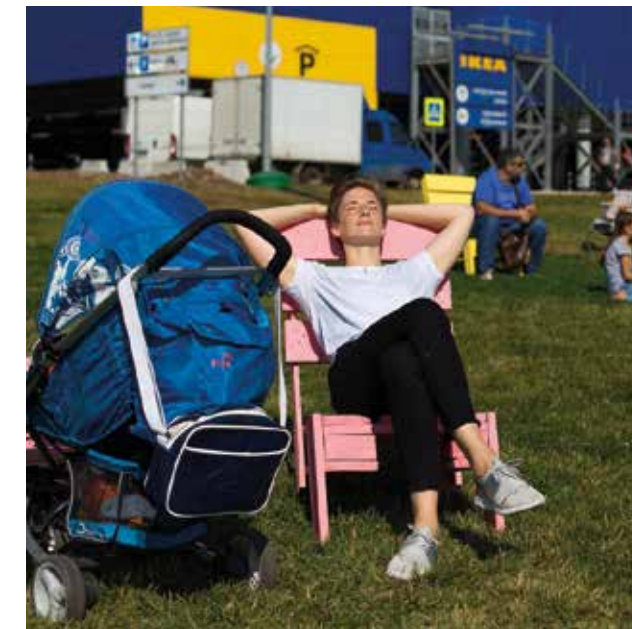
Samara region:

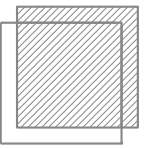
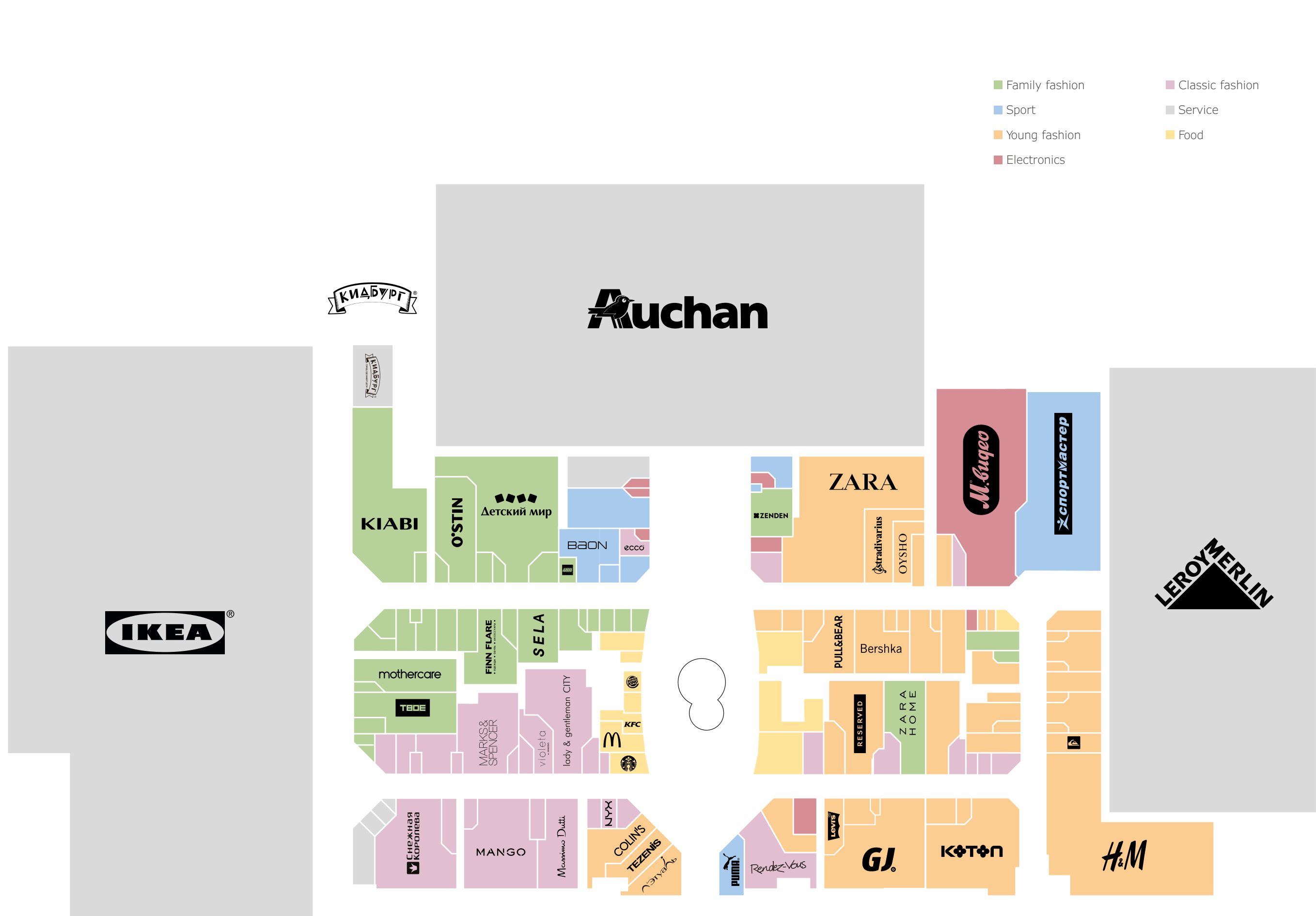


Industries:



City of Samara:

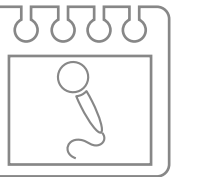




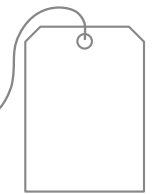
104.400 м²
GLA



165
STORES



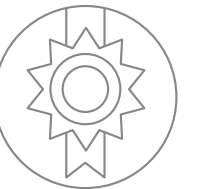
MORE THAN 100
EVENTS PER YEAR



27
UNIQUE BRANDS
FOR SAMARA



22
CAFES & RESTAURANTS



92%
BRAND
AWARENESS



86%
REGULAR
CUSTOMERS

Fun for all the family

As the nearest leisure destination, with excellent public transport links, MEGA Samara is sure to pull in the crowds. In the longer term, significant investment in the local area will considerably increase the immediate catchment area. A family-friendly fashion, leisure and dining destination offers the widest variety of services with brands like Zara, H&M, Lady&Gentlemen, Detskiy Mir, IKEA, Auchan, Leroy Merlin and more, the new residential developments will generate thousands of new MEGA fans.

Our future edutainment concept Kidburg, a game format city for kids, provides hours of excitement while helping children understand their future interests and develop self-confidence.



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