



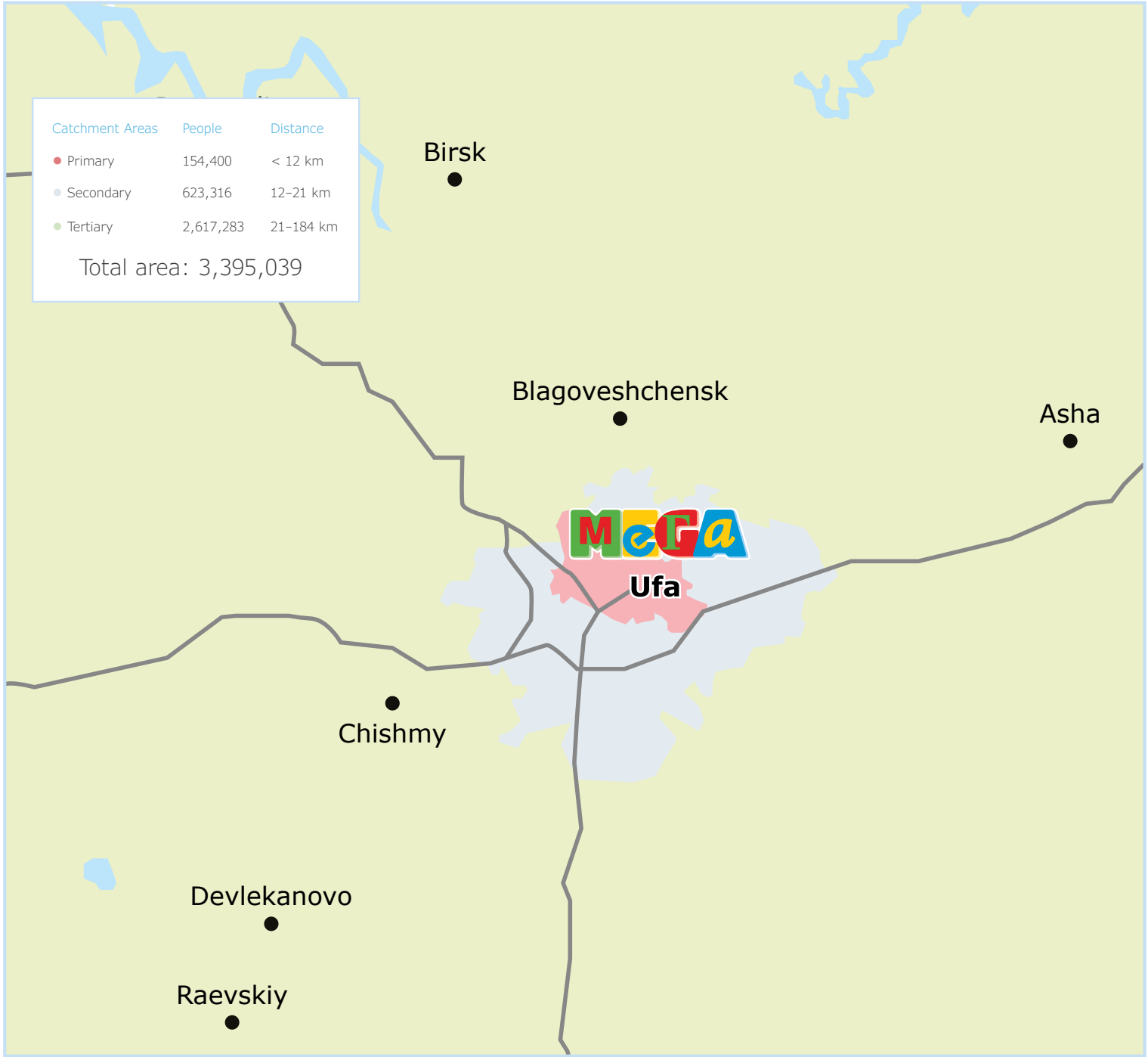
Ufa, Russia

INGKA Centres

Top of everyones list

With over 14 million visitors annually, well-designed layout and leading customer experience, MEGA Ufa is getting stronger day by day. Among MEGA Ufa’s customers, there are 3.5 million whose purchasing power is above average. During more than

6 years we provide our customers with carefully formed affordable offer, well-balanced mix of F&B, family entertaining facilities and a wide range of guest services.



A region with strong potential

The Republic of Bashkortostan

Bashkortostan is part of the Russian Federation, the Volga Federal District and the Ural Economic Region.

It enjoys a high investment rating and is ranked one of territories with the lowest for investment risk. Bashkortostan has economic relations with 90 countries around the world.

The city of Ufa

The city's economy is based on the fuel and energy industries and machinery manufacture. Construction, timber, food processing and pharmaceuticals are also growing industries. The city is currently developing trade and economic links with a number of countries including Germany and China, as well as with major Russian cities such as Kazan, Ekaterinburg, Chelyabinsk and Orenburg.

Loyal customers

MEGA Ufa is located at the heart of the very dynamic population development in Ufa and attracts shoppers from the city and surrounding area. MEGA is loved by families, lifestyle and experienced guests alike.



GUESTS VISIT MEGA
2,7 TIMES PER MONTHS



104 MIN
AVERAGE
DWELL TIME



39%
HAVE KIDS UNDER 16



61%
OF CUSTOMERS ARE
MARRIED



931 EUR
AVERAGE MONTHLY
INCOME



80%
REGULAR
CUSTOMERS



34 YEARS OLD
AVERAGE CUSTOMER



36%
LIFESTYLE GUESTS

The Republic of Bashkortostan:



13 BILLION EUR
RETAIL TURNOVER



143.000 km²
CITY AREA



5.196.972
REGION POPULATION
INCLUDING CITY

Industries:



PETROCHEMICAL



CHEMICAL
INDUSTRY



OIL PROCESSING

The city of Ufa:



708 km²
CITY AREA

● Ufa



1



2



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Where families come together

MEGA Ufa brings families together like no any other mall else in the region. It is a family friendly shopping centre with affordable prices providing the widest offer in family fashion and kids' goods. Every detail in our mall was created to make the shopping experience easy and flawless — big parking space, the resting areas with WI-FI and charging points,

cafes and accessible family guest service facilities, seasonal parks and outdoor activities. With a great offer of cafes and restaurants; biggest events such as food festivals, sport, music and youth concerts MEGA Ufa attracts guests from all over the region and becomes a true meeting place and heart of community.



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