

MEGA

Belaya Dacha



IKEA
Shopping Centres Russia



Welcome to MEGA Belaya Dacha

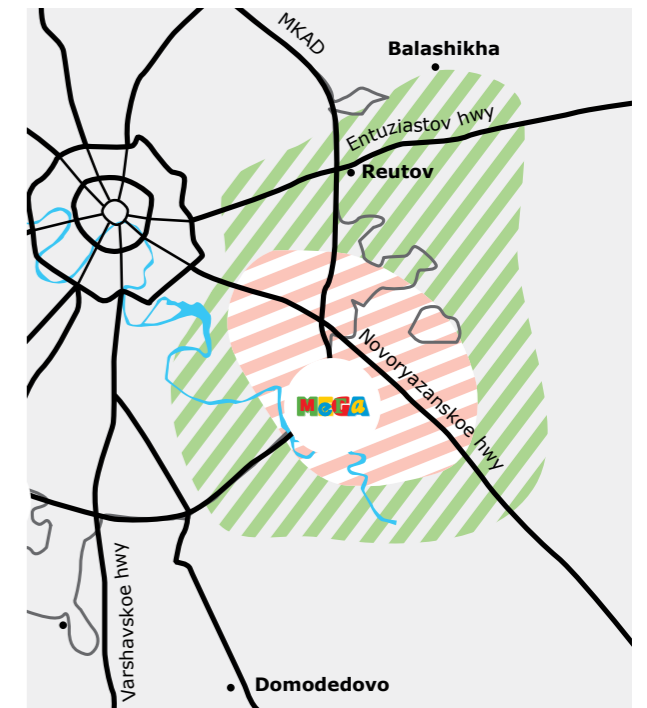
ALONG WITH LONDON'S WESTFIELD AND ISTANBUL'S FORUM, MEGA BELAYA DACHA IS ONE OF EUROPE'S LARGEST RETAIL COMPLEXES.



Market overview

Catchment areas	People	Distance
Primary	1,589,000	< 20 km
Secondary	1,558,800	20-35 km
Tertiary	3,787,300	35-47 km

Total area: 6,965,200



It has more than 350 tenants and the centre façade runs for four km. Major brands such as Auchan, Inditex brands, TopShop, H&M, Uniqlo, T.G.I. Fridays, Debenhams, MAC, IKEA, OBI, MediaMarkt, Kinostar, Cosmic, M.Video, Detsky Mir, Deti and Decathlon all have outlets here.

MEGA Belaya Dacha attracts shoppers from all over Moscow and the surrounding area and has the highest visitor numbers of all MEGA centres. Children's playgrounds, a kid's club and other facilities enable customers to spend the whole day shopping and relaxing at their leisure. Young families with children represent over 40% of visitors.

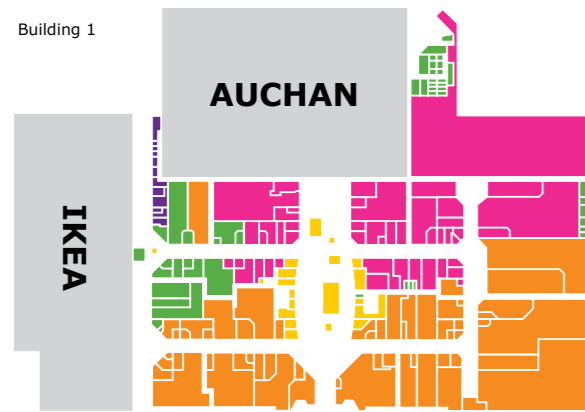


Moscow has the highest density of retailers of all Russian cities with tenants occupying 4.5 million square metres, according to figures for 2013. Many world-famous retailers have outlets here and the city is the first to show new trends. Competition between retailers has created a high standard of architecture and interior design.

Belaya Dacha shows very dynamic population development. MEGA stands to profit from a projected increase of residents within its direct surroundings.

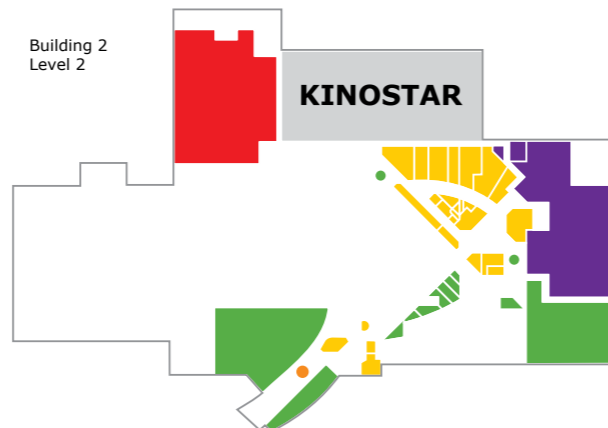
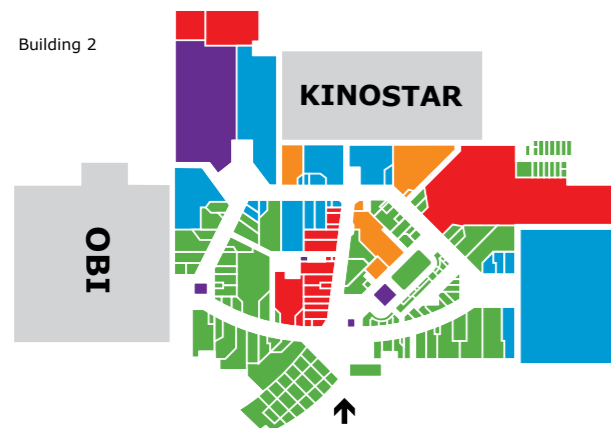
In total, housing projects for about 90,000 residents will be completed within the primary catchment area, and for 24,000 residents within the secondary catchment area until 2020. Also there are plans to extend the metro network of Moscow in the direction of Belaya Dacha.

Creating the perfect shopping space



At IKEA Shopping Centres Russia, we design MEGA centres to suit the local area and consumer. Layout and retail mix is tailored to the area, enabling our tenants to attract the optimum number of shoppers.

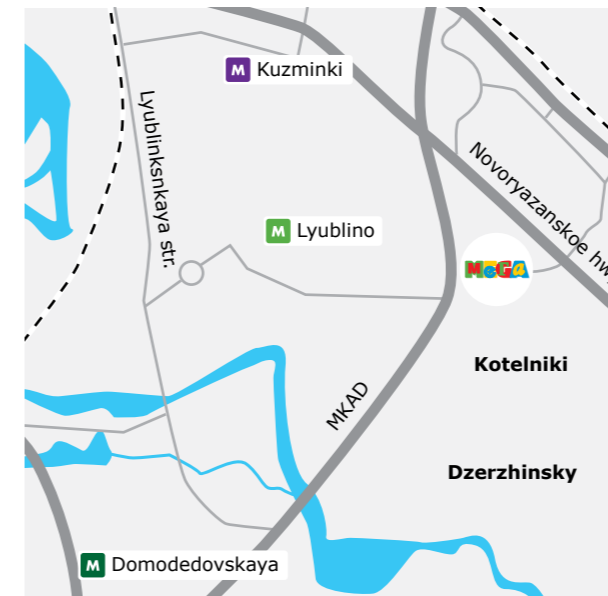
In fact, excellent relationships with many retailers have brought famous international brands to Moscow and the Moscow region for the first time.



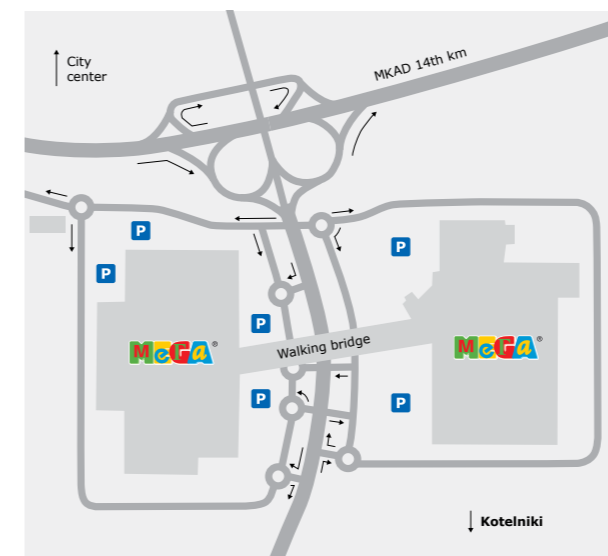
- Family fashion
- Sport
- Service
- Electronics
- Classic fashion
- Food
- High + young fashion
- Other premise

Top retailers: Adidas, Auchan, Bershka, Bobby Brown, Boardriders, Bosco Sport, British house, Camel Active, C&A, Chocoladnitsa, Debenhams, Decathlon, Desigual, DETI, Detsky Mir, DKNY, Ecco, Fashion Galaxy, Finn Flare, Forever 21, GAP, H&M, IKEA, Ile de Beaute, Imaginarium, Jack Wolfskin, JS Casual, Kinostar, Lady&Gentleman city, L'Etoile, Marella, Marks&Spencer, Mango, McDonalds, MediaMarkt, MEXX, Mothercare, M.video, Naf Naf, New Yorker, Nike, OBI, O'stin, Oysho, Pandora, Pinkberry, Pull and Bear, Puma, Rendez-Vous, Reebok, River Island, Salomon, Snezhnaya Koroleva, Sportmaster, Starbucks, Stockmann, Strellson, Timberland, Terranova, Tezenis, TGI Friday's, TOPSHOP, Tous, Uniqlo, Uyuterra, Vietcafe, Zara and many others.

Getting around



Moscow is an important transport hub; there are six airports, nine railway stations, and three river ports connecting Moscow with the Atlantic and Arctic oceans.



The size and shape of it

Opened	2006/2007
GBA	303,000 m ²
GLA	225,000 m ²
IKEA	37,700 m ²
Auchan	22,850 m ²
OBI	17,000 m ²
Mall	133,000 m ²
Stores	332
Parking space (with allocated disabled parking)	8,500
Parking area	308,580 m ²
Parking ratio	24,5 spaces per 1000 m ² GLA
Land	55.8 ha

Address: Moscow, 14-km marker, MKAD

Nearest metro stations: Kuzminki, Lublino and Vykhino

Distance to the city centre: 18 km

Distance to Domodedovo Airport: 27 km

Public transport: buses, fixed-route taxis.

By car: from Moscow — Volgogradsky and Ryazansky highways and Verhnie Polya St., from the Moscow Region — Novor-yazanskoye and Dzerzhinsky highways.

Levels 2 levels + underground parking

Loading 8 Loading Areas with 16 docks in total. Hypermarket, DIY and IKEA are served separately

Get to know the area

THE CAPITAL OF THE RUSSIAN FEDERATION, MOSCOW IS SITUATED IN THE CENTRAL FEDERAL DISTRICT OF EUROPEAN RUSSIA ON THE BANKS OF THE MOSKVA RIVER.



The city of Moscow

The city is the political, financial, economic, cultural and scientific centre of Russia. Moscow is also the financial centre of Russia with half of the country-registered banks situated here.

Most of Russia's large companies also have their offices in here. Change of market potential stems from growing consumer expenditures and changes in the number of inhabitants. By 2020, a total growth of about 61% is predicted compared to 2012

Population: 12,111,200 people

City area: 2,511 km²

Retail turnover: 95.6 billion EUR (2013)

The Moscow region

The Moscow region has a well-developed infrastructure. It has a good transport network including railways, roads and waterways. It also enjoys a "high potential and moderate risk" investment rating – 14th in terms of investment risk and third in terms of investment potential.

Population, including Moscow: 19,244,800 people

Area including Moscow: 46,890 km²

Industries: chemical, metallurgy, food, textiles, furniture, energy production, software development and machinery

Retail turnover, including Moscow: 128 billion EUR (2013)

6:00 AM



London

1:00 AM



New York

9:00 AM



Moscow

The region's major cities are Khimki, Mytishchi, Klin, Sergiev-Posad, Balashikha, Lyubertsy, Podolsk, Kolomna and Serpukhov.

Join us to create a successful story

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