

MEGA Dybenko



IKEA
Shopping Centres Russia



Welcome to MEGA Dybenko

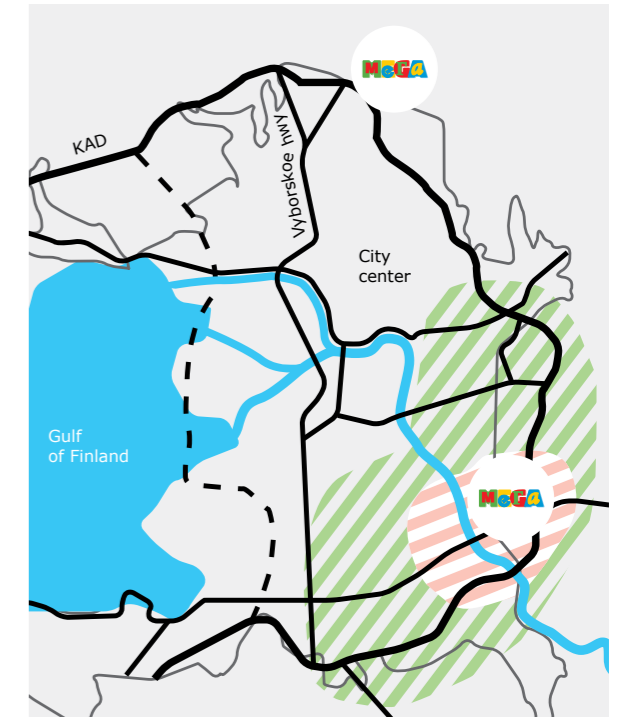
THANKS TO ITS LOCATION, WELL-DESIGNED LAYOUT AND RETAIL MIX, MEGA DYBENKO IS THE MOST POPULAR SHOPPING COMPLEX IN THE ST. PETERSBURG AREA.



Market overview

Catchment areas	People	Distance
Primary	393,827	< 10 km
Secondary	1,215,870	10–20 km
Tertiary	2,957,352	20–50 km

Total area:
4,567,049 people



The typical visitor is a married woman with one child. She is university-educated and in full-time work. On average customers are 35 years old with a middle to high income. Visitors to MEGA Dybenko buy a wide range of goods including clothes, shoes and accessories, furniture, groceries and electronics. They also spend time at the ice rink, cinema, restaurants and food court.

The following is a typical St. Petersburg shopper:

- prefers to save money than borrow;
- enjoys visiting large shopping malls;
- prefers to pay more but favours reliable brands.

St. Petersburg's urban development also focuses on areas close to MEGA. MEGA stands to profit from a projected increase of inhabitants within its direct surroundings.

In total, housing projects for about 65,000 residents will be completed within the primary catchment area by 2015. By 2020, housing projects for another 10,000 people will be realised next to MEGA.

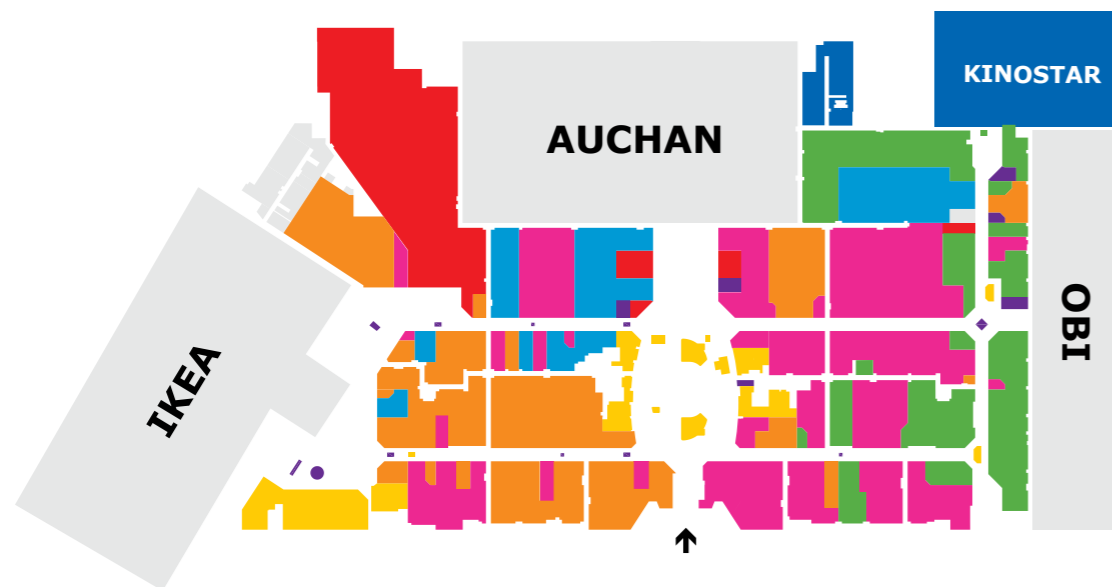


Creating the perfect shopping space



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 St. Petersburg and the Leningrad region for the first time.



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

Top retailers: Adidas, Auchan, Bershka, C&A, Centro, Detsky Mir Eldorado, GAP, IKEA, H&M, Karen Millen, Kinostar, Lacoste, Lady&Gentleman city, L'Etoile, Levi's, LFT, Mama Roma, Marks & Spencer, Massimo Dutti, McDonalds, MediaMarkt, Mother-care, Mustang, Nautica, New Balance, New Yorker, Next, Nike, OBI, Pull and Bear, re:Store, Quicksilver, Reserved, Sbarro, Seppala, Smyk, Sportmaster, Stradivarius, Subway, Terranova, TOPSHOP, Zara Home, Zara and many others.

Getting around



St. Petersburg is a large transport hub with key railways and motorways connecting it to Scandinavia and the rest of Europe, the central part of Russia and the Baltic region.

There are major sea and river ports and the city is served by Pulkovo Airport.



Address: 12-km marker, Murmanskoe Shosse

Nearest metro stations: Ulitsa Dybenko, Lomonosovskaya

Distance to the city centre: 16 km

Distance to the airport: 15 km

Public transport: buses

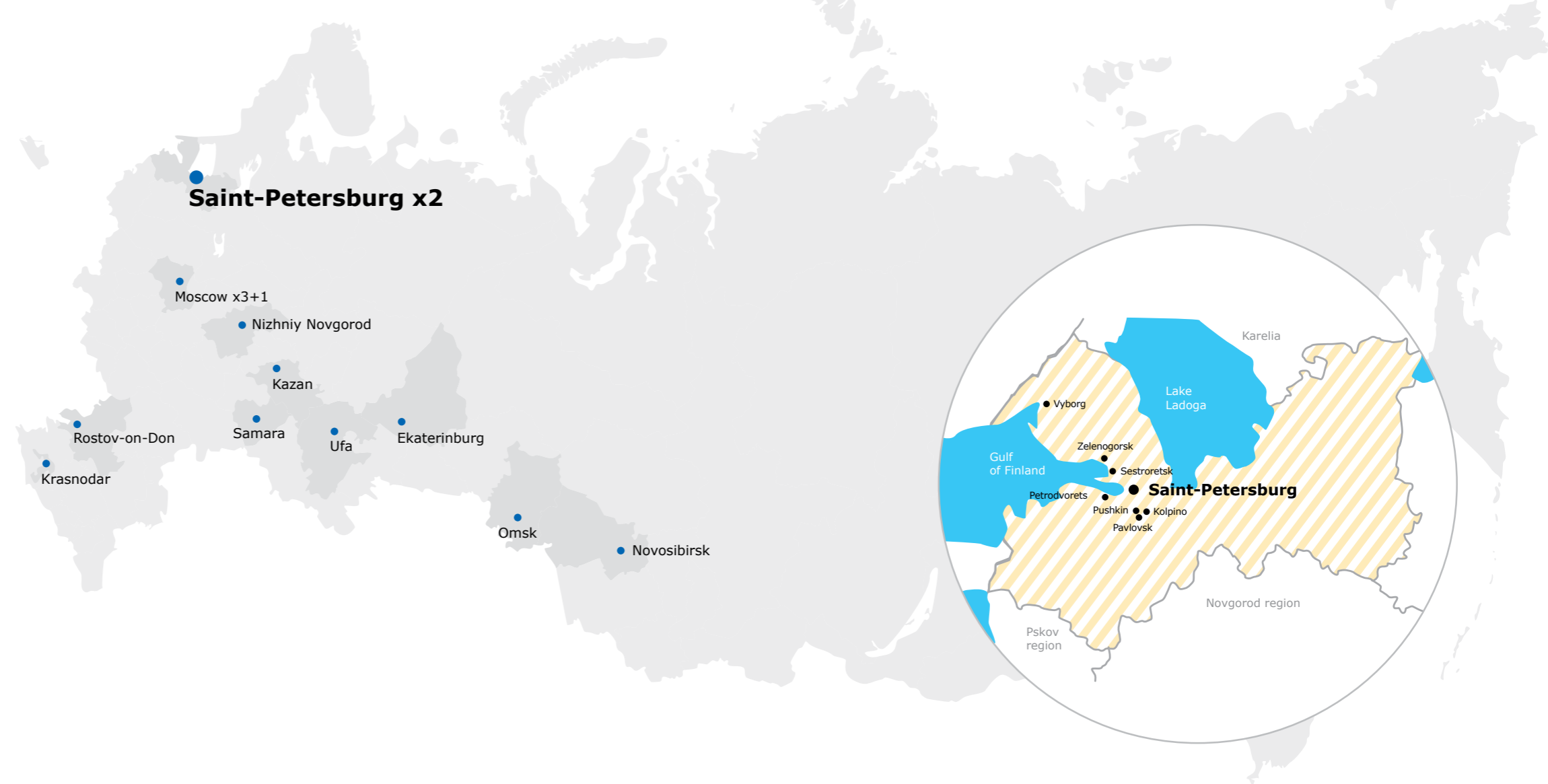
By car: direct access from Murmanskoe Shosse

The size and shape of it

Opened	2006
GBA	182,000 m ²
GLA	142,450 m ²
IKEA	32,000 m ²
Auchan	20,000 m ²
OBI	15,000 m ²
Mall	72,000 m ²
Stores	200
Parking space (with allocated disabled parking)	7,700
Parking area	205,400 m ²
Parking ratio	55 spaces per 1000 m ² GLA
Land	51 ha
Levels	1 level + underground parking
Loading	2 loading bays. Hypermarket, DIY and IKEA are served separately

Get to know the area

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 NORTHWESTERN FEDERAL DISTRICT AND NORTHWESTERN ECONOMIC REGION.



St. Petersburg

MEGA Dybenko is south-east of the city 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.

Change of market potential arises from growing consumer expenditures and changes in the number of inhabitants. By 2020, a total growth of about 78% is predicted compared to 2012.

Population: 5,132,000 people

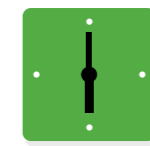
City area: 1,440 km²

Retail turnover: 21,9 billion EUR (2013)

Leningrad region

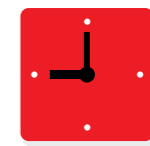
The Leningrad region stretches 450 km from west to east and 320 km from north to south. It borders the Gulf of Finland as well as the Ladoga and the Onega lakes. The major cities here are Pushkin, Gatchina, Kolpino, Vsevolzhsk, Petrodvorets, Zelenogorsk and Vyborg.

6:00 AM



London

9:00 AM



Moscow

9:00 AM



Saint Petersburg

Population, including St. Petersburg: 6,895,900 people

Area of the region, including St. Petersburg: 86,740 km²

Industries: oil and gas, shipbuilding, aerospace, radioelectronics, machine building and heavy machinery

Retail turnover, excluding St. Petersburg: 5.9 billion EUR (2013)

Join us to create a successful story

IKEA SHOPPING CENTRES RUSSIA
LENINGRADSKAYA STR.
ESTATE 39, BLDG 5
KHIMKI, MOSCOW REGION
141400 RUSSIAN FEDERATION
T: +7 (495) 221 33 11
E-MAIL: INFO.LEASING.RU@IKEA.COM
WWW.IKEASCR.COM



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