Welcome to MEGA Rostov-na-Donu

MEGA IS CURRENTLY THE BIGGEST SHOPPING CENTRE IN ROSTOV-NA-DONU AND AMONG THE FIRST WHO ENTERED THE MARKET.

Thanks to its location, well-designed layout and retail mix, MEGA Rostov-na-Donu is the most visited shopping centre of its kind in the city. Over the last six months every resident of Rostov-na-Donu has been to MEGA. The typical visitor is a secondary-school educated, married woman, under 34 years old.

Rostov-na-Donu is a city with high consumer-spending potential. City shoppers, as well as those from neighbouring Aksai and Novocherkassk choose to buy their clothes, shoes and household goods in retail complexes.

In total, housing projects for about 5,740 residents will be completed within the city of Rostov-na-Donu by 2015.

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**Market overview**

<table>
<thead>
<tr>
<th>Catchment areas</th>
<th>People</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>512,100</td>
<td>&lt; 12 km</td>
</tr>
<tr>
<td>Secondary</td>
<td>784,000</td>
<td>12–25 km</td>
</tr>
<tr>
<td>Tertiary</td>
<td>1,373,600</td>
<td>25–45 km</td>
</tr>
</tbody>
</table>

**Total area:** 2,669,900
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 Rostov-na-Donu and the Rostov region for the first time.

The size and shape of it

- Opened: 2007
- GBA: 135,000 m²
- GLA: 112,300 m²
- IKEA: 25,800 m²
- Auchan: 20,000 m²
- Leroy Merlin: 18,300 m²
- Mall: 44,400 m²
- Stores: 210
- Parking space: 5,400
  (with allocated disabled parking)
- Parking area: 294,000 m²
- Parking ratio: 54 spaces per 1000 m² GLA
- Land: 28 ha
- Levels: 1 level + underground parking
- Loading mall level servicing: 2 loading areas with 6 docks in total

Address: 23, Aksaisky prospekt, Aksai, Rostov Region

Distance to the city centre: 17 km
Distance to the airport: 8 km

Public transport:
fixed-route taxis and public buses

By car: convenient access from the M4 Don highway.

Getting around

Known as the ‘Gateway to the Caucasus’, the city is a major transport hub for the south of Russia.

The international airport operates flights inside of Russia and the CIS as well as to Europe, Africa and Asia. Its international river port serves the trade routes from central Russia to the Black and Mediterranean seas.
Rostov-na-Donu is the northern capital of Russia – Rostov-na-Donu. Rostov-na-Donu is situated in the southeast of the East European Plain on the banks of the river Don, bordering the Azov Sea.

Population: 1,109,800 people
City area: 354 km²
Retail turnover: 37.4% of regional retail turnover

Change of market potential stems from growing consumer expenditures and changes in the number of inhabitants. By 2020, a total growth of about 54% is predicted compared to 2012.

The Rostov region is part of the Russian Federation and the Southern Federal District. 756 km away from Moscow, it has major railway routes passing through it to the south of Russia, Krasnodar Krai (to the Azov and Black seas), Abkhazia and Ukraine.

The main cities here are Rostov-na-Donu, Azov, Bataisk, Volgodonsk, Novocherkassk, Taganrog and Shakhty.

Population: 4,245,500 people
Area of the region: 101,000 km²
Industries: farming plant, the defence industry, light industry, helicopter construction
Retail turnover: 16.3 billion EUR (2013)
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