



STOCKMANN

Introduction to
Stockmann Nevsky Centre

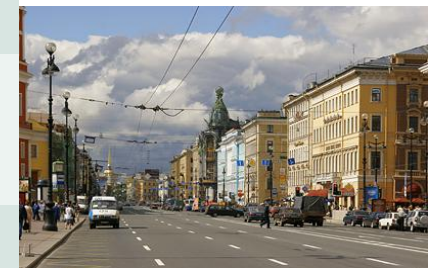
Tove Westermarck
Director of Russian department stores



St Petersburg facts

	St Petersburg	Moscow
Population	4 869 600	11 551 930
Area	1 439 sqm	1 091 sqm
Average monthly salary (Dec 2010)	686 EUR	1 005 EUR
The volume of sales area (Dec 2010)	4.1 mill sqm 0.84 sqm/inhabitant	7.7 mill sqm 0.66 sqm/inhabitant
Share of total retail revenue in Russia (2010)	5%	24%
Retail development (Index 2010/2009)	119 (region)	107 (region)

Sources: Rosstat and Ministry of Economic Development in Russia





Russian consumer market

- The middle class is growing:

Total middle class in Russia approx. 20–30% of population

→ Estimated to grow to approx. 40% in 2015

– Income level >25 000 EUR per year

35 million households earning >12 000 EUR per year → 40 million in 2014

21 million households earning >20 000 EUR per year → 28 million in 2014

- Absence of debt and low taxes make the emerging middle class well positioned for the future
- Consumer confidence is increasing
- Russian consumer: characterized as an actively consuming, increasingly price conscious, brand aware, “young” middle class woman

Source: CEMEEA business group



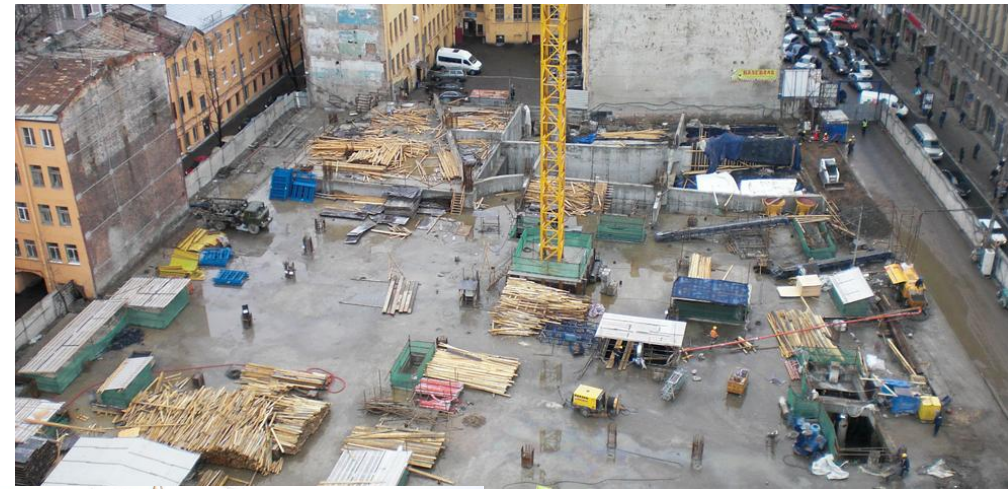
In 2006 a land plot was bought



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Construction started in December 2008





Stockmann Nevsky Centre (SNC) in 2011



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SNC in brief

- Opening on 11 November 2010
- Total gross area 98 000 sqm
 - Shopping centre leasable area 20 600 sqm
 - Department Store area 20 000 sqm
 - Leasable office area 5 500 sqm
- Underground parking in 3 levels
 - 560 places 23 000 sqm
- Technical & public area 28 900 sqm
- 78 commercial tenants in 7 floors
- 9 office tenants in 2 floors





SNC target group

- 84 000 passengers/day at Vostannya metro station
- 118 000 cars/day at Nevsky Prospekt and 85 000/day at Ligovsky

CORE TARGET GROUP

- 1.9 million (51% women, 49% men), 16–45 year old city people, upper middle class income level

SECONDARY TARGET GROUP

- Age 46–55
- Upper middle class income level

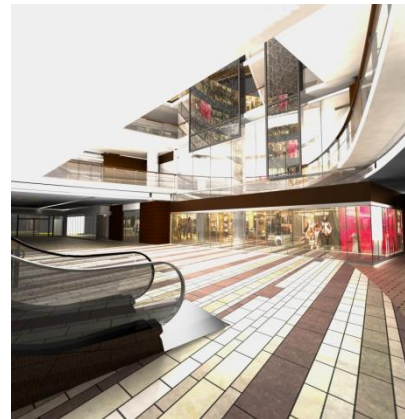
SPECIAL TARGET GROUP: TOURISTS

- Domestic
- Foreign



SNC success factors

- City centre location
- Stockmann brand
- Stockmann department store with a full scale food department
- Strong shopping centre concept
- Unique, international standard milieu and atmosphere
- Parking facilities
- High safety standards



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Unique shopping experience in the very city center

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SNC marketing concept

- Slogan: New culture of shopping
- Main medias for 2011 are TV and outdoor
- Attractive "buzz creating" events
 - Fashion shows
 - Shopping night
 - Celebrity visits





Events in SNC



CMD 7.9.2011





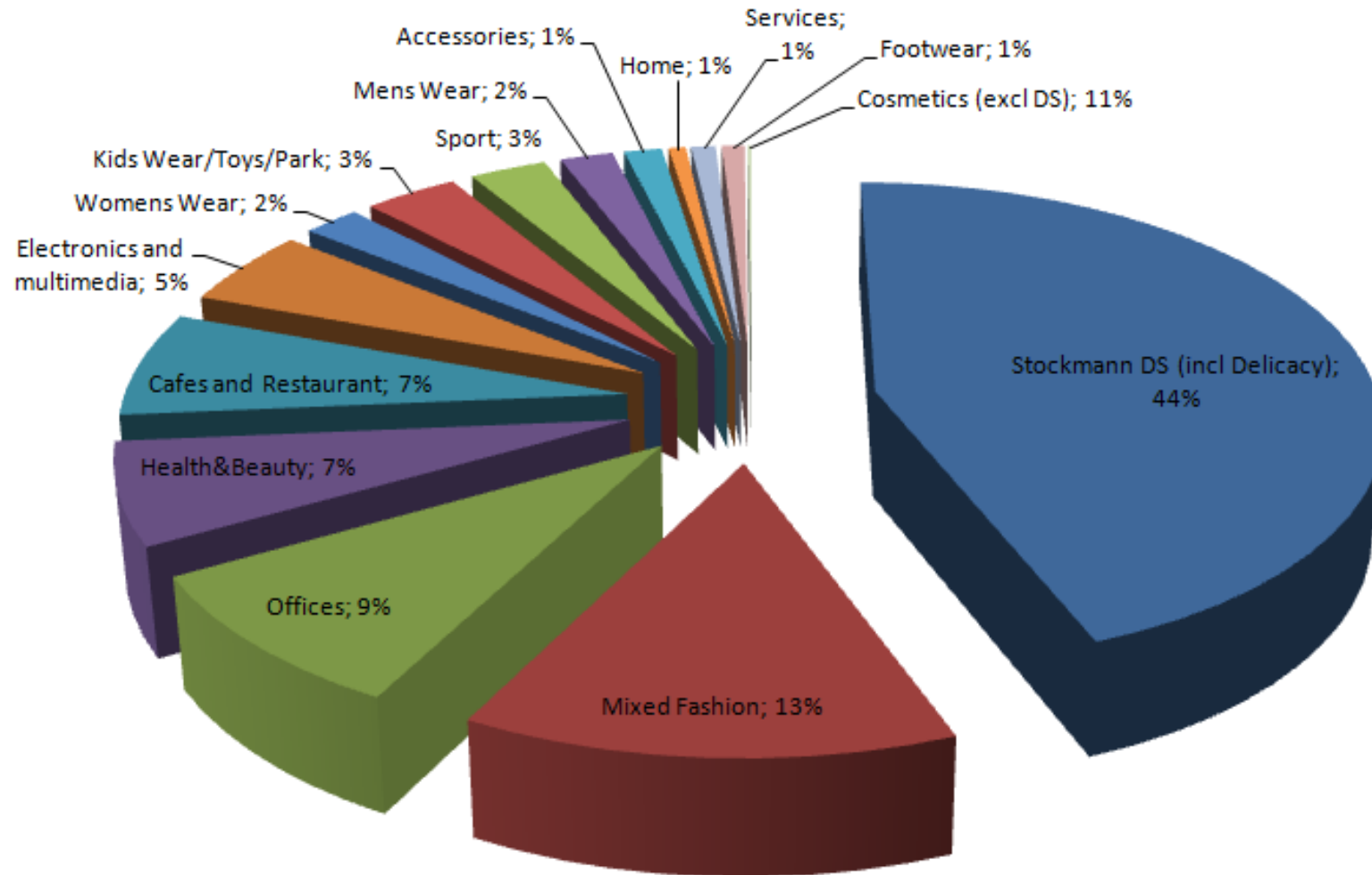
SNC floors



8/9	Offices
6	Restaurants, Yoga centre, fitness centre, beauty salon, dance studio
5	Home, sports goods, food court
4	Kids, electronics
3	Women's fashion
2	Men's fashion
1	Perfumery and cosmetics, accessories, optician's, gifts
-1	Delicacy, pharmacy, laundry, travel agency, flowers
-4/-3/-2	Parking



SNC tenants / share of leasable area




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Tenant brand mix: Fashion, footwear, accessories (34 tenants)

- Approx. 9 000 sqm – 44% of leasable area
- Largest tenants:

 2 639 sqm

 689 sam

 671 sqm



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Children, electronics, home (18 tenants)

- Approx. 4 500 sqm – 22% of leasable area
- Largest tenants:



2 052 sqm



366 sqm



201 sqm



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Health, beauty, services (12 tenants)

- Approx. 3 600 sqm – 17% of leasable area
- Largest tenants:



1070 sqm



747 sqm



526,5 sqm



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Restaurants and cafés (13 tenants)

- Approx. 3 500 sqm – 17% of leasable area
- 1400 seating places
- Largest tenants:



2 198 sqm



231 sqm



136,9 sqm



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SNC Services

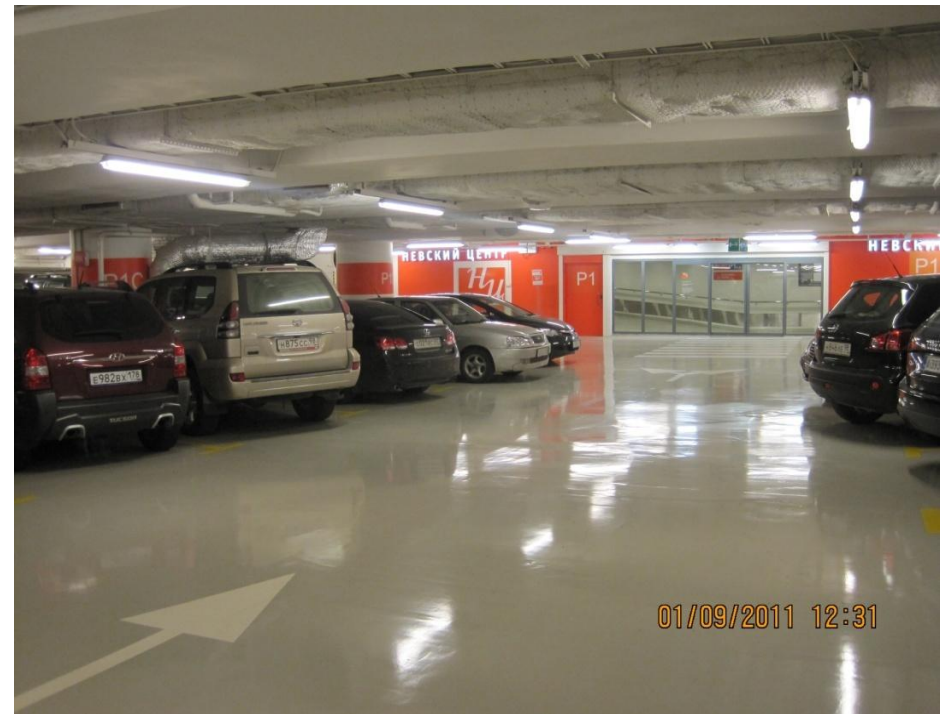
- Info desk
- Food court (2)
- ATMs
- Baby care facilities
- Customer feedback
- Lost and found
- Parking
- Resting areas
- Toilets
- Taxi pole
- First aid room
- Possibility for Wifi
- Switchboard (run by DS)





SNC Parking

- 23 000 sqm of parking space in 3 levels
- 550 parking places
- 24/7 guarded
- Easy and comfortable access from parking to Stockmann department store and Nevsky Centre by modern elevators
- Services
 - Modern payment and signage systems
 - Pick-up point (Stockmann DS)
 - Trolley park
 - Invalid parking
- Negotiations about a car wash service





Actions to increase parking utilization rate



- Parking information signage
- Forbidden parking signage
- Cooperation with authorities
- Fences and illegal parking blocking



Stockmann department store in St Petersburg

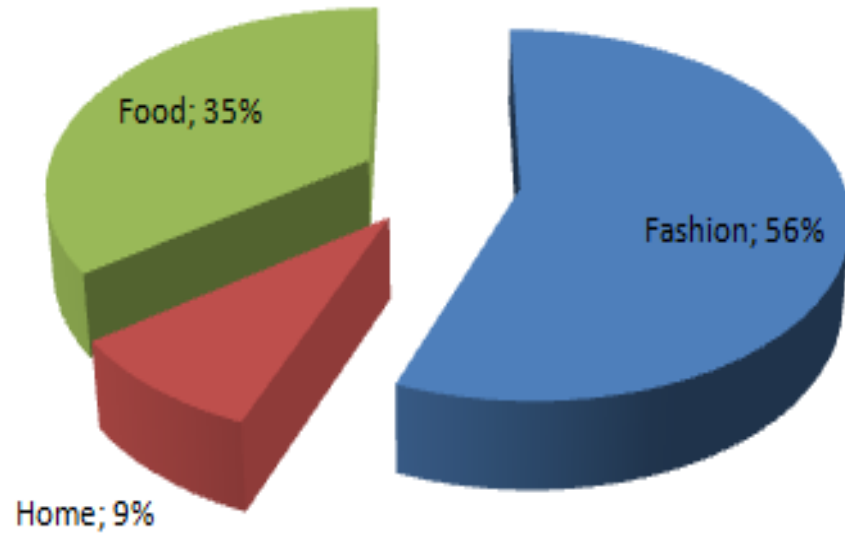


- Stockmann's flagship in Russia
- Commercial space 20 000 sqm
- Fashion, cosmetics, home products and food on six levels
- Wide range of international brands from premium to medium-low segments; Stockmann's own brands complete the selection
- Best Delicatessen in town – 3 200 sqm with a wide selection of fresh, high quality food
- Over 600 employees guarantee excellent customer service



Stockmann department store in St Petersburg

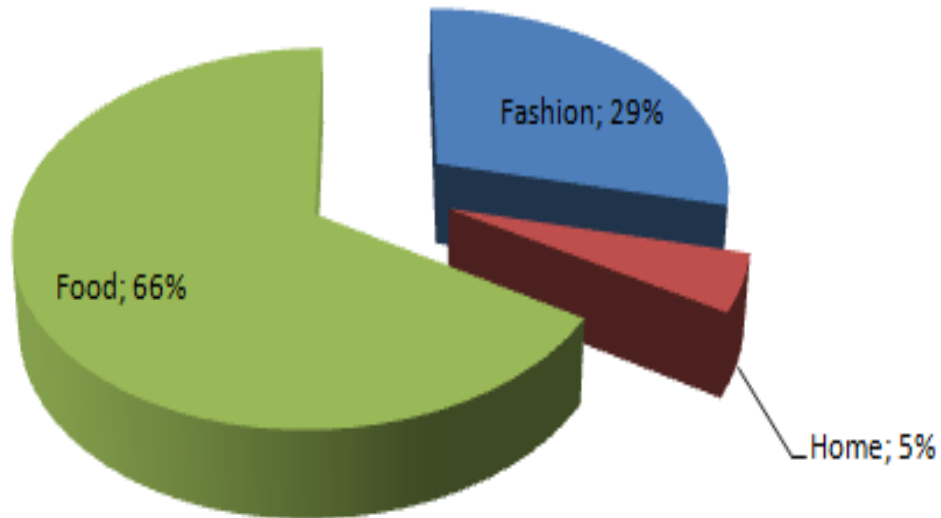
Sales division





Stockmann department store in St Petersburg

Customer division

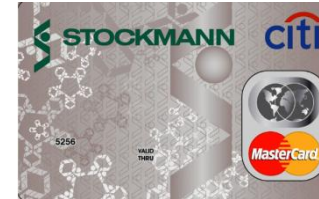


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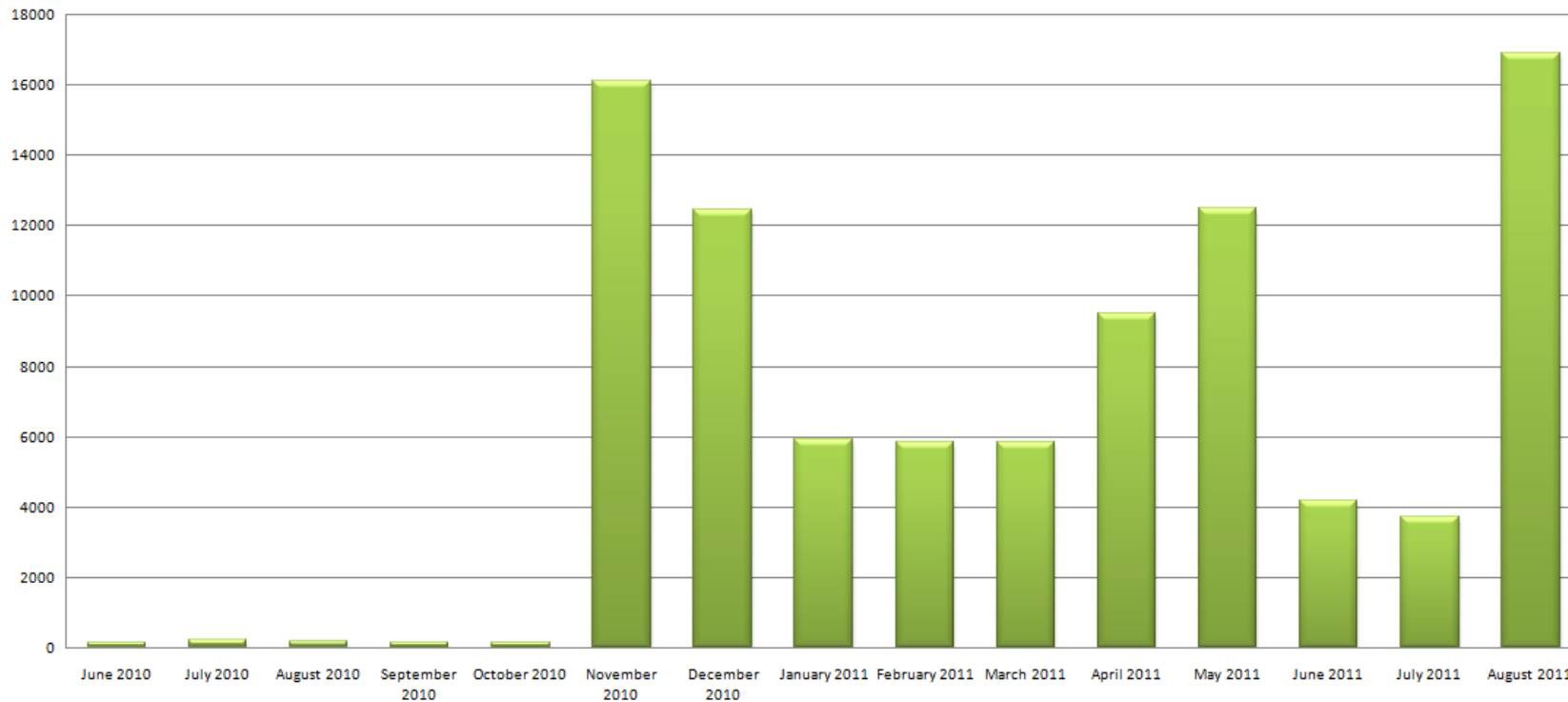


Loyal customer development in St Petersburg

- Total amount of loyal customers: 127 000
- New loyal customers since the opening: 107 000



Monthly development of new loyal customers in St Petersburg



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Crazy Days for the first time in St Petersburg in April





Nevsky 25 store opened on 29 August 2011 – a concept store of own brands

