

Gintama Shopping Mall

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Gora village, Borispolskiy district, 5,23 ha under commercial construction



- The area is frontal to Kyiv-Borispil route, located at 9 km distance from Kyiv and 4 km distance from Borispil International Airport;
- The planning design for shopping mall construction has been developed;
- 500 m distance to road junction;
- 10 km distance to “Borispilska” metro station;

Construction project of the retail and leisure complex at the area of 5,23 ha

Satellite Map



Construction project of the retail and leisure complex at the area of 5,23 ha

Map



Construction project of the retail and leisure complex at the area of 5,23 ha

Land plot scheme



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Retail market characteristics (Ukraine, 2012)

The retail market development in 2012 is determined by such trends:

· The existence of inconsistency between demand and supply: the demand for new retail chains is not decreasing despite of approaching Kyiv and Ukrainian regional market by international and regional retail chains.

· The shortage of appropriate land property and difficulties with licensing procedures forced some international real estate developers to change their priorities and buy land properties in regional centers of Ukraine.

· Some prominent operators have strengthened their positions in Ukraine by opening new shopping malls or providing themselves with land property for future projects.

· Such retail trade format as huge shopping malls has fundamentally firmed at the market.

· Such trade centers give an opportunity for different distributors to become mini-leaseholders.

· The amount of international brands has increased in Kiev.

· The rental rates for retail space in 2012 have not decreased, but even increased both in shopping malls and in separate sales premises. The percentage of vacant sales premises is critically low.

Retail market characteristics (Ukraine, 2012)

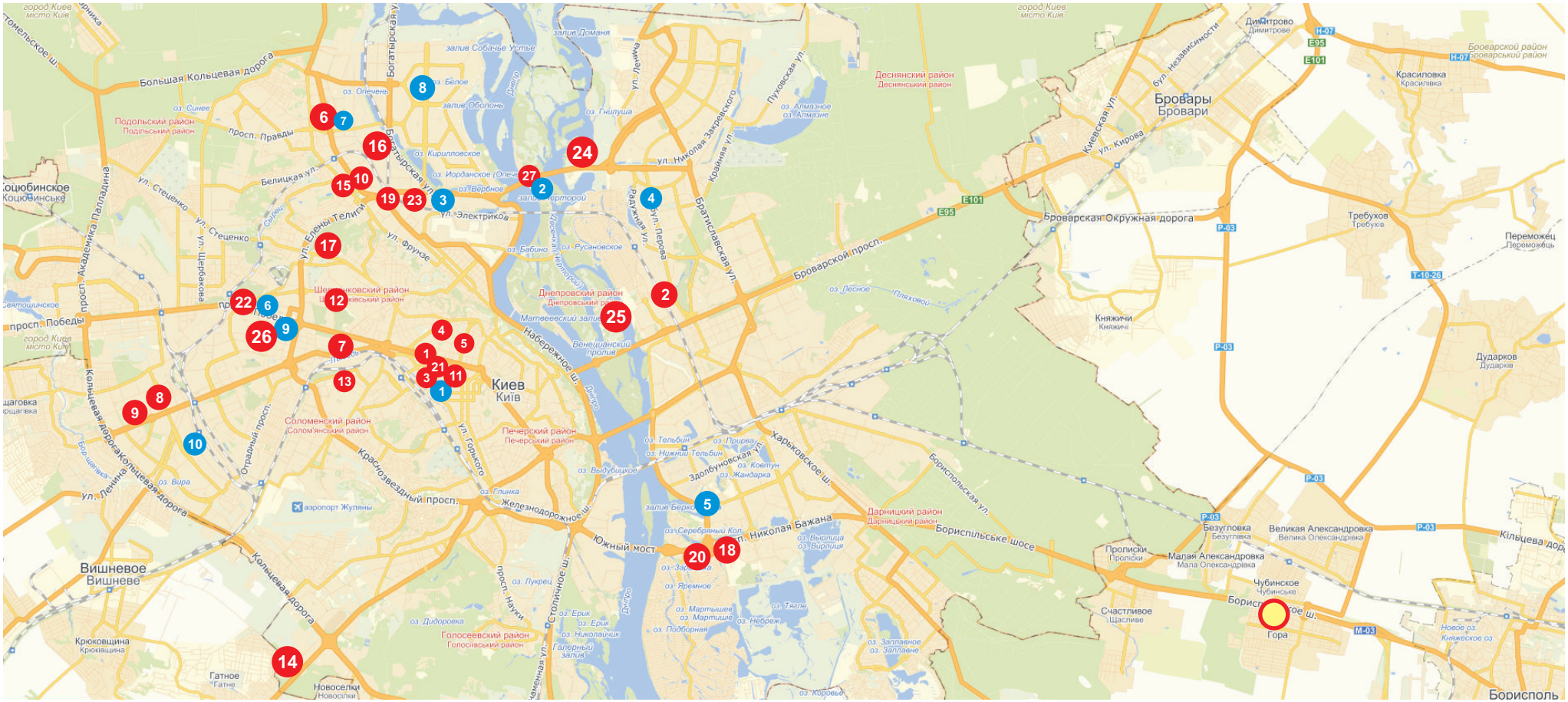
Kyiv, the capital of Ukraine, is among the biggest cities of Central and Eastern Europe with official population of 2,75 million people. In fact, its population is over 4,5 million people due to the immigrants flow from other regions of Ukraine.

Kiev is administrative, political, financial, scientific and cultural center of the country. The purchasing ability of its residents predetermines its attractiveness for the retail market.

According to DTZ consulting company rating of the development of retail trading – Ukraine is the fifth after India, Russia, China and Vietnam by the criteria of market carrying capacity and high rates of economic growth. In this regard, the development of construction projects for sales premises can be determined as the most attractive commercial sector of Ukraine in 2012. The anticipated demand for the joint trade in real property goes beyond 1,3 million of sq.m.

- Industrial production volume growth – 10,3 %
- Retails sales growth – 29,4 %
- Population real income growth – 12,5 %
- Household expenses growth – 34,5 %

Existing shopping malls and shopping malls in project



Construction project of the retail and leisure complex at the area of 5,23 ha

Existing shopping malls and shopping malls under construction

#	Shopping mall	Area size,sq.m.	#	Shopping mall	Area size,sq.m.
1	Central Department Store	8 000	22	Bolshevik	
2	Detskiy Mir	8 000	23	Plazma	
3	Metrograd	10 000	24	UA Global	
4	Globus 1	9 000	25	Komod	
5	Globus 2,3	9 600	26	Materik	
6	Karavan	38 000	27	Sky Mall	
7	TLC Ukraina	24 000	1	Esplanada	
8	Rithm	19 000	2	Sky Mall 2	
9	Kvadrat (Borschagovka distr.)	11 800	3	Blockbuster	
10	Gorodok	10 000	4	Kvadrat (Perova str,/Avrora)	
11	Mandarin-Plaza	7 500	5	Materik (Dneprovkaya naberezhnaya)	
12	Kvadrat (Luk`yanovka)	6 200	6	Bolshevik 3	
13	Europort	6 000	7	Karavan 4	
14	Magelan	22 400	8	Shopping mall on Obolon avenue	
15	Alta-Center	17 000	9	Shopping mall on Borschagovka distr.	
16	Metropolis	15 000	10	Shopping mall on Koroleva avenue	
17	Promenada-Center	15 000			
18	Piramida	12 000			
19	Macros	8 500			
20	Aladdin	10 200			
21	Arena City	8 000			

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"Gintama" project

General Data	sq m	%
PLOT AREA	**52 300**	**100%**
COMMERCIAL	38 000	73%
ROADS AND INFRASTRUCTURES	14 300	27%

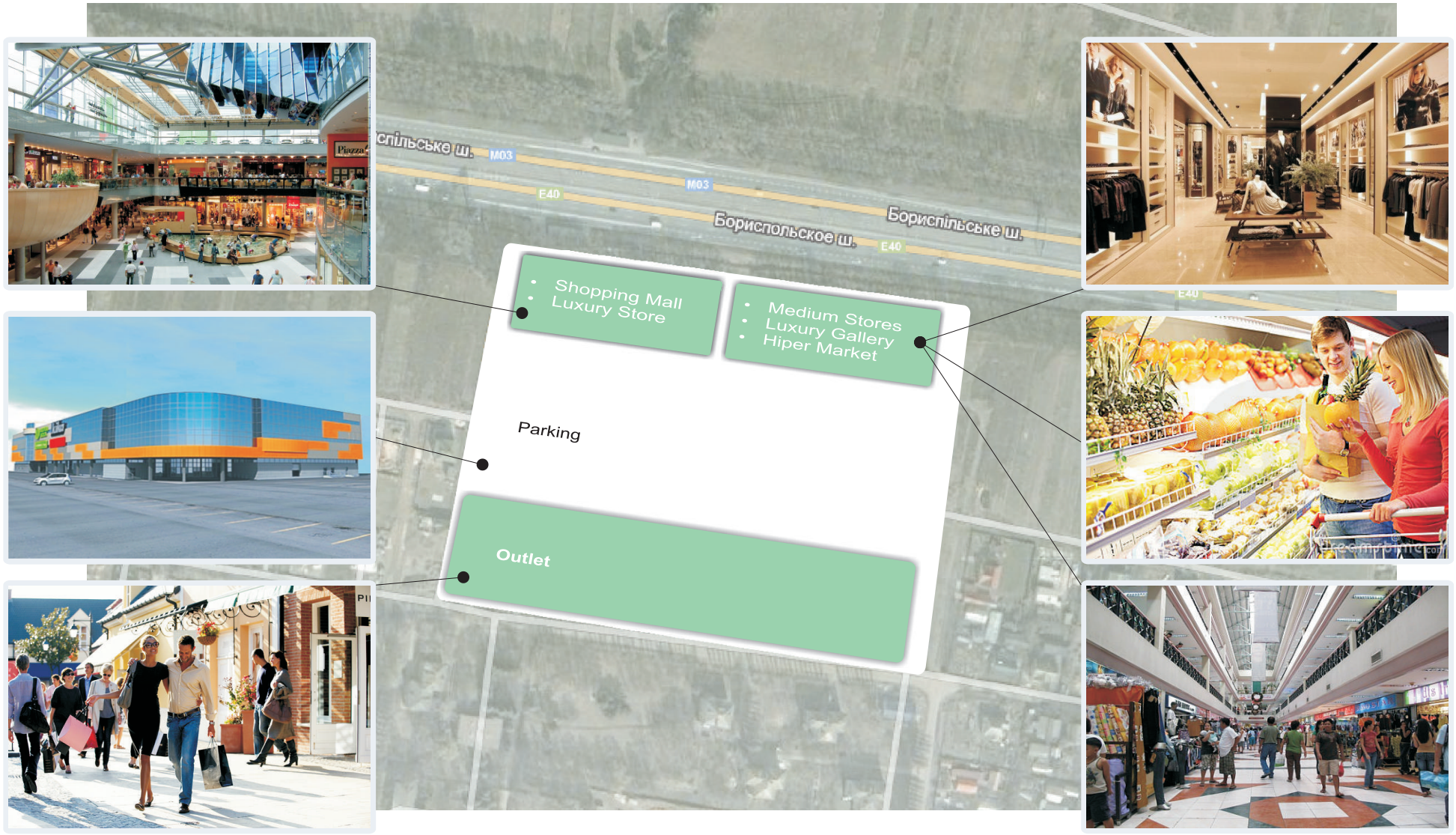
TOTAL AREA	5.23 ha
Land status	on lease for 49 years
Land designated purpose	for shopping mall

Use Program	units	floor	built (sq m)	total built (sq m)	footprint ground floor (sq m)	footprint (%)
Shoping Mall	112	2	90	10 080	5 040	13%
Medium Stores	8	2	1 100	8 800	4 400	12%
Hiper Market	1	2	6 000	6 000	3 000	8%
Luxury Medium Store	2	2	2 000	4 000	2 000	5%
Luxury Gallery	15	2	120	1 800	900	2%
Outlet (Village)	80	1	90	7 200	7 200	19%
TOTAL				**37 880**	**22 540**	**59%**

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The analysis of the land property for the construction of the retail and leisure complex and outlet-center

Location

- Only 9 km distance from Kiev (population – 4,5 million people)
- 3,8 km distance from Borispol (50 000 of people)
- 4 km distance from Borispol International Airport
- Intensified traffic on Kiev-Borispol highway
- Frontal location to Kiev-Borispol route
- Proximity to road junctions
- Extensive network of public transport and well-developed infrastructure on the Kiev-Borispol route, Kiev-Borispol International Airport route

Competitive ability

- Working retail and leisure centers on the right bank of the Dnieper river
- No other outlet stores existing in Kiev

Demand

- Demand for daily use goods in the district
- Demand for luxury brands
- Demand for shopping and leisure activities

Concept

- The combination of the stores of different price quotation and area size gives an opportunity for a family to do all the shopping in a day
- The combination of trade and leisure infrastructure and also food services gives an opportunity to satisfy the demands of wide range of consumers (adults of different age and social categories, families with children of different age)

Feasibility

- Realization within the shortest possible period of time taking into account the interest of retail market participants (Kiev) and the shortage of the high quality trade centers

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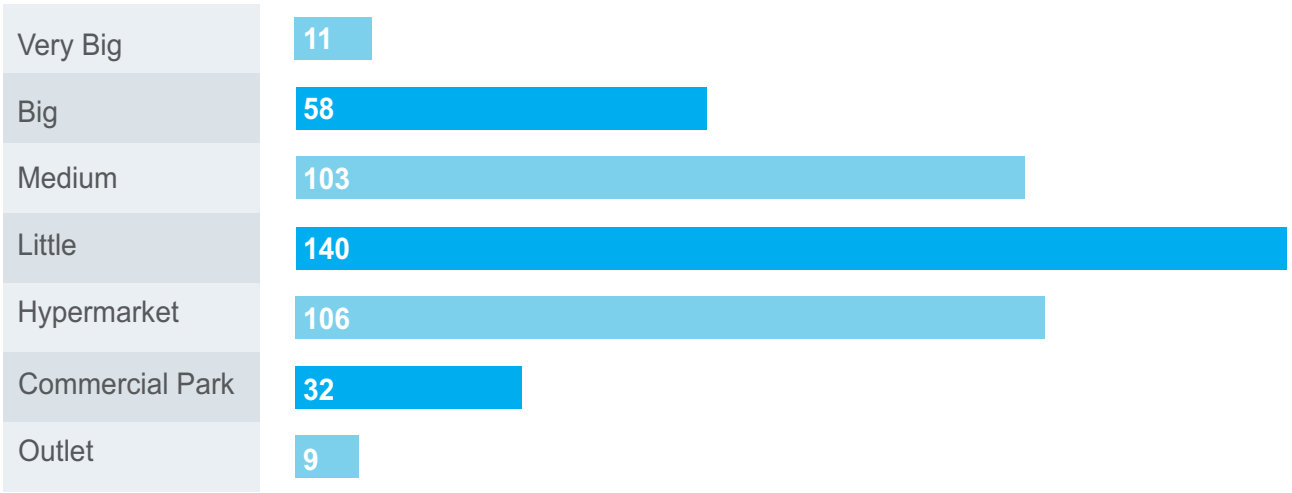
One of the biggest complexes in the suburbs of Kyiv

Floors : 2	Total area: 38 000 sq. m	Land property size : 5, 23 ha
Implementation	**Units**	**Area**
Trade Center	112	10 080 sq. m
Medium Store	8	8 800 sq. m
Hypermarket		6 000 sq. m
Family recreation		Games and attractions for the whole family
Corporate service		Banks, tour-agencies
Services		Central office, parking for more than 4000 cars
Access		Public transport, parking/special transport facilities (taxies, buses), in future – high-speed electric transport

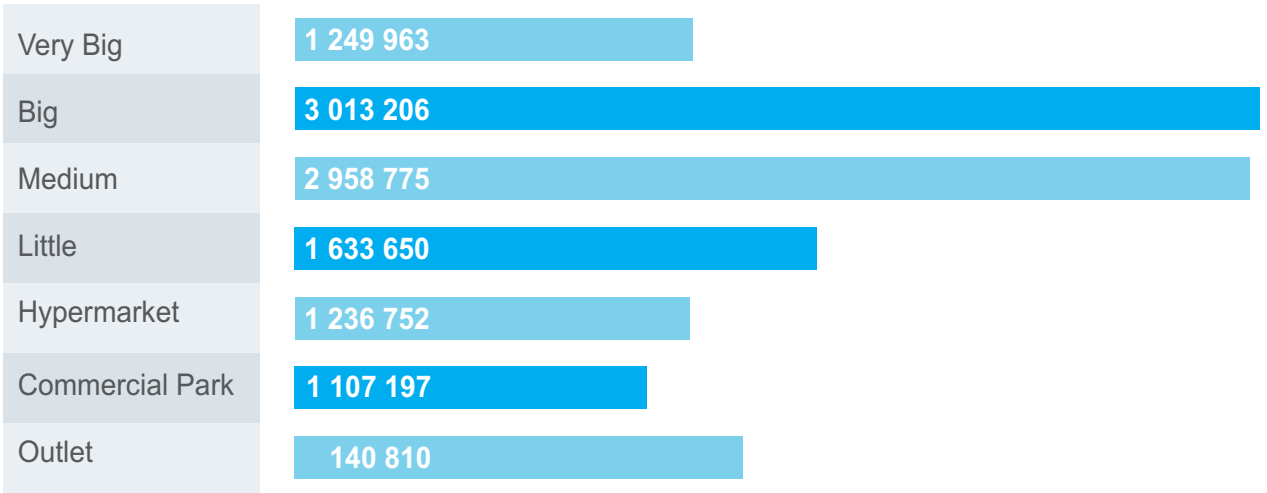
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Distribution of trade centers in Poland according to the type (comparative aspect)

Number of shopping centers by format



GLA of shopping centers by format



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