



MEGAMALL
A R M E N I A

6 REASONS TO BE WITH US

1

The biggest Mall in Yerevan and in the Republic of Armenia, an excellent platform for creating a profitable business

In terms of its total area (GLA 52.700 sq.m.) and its brand assortment and facilities, the "Mega Mall " Shopping Center is going to be the only shopping center of regional importance in the country.

2

Favorable Location

428 900 people or 40% of entire Yerevan population live in the 15 minutes driving time range.

3

Loyalty Program

The Loyalty Program of the developer company "Alex Holding" embraces more than 500.000 participants. The SAP- powered CRM- System along with the integration of mobile applications will allow to perform marketing promotions aimed to attract the target audience among the bonus card holders to "Mega Mall Armenia"

4

Competitive situation

The competitive situation in Yerevan is very favorable for the new "Mega Mall Masiv" shopping center. The population in these parts of the city (north, north-east, east) is 536 000 (>50% of population) and there a no large shopping centers.

5

Concept

"Mega Mall Armenia" is a new "central place" for shopping and entertainment in Yerevan, where you can come for a whole day, combine shopping with interesting leisure and cultural life. Complementary supply of goods and services: more than 200 stores, a multiplex cinema, the largest entertainment zone in the city (more than 5.800 m2), 12 concepts of restaurants and cafes.

6

Experience

The project developer "Alex Holding" is the largest private company of Armenia. More than 40 million people annually visit the shopping centers owned by "Alex Holding" company.



FAVORABLE LOCATION

Beneficial location in the middle of multistoried residential area, wonderful pedestrian accessibility from the nearest house blocks. 53 000 people live, work and study within a 15 minutes walk radius.



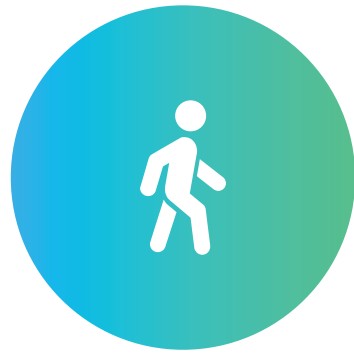
More than 1.2 million
inhabitants in the coverage area



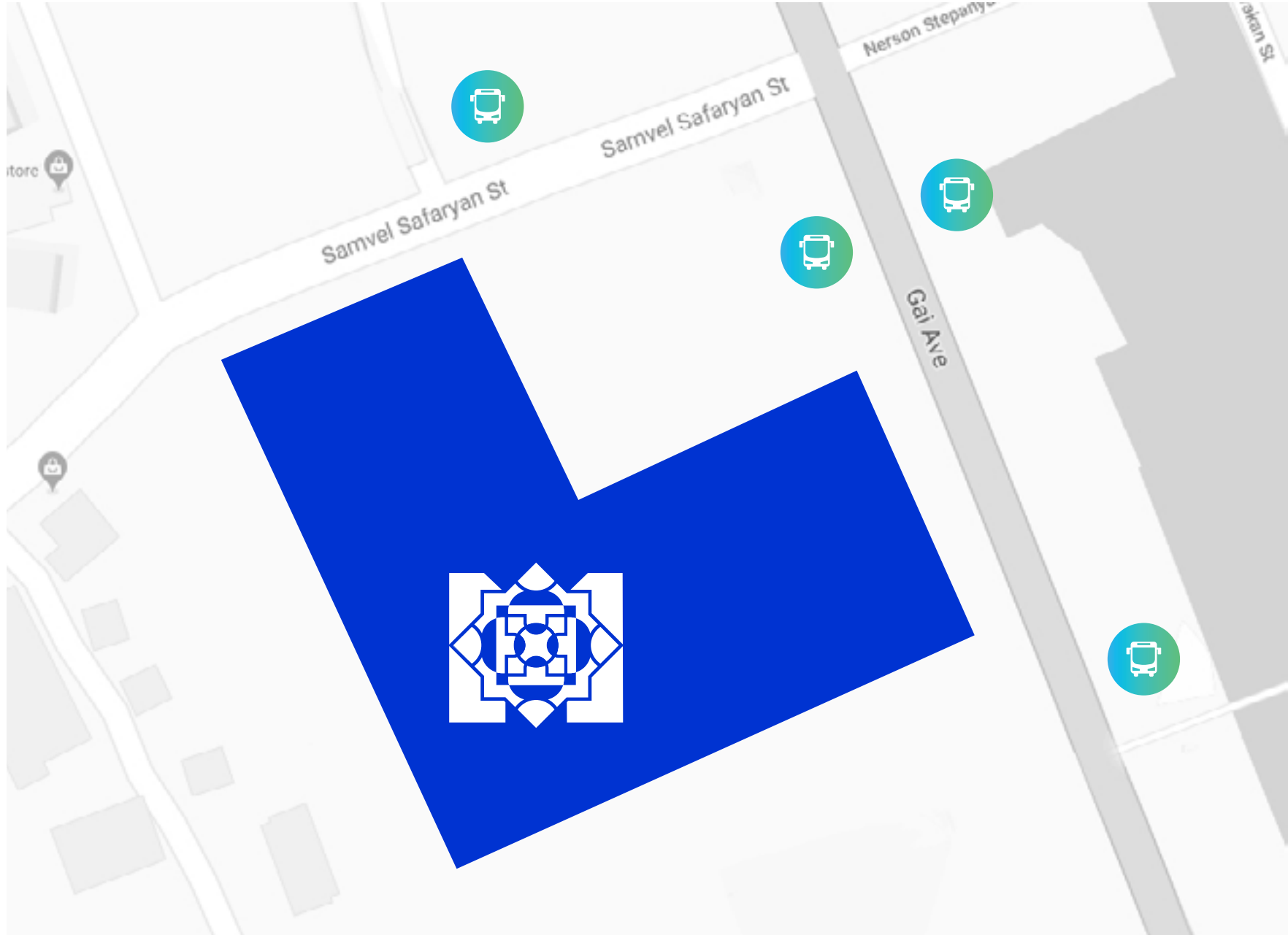
100K people
passenger traffic of land transport



29 Stops
of public transport routes



35K people
pedesterian traffic per day



LOYALTY PROGRAM

Active use of the own customer base capacity in order to increase the attendance of the “Mega Mall Armenia” shopping center using the most advanced technological solutions from the world’s leaders in IT and Marketing.

> 500.000*

**Own customer base that already exists, even before
the “Mega Mall Armenia” opens.**



* number of participants (bonus card holders) in the individual loyalty program of the developer of the project -the company “Alex Holding”

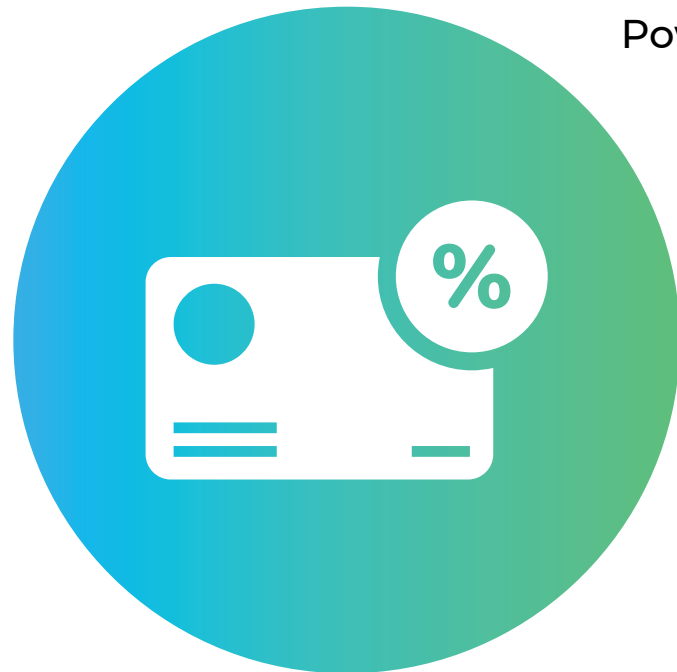
LOYALTY PROGRAM



> 500.000 participants*

in individual loyalty program of “Alex Holding” company

*bonus cardholders



Powered by SAP *

Marketing campaigns

Mass and spot actions to attract the visitors to “Mega Armenia”



> 10.000 people

Number of participants in each action. Regular drawings of cars, large home appliances, travel packages



* CRM-system from the world leader “SAP” in close integration with a specially developed mobile application will make it possible to conduct mass and spot marketing actions (also together with tenants) to attract the target audience among the holders of bonus cards to “Mega Mall Armenia”. Regular drawings of cars, large household appliances, tour packages and other prizes will be held for participants of loyalty program, the expected number of participants of each action is more than 10 000 people.



COMPETITIVE SITUATION

Very favorable competitive situation due to the lack of large shopping and entertainment centers in the northern and eastern sectors of Yerevan

The Shopping Centers' market situation is developing very fast, but finds itself in the initial stage of its development and features low saturation and competitiveness.

536K people

50% of the total city population

Population in the northern and eastern sectors of Yerevan

208 m²

of rental area for 1000 citizens

Extremely low shopping center areas' density rate in 3rd quarter of 2016

The main feature of the shopping center market in Yerevan is low representation of popular brands and chain companies. There is a big potential for opening brand shops – chain and franchise stores.



CONCEPT

Each of the “Mega Mall Armenia” customers can find something for their like. The tenants are grouped by thematic zones, thus making the navigation more comfortable within the center. The strongest composition of anchor tenants. Unique shops and entertainment facilities. Formats and brands presented in Yerevan for the first time. The biggest entertainment zone in Yerevan **for all age categories.**

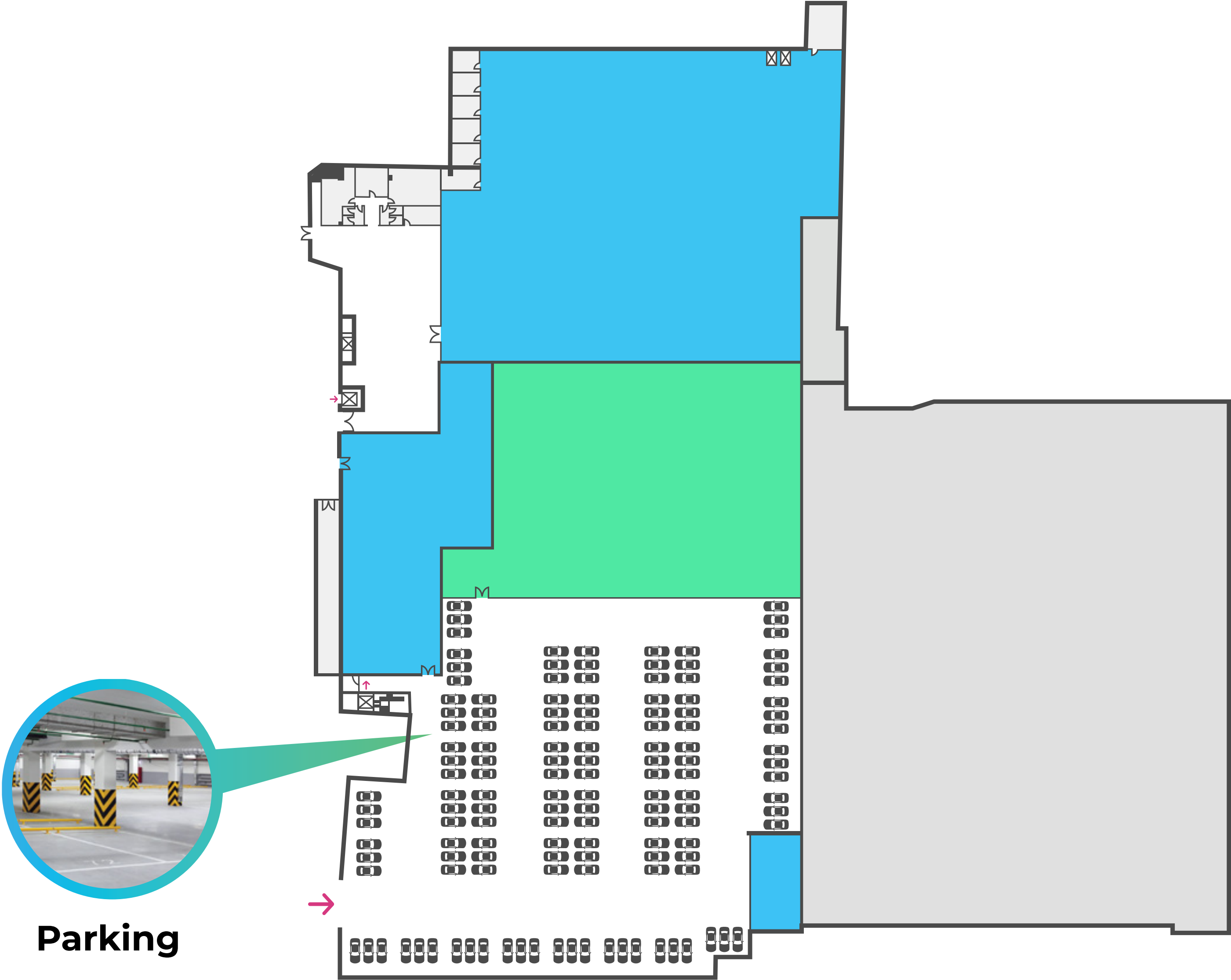
The project of a children’s entertainment zone (2-14 years) purports to provide multiple (more than 20 times) repeated visits, during each of these children learn something new for themselves.

”Mega Mall Armenia” is a city where every “street” has its own unique design. Enchanting digital waterfall welcomes visitors at the entrance of the shopping center.

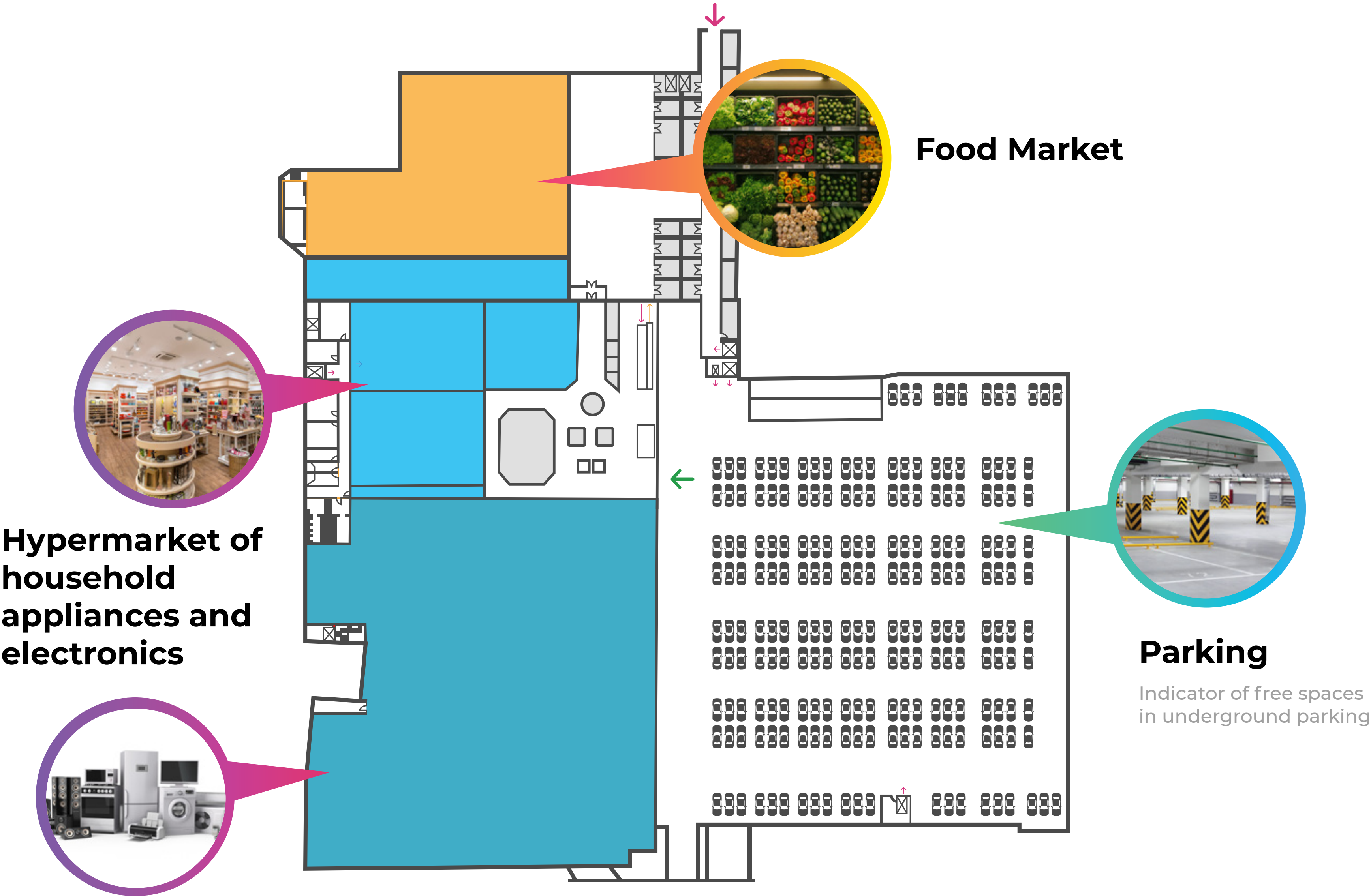
“Mega Mall Masiv” shopping center has a modern layout and zoning, excellent technical equipment.



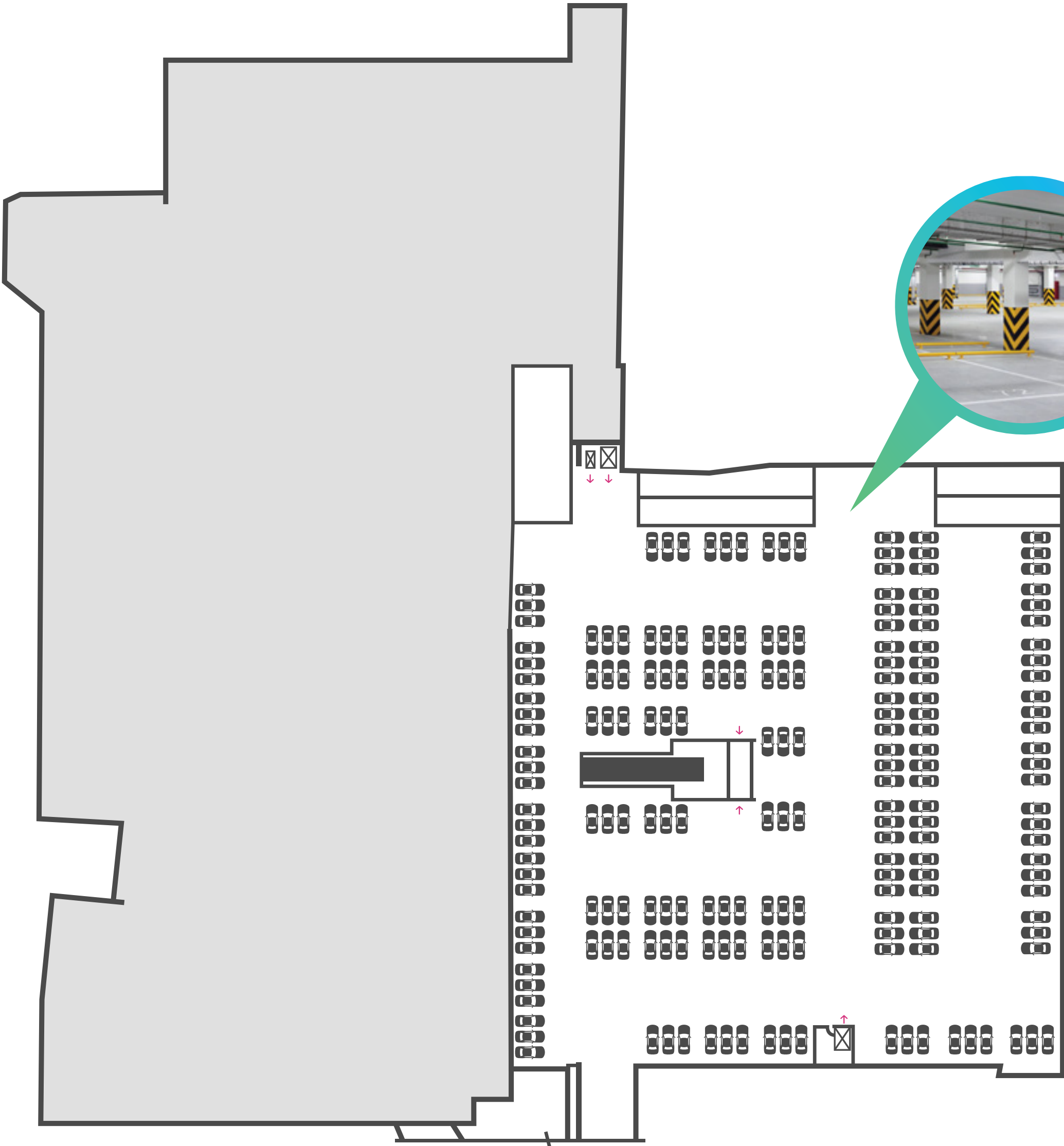
FLOOR PLANS,
LEVEL - 3



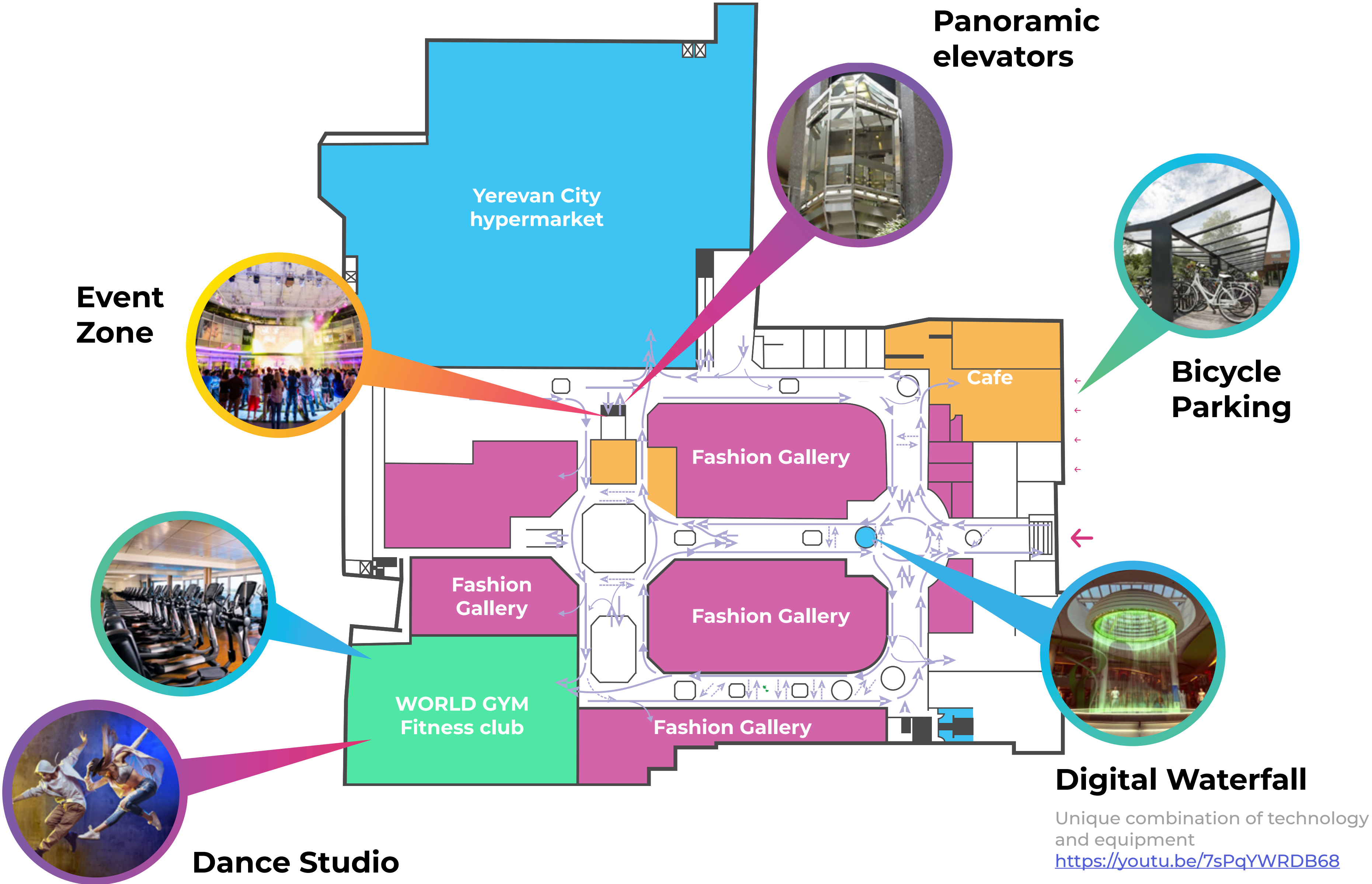
FLOOR PLANS, LEVEL - 2



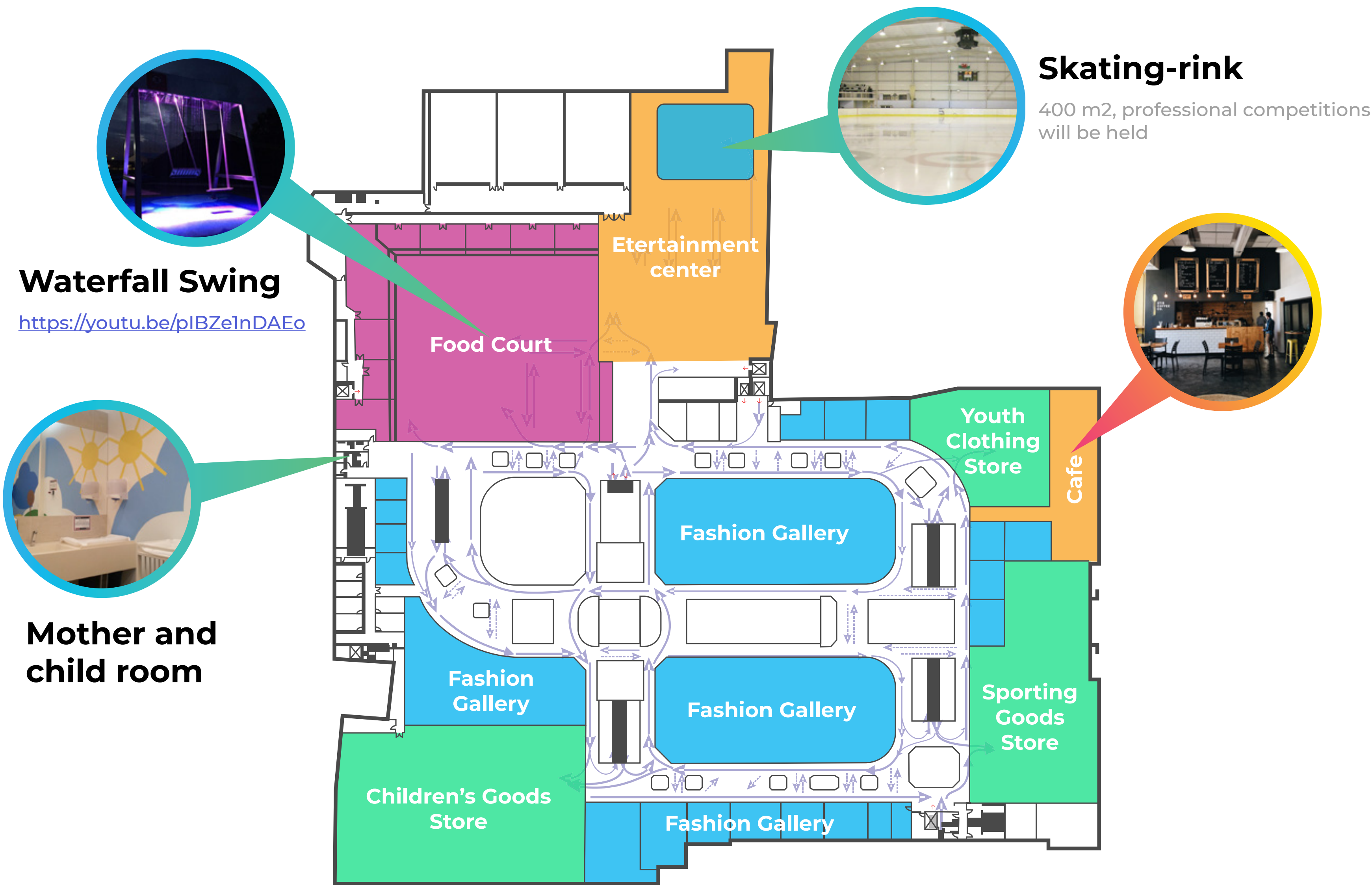
FLOOR PLANS, LEVEL - 1



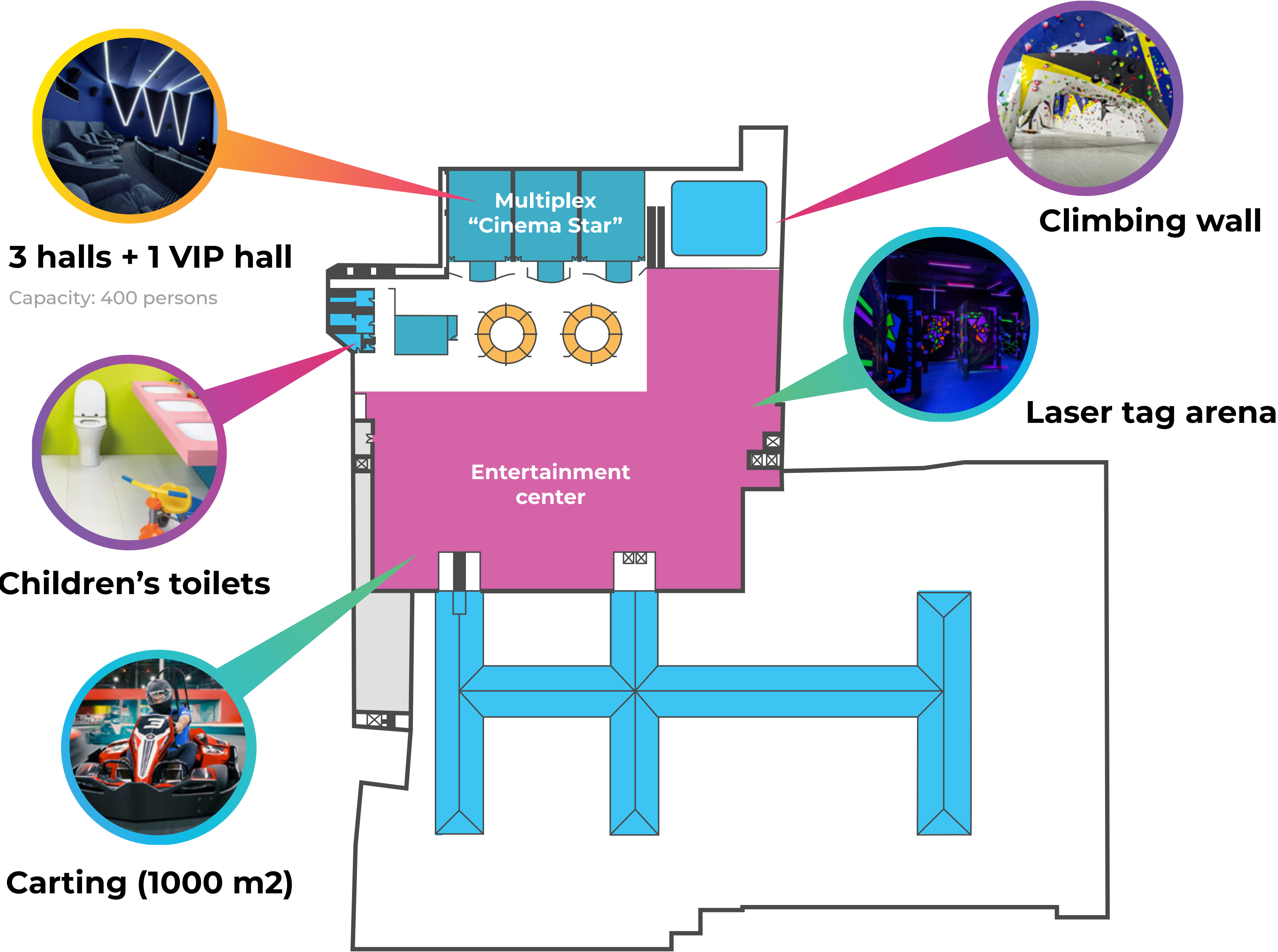
FLOOR PLANS,
LEVEL - 1



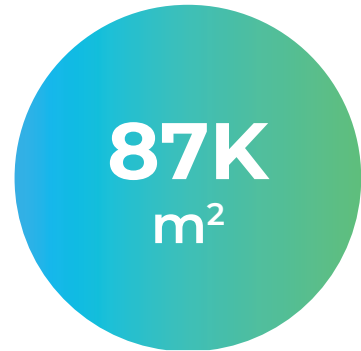
FLOOR PLANS, LEVEL - 2



FLOOR PLANS,
LEVEL - 3



PROJECT PARAMETERS AND ANCHOR TENANTS



Total area (GBA)



Levels



Stores in the shopping
gallery



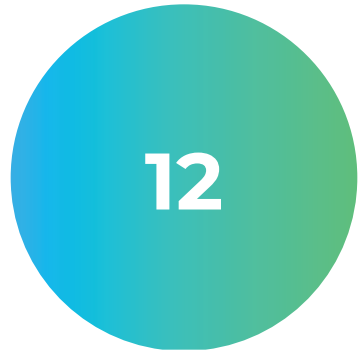
Entertainment area



Leasable area (GLA)



Parking spaces



Concepts of
restaurants and cafes

**Yerevan City
hypermarket**
11.700 m²

**Hypermarket of
household appliances
and electronics “Vega”**
7.400 m²

**Food
market**
1000 m²

**House Goods
Store**
1000 m²

**Department store
clothing**
1.600 m²

**Children’s
Goods Store**
1.600 m²

**Sporting
Goods Store**
1.100 m²

**Fitness Club
“WORLD GYM”**
2.200 m²

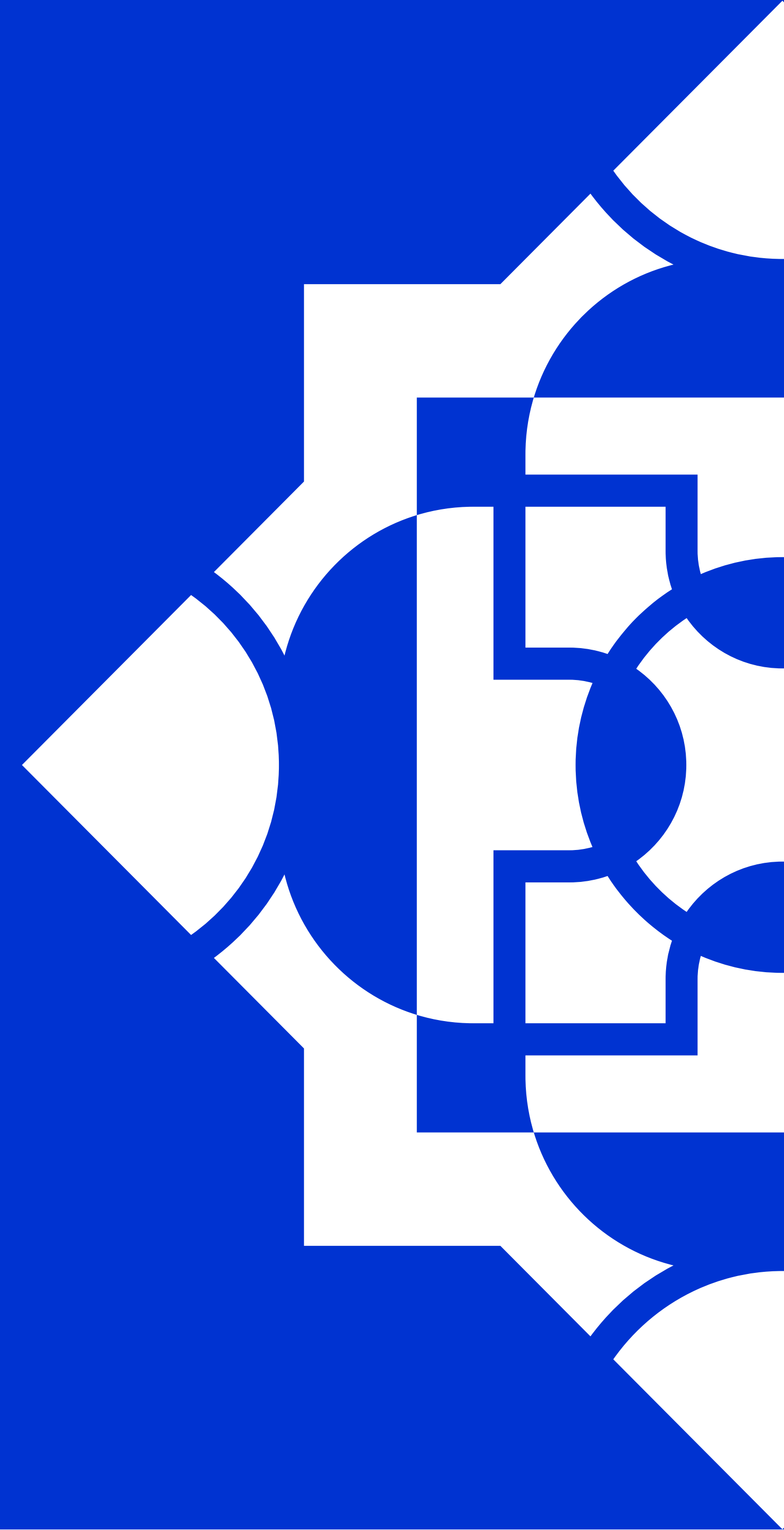
**Multiplex
“Cinema Star”**
1.800 m²

**Entertainment
center for the**
5.800 m²



ABOUT THE COMPANY

Alex Holding is the leading multi-industry company in Armenia. The Company has more than 20 years of experience in retail business, its retail chain is the largest in Armenia. The Company has achieved the right of representing many European brands in Armenia due to its well-managed activity and to its status of reliable partner. Thanks to continuous development and improvement, the Company has become one of the main taxpayers and employers in Armenia. Not stopping at what has been achieved, the Company is looking forward for new perspectives and preparing to enter fashion retail business.



KEY AREAS OF BUSINESS ACTIVITY

- Retail
- Wholesale
- Trade Food & Beverage Production
- Textile Production
- Agriculture
- Health Care
- Entertainment
- Restaurants & Cafes



MAIN BUSINESS SEGMENTS

Yerevan City hyper- and supermarkets chain

- 17 hypermarkets and 3 supermarkets compose the biggest chain in Armenia
- Partner of more than 600 local and international companies (e.g. British Food Association)
- More than 500.00 loyalty card holders
- 4th taxpayer in Armenia
- Daily foot flow of around 20.000 —25.000 people



MAIN BUSINESS SEGMENTS

“Alex Textile”

- One of the biggest textile factories in the region and the biggest in Armenia
- “Alex Textile” production is represented by its own ALEX brand, also the factory produces textile products for number of international partner brands
- “Alex Retail Company” exports ALEX brand to USA and Russia and expands to new markets
- “Alex Textile” was awarded the “National Trust” prize for its high quality production.



MAIN BUSINESS SEGMENTS

Health Care Segment

- **“Astghik” Medical Center** is a modern, high-tech medical center, where every day professional medical personnel performs diagnostic and therapeutic assistance
- **“Natali Pharm”** pharmacy network is the largest pharmacy chain in the Republic of Armenia, Yerevan with more than 99 pharmacies in Yerevan and regions
- **“Best Optics”** specialized optics store chain operates in Armenia since 2010, now it already has 50 showrooms in Yerevan and regions of Armenia



MAIN BUSINESS SEGMENTS

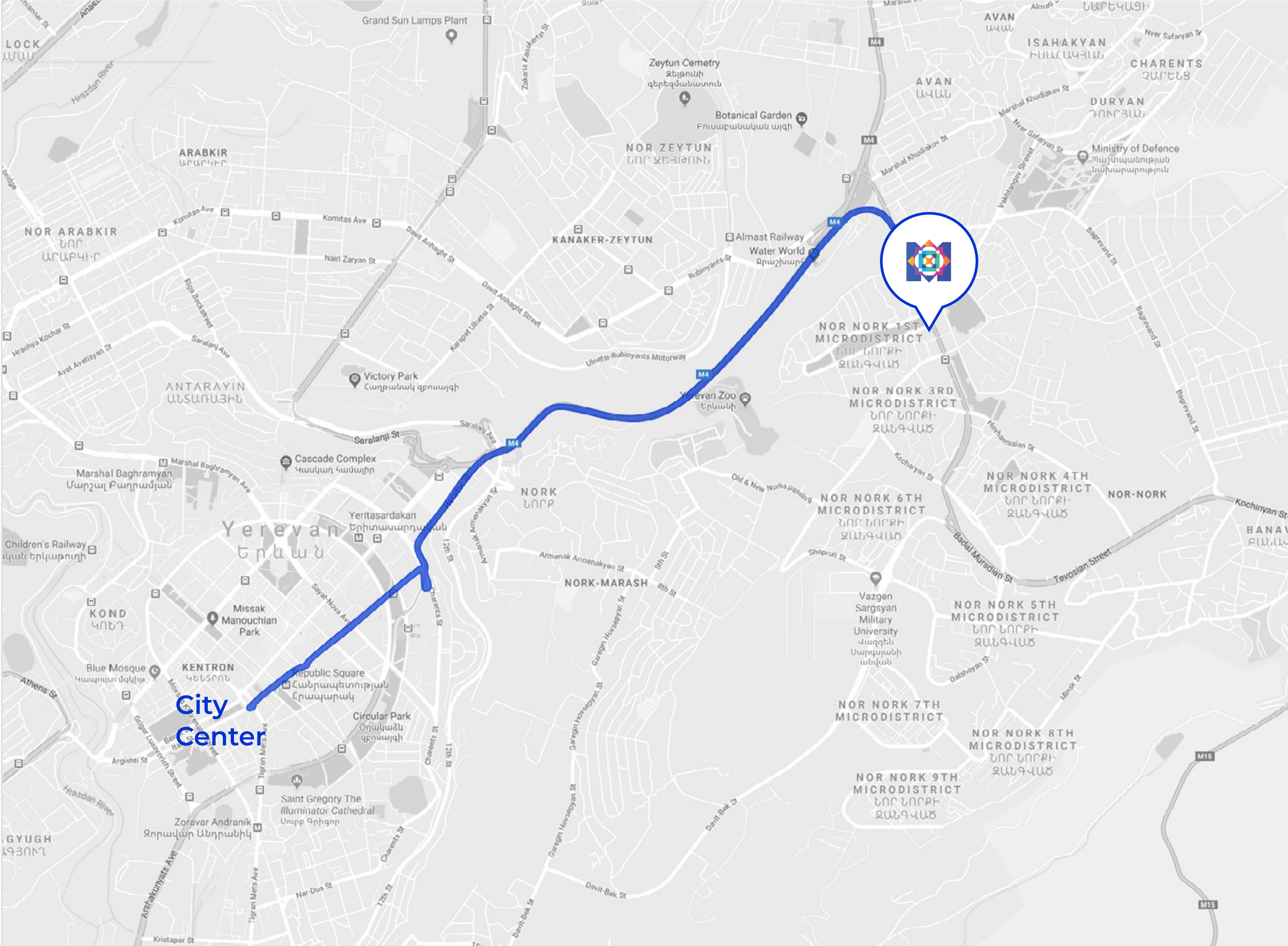
Nike stores

- Nike is represented by Alex Holding since 2008
- Now 2 Nike stores are operating in Yerevan and the 3rd will be opened in Mega Mall Armenia



THE TRADE AREA

- The shopping center is ideally situated in the most densely-populated district of Yerevan, which includes 350.000 people.
 - Total Yerevan population is 1,1 min people plus around 500.000 non-residents permanently living in Yerevan. Overall Armenia population is 3 min.
 - The shopping center is within 10 minute drive from the city center (7.3 km).
- Highly visible, with an easy pedestrian and drive access.
- Situated on the route to the resorts, which are most popular among locals and international tourists (Dilijan — eco resort, Tsaghkadzor ski reRirt, Sevan lake)
 - Situated on the main route leading to Georgia.



GENERAL INFORMATION

€ 500-700

Average monthly income

35 years

Median age

3,7%

Inflation

\$ 8 900

GDP per capita

3,2%

Real GDP growth



ANCHOR PARTNERS

- ✓ Yerevan City Hypermarket (the biggest in Armenia)
- ✓ Vega Electronics Hypermarket (the biggest in Armenia)
- ✓ Nike Store
- ✓ Alcott
- ✓ Benetton
- ✓ Matalan
- ✓ GEOX
- ✓ Hermitage (Perfumes & Cosmetics)
- ✓ Cinema Star
- ✓ Entertainment Center
- ✓ World Gym
- ✓ Burger King
- ✓ KFC

* The negotiating with big number of other brands is in process



EXPERIENCE



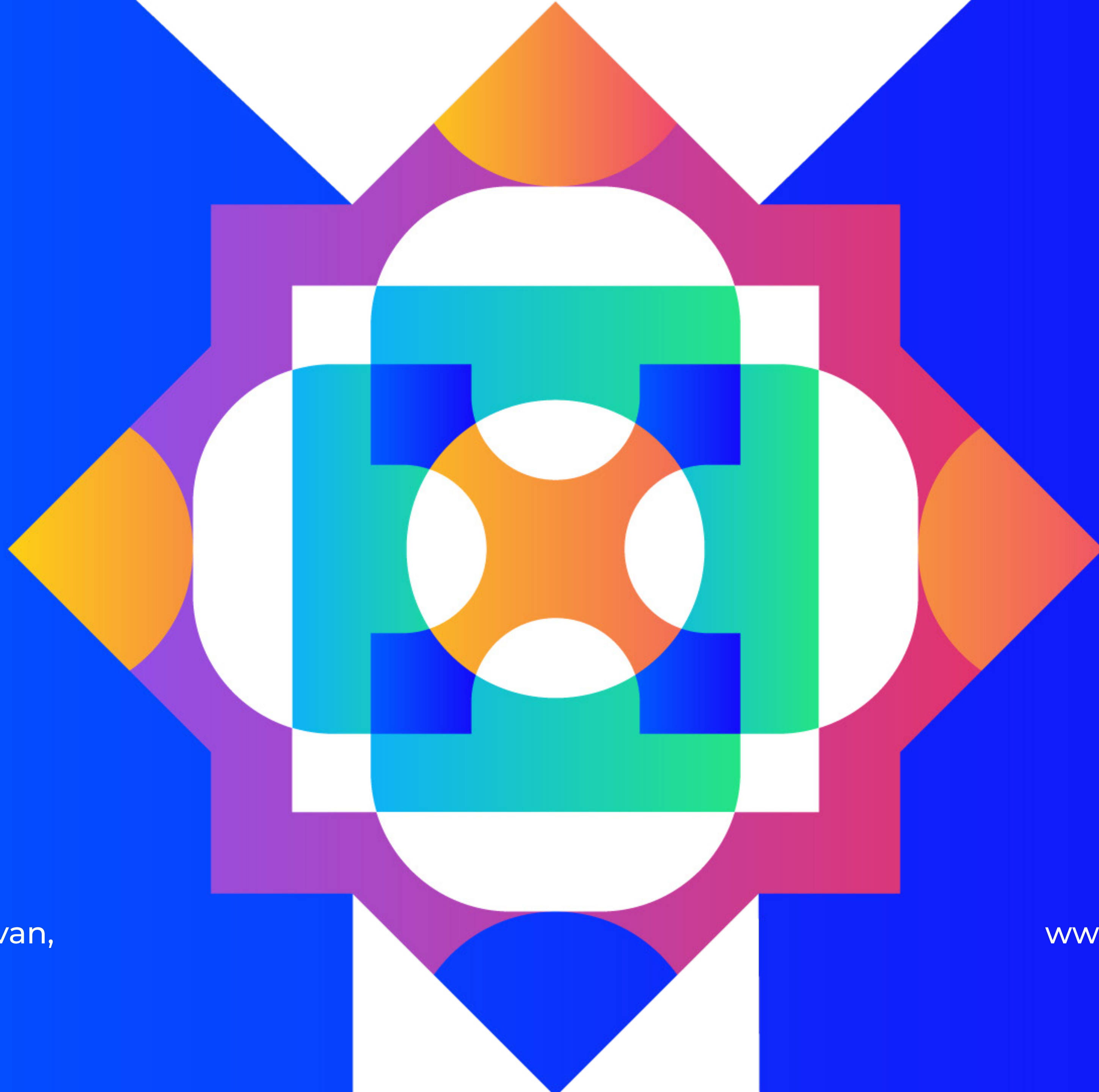
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YEARS ON THE MARKET

“Alex Holding” is one of the most experienced commercial real estate developers in Armenia and the leader in number of objects - 5 shopping centers, 3 shopping malls are under construction.

The company “Alex Holding” has a great experience not only in development, but also in retail and manufacturing.

More than **40 million** visitors a year.



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Republic of Armenia

www.megamallarmenia.am