



Mall of Scandinavia

2016 INVESTOR DAYS **unibail-rodamco**

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AN OVERVIEW OF STOCKHOLM CITY - A UNIQUE LOCATION



ARENASTADEN - A CITY DEVELOPMENT



The initial ambition of the Arenastaden Development

A 50,000-seat national arena with
total capacity of **65,000** people

3,000 new apartments

450,000 m² office space

90,000 people expected
to live in Solna by 2020

7 min from **Stockholm City**
by commuter train

ARENASTADEN – HOW IT LOOKS TODAY



4 YEARS OF NEGOTIATION ON DEAL STRUCTURE AND LAND PRICE

2008



- Land & building rights:
Fixed price + variable fee based on size
- UR 100% shopping centre
- UR 100% garage
- Land developer providing all infrastructure

2009-2010



- Land & building rights:
Fixed price + variable fee based on MGR
- UR 100% shopping centre
- UR 33% garage
- Land developer providing all infrastructure

2011 - Closing



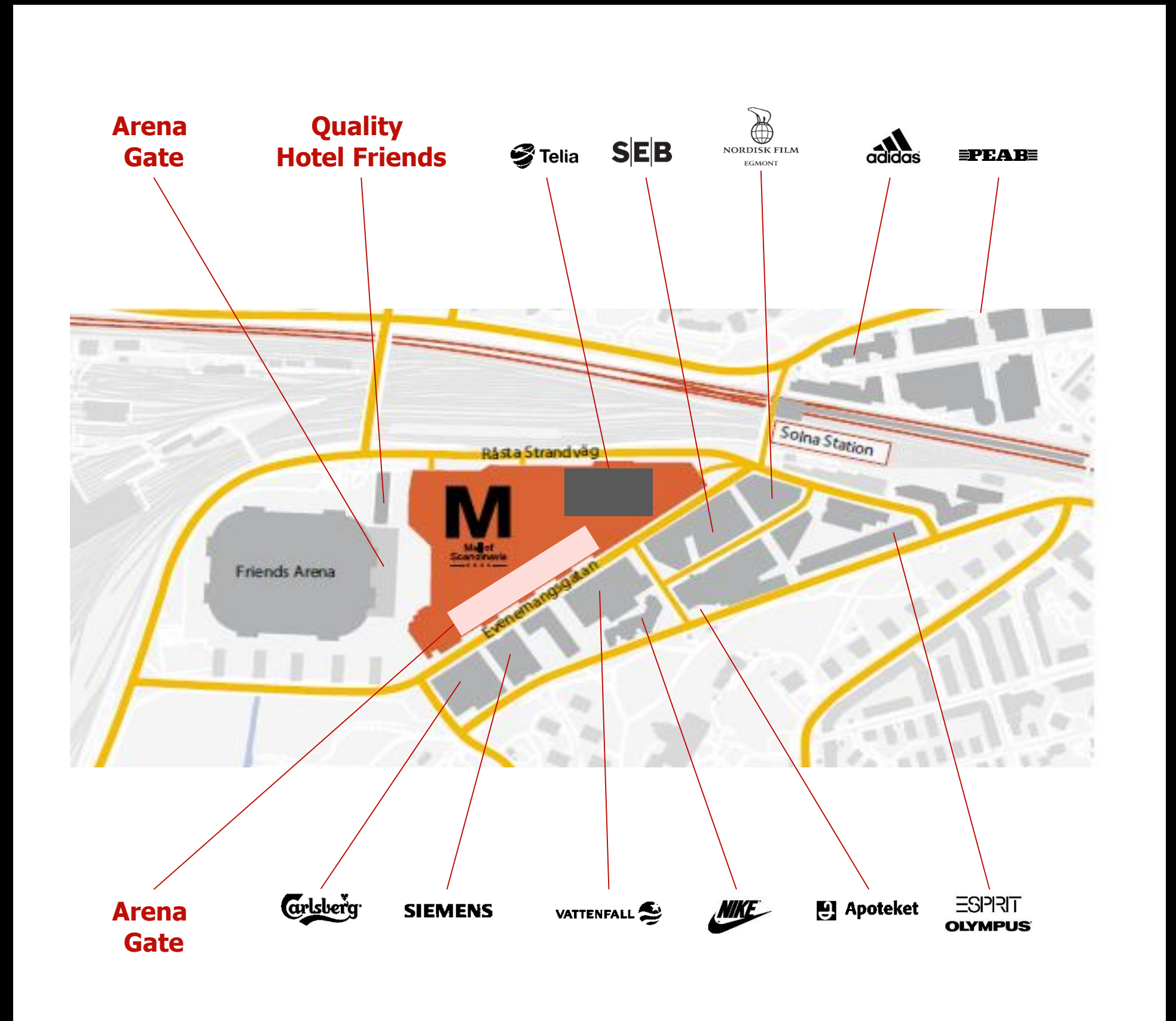
- Land & building rights:
€68 Mn
- UR 100% shopping centre
- UR 100% garage
- Land developer providing all infrastructure

KEY FINANCIALS

LAND ACQUISITION	—————•	€68 Mn
CONSTRUCTION AGREEMENT	—————•	€394 Mn
TOTAL GLA	—————•	101,048 m ²
TIC	—————•	€657 Mn
TIC/m ²	—————•	€6,383
YIELD ON COST AT DELIVERY	—————•	7.6%

A VIBRANT NEIGHBORHOOD

- **50,000**-seat arena (65,000 people total capacity)
- **3,000** new apartments
- **90,000** residents by 2020
- **400-room** hotel, Quality Hotel Friends
- **450,000 m²** office space
 - **+43%** increase in workers expected
- Many new HQ offices located nearby

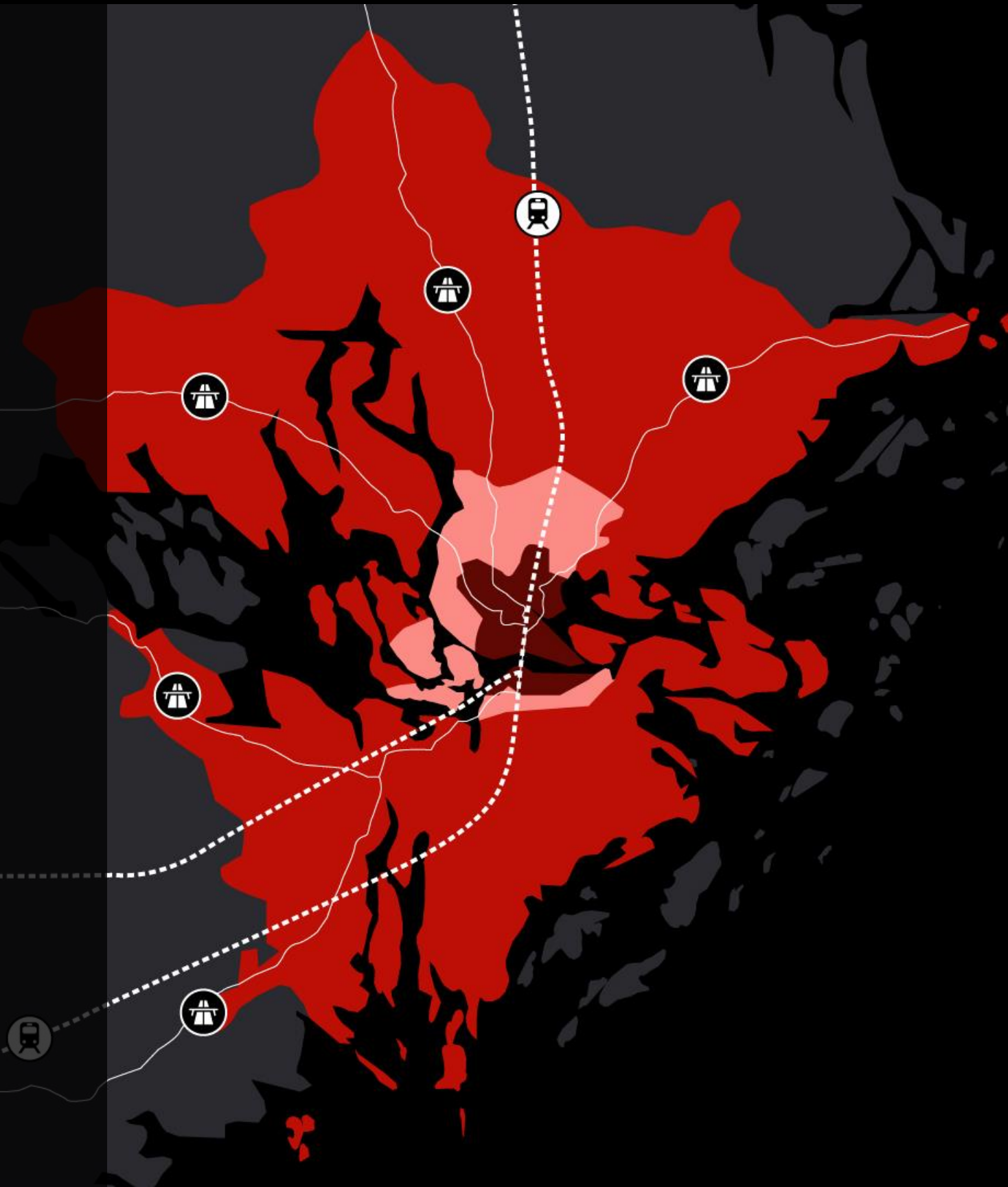


CATCHMENT AREA & PRIMARY ZONE

2.3 Mn inhabitants within a 60-min drive and 35,000 workers in Arenastaden

“1/3 of the Swedish population lives within a 90-min drive”

- **Primary Area**
0-10 min
350,000 inhabitants
- **Primary and Secondary Area**
0-20 min
1,220,000 inhabitants
- **Primary, Secondary and Tertiary Area**
0-30 min
1,750,000 inhabitants
- **Primary, Secondary, Tertiary and Greater Stockholm Area**
0-60 min
2,350,000 inhabitants



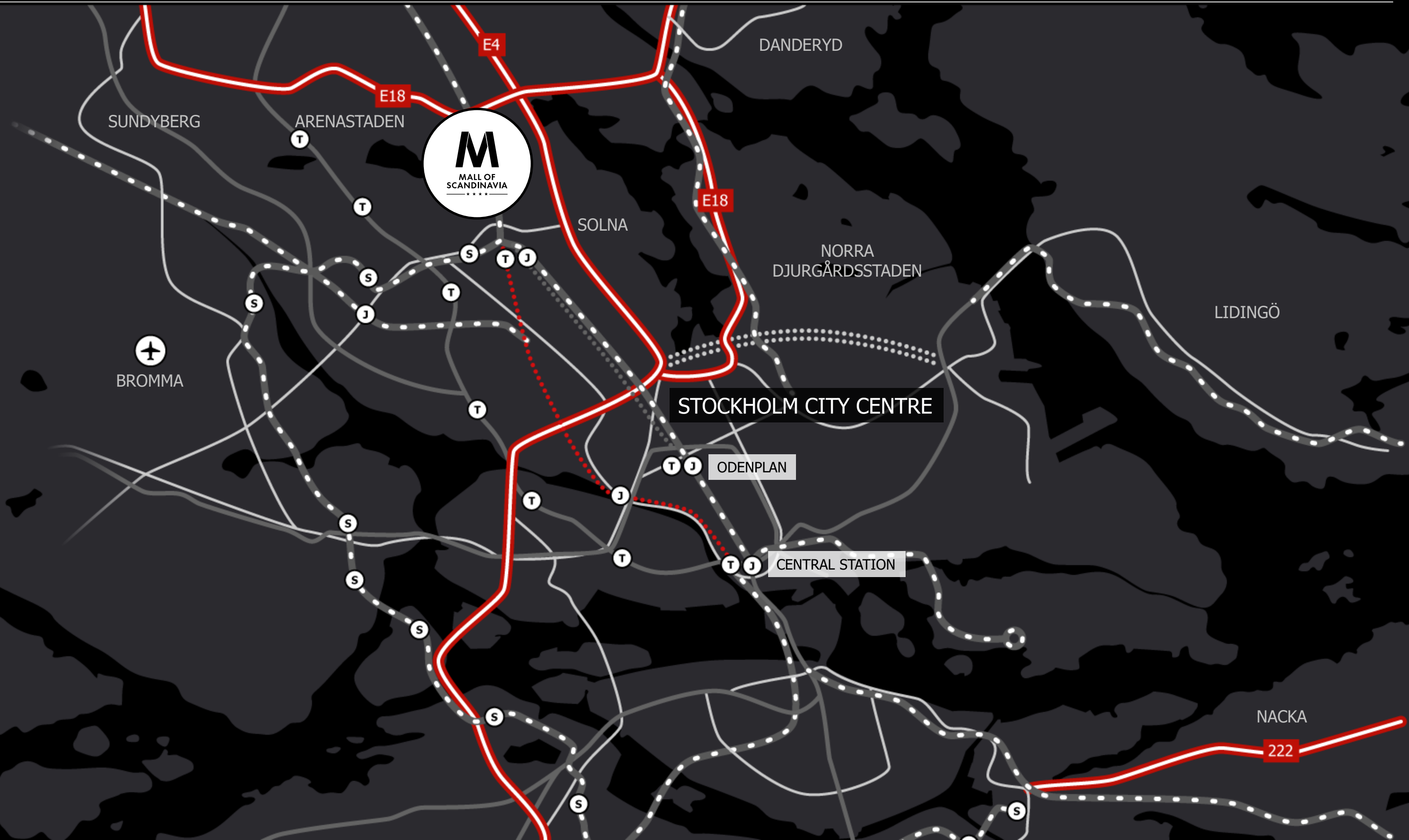
SOLNA

Fastest growing municipality in Sweden

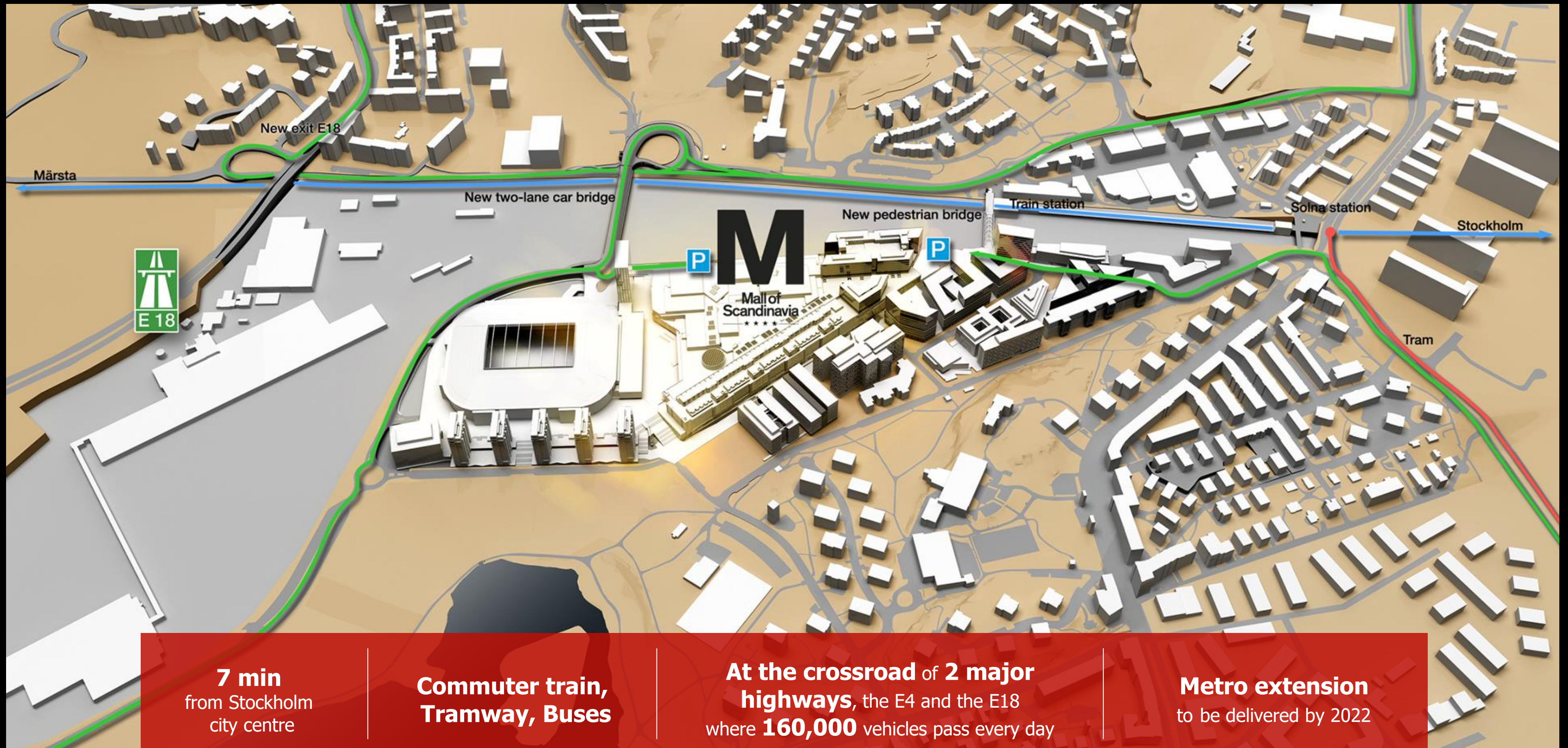
Voted most business friendly municipality in Sweden

35,000
workers
within 5 min

LOCATION – OUTSTANDING INFRASTRUCTURE



ACCESSIBILITY - NEW INFRASTRUCTURE BY LAND DEVELOPER



7 min
from Stockholm
city centre

**Commuter train,
Tramway, Buses**

**At the crossroad of 2 major
highways, the E4 and the E18**
where **160,000** vehicles pass every day

Metro extension
to be delivered by 2022

MALL OF SCANDINAVIA

THE LARGEST SHOPPING CENTRE IN SCANDINAVIA

GLA: **101,048 m²**

GFA: **340,000 m²**

Land Plot: **64,000 m²**

7 Levels in total - 3 levels of retail

224 Retail Units

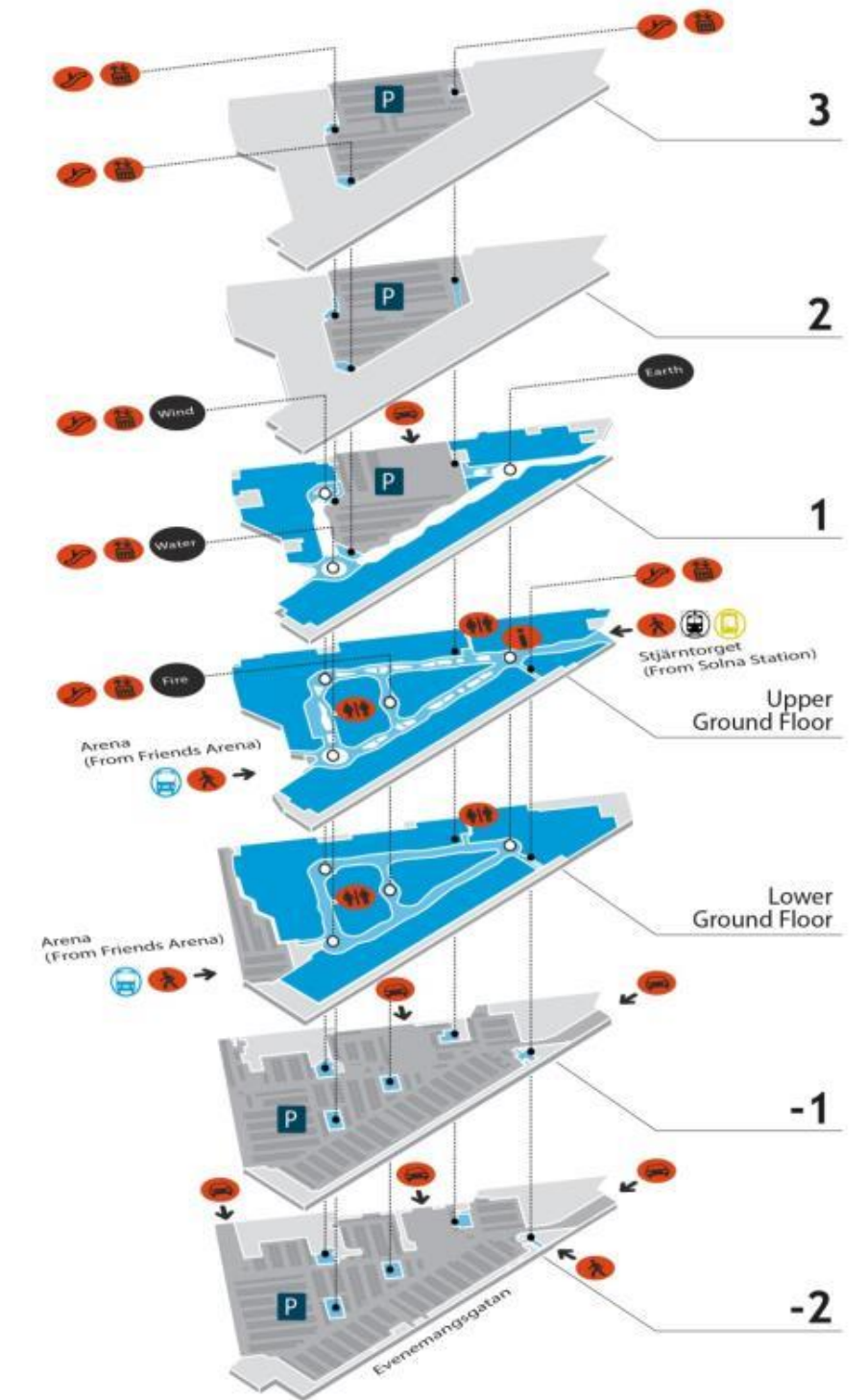
3,700 Parking Spaces

11 Lifts and **42** Escalators
dedicated to customers

A double-loop

3 main entrances
from the street level

8 entrances
from the parking areas



DIFFERENTIATING FEATURES – ICONIC DESIGN



AN OUTSTANDING INDOOR ENVIRONMENT



MALL OF SCANDINAVIA THE DESTINATION SHOPPING CENTRE

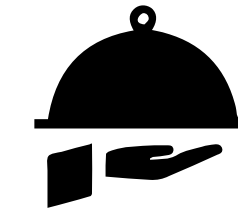
THE MALL *OF LIFE*



MALL OF
SCANDINAVIA
— ★ ★ ★ ★ —

IMAX®

16 international
market entries



Click & Eat



UNEXPECTED
SHOPPING

THE 4-STAR LABEL

4 Star label
— ★★★★★ —

➤ Mall of Scandinavia takes the 4-star label to the next level, offering high-quality and state-of-the-art amenities to visitors

4-star toilets



Seating areas



THE DESIGNER GALLERY

- Situated at the Fire Node
- Dedicated to contemporary premium retailers
- Features exclusive designers, international players, VIP lounge and events



THE DESIGNER GALLERY

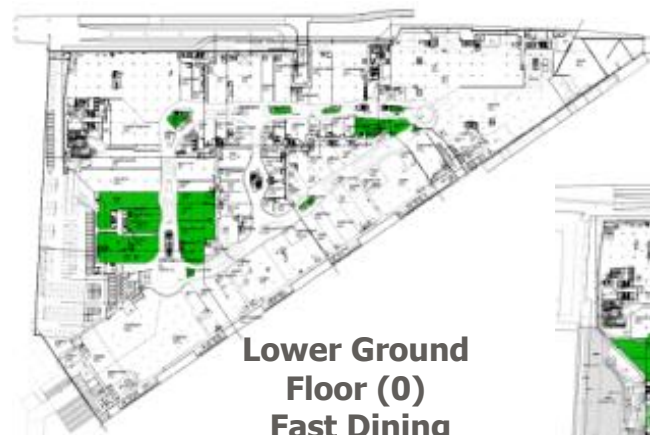


THE DINING EXPERIENCE

THE LARGEST CLUSTER OF RESTAURANTS IN SWEDEN



- **11,900 m²** GLA of food service, c.12% of the total GLA
- The dedicated Dining Plaza on **8,200 m²** GLA with **22 restaurants**, cafés and DEX Theatre
- **Perfect blend** of design, location and operators
- **Easily accessible**, close to retail, well connected to leisure anchors and the Arena
- **Click & Eat**: pre-order food for pick-up through a mobile app or website, innovative & convenient offer for offices workers



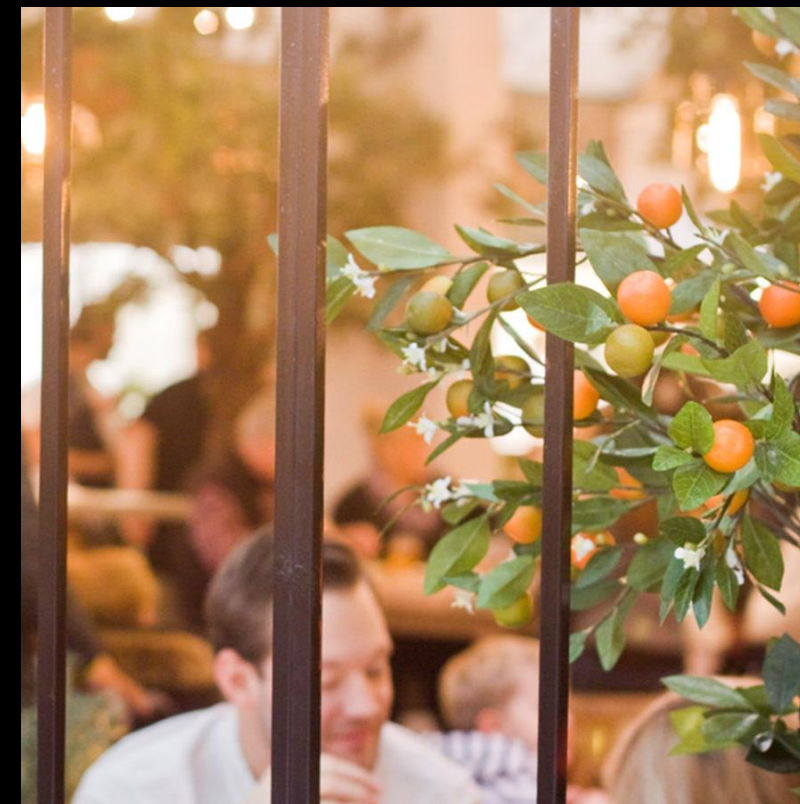
Lower Ground Floor (0)
Fast Dining



Upper Ground Floor (1)
Fine Dining
and DEX Theatre



Top Floor (2)
Entertainment



THE MOST MODERN CINEMA IN THE NORDICS

9,175 m²

15 screens

1st IMAX
in Sweden

98.5%
occupancy rate
in the 1st two months

The IMAX with **the most
visitors in the world**
in December 2015

1,860 seats

VIP cinema

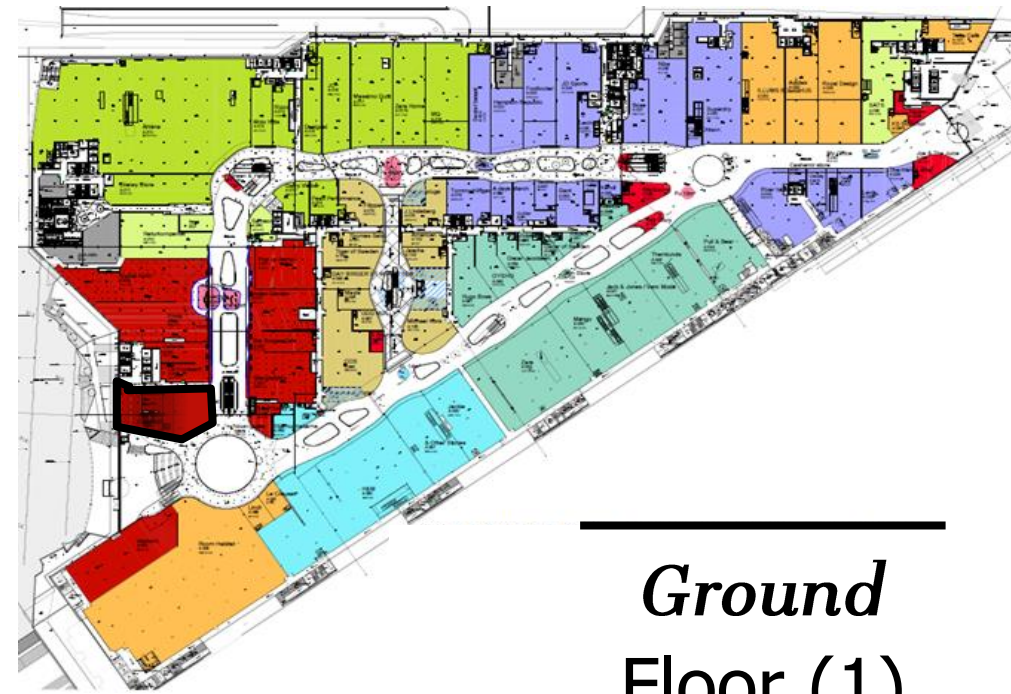
Restaurant
"Drama"



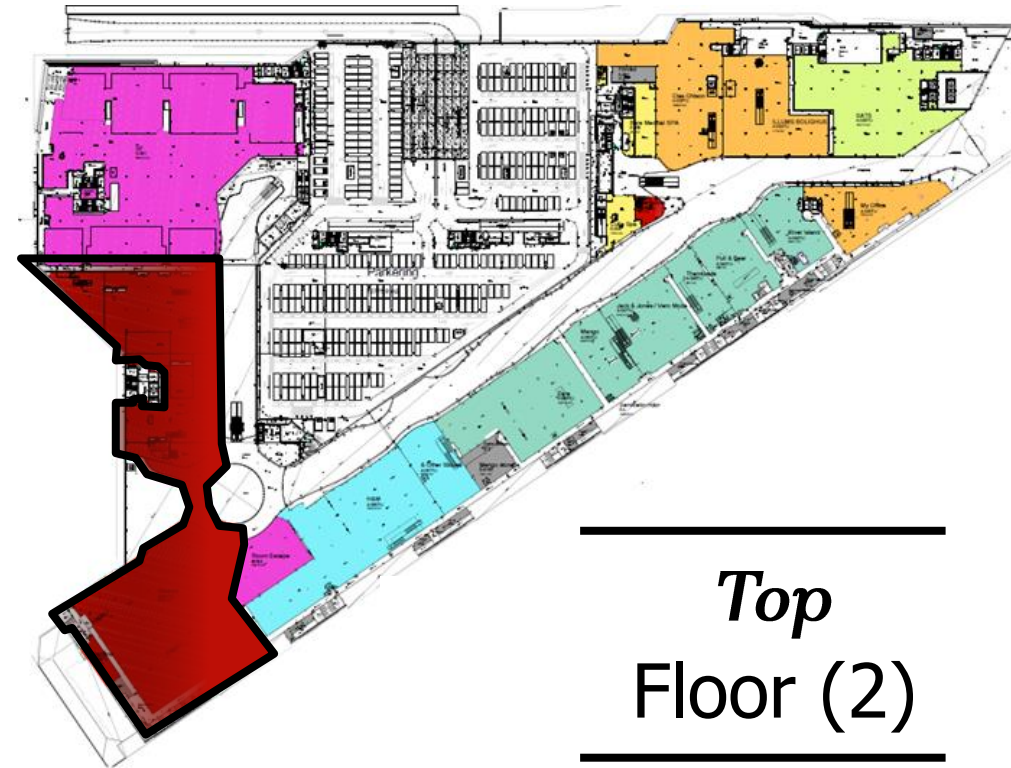
A NEW KING-SIZE RESTAURANT AND LEISURE CONCEPT



- **6,000 m² split over 2 floors**
- 1,000 seats
- **Dining**
- **Leisure**
 - 2 bowling alleys / 18 lanes
 - 14-hole mini golf
 - Laser tag adventure
 - Pool tables
 - Shuffleboard
 - Dart
 - Innovative adventure ping pong
- **Multi-use**
 - Event centre / 3 dedicated conference facilities
 - Kids birthday parties
 - Social events



Ground
Floor (1)



Top
Floor (2)



CLICK & SERVICES COMBINING ONLINE AND OFFLINE RETAIL



An ideal location at the heart of the shopping centre



- Next to strong convenience tenants: groceries & Systembolaget (alcohol)
- On the way to toilets on Lower Ground Floor (0)
- Close to all car park levels



An extensive range of services



- Click & Collect in collaboration with Postnord
- Gift card/loyalty card

Reception desk

- Goodies & souvenirs
- Free newspaper
- Cloakroom
- Photocopy
- Loan of trolleys
- Cash machine
- Phone charge

Lounge

- Changing room
- Coffee machine
- Recycling for packaging
- Fridge with cold water
- Lounge furniture



CONVENIENCE AND FUN FOR OUR MOST IMPORTANT CUSTOMERS

“*Outstanding kids and family offer as well as innovative & educative Kids Play Areas ideally situated close to all family facilities*”



Large leisure offer > For all ages

- Sweden's largest Cinema with 15 screens including Swedens 1st IMAX
- O'Learys, one of Europe's largest sports bars



Small kids area 24 m² > Target age: 1 - 3

- Close to Toilets Baby Lounge, Family & Kids clustering and DEX
- Lower Ground Floor (0)

Large kids area 226 m² > Target age: 3+

- Close to Toilets Baby Lounge, Family & Kids clustering and DEX
- Operated by True Stories
- Upper Ground Floor (1)

LEASING PROCESS



THE PLACE FOR MARKET ENTRIES



Country of origin:
United States



Country of origin:
United Kingdom



Country of origin:
Denmark



Country of origin:
United States



Country of origin:
United States



Country of origin:
Italy



Country of origin:
Spain



Country of origin:
Poland



Country of origin:
France



Country of origin:
Canada



Country of origin:
Italy



Country of origin:
Spain



Country of origin:
Norway



Country of origin:
Turkey

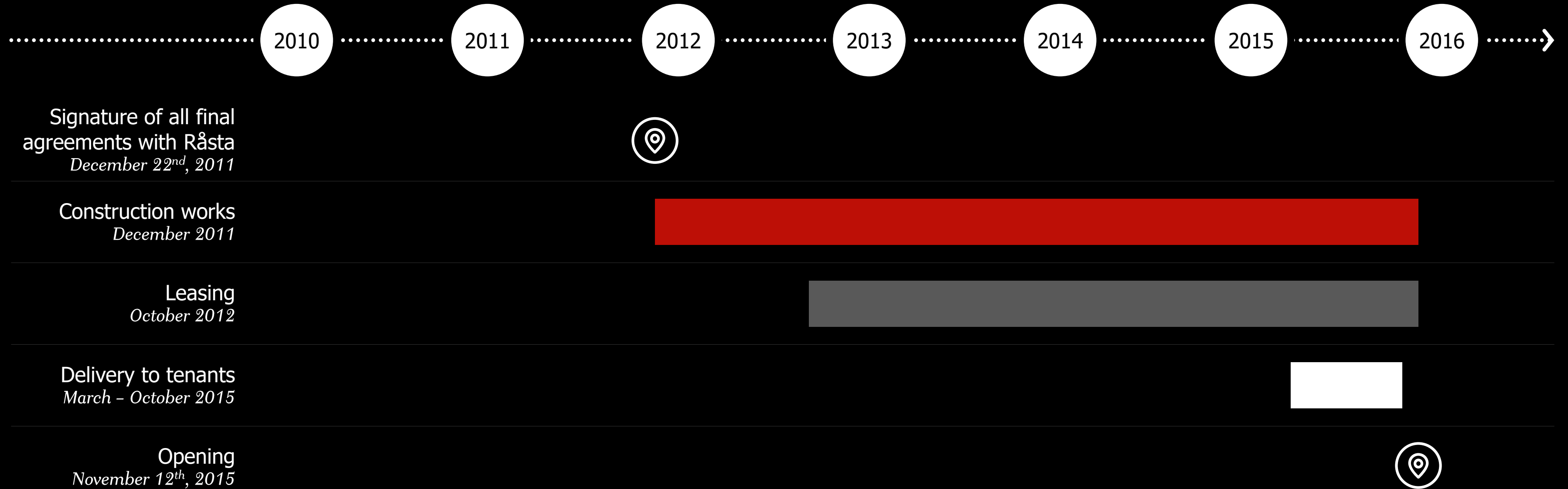


Country of origin:
Finland



Country of origin:
United Kingdom

KEY MILESTONES



AN OUTSTANDING SUCCESS



November 12th, 2015
Opening of the doors
from 8pm to 12am

**OVER
50,000 VISITORS**



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**MALL OF
SCANDINAVIA**



unibail-rodamco

www.unibail-rodamco.com