Mall of Tripla
The best shopping centre in Finland

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Shopping centre market changing rapidly in HMA
In order to estimate the population growth of the different areas, the shortest travel time areas have been fitted with the sub-regions of the Capital area (Helsinki, Espoo, Vantaa and Kauniainen). The analysis includes only inhabitants and workplaces of the capital region. Also, the information of travel times by public transportation includes only the Capital region. The information is based on the timetables of September 2015.
Shortest travel time areas by car - current regional shopping centres and development projects

**Shortest drive-time areas of the current and new regional shopping centres 2020**

- Current shopping centres by leasable area 2015
  - 9800 m²
  - 9801 – 25906 m²
  - 25907 – 50000 m²
  - 50001 – 107000 m²

- New development project or extension

<table>
<thead>
<tr>
<th>Shortest travel time area by car*</th>
<th>Inhabitants 2015</th>
<th>Inhabitants 2025</th>
<th>Workplaces 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jumbo</td>
<td>173,100</td>
<td>185,800</td>
<td>83,700</td>
</tr>
<tr>
<td>Itis</td>
<td>170,000</td>
<td>182,800</td>
<td>36,500</td>
</tr>
<tr>
<td>Sello</td>
<td>156,000</td>
<td>169,200</td>
<td>77,500</td>
</tr>
<tr>
<td>Iso Omena</td>
<td>123,300</td>
<td>137,800</td>
<td>25,700</td>
</tr>
<tr>
<td>Tripla</td>
<td>122,900</td>
<td>131,600</td>
<td>101,600</td>
</tr>
<tr>
<td>City centre</td>
<td>113,400</td>
<td>124,300</td>
<td>135,400</td>
</tr>
<tr>
<td>Kivistö</td>
<td>72,500</td>
<td>90,400</td>
<td>29,700</td>
</tr>
<tr>
<td>Redi</td>
<td>65,200</td>
<td>87,900</td>
<td>32,200</td>
</tr>
<tr>
<td>Tapiola</td>
<td>43,900</td>
<td>52,400</td>
<td>42,500</td>
</tr>
</tbody>
</table>

*Including Capital region, based on road speed limits
Comparison of shortest travel time areas by public transportation and car
Starting point for the commercial concept
Tripla has a strong customer flow throughout the day
Situation in 2020

The target groups of Mall of Tripla are based on extensive commercial analysis

Local residents
Will utilise all kinds of services Mall of Tripla offers
70,000 within 2 kilometres

People working or studying in the area
They use services during working hours, mostly during weekdays
50,000 in Pasila area

Event, entertainment and leisure time visitors
Events, concerts and fairs bring Finnish and foreign visitors to Mall of Tripla
3.6 million visitors per year

People that pass by using public transportation
The biggest customer sector with daily flows throughout the week
40 million per year
Mall of Tripla’s design based on thorough consumer studies

According to a consumer study*, Mall of Tripla’s visitors were divided into four different consumer types:

- **43.1% sensual** – Active and social lifestyle; impulsive as consumers. Seek for experiences, values elegance. Spends a lot of money for buying goods and services

- **26.7% practical** – A realistic and self-indulgent consumer. Buys for need and values straightforward and simple buying

- **17.5% emotional** – Seeks for adventures and is the first to try new products and test new restaurants. Extroverted and outgoing. Not as impulsive as a consumer as sensuuals

- **12.6% intellectual** – Actively seeks for information and compares options – aims for rational purchase decisions. Ready to pay for quality in shopping and restaurants

*MIND16 is a strategic segmentation tool which defines the values of consumers, retailers and 3 competing shopping centres
Mall of Tripla differs from other shopping centres

**INTELLECTUAL**
12.6%
(Average 14%)

**EMOTIONAL**
17.5%
(Average 16%)

**PRACTICAL**
26.7%
(Average 38%)

**SENSUAL**
43.1%
(Average 32%)
Key improvement areas mentioned by shoppers

1. Stores
   - Lots of different stores
   - Different selection than other shopping centres
   - Finnish
   - Variety
   - Specialty stores
   - More than just a shopping centre
   - Good grocery stores
   - Something for everyone
   - Organic

2. Layout design
   - Well planned
   - Spacey but still compact
   - Easy to move around
   - Space
   - Clear layout
   - Not too big
   - Easy to find what you are looking for

3. Décor & Environment
   - Plants
   - Good light
   - Colours
   - Wood rather than concrete
   - No grey - green
   - Cosy
   - Not to look like a train station
   - Places to sit
   - Cheer up dull Pasila

4. Accessibility
   - Good public transport
   - Fast & efficient
   - Easy to get to by car
   - Good timetables
   - Longer opening hours
   - Parking
   - Easy access
   - Accessibility
Clear commercial targets for each year prior the opening

- **2015**: Awareness
  - Encapturing Finnish retail players

- **2016**: Credibility/Trust
  - Encapturing new Finnish and foreign brands

- **2017**: Desirability/Attraction
  - Building consumer awareness

- **2018**: Big Audience

- **2019**: Opening
  - Investor cooperation

- Investor deal
- Occupancy target %
3

Story and commercial concept
In the heart of the city 24/7

115,000 sq.m of retail stores and consumer services

85,000 sq.m of leasable space $\rightarrow$ 250 units

The largest shopping centre in Finland measured by the number leasable units

12,000 sq.m of restaurant services $\rightarrow$ 70–80 units

The largest restaurant world in Finland

12,000 sq.m of grocery stores

5 grocery stores, more than in any shopping centre in Finland
Segment division of Mall of Tripla differs it from other shopping centres in Finland

"Local food, small stores, popular megabrands and destination restaurants"

<table>
<thead>
<tr>
<th>SEGMENT</th>
<th>% of Mall of Tripla</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion</td>
<td>24%</td>
</tr>
<tr>
<td>Groceries</td>
<td>13%</td>
</tr>
<tr>
<td>Culture and entertainment</td>
<td>13%</td>
</tr>
<tr>
<td>Restaurant and cafes</td>
<td>13%</td>
</tr>
<tr>
<td>Health and beauty</td>
<td>7%</td>
</tr>
<tr>
<td>Home and decoration</td>
<td>7%</td>
</tr>
<tr>
<td>Commercial services</td>
<td>5%</td>
</tr>
<tr>
<td>Leisure time</td>
<td>5%</td>
</tr>
<tr>
<td>Department store</td>
<td>3%</td>
</tr>
<tr>
<td>Specialty store</td>
<td>2%</td>
</tr>
<tr>
<td>Office</td>
<td>1%</td>
</tr>
</tbody>
</table>

Significantly more than in Finnish shopping centres on average
EACH FLOOR HAS ITS UNIQUE ROLE AND ATMOSPHERE

3rd FLOOR: HIGH STREET
Fashion, design and specialty boutiques. Casual dining and a large southern-facing collection of outdoor restaurants.

2nd FLOOR: SHOPPING STREET
Relaxed shopping, close to attractive restaurants and cafés. The central square is at the heart of it all, surrounded by the light and airy Food Street.

1st FLOOR: FOOD MARKET
This floor is all about food. The Market Zoo is a mix of street food, specialty shops and a unique food market feel.

4th FLOOR: LITTLE MANHATTAN
A lively mix of urban culture, versatile restaurants and services. The restaurants are aimed at a large number of customers.

5th FLOOR: ENTERTAINMENT / WELL-BEING
Movie theatres, restaurants and wellness services, all right below the office floors. The diverse and lively restaurant selection varies by season and customers.

4th FLOOR: PUBLIC TRANSPORT HUB
Functional railway station with cozy atmosphere and easy access. The restaurant offerings has a main focus on fast service concepts.
1st Floor

Food Market

- Dedicated to daily comfort
- Strong flow of customers from early morning until late evening
- Fast and easy access from parking space
- Food market offers genuine, warm and welcoming market hall atmosphere: here the food has the main role
MARKET ZOO, 1st floor
MARKET ZOO, 1st floor
2nd floor

Shopping Street

• Latest trends and the best daily consumer goods

• 2nd floor has all the well-known mega brands and several newcomers in Finland

• The central square is the heart of the floor, surrounded by the light and airy Food Court
URBAN SQUARE, 2nd floor
3rd Floor

The High Street

- Fashion, design and specialty boutiques – all in one floor
- The luxurious brands exceed even the highest expectations, offering a unique shopping experience
- Destination restaurants in a relaxed atmosphere and numerous southern-facing outdoor restaurants
NATURE SQUARE, 3rd floor
FINNISH MUSIC HALL OF FAME AND TERRACES, 3rd floor
4th Floor
Little Manhattan and public transport hub

• Largest number of customers will be in the public transport hub on 4th floor
• In this floor, restaurant and shop selection is based on the fast buying concept
• High quality brands
• Trends and events; pop-up square
• Entrance to the hotel and offices
STATION SQUARE, 4th floor
LITTLE MANHATTAN SHOPFRONT, 4th floor
LITTLE MANHATTAN SHOPFRONT, 4th floor
5th floor
Entertainment and Wellness

- 5th floor is all about entertainment and wellness, nutrition for body and mind
- The centre of cultural offerings
- Open all day and night
Metro floor
Free time and entertainment

- The floor is dedicated to free time activities until the metro is constructed
METRO FLOOR
Leasing update
Retail occupancy rate over 40% 3 years before opening

- Clear leasing process has enabled determined progress in leasing according to segment- and leasable area targets
- The best location in Finland, attractive concept and story enable the right rental levels for all tenants
Anchor tenants for all segments secured

- Exceptionally high number of grocery stores
- The largest restaurant world in Finland
- Urban culture in the heart of the concept
  - Finnish Music Hall of Fame one of the newest tenants secured
- Extensive destination services for private car owners
  - Inspection, car service, spare part sales and car wash
- Beauty and health services in an important role
Conclusions
MALL OF TRIPLA

WHATEVER YOU EXPECT, WE TRIPLE IT
Together we can do it.