



Mall of Tripla

The best shopping centre in Finland

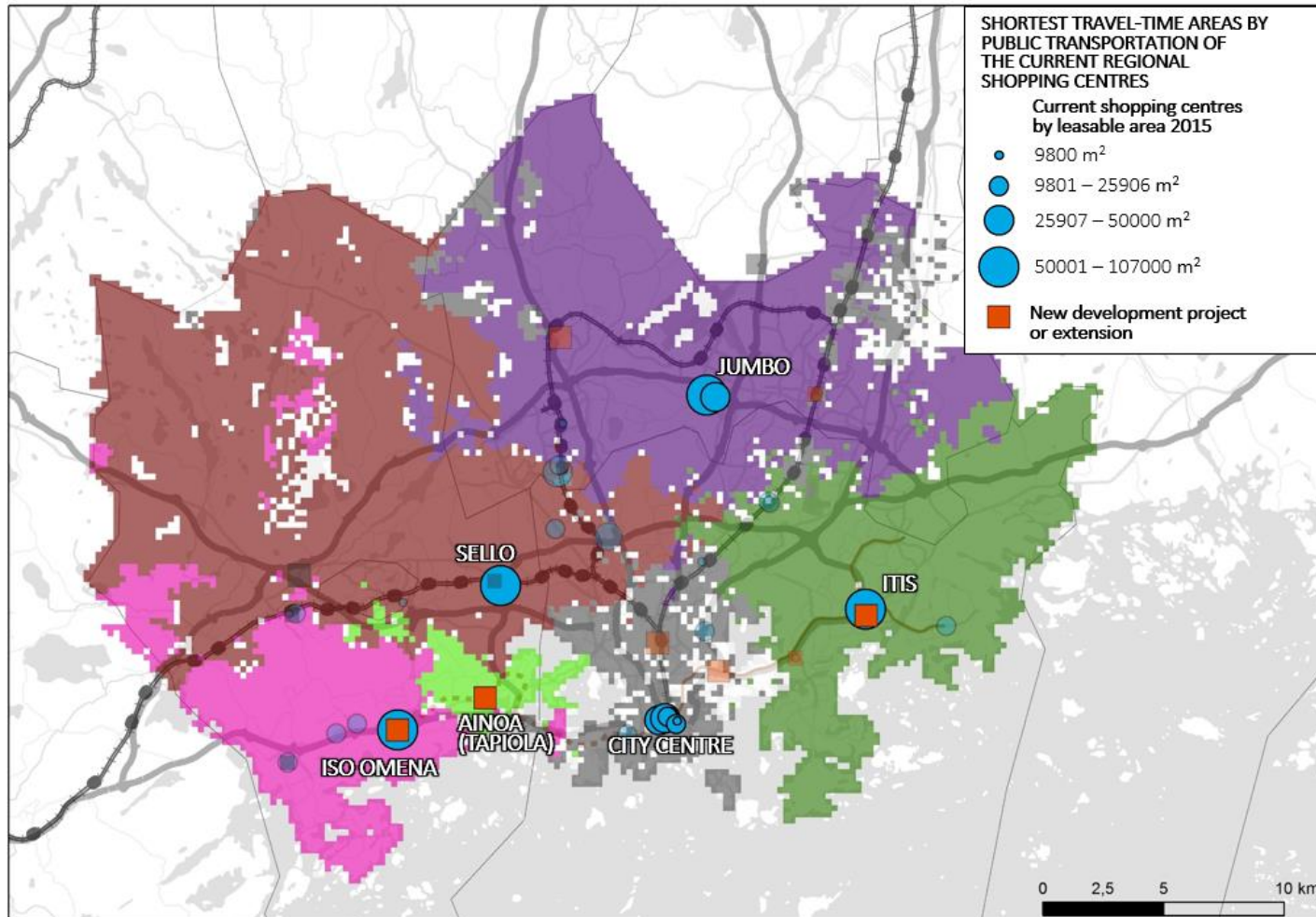
Pirjo Aalto
Director, Commercial Development, Mall of Tripla
Analyst Lunch, December 12, 2016

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Shopping centre market changing rapidly in HMA

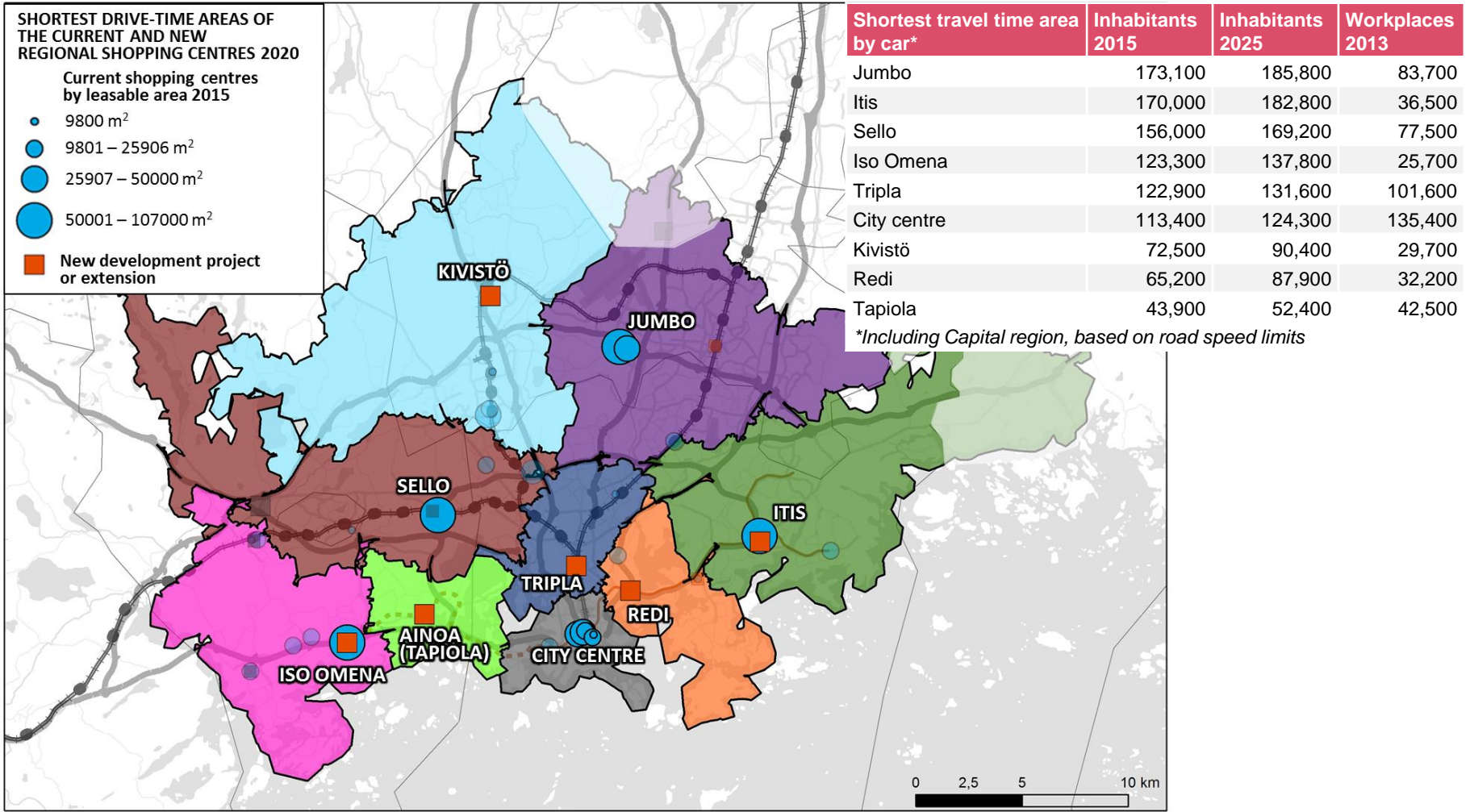


Shortest travel time areas by public transportation - current regional shopping centres

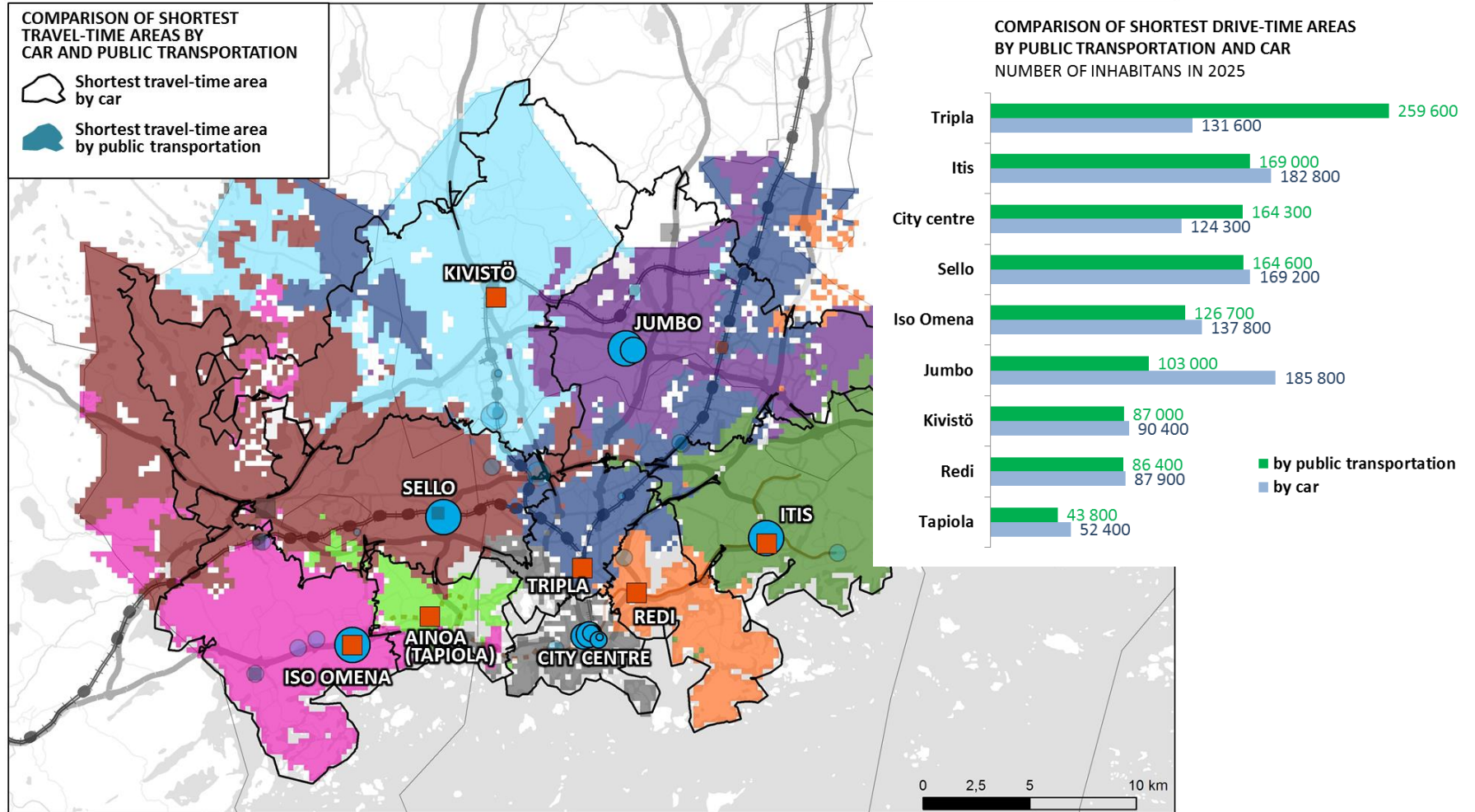


In order to estimate the population growth of the different areas, the shortest travel time areas have been fitted with the sub-regions of the Capital area (Helsinki, Espoo, Vantaa and Kauniainen). The analysis includes only inhabitants and workplaces of the capital region. Also, the information of travel 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



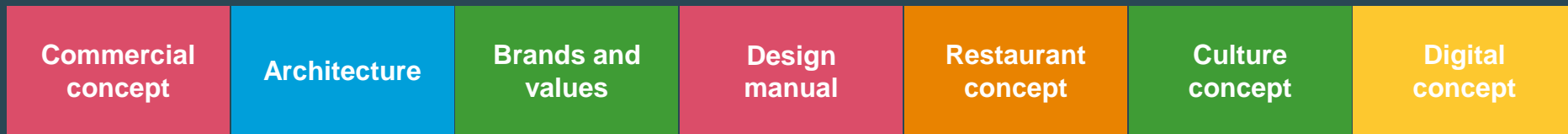
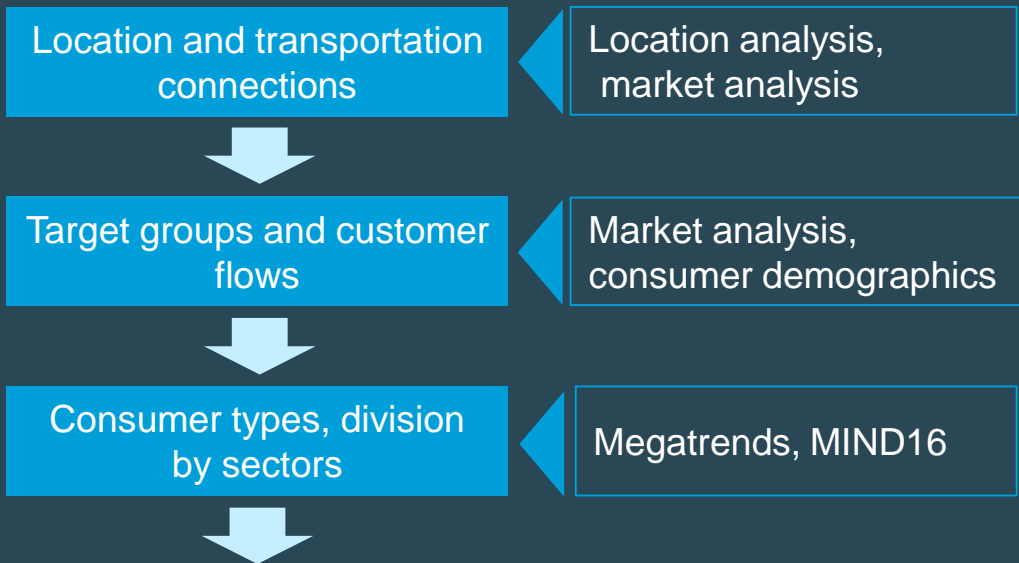
Comparison of shortest travel time areas by public transportation and car



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Starting point for
the commercial
concept

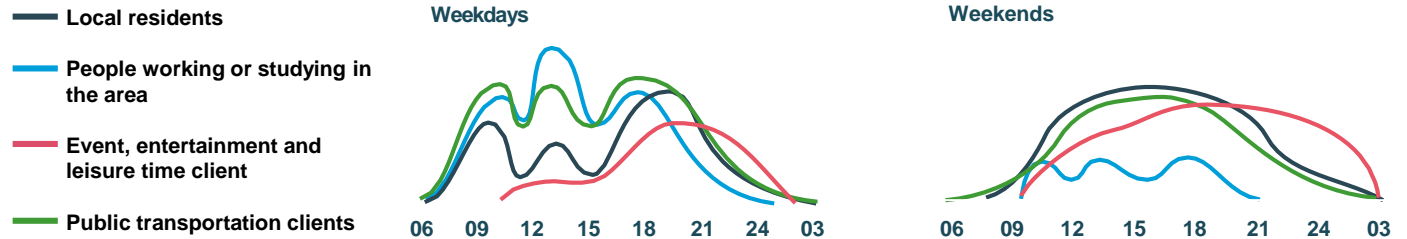




Tripla has a strong customer flow throughout the day

Situation in 2020

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

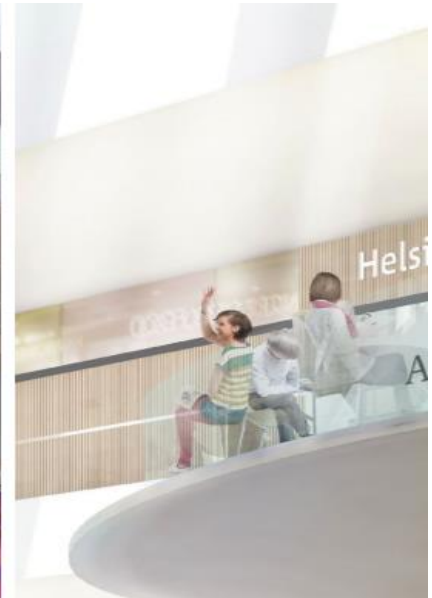


<p>Local residents</p> <p>Will utilise all kinds of services Mall of Tripla offers</p> <p>70,000 within 2 kilometres</p>	<p>People working or studying in the area</p> <p>They use services during working hours, mostly during weekdays</p> <p>50,000 in Pasila area</p>	<p>Event, entertainment and leisure time visitors</p> <p>Events, concerts and fairs bring Finnish and foreign visitors to Mall of Tripla</p> <p>3.6 million visitors per year</p>	<p>People that pass by using public transportation</p> <p>The biggest customer sector with daily flows throughout the week</p> <p>40 million per year</p>
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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 sensuuls
- **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
YIT | 9 | Analyst Lunch, December 12, 2016

Mall of Tripla differs from other shopping centres

INTELLECTUAL

12.6%
(Average 14%)

EMOTIONAL

17.5%
(Average 16%)

PRACTICAL

26.7%
(Average 38%)

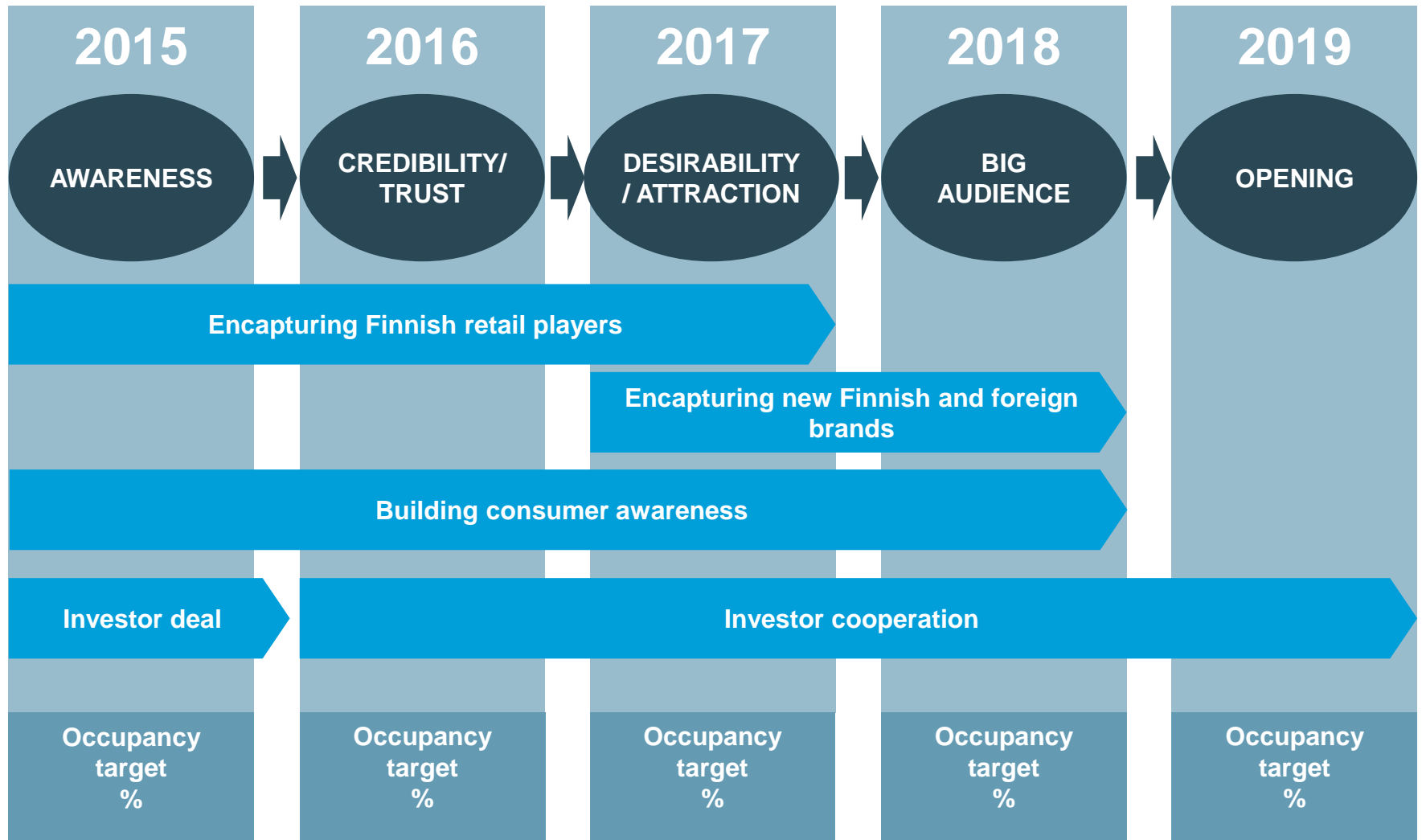
SENSUAL

43.1%
(Average 32%)

Key improvement areas mentioned by shoppers



Clear commercial targets for each year prior the opening



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
→ 250 units

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

12,000 sq.m
of restaurant
services
→ 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”

SEGMENT

% of Mall of Tripla

Fashion	24%	
Groceries	13%	
Culture and entertainment	13%	↑
Restaurant and cafes	13%	↑
Health and beauty	7%	↑
Home and decoration	7%	
Commercial services	5%	
Leisure time	5%	
Department store	3%	
Specialty store	2%	
Office	1%	

↑ Significantly more than in Finnish shopping centres on average



EACH FLOOR HAS ITS UNIQUE ROLE AND ATMOSPHERE

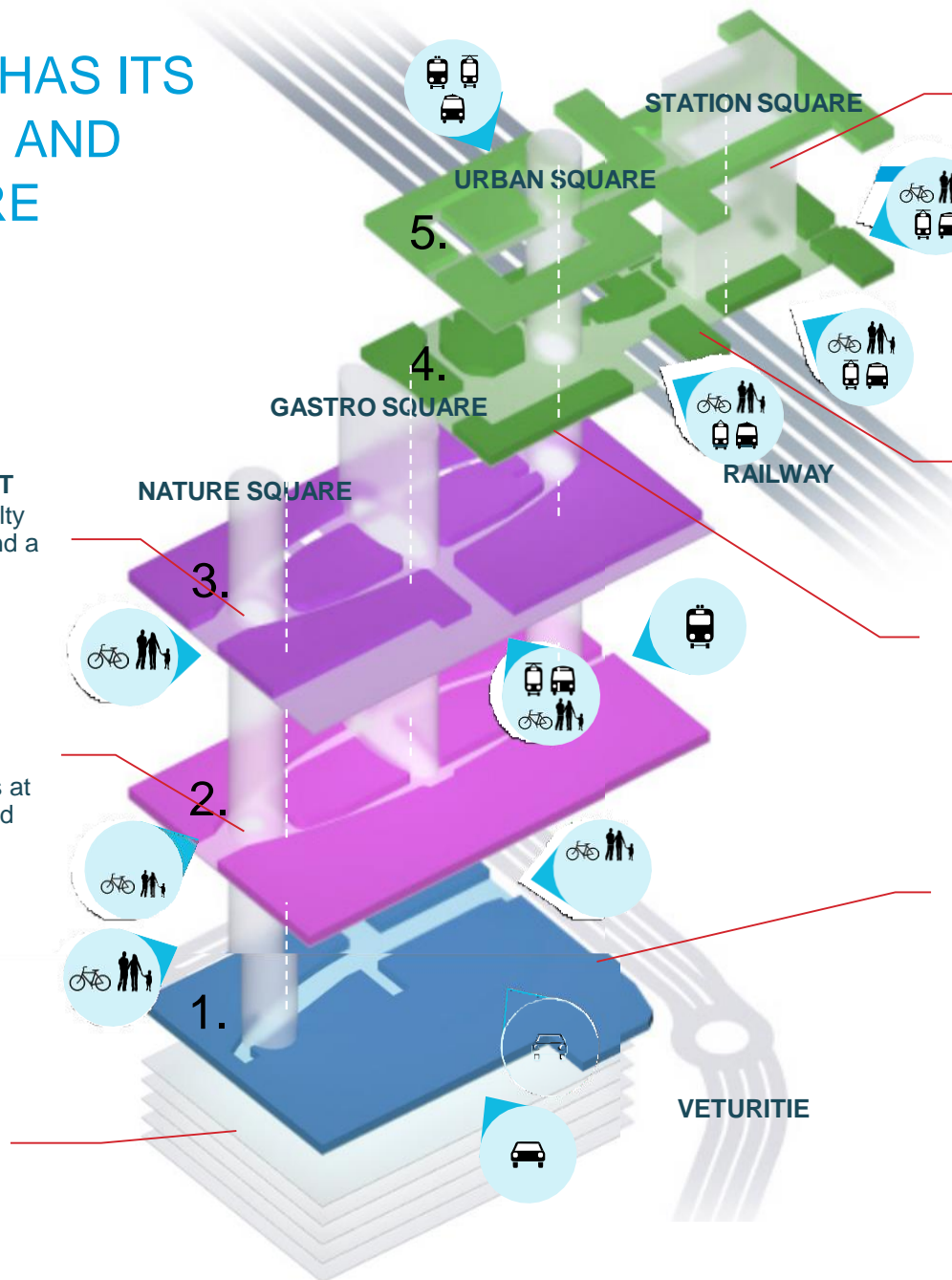
3rd FLOOR: HIGH STREET

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.

PARKING



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.

4th FLOOR: LITTLE MANHATTAN

A lively mix of urban culture, versatile restaurants and services. The restaurants are aimed at large number of customers.

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.

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



GASTRO SQUARE, 2nd 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

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



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

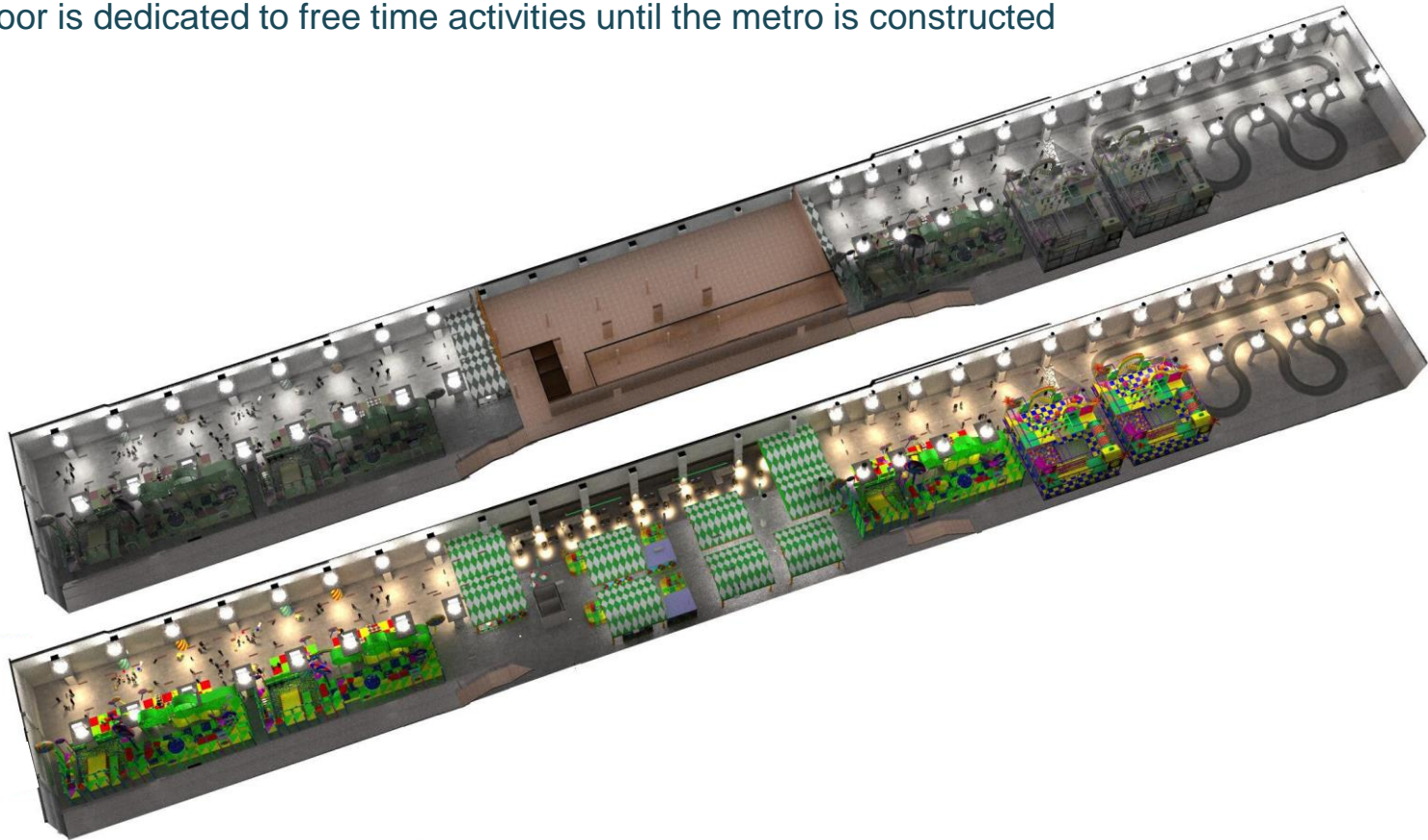


Free time and entertainment

- The floor is dedicated to free time activities until the metro is constructed

Floor P5

Floor P6





METRO FLOOR



METRO FLOOR



METRO FLOOR

4

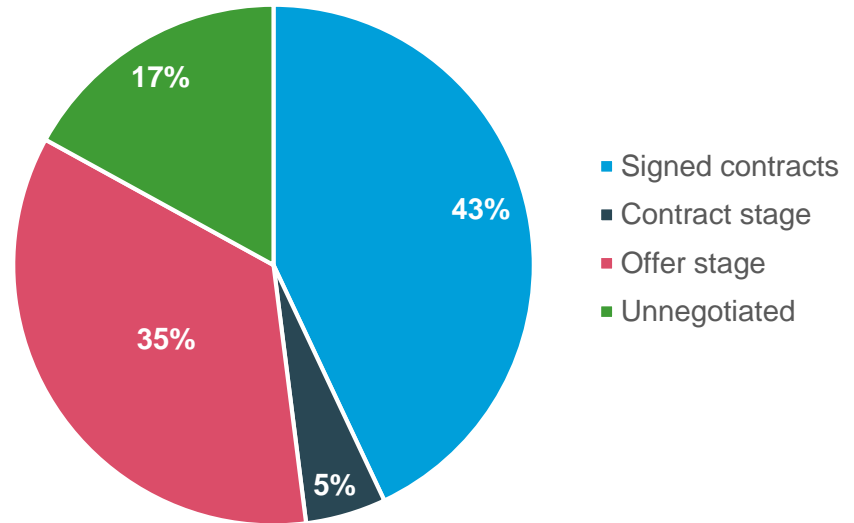
Leasing update



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

Occupancy rate, leasable area



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



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Conclusions





MALL OF TRIPPLA

WHATEVER YOU EXPECT, WE TRIPLE IT



**Together
we can
do it.**