



# KRISTINE

ON IT'S WAY TO A YOUTHEFUL FUTURE!

RESERVED

APOLLO



## ONE OF THE **MOST POPULAR** SHOPPING CENTRES IN TALLINN

Kristiine Center has been rated among the top 3 shopping centers in Tallinn and has been one of the most frequently visited shopping centres in the capital for more than a decade. The centre has an almost equally strong position in every age group of clients, but it enjoys the most popularity among the age group of 25-34 year olds.

- The biggest shopping centre in the central business district
- Among the TOP 3 shopping centre brands in Tallinn
- One of the most frequently visited centres
- Appealing to younger customers
- Strong position as a city district shopping centre



# FACTS

## FACTS AND FIGURES

GROSS LEASABLE AREA AFTER COMPLETION: 45,500 M<sup>2</sup>

NUMBER OF SHOPS: 125

FOOD ANCHOR TENANT: PRISMA – 9,600 M<sup>2</sup>

ANCHOR TENANTS: H&M, O'LEARYS, RESERVED, SPORTS DIRECT, SPORTLAND, NEW YORKER, JYSK, APRANGA

TOTAL FOOTFALL 2017: 7.1 MILLION VISITORS

TOTAL TURNOVER 2017: EUR 125 MILLION

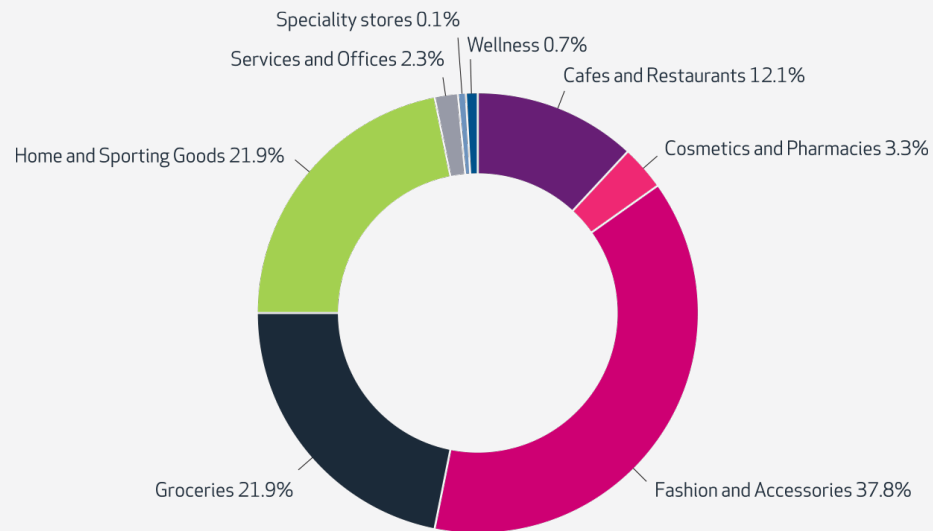
TOTAL PARKING SPACES: 1000

ADDRESS: ENDLA 45, TALLINN, ESTONIA



Re-development  
2017-2019

## WIDE CHOICE OF GOODS AND SERVICES



Kristiine Shopping Centre has a versatile tenant mix and a wide choice of goods and services. Therefore, the centre is successful as a regional centre but it also serves as a convenient neighbourhood centre.

## STRONG ANCHOR TENANTS

The anchor grocery tenant of Kristiine Shopping Centre is Prisma Hypermarket with a total area of 9,600 m<sup>2</sup>. Other key tenants are H&M, O'Learys, Reserved, Sportland, Sports Direct, Apranga, New Yorker, Jysk and Apollo. Strong anchors and a wide choice of well-known fashion brands can be considered as an important feature of the centre's profile.



RESERVED



APRANGA



# LOCATION

## EXCELLENT LOCATION IN A TRANSPORTATION HUB

Kristiine is located near the Tallinn city centre at one of the main transportation hubs connecting the city centre with the western part of the city. The primary catchment area consists of Kristiine, Mustamäe and Õismäe districts. Kristiine SC has a regional influence mainly in the segment of fashion and leisure goods, but it also has a strong position as a city district shopping centre for nearby residents. The centre has excellent public transport connections.

Primary catchment area      Secondary catchment area

PRIMARY CATCHMENT  
AREA APPROX. 70,000  
INHABITANTS

SECONDARY  
CATCHMENT AREA APPROX.  
270,000 INHABITANTS

TRAFFIC FLOW  
MORE THAN 70,000  
VEHICLES A DAY

CLOSE TO THE CITY  
CENTRE OF TALLINN





## EASY ACCESS FOR EVERYBODY

Kristine is situated in a great location, right at the intersection of Endla street, Sõpruse avenue and Tulika street, next to busy traffic lanes. The centre is visible from all the three main streets. The centre can be accessed by car from Endla street and Tulika street. Pedestrians mostly enter from the main entrance at Endla street, located right next to the bus and trolley stop.

THERE ARE SEVERAL STOPS IN FRONT OF THE SHOPPING CENTRE

- 6 inner-city bus lines
- 3 trolley lines
- 12 public intercity bus lines
- Commuter train stop



# RE-DEVELOPMENT

2017-2019

## ON IT'S WAY TO A YOUTHFUL FUTURE

### MAIN OBJECTIVES OF THE REDEVELOPMENT PROJECT

- Strengthening the market position of the centre among younger consumers and weekend shoppers
- Providing even better customer experience
- Attracting new brands and increasing the number of anchor tenants
- Improving the functionality of the centre
- Creating new quality of design and atmosphere
- Increasing the share of restaurants and services



North entrance





South atrium

## NEW EXPERIENCES AND INSPIRING ATMOSPHERE

### KEYWORDS OF THE RENOVATION

- Appealing to young consumers
- A social hot spot
- New technologies
- Longer dwell time
- Light & bright
- Contemporary food courts
- Clear identity and character

## VIBRANT MEETING POINT AND QUALITY FOOD COURTS & ENTERTAINMENT

The newly refurbished Kristiine is going to be an appealing social hot spot due to a wider choice of restaurants and an inspiring interior atmosphere. There is already an attractive restaurant cluster next to the south entrance but in the new atrium there will be a completely new street food area offering modern food experiences and a great meeting venue. Our target is to offer unique experiences and great tastes to all of our customers. Kristiine's redevelopment puts more emphasis on entertainment and leisure activities in the center. Family oriented entertainment center O'Learys is located on 4000 m<sup>2</sup> on two floors that has opened in mid-June 2018. That makes it the biggest entertainment center in Estonia focusing on sports events, virtual game centers and dining for families.



New food court

# FLOOR PLANS

## IMPROVED FUNCTIONALITY

The functional layouts of the centre will be improved to make movement easier and more customer friendly. Special attention will be paid to the commercial aspects of internal logistics to provide better visibility and accessibility to our tenants.

# GROUND FLOOR

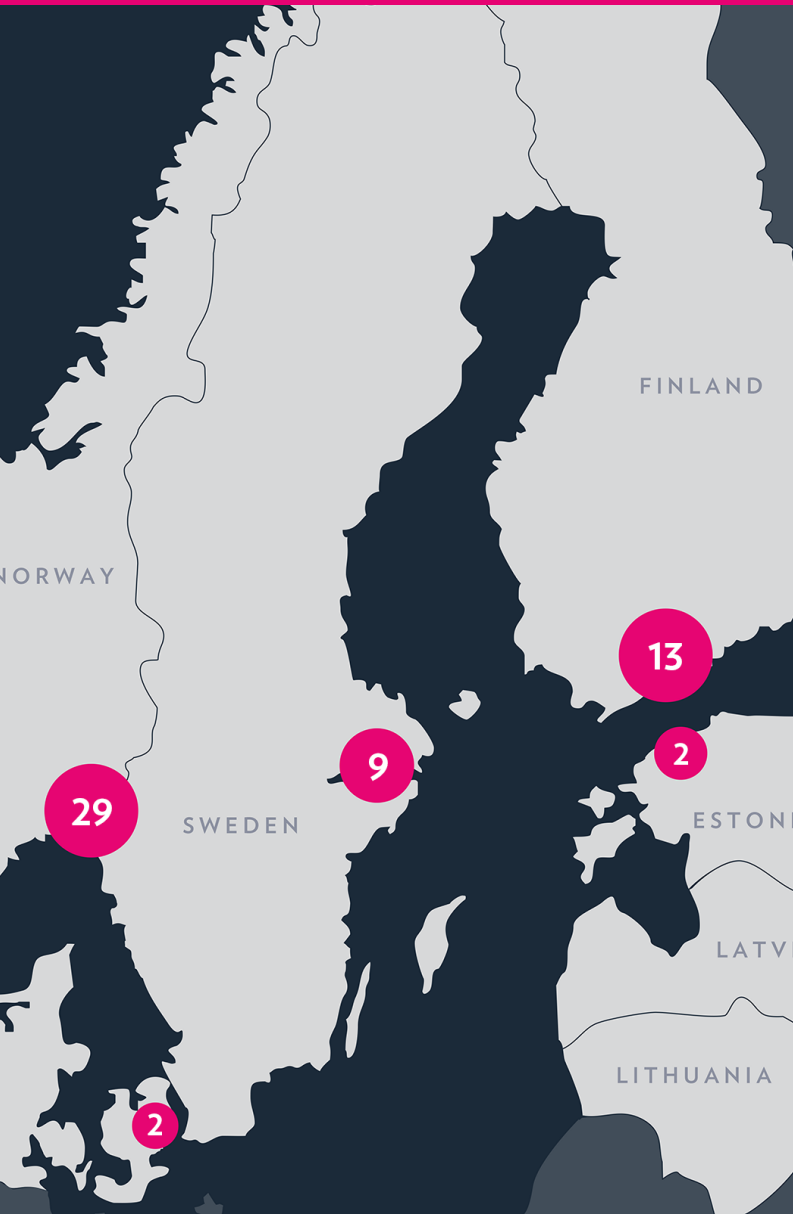




# FIRST FLOOR



# CONTACT



## CITYCON

### LEADING OWNER AND DEVELOPER OF SHOPPING CENTRES IN THE NORDIC AND BALTIC STATES

Citycon is a leading owner, manager and developer of urban grocery-anchored shopping centres in the Nordic and Baltic regions, with assets totalling approximately to EUR 5 billion and a market cap of approximately EUR 2 billion. Headquartered in Helsinki and specialising in necessitybased, everyday retail shopping centres, Citycon is the No. 1 shopping centre owner in Finland and Estonia, and among the market leaders in Norway and Sweden. Citycon has also established a foothold in Denmark. Our community-oriented shopping centres are located in the largest and fastest growing cities in the region and placed in urban environments close to where people live and work with a direct connection to public transportation.

96%  
occupancy

56,000,000  
VISITORS IN NORWAY

51,000,000  
VISITORS IN FINLAND

49,000,000  
VISITORS IN SWEDEN

13,000,000  
VISITORS IN ESTONIA

5,000,000  
VISITORS IN DENMARK

## CONTACT

Here are the Citycon contact persons who will help you with setting up a new business location in Kristiine Shopping Centre:

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