

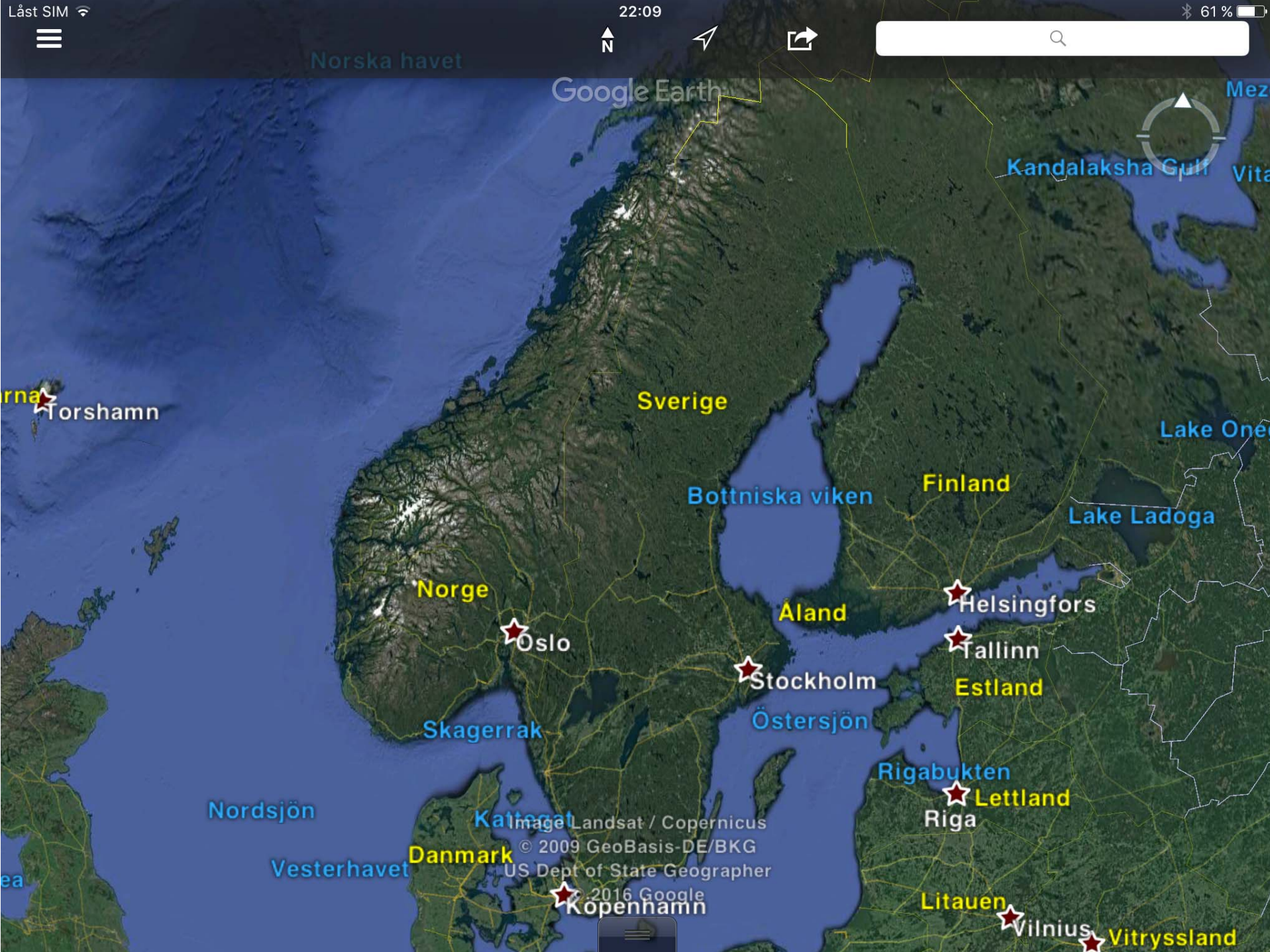
HYLLIE

LOGISTICS





MM 061911:001398



Norska havet

Google Earth

Kandalaksha Gulf

Meze

Vita

Lake Oneg

Lake Ladoga

Torshamn

Sverige

Finland

Bottniska viken

Norge

Oslo

Aland

Helsingfors

Tallinn

Estland

Stockholm

Östersjön

Skagerrak

Rigabukten

Lettland

Riga

Nordsjön

Kattegat

Danmark

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US Dept of State Geographer

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Köpenhamn

Litauen

Vilnius

Vitryssland





Google Earth

sele Bugt

E4

Helsingborg

Skåne län

E22 Kristianstad

19

16

E47

E55

17

Köpenhamn

Lund

Öresund

E10

E65

E6

and

Image Landsat / Copernicus

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Data SIO, NOAA, U.S. Navy, NGA, GEBCO

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Låst SIM

22:11

60%



Google Earth

Lomma

108

11

Öresund

Burlöv

Malmö

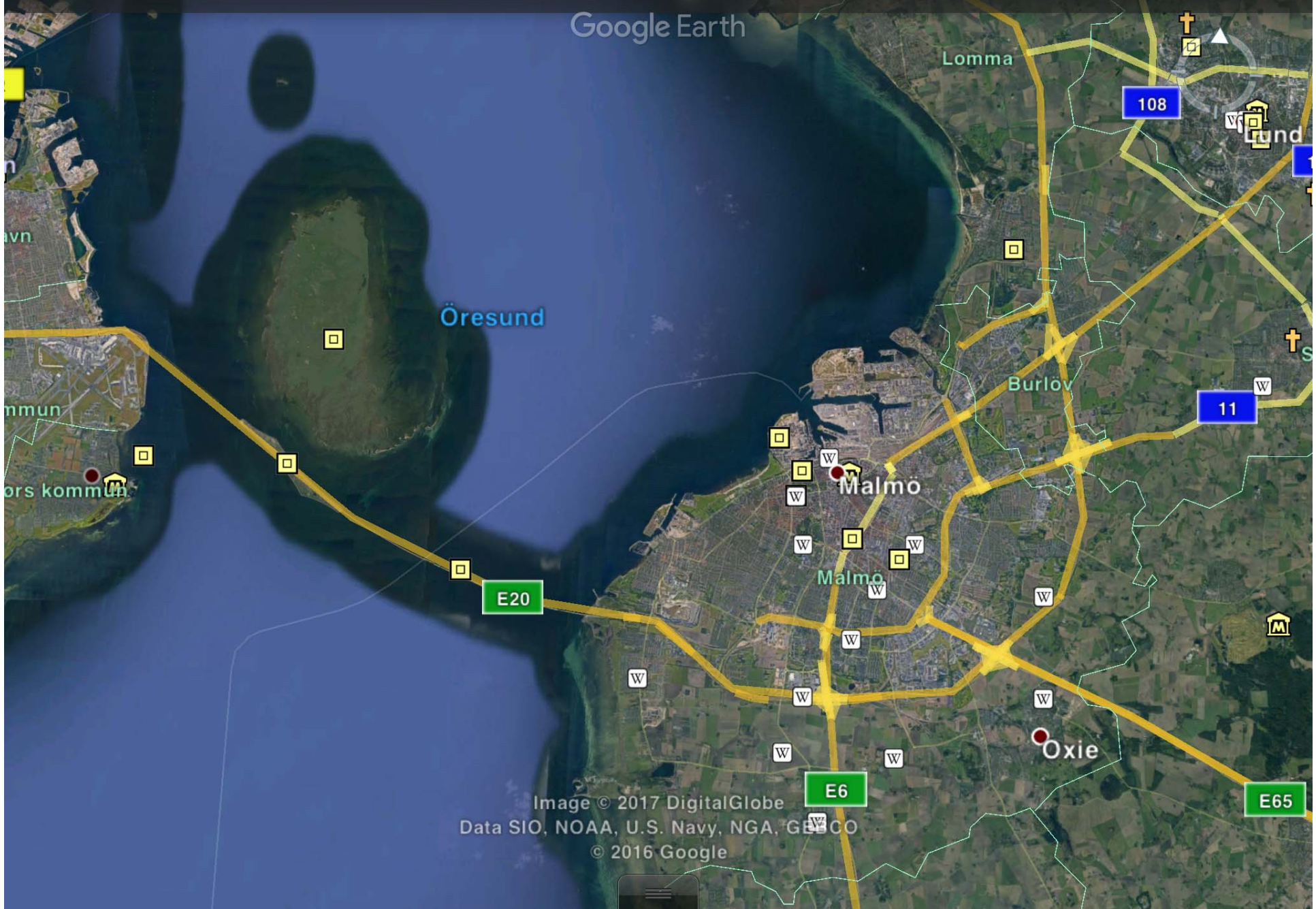
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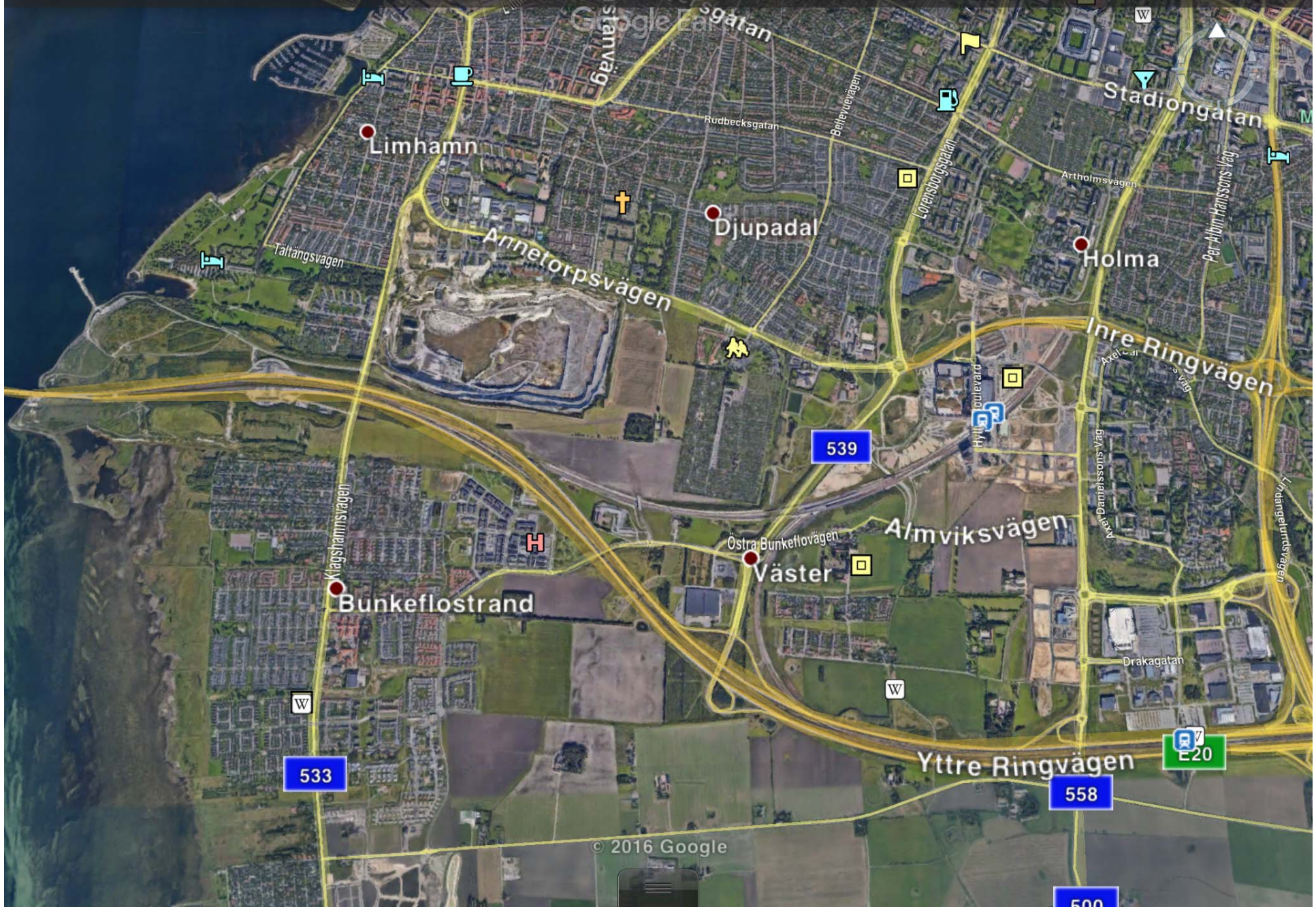
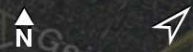
E6

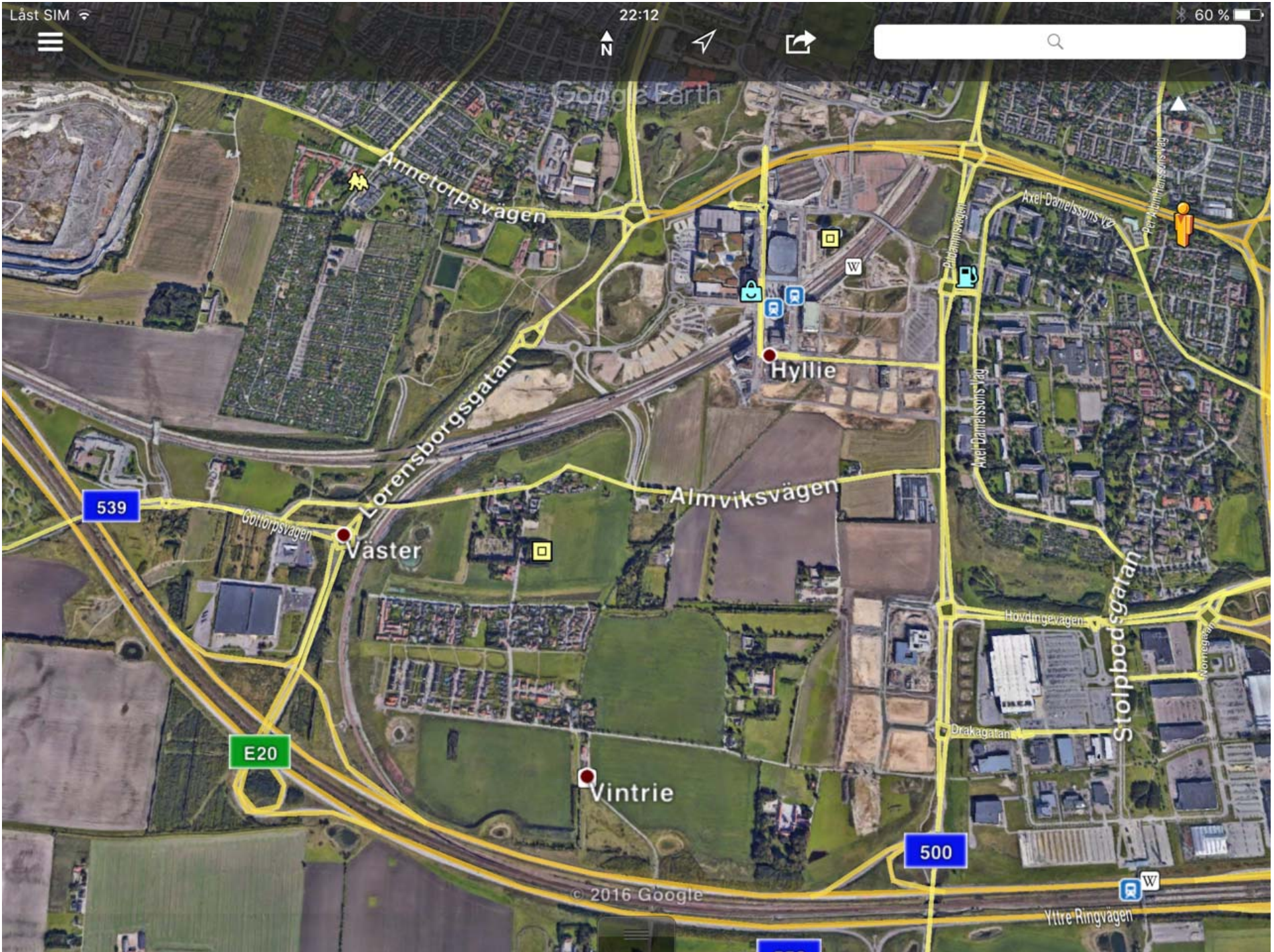
E65

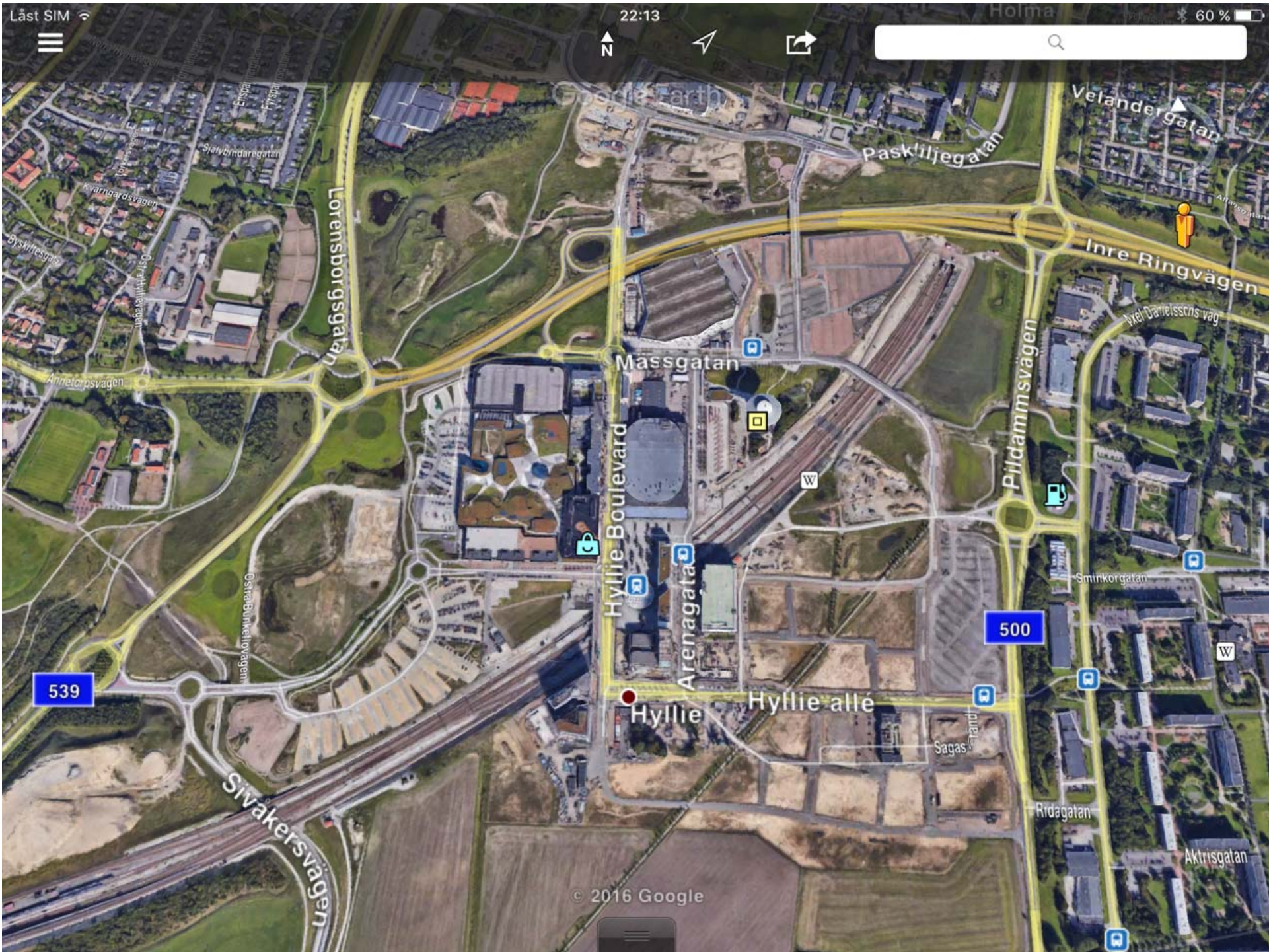
Oxie

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Låst SIM

22:14

59%



Google Earth

Lorrensbergsgatan

Hyllie alle

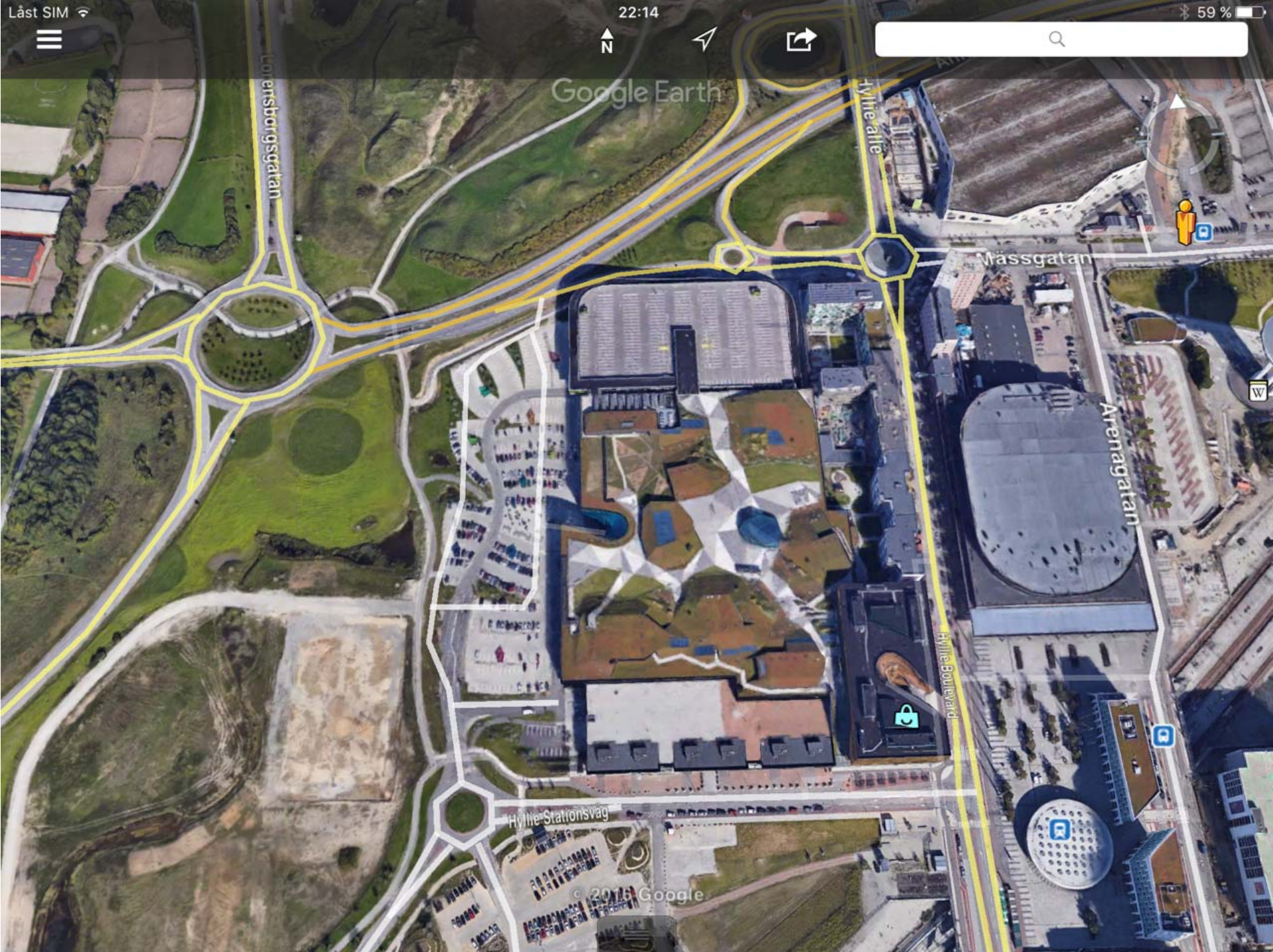
Mässgatan

Arenagatan

Hyllie Stationsväg

Hyllie Boulevard

© 2018 Google



Låst SIM

22:16

59%



Google Earth

Holma

500

Hyllie Boulevard
Hyllie

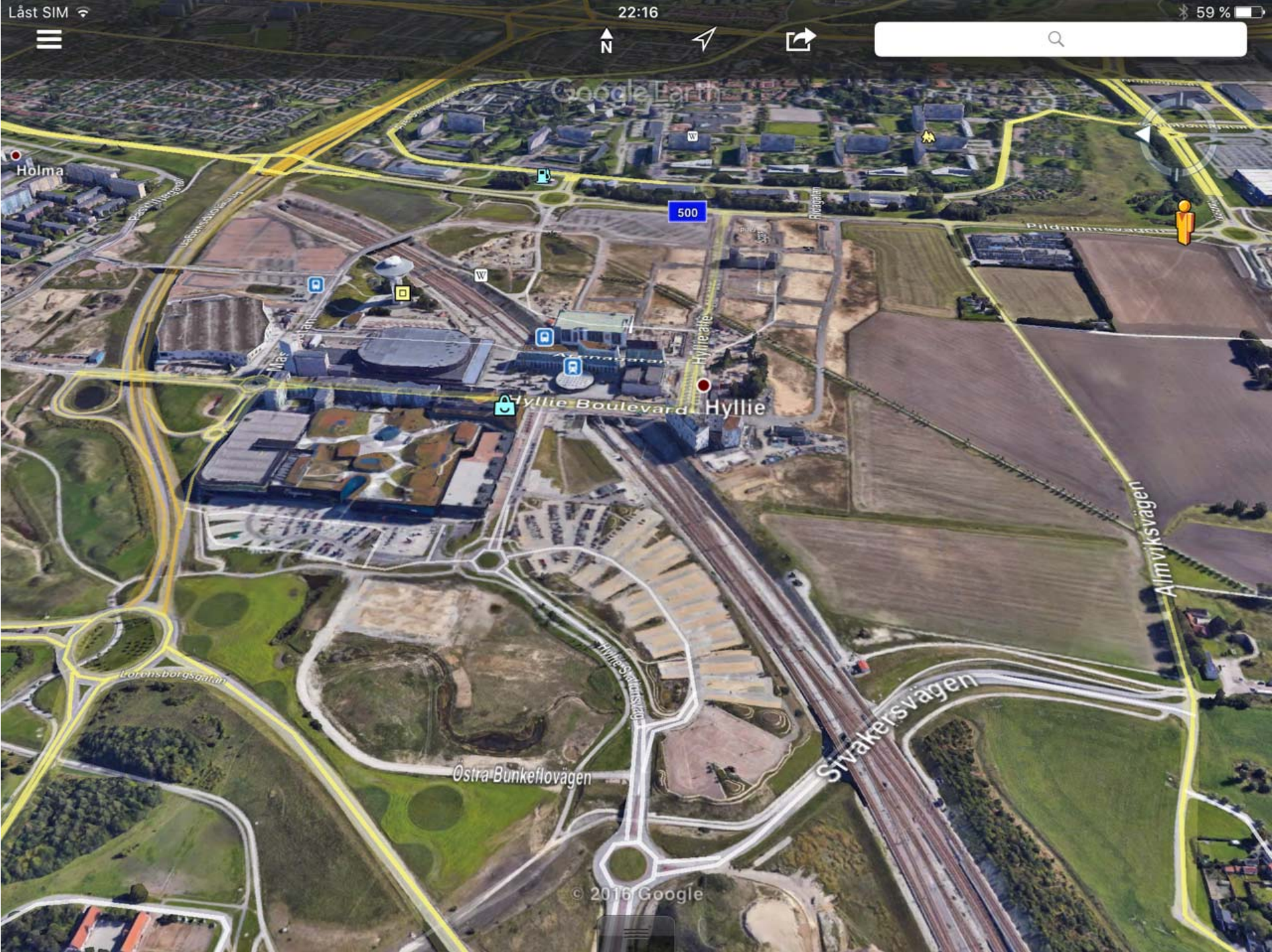
Lorensborgsgatan

Östra Bunkelövägen

Stvakersvägen

Aimviksvägen

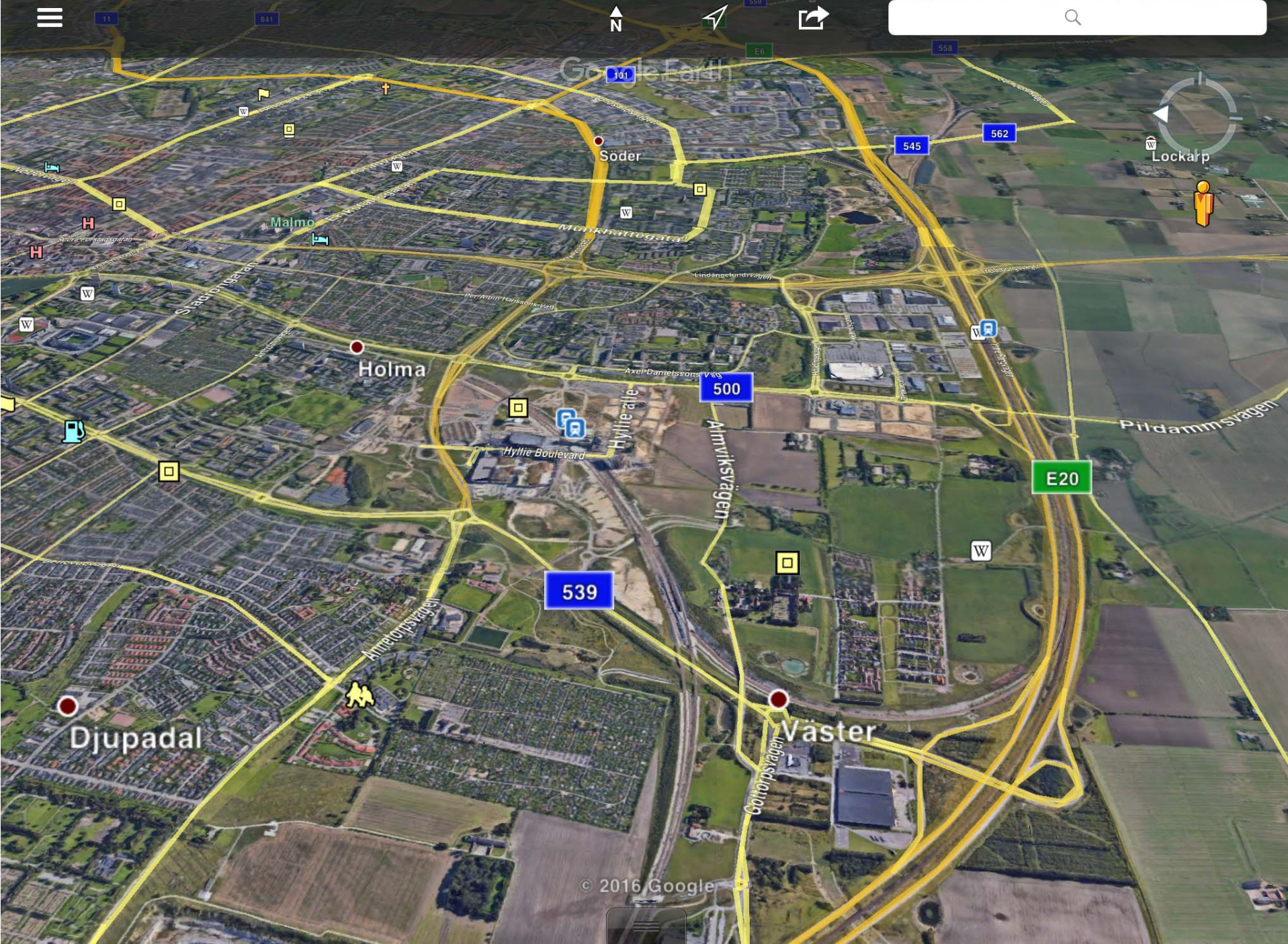
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Låst SIM

22:17

58%



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Malmö
sweden

EMPORIA

Summary



Position: The foremost shopping experience in Scandinavia



180 Stores



3 200 Parking spaces



77 700 sqm Total leasable area (GLA)



7,5 million customers (+12 %)



308 million EUR in turnover (+5.5 %)

Highlights



Highly rewarded centre
Have won numerous awards



Extensive range of shops
Scandinavia's leading shopping experience



Exceptional architecture
Creating a unique, contemporary shopping
experience



Great accessibility
Public transport terminal

Malmö

3,9 million inhabitants in Öresund region.
305 000 inhabitants in the Municipality. The 3rd
largest city in Sweden



Well connected to Copenhagen,
reached within 12 minutes,
due to the Øresund Bridge

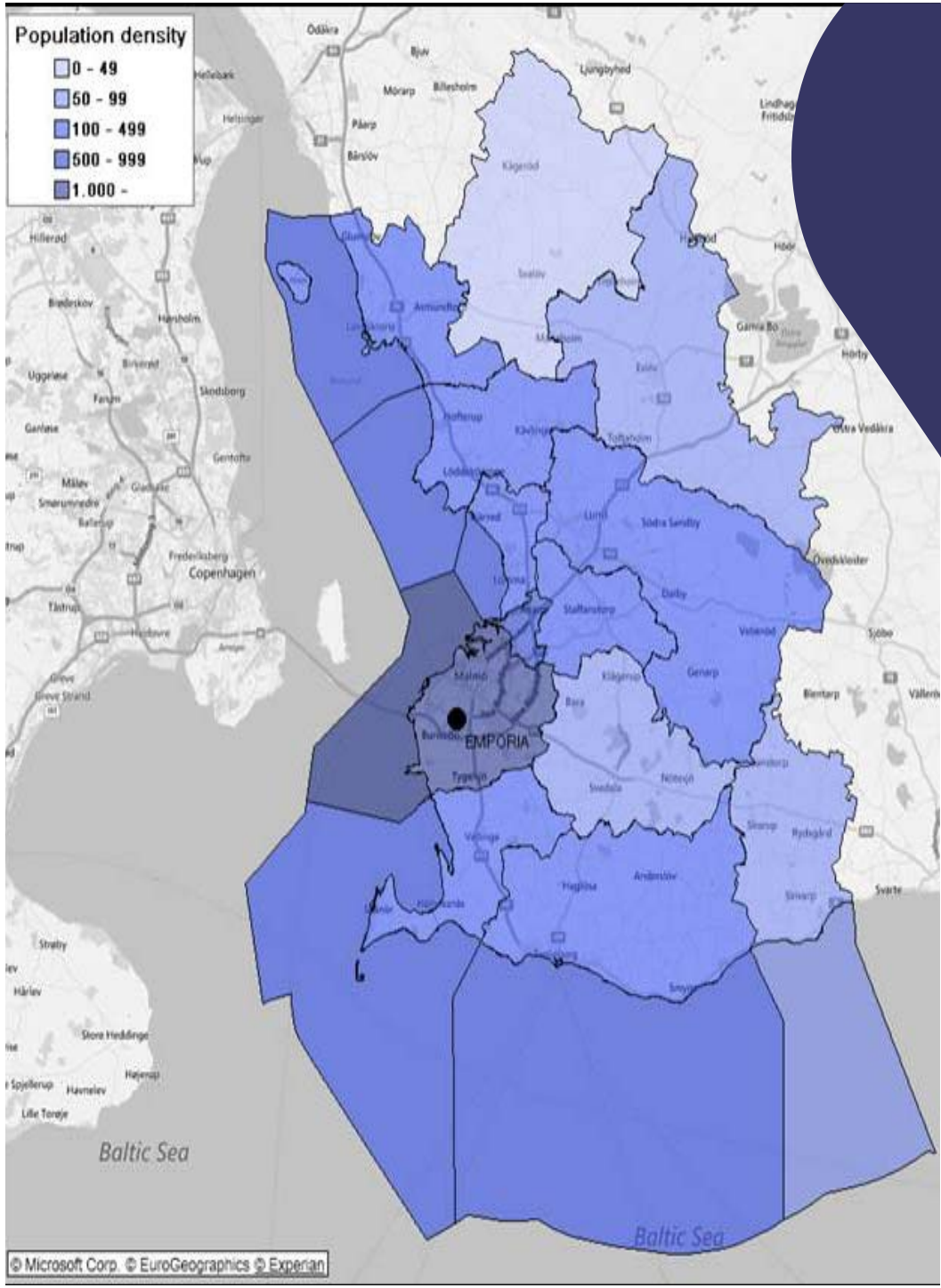


Economical and cultural
centre of South Sweden



Malmö university:
the country's 8th largest
school of higher
education





Catchment area



645 000 inhabitants whereof
305 000 in primary area



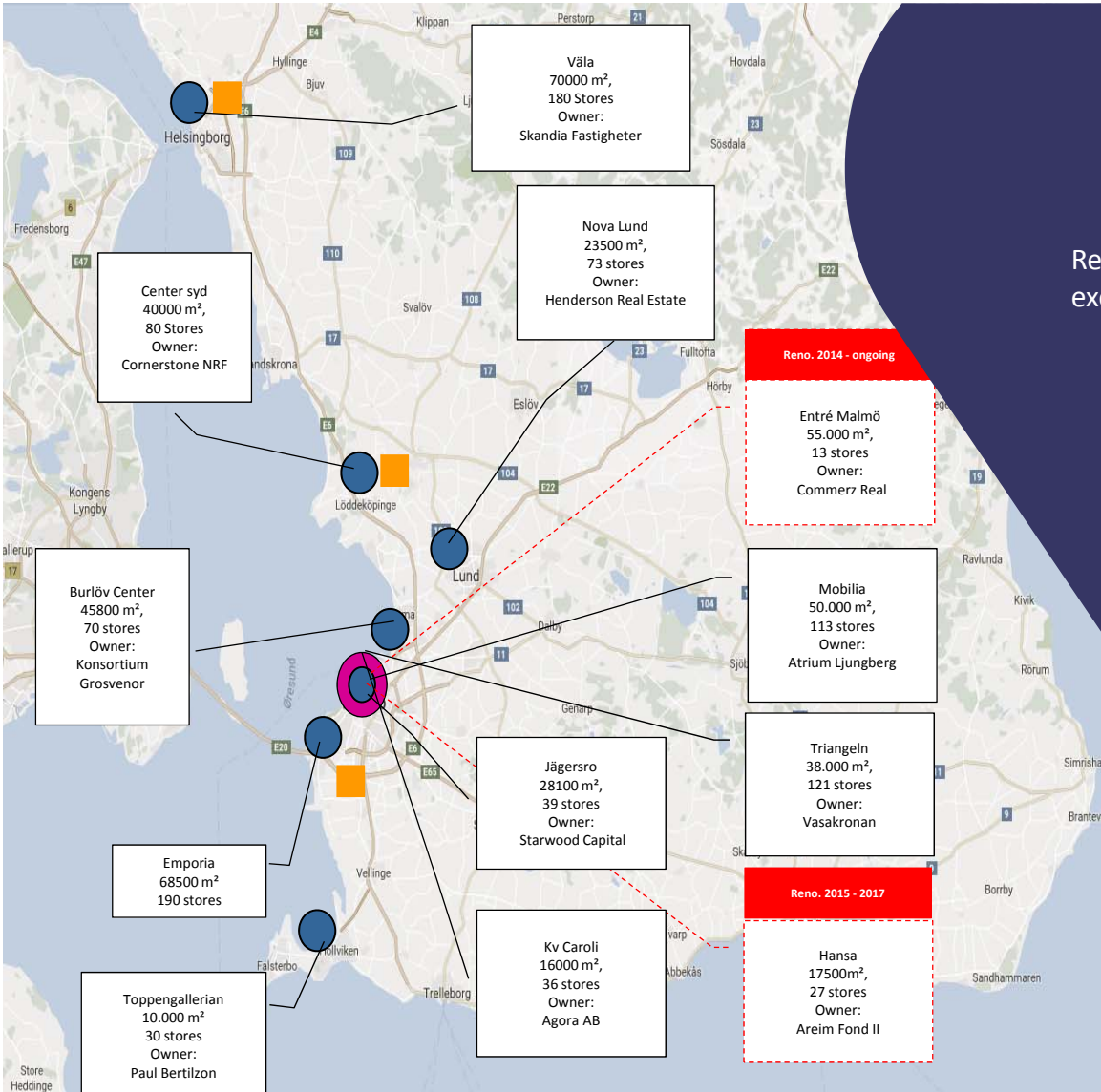
A **rising population** : +6.2%
between 2013 and 2020



A **very young population** 32%
are between 25-44 years old

competition

Refurbishment of Hansa. Launch in 2017. Focus on new exciting concepts COS, Another stories etc



Refurbishment of Entré launch in 2017 – Will have 115 shops. Project investment 34,5 €M.



- City center
- Shopping center
- Retail park
- ▲ Extension Project
- ▲ New Shopping center Project



accessibility

Unique location in Ørestaden



Located close to the Malmö Arena and the Malmö Exhibition center



Train : In front of Malmö Hyllie Station



Bus : 7 lines serve the center



Parking : 3,200 parking spots



accessibility

Unique location in Ørestaden

- Railway station where 20.000 commutes
- Multifunction arena (15.000 pers)
- New public Swimming hall
- 15.000 offices
- 12.000 residentials
- International school
- App. 40.000 will live in Hyllie
- 2 Hotels

customers

Primary: Young urban to medium profile families

Core target group: upper profile with high purchasing power



CUSTOMER PROFILE



84 %
Conversation
rate

40 €
average
purchases

68 min
Average visiting
time



52 %
Female



48%
Male



58 391
EUR/YEAR
Average
household
income

50 775
EUR/YEAR
Average
household
income
Competing malls



36 %
Shopping in 3
stores

Floor plans

