Krasnaya Ploshad Megamall
Krasnodar city
www.red-square.ru
Krasnodar is the largest administrative, economical, industrial, transport, commercial, scientific and cultural centre in the South of Russia. Krasnodar is often called «the capital of Kuban» and also «the South capital of Russia».

The city holds an advantageous economical and geographical position in the Southern Federal District. It is located on the most important through-passages, connecting the centre of Russia with the ports of the Black Sea and the Azov Sea and with the health-resorts of the Black Sea coast of the Caucasus.

Krasnodar is a large industrial centre in the South of Russia. There are more than 130 large and medium-sized enterprises in the industrial system of the city: OAO «NK RussNeft» (OAO Krasnodarsky NPZ); «Krasnodarskaya TEC»; OAO «Krasnodarskiy zavod metallokonstruktsiy», plant manufacturing German combines CLAAS; OAO «Kompressorniy zavod»; OAO Krasnodarskiy zavod «Neftemash» and etc.

Volume of own-produced shipped goods, executed services and corporate services of large and medium-sized enterprises for 2013 came to 210.6 bln roubles, that is 23.2 bln roubles more than in 2012. High economic potential and productive investment climate of the city draw attention of Russian and foreign businessmen.

«City Leaders» in cooperation with «PropertyEU» magazine put Krasnodar on the list of 100 European cities with the most favorable conditions for the international property market. Also Krasnodar took the 1st place in the top lists «the best city for living» and «the most attractive city for business» according to «RBK» magazine researches.
Main socio-economic indicators of Krasnodar

Population
According to the data of population count on 01.01.2013 the population of Krasnodar is 784 000 people, with suburbs – 873 500 people.

Transport
The municipal unit city Krasnodar is a large transport junction which includes all types of transport: air, railway, river, bus, city and electro transport. Volume of services rendered to the population by large and medium-sized transport enterprises in 2013 was 85,3 billion roubles, which is 8,4% higher than in 2012.

Trade turnover
Consumer market of Krasnodar is characterized by 0.7% growth of retail turnover of large and medium-sized enterprises and 11.4% growth of turnover in foodservice industry.

Population income
Average nominal monthly salary reached 33 000 roubles in 2013 and grew up 13.8% in comparison with the similar period of the previous year.

Construction
Volume of construction work by large and medium-sized enterprises in 2013 reached 37,5 billion roubles which is 6,1 billion roubles or 8% higher than in 2012.
Company-owner of the project

Closed joint-stock company RAMO-M is a large Russian multi-business group of companies.

Among RAMO-M main business activities there are property development, commercial property management, management of shopping and entertaining malls, hotel and exhibition business.

The holding has got wide experience in realization of large projects:

a. Krasnaya Ploshad Megamall, Krasnodar (operating since 2003, 175 000 sq. meters);
b. Krasnaya Ploshad Megamall, Novorossiysk (operating since 2009, 44 000 sq. meters);
c. Krasnaya Ploshad Shopping and entertaining mall, Tuapse (operating since 2010, 25 000 sq. meters);
d. Krasnaya Ploshad Shopping and entertaining mall, resort-town Anapa (operating since 2012, 36 000 sq. meters);
e. Krasnaya Ploshad Megamall, Armavir (operating since 2013, 60 000 sq. meters).

Also the holding is currently working under the following new projects:

a. Krasnaya Ploshad Megamall, resort-town Gelendzhik (projecting stage, 63 000 sq. meters);
b. Krasnaya Ploshad Megamall, Maykop (projecting stage, 54 000 sq. meters);
c. Costa Rusa Resort Complex, Tuapse region (construction stage, 72 hectares);
d. Alexandrovskiy Park Residential Area, Krasnodar (projecting stage, 40 hectares);
e. Four Points by Sheraton Hotel, Krasnodar (construction stage);
f. Expograd Yug VKK, Krasnodar (construction stage, 63,000 sq. meters).

Long-term experience of work with large projects helps the company to solve efficiently management tasks of high complexity. Strong relations with partners and contractors together with the competent approach to the marketing promotion give the possibility to receive substantial financial income from each project.

RAMO-M Holding got the 18th place in the annual all-Russia rating of the largest developers of shopping malls in 2012 — INFOLine Developer Russia TOP-100.

Several RAMO-M projects won awards:
- The best completed project of the year in the category «Retail property» (FIABCI-2012/2013).
- The largest and the most successful shopping and entertaining mall in the Southern Federal District (INFOLine Developer Russia TOP-100).
- The best completed PR-project in the South of Russia in the category «Retail property» (All-Russia competition «Serebryaniy luchnik Yug – 2011»).
- Participant of the rating TOP-100 of the best shopping malls of Russia 2011 – 2012.
Development history of the megamall chain Krasnaya Ploshad

7th June 2003
Opening of the first building of Krasnaya Ploshad Megamall in Krasnodar with total area of 30 000 sq. meters.

1st March 2006
Opening of the first gallery of the second building of Krasnaya Ploshad Megamall in Krasnodar. The Megamall became the largest shopping and entertaining complex in Krasnodar region.

4th November 2006
Opening of the second gallery of the second building of Krasnaya Ploshad Megamall in Krasnodar. Total area of the complex became 105 000 sq. meters and quantity of shops increased almost twice.

17th October 2009
Opening of the second mall of the chain — Krasnaya Ploshad Megamall in Novorossiysk with total area of 44 000 sq. meters.

7th December 2010
Opening of the third complex of the chain of Krasnaya Ploshad Shopping and entertaining malls – shopping mall in Tuapse with total area of 12 000 sq. meters.

10th December 2011
Opening of the third building of Krasnaya Ploshad Megamall in Krasnodar. Total area of the complex increased to 175 000 sq. meters, quantity of shops – to 500.

12th May 2012
Opening of the forth complex of the chain Krasnaya Ploshad in the resort town Anapa with total area of 36 000 sq. meters.

12th June 2013
Opening of the second building of the shopping and entertaining mall Krasnaya Ploshad in Tuapse. The area of the complex increased to 25 000 sq. meters.

12th October 2013
Opening of the fifth complex of the chain - Krasnaya Ploshad Megamall in Armavir with total area of 60 000 sq. meters.
Concept of the chain of Krasnaya Ploshad shopping and entertaining malls

Each complex of the Krasnaya Ploshad chain is a place for comfortable pastime for the whole family.

From the first days of its operating, each complex sets the goal to create necessary conditions for shopping and recreation which will correspond to the international standards. As a result, each complex managed to build up infrastructure which allows each member of family (both adults and children) to spend time with pleasure.

Average time spent by a family in any Krasnaya Ploshad complex is about 4-5 hours. That is why the list of tenants includes restaurants, cafes, food courts, with different format and various cuisines.

Comfortable atmosphere, variety of goods and entertainment facilities for each member of family attract all target groups. In support of this fact there are some figures:

- About 1 000 000 people per month visit Krasnaya Ploshad Megamall in Krasnodar;
- About 350 000 people per month visit Krasnaya Ploshad Megamall in Novorossiysk;
- About 170 000 people per month visit Krasnaya Ploshad Shopping and Entertaining Mall in Tuapse;
- About 300 000 people per month visit Krasnaya Ploshad Shopping and Entertaining Mall in the resort town Anapa;
- About 350 000 people per month visit Krasnaya Ploshad Megamall in Armavir.
Characteristics of
Krasnaya Ploshad Megamall in Krasnodar

Opening: October 2003.

General characteristics:
- total area — 175 000 sq. meters;
- area for rent — 120 000 sq. meters;
- number of floors — 3;
- parking — 4 100 parking places;
- number of trade and service enterprises — 516.

Anchor tenants:
- hypermarket of consumer electronics — M.video;
- hypermarket of household products — Domashniy Mir;
- hypermarket of food and household products — Magnit;
- hypermarket of sport goods — Sportmaster;

Entertainment component:
- child entertainment center – Ostrova (3 180 sq.meters);
- entertainment complex Cosmic;
- free of charge skating rink;
- cinema with 7 halls with the first in the city VIP-hall ;
- unique street of Old Europe;
- beauty salons;
- catering facilities of various concepts.

Entertainment component:
- city multi-functional center;
- post office;
- banks and insurance companies;
- tourist offices;
- hotel;
- dry-cleaner;
- exhibition hall.
Krasnodar Krasnaya Ploshad Megamall is located along the main transport artery of the city with high car traffic.

Krasnaya Ploshad is included in the majority of the city public transport routes:

**Location and transport accessibility**

Getting to the Megamall by:

- **City buses:**
  - 5, 31, 32, 67, 106A, 121A, 163A, 182A
- **Trolley-buses:**
  - 5, 15
- **Route taxis:**
  - 5A, 15, 176, 29, 30, 30A(31), 38(42), 39, 75, 77, 120, 121A, 183, 201
- **Private transport**

- zone of 5 min pedestrian accessibility
- zone of 15 min transport accessibility
Floor plans

1st floor
Floor plans

1st floor

Plans in high definition and quality are available for viewing and downloading
http://krasnodar.red-square.ru/arendators/arendmaps/
Floor plans

2nd floor
Plans in high definition and quality are available for viewing and downloading at http://krasnodar.red-square.ru/arendators/arendmaps/
Floor plans

3st floor
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