



LUXURY OUTLET
& CASINO

THE NEW FRONTIER
TO THE RUSSIAN MARKET

The Vaalimaa Destination Center

Finland is a country with a sound economy and governance which make it one of the top performing countries in Europe.



WELCOME TO VAALIMAA

VAALIMAA IS ONE OF THE MOST IMPORTANT BORDER CROSSING POINTS BETWEEN THE EU AND RUSSIA

THE PLACE TO REACH THE GROWTH OF THE RUSSIAN MARKET WITHIN A EUROPEAN BUSINESS ENVIRONMENT

Vaalimaa is on Finland's border with Russia, halfway between Helsinki and St. Petersburg, and is one of the busiest crossing points in Europe.

More than 3.6 million travelers crossed its border in 2013 alone. A strategic location for luxury, fashion, and designer brands wanting to access the Russian market with their products at very competitive prices.

European law - Russian market.

The Vaalimaa LUXURY OUTLET offers the best way to reach the 5 million inhabitants of St. Petersburg and the entire Russian market.

AN EXCLUSIVE DESTINATION CENTER

VAALIMAA DESTINATION CENTER

A PRESTIGIOUS OFFERING OF:

- A LUXURY OUTLET WITH OVER 60 STORES AND A WIDE RANGE OF FASHION BRANDS
- A 150 ROOM HOTEL
- THE FIRST CASINO ON THE BORDER
- A WELLNESS CENTER
- LOUNGE BAR AND RESTAURANTS
- AN ABSOLUTELY UNIQUE CENTER FOR THIS NEW MARKET

HIGH CLASS - NO LIMITS - DESTINATION CENTER
LUXURY OUTLET - RELAX - OPPORTUNITY - CASINO





We will provide a shuttle from St. Petersburg and Helsinki.

A UNIQUE DESTINATION CENTER

RETAIL OUTLET
WHIT MORE THAN
STORES 60

THE FIRST
CASINO
ON THE BORDER

150 ROOM
HOTEL

WELLNESS
CENTER

RESTAURANTS
AND LOUNGE BARS

AN ATTRACTIVE CATCHMENT AREA

ABOUT
180 KM
FROM ST. PETERSBURG
AND HELSINKI

60 KM
FROM LAPPEENRANTA
AIRPORT

3,6 MLN
PEOPLE PASSED
THROUGH IN 2013

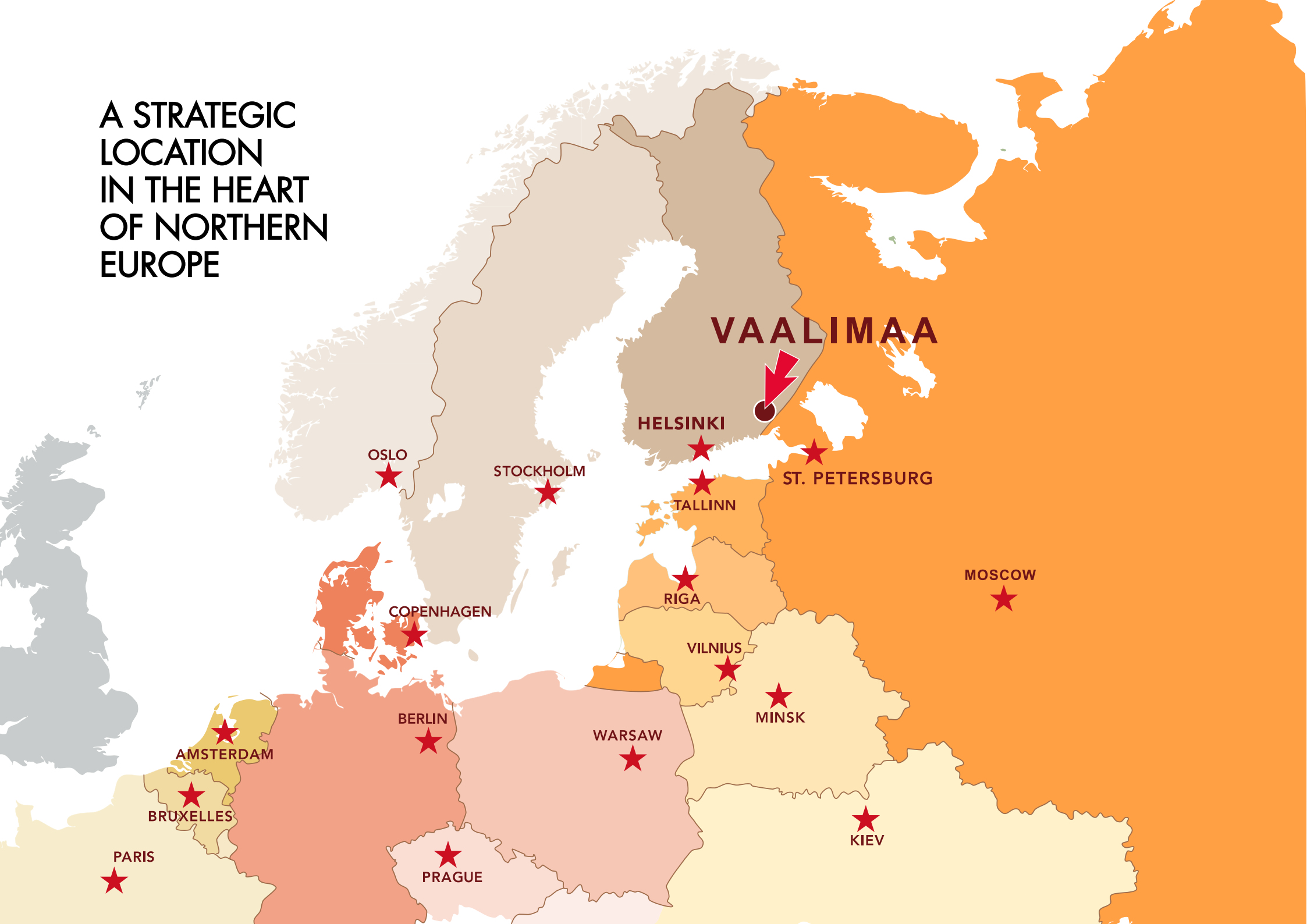
WITH THE EUROPEAN BUSINESS RULES

LOWER
SELLING PRICES

WITH VAT REFUNDS
FOR NON EU RESIDENTS

COMPETITIVE
TAXATION SYSTEM

A STRATEGIC
LOCATION
IN THE HEART
OF NORTHERN
EUROPE



VAAALIMAA

HELSINKI

OSLO

STOCKHOLM

TALLINN

ST. PETERSBURG

MOSCOW

RIGA

VILNIUS

MINSK

KIEV

WARSAW

BERLIN

COPENHAGEN

AMSTERDAM

BRUXELLES

PARIS

PRAGUE

THE FIRST OF ITS KIND, THE BEST LOCATION

More than 3.6 million people crossed the border at Vaalimaa in 2013.

Tax-free spending by Russian citizens in the Vaalimaa area alone reached 110 million euros in 2013.

Finland is one of the European Union's more mature economies. Its AAA rating was confirmed by Fitch in May 2013.

The population is slowly growing (up by 3.1% between 2005 to 2012 and up by 0.4% last year).

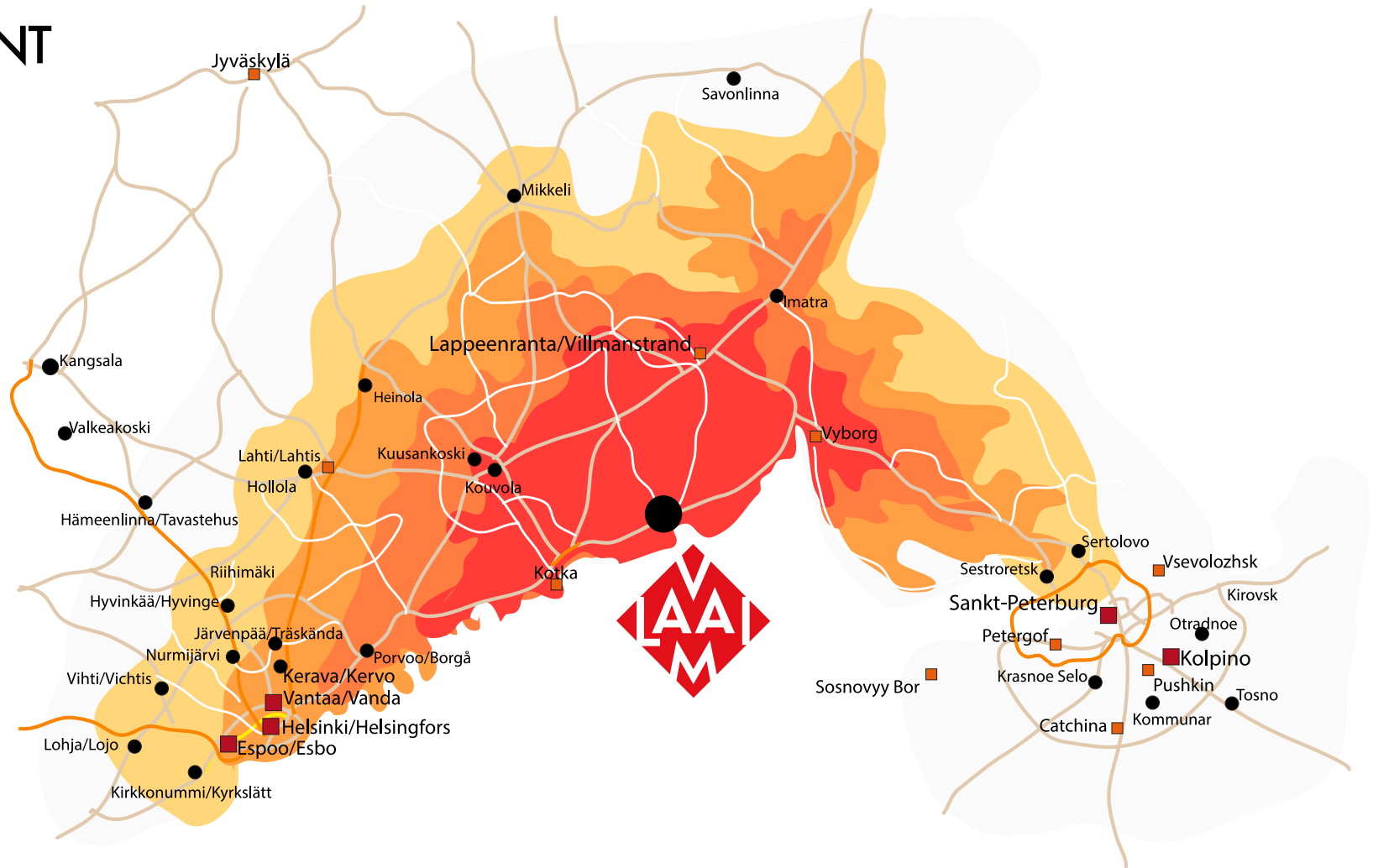
The unemployment rate is steadily falling and in 2012 was below 8% (down by 0.5% from the previous year).

Finland is the third most competitive country in the world, after Singapore and Switzerland.

Russia's economic growth in the last two years has been faster than Brazil, South Korea and Turkey. Russian GDP has been growing steadily since 2000 and now ranks eighth among the world's economies.

75% of Russian citizens traveling to Finland come from St. Petersburg.

CATCHMENT AREA



	FINLAND	RUSSIA	TOTAL
0-75 mins	237.007 inhabitants	118.017 inhabitants	355.024 inhabitants
75-90 mins	130.018 inhabitants	48.270 inhabitants	178.288 inhabitants
90-120 mins	1.331.895 inhabitants	73.093 inhabitants	1.404.988 inhabitants
120-150 mins	377.758 inhabitants	1.816.714 inhabitants	2.194.472 inhabitants
	2.076.678 TOTAL	2.056.094 TOTAL	4.132.772 TOTAL



ACCESS TO VAALIMAA

MASSIVE FLOW, SOLID INFRASTRUCTURE



BY AIR

60 km from Lappeenranta, Finland (alternative hub to St. Petersburg airport)



BY SEA

The nearby ports of Kotka and Hamina are served by more than 80 locations worldwide



BY ROAD

The E18 Helsinki to St. Petersburg freeway passes through Vaalimaa



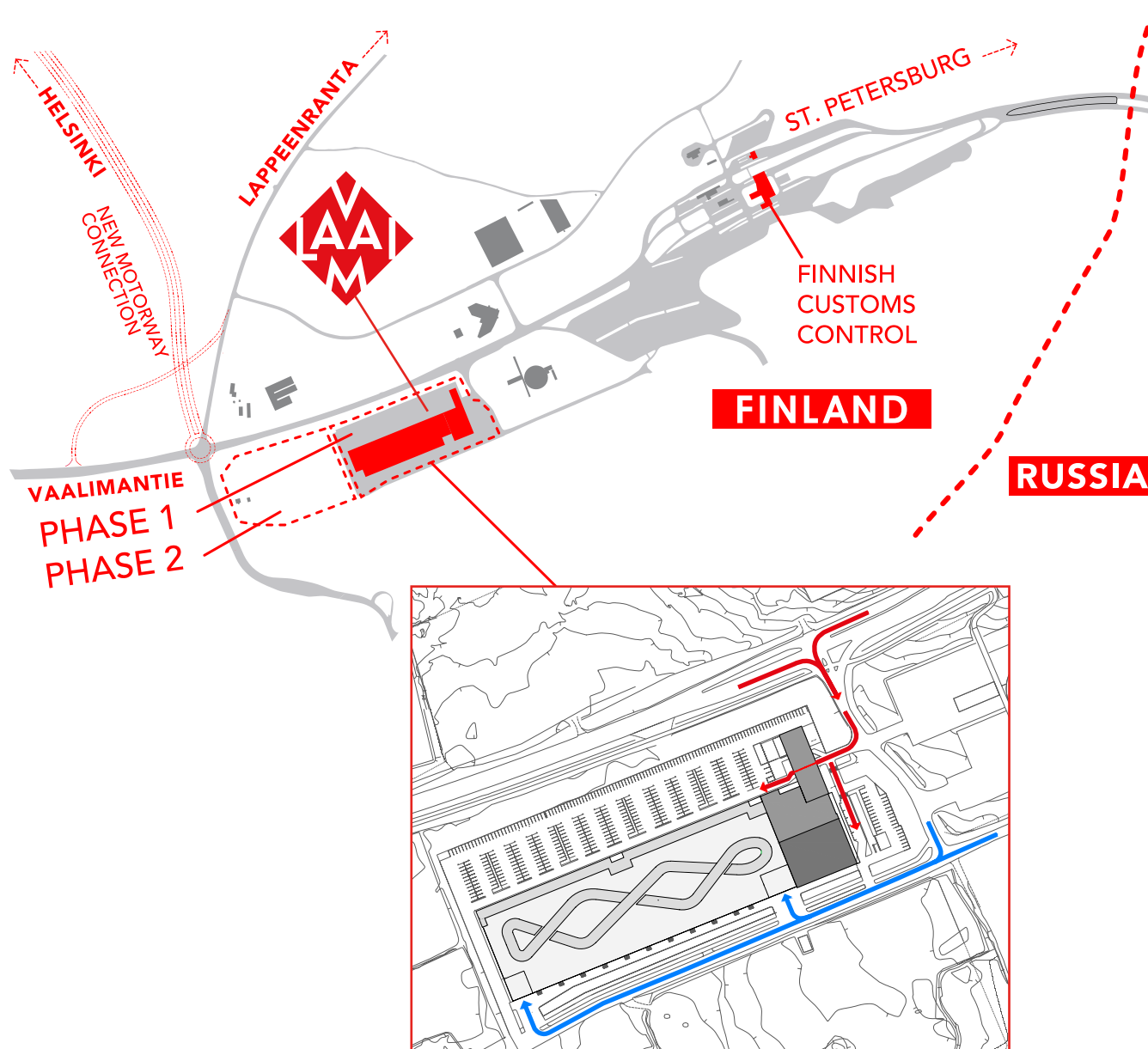
BY TRAIN

2 hours from St. Petersburg via Vainikkala

ABOUT **180 KM**
FROM ST. PETERSBURG
AND HELSINKI

60 KM
FROM LAPPEENRANTA
AIRPORT

VIABILITY





DESIGN DEDICATED TO CREATE AN IMMERSIVE EXPERIENCE

The complex is conceived as a light up landmark. Its illuminated façade transforms the entire site, creating a new kind of space.

The ribbon is a connecting and leading design element. The walkway with its continuous skylight is reinforced by the form and pattern of a ribbon and leads customers through the gallery. The shopping mall has two main intersecting avenues that invite visitors to explore every store in the outlet.

The avenues' intersections offer a new spatial experience with the unique skylight, various naturally lit areas invite for relaxation.

The fluid forms of the layout mean that retail units can be optimized to offer a wide range of different sizes and layouts.

The idea is to create an experiential architecture that unfolds for visitors as they perceive it through each individual movement through space and time. The different elements of the complex blend together to make a minimalist and highly recognizable destination center.



LUXURY OUTLET
& CASINO



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AN EFFICIENT SHOPPER JOURNEY

The most important material is light.

The gallery walkway has double height and its curved ceiling creates an atmosphere of elegance. The ceiling opens up to the sky. Natural light falls in from above and gives an outdoor feeling. Natural elements, including light, trees, and water, create a comfortable indoor climate.

The ribbon on the ground leads the visitors through the luxury outlet.

The materials used, including stone, glass, and metal, provide a distinctive minimalist background for luxury stores and restaurants.





MASTER PLAN

Food & Beverage

Fashion

Shoes & Accessories

Home

Sport & Outdoor

Children

Jewelry & Beauty

Lingerie

Entries

Circulation

01 114 m²

02 75 m²

03 112 m²

04 221 m²

05 259 m²

06 251 m²

07 207 m²

08 160 m²

09 126 m²

10 151m²

11 213 m²

12 258 m²

13 295 m²

14 289 m²

15 256 m²

16 221 m²

17 166 m²

18 140 m²

19 174 m²

20 235 m²

21 292 m²

22 282 m²

23 218 m²

24 237 m²

25 133 m²

26/27 353 m²

28 121 m²

29 183 m²

30 226 m²

31 199 m²

32 158 m²

33 121 m²

34 108 m²

35 178 m²

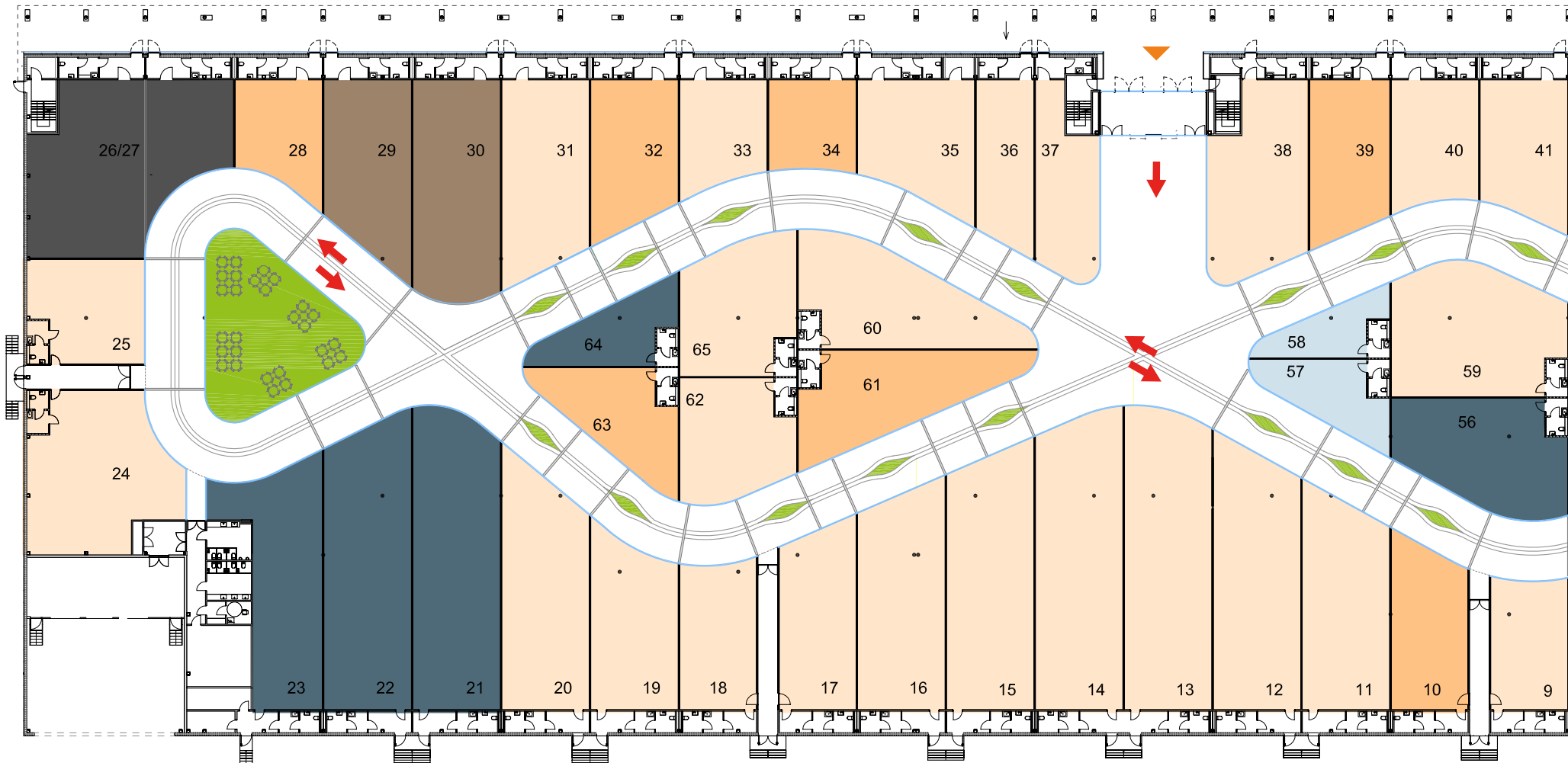
36 117 m²

37 130 m²

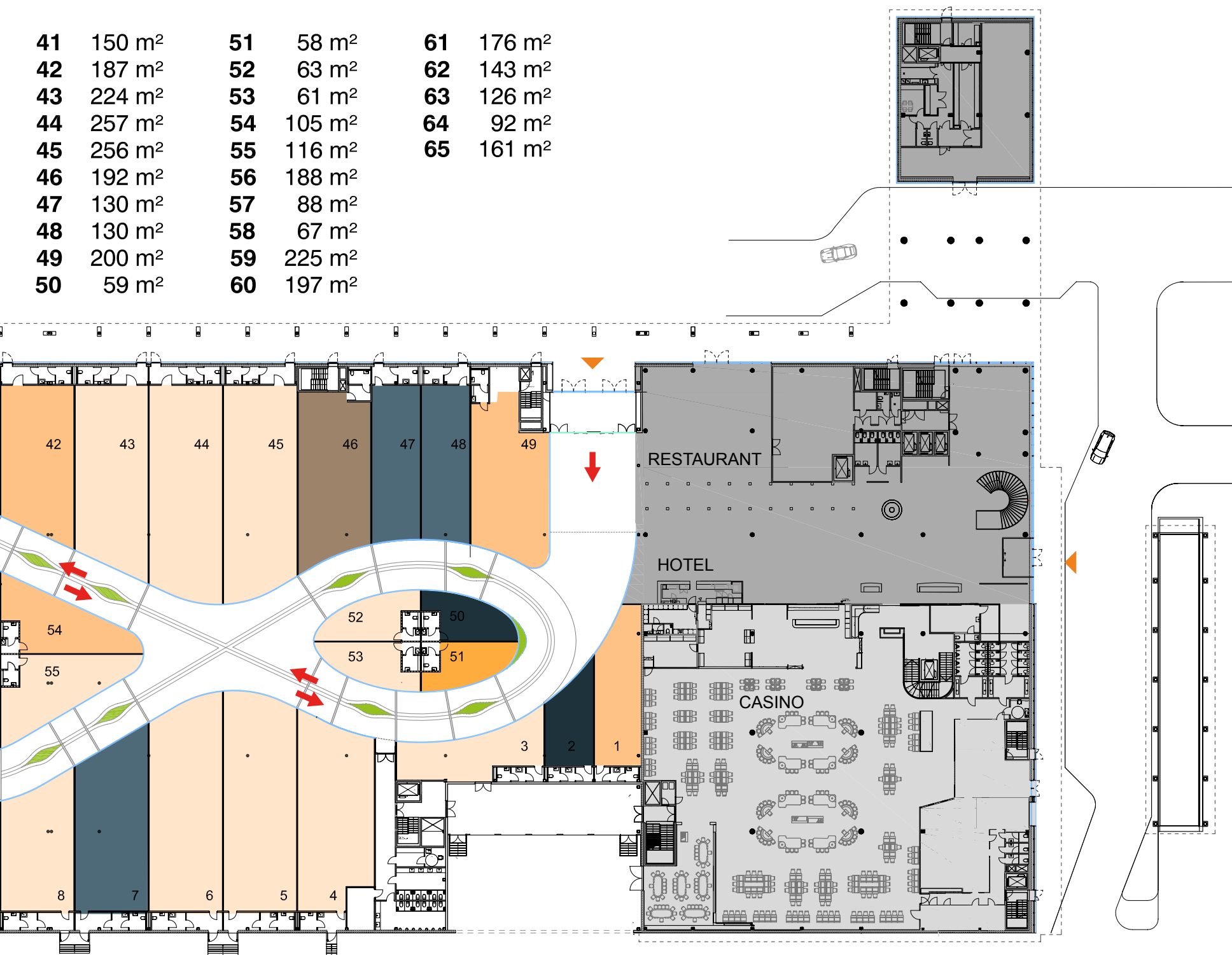
38 209 m²

39 153 m²

40 139 m²



41	150 m ²	51	58 m ²	61	176 m ²
42	187 m ²	52	63 m ²	62	143 m ²
43	224 m ²	53	61 m ²	63	126 m ²
44	257 m ²	54	105 m ²	64	92 m ²
45	256 m ²	55	116 m ²	65	161 m ²
46	192 m ²	56	188 m ²		
47	130 m ²	57	88 m ²		
48	130 m ²	58	67 m ²		
49	200 m ²	59	225 m ²		
50	59 m ²	60	197 m ²		





ESSENTIAL

THE PLACE TO BE...

- EU RULES, COMPETITIVE FINNISH TAX SYSTEM
- KNOWN RULES FOR EUROPEAN INVESTORS
- ACCESS TO THE RUSSIAN MARKET WITH VERY COMPETITIVE SELLING PRICES, VAT REFUNDS FOR NON-EU RESIDENTS
- THE KARELIA VAALIMAA AREA IS THE TOP TOURIST DESTINATION FOR RESIDENTS OF ST. PETERSBURG
- MORE THAN A LUXURY OUTLET: A REAL DESTINATION CENTER WITH FACILITIES, HOSPITALITY, AND ENTERTAINMENT FOR SHORT-STAY TOURISM















LUXURY OUTLET & CASINO

REAL ESTATE DEVELOPMENT
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