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PRESS RELEASE

## Mall of Scandinavia – a new dimension in shopping

*The Mall of Scandinavia will open in Solna in the autumn of 2015. Today, Unibail-Rodamco is introducing the Mall of Scandinavia to the assembled press. With its ideal location and strong offering, the Mall of Scandinavia will be a highly attractive Stockholm region destination for shopping and leisure.*

The Mall of Scandinavia offers an extremely high-level range of shops, restaurants and services, and will set a new standard for how shopping should be experienced. Here, shopping is combined with entertainment, restaurants, cinema and service in a way that is completely unique for the Swedish market.

- With the Mall of Scandinavia, Stockholm is finally getting a shopping experience of the highest international standard, says Lars-Åke Tollemark, Director of Operations Nordic, Unibail-Rodamco.
- Mall of Scandinavia has a unique location with outstanding accessibility by car, public transportation, by bike or by foot. The easy access is key in creating a pleasant and efficient customer journey, says Per Ronnevik, Director of Development Nordic, Unibail-Rodamco.

The Stockholm region is home to Sweden's fastest-growing population. This trend is very strong in an international perspective as well – Stockholm is expected to grow 21.7% by 2030, as compared with 15.8% for London. Purchasing power is also expected to see strong growth: an increase of approximately SEK 67 billion is forecast for the period through 2025, representing 57% growth from current levels. The Mall of Scandinavia is located in the new Arena City district in Solna, the area of Stockholm that has the highest proportion of new residents and that will develop into a natural extension of Stockholm's inner city.

- International and national market players alike have expressed great interest in establishing themselves in a region like Stockholm, where population growth is strong – even in international comparisons, continues Mr Tollemark.
- Due to the powerful migration flow to the Stockholm region, the scope for new retail space will grow significantly during the next 15-20 years. This not only provides scope for more retail, it also requires an expansion of commerce to meet future demand, says Fredrik Kolterjahn of the Swedish Retail Institute.

Unibail-Rodamco has made major investments in design and architecture. Combined with the company's long experience in creating an ideal customer experience, this will create a shopping destination that is different from anything you see today. Wingårdh Architects designed the interior, an exciting meeting place inspired by an international atmosphere and classic Swedish design. High environmental standards are incorporated into the creation of tomorrow's shopping centre, and the goal is that the mall will be certified as "Excellent" under BREEAM and other standards.

- The development of Mall of Scandinavia is one of the largest projects in Sweden at the moment. It's also a major Unibail-Rodamco project, with extremely ambitious requirements for the design and customer experience, says Per Ronnevik.

The Mall of Scandinavia experience begins the moment visitors walk through the door or drive into the garage. Convenient parking, both above and below the retail level, provides good flow through the entire mall and excellent accessibility for visitors. Unibail-Rodamco has also developed the "Dining Experience" concept, highlighting the range of food and creating a central area in the mall – a differentiating combination of international concepts and local players. Located side by side with first-

class entertainment and with excellent transportation links, the Mall of Scandinavia will be an ideal place for shopping, entertainment and dining experiences.

## Facts in brief

- 250 shops and restaurants
- 4,000 parking spaces
- 7 minutes Stockholm's Central Station
- Multiplex cinema
- Unique range of services & restaurants
- Scandinavia's largest shopping mall
- 101,000 sq. metres of shopping

## For additional information, please contact:

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## About Unibail-Rodamco

Created in 1968, Unibail-Rodamco SE is Europe's largest listed commercial property company, with a presence in 12 EU countries and a portfolio of assets valued at €27.5 billion on June 30<sup>th</sup> 2012. As an integrated operator, investor and developer, the Group aims to cover the entire real estate value creation chain. Supported by its 1,500 professionals, Unibail-Rodamco applies its skills to highly specialised market segments, such as major shopping centres in major European capital cities and large office, convention & exhibition centres in the Paris region.

The Group is distinguished by its focus on the highest architectural, city planning and environmental standards. Its long-term approach and sustainable vision focus on the development or redevelopment of outstanding venues for shopping, working and relaxing. Unibail-Rodamco's commitment to environmental, economic and social sustainability has been acknowledged by its inclusion in the DJSI (World and Europe), FTSE4Good and STOXX Global ESG Leaders indices. The Group is a member of the CAC40, AEX and EuroStoxx 50 indices and has earned A ratings from Standard & Poor's and Fitch Ratings. For more information, please visit our website: [www.unibail-rodamco.com](http://www.unibail-rodamco.com).