



Shopping Centres – any perspective for development in Baltics?

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PROKAPITAL

The background features a dark, almost black, space filled with vibrant, glowing streaks of light. These streaks are primarily in shades of red, orange, and purple, curving and flowing across the frame. Interspersed among the streaks are numerous small, bright particles and bokeh effects, some appearing as soft, out-of-focus circles in various colors like blue, pink, and white. The overall effect is one of dynamic energy and futuristic motion.

Introduction



E-COMMERCE

versus

SHOPPING CENTRE

**„It is important for brands to have
physical stores“**

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X-gen (age 34-50) 69%

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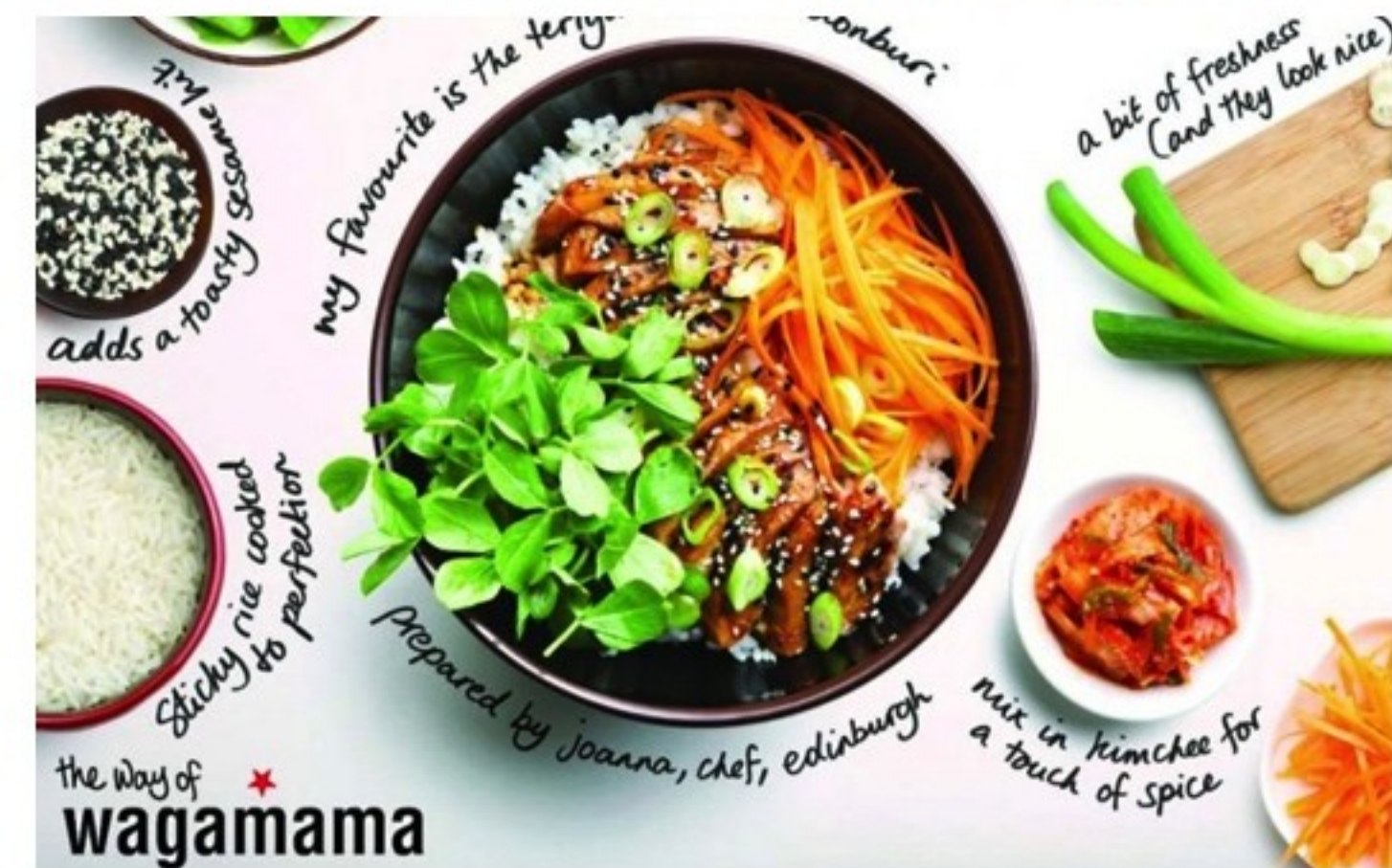
X-gen (age 34-50) 69%

Boomers (age 51-65) 65%



Customer **EXPERIENCE**

wagamama







PRADA



Central Station Home
Toilets

PRADA

PRADA

PRADA

Dior



Dior



Some numbers

Turnover growth of Ülemiste Centre in 2015

65%

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Total turnover growth of Tallinn shopping centres

8% (w/o Ülemiste -2%)

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Retail turnover in Tallinn, Shopping centre segments

1,5-1,6 bn EUR

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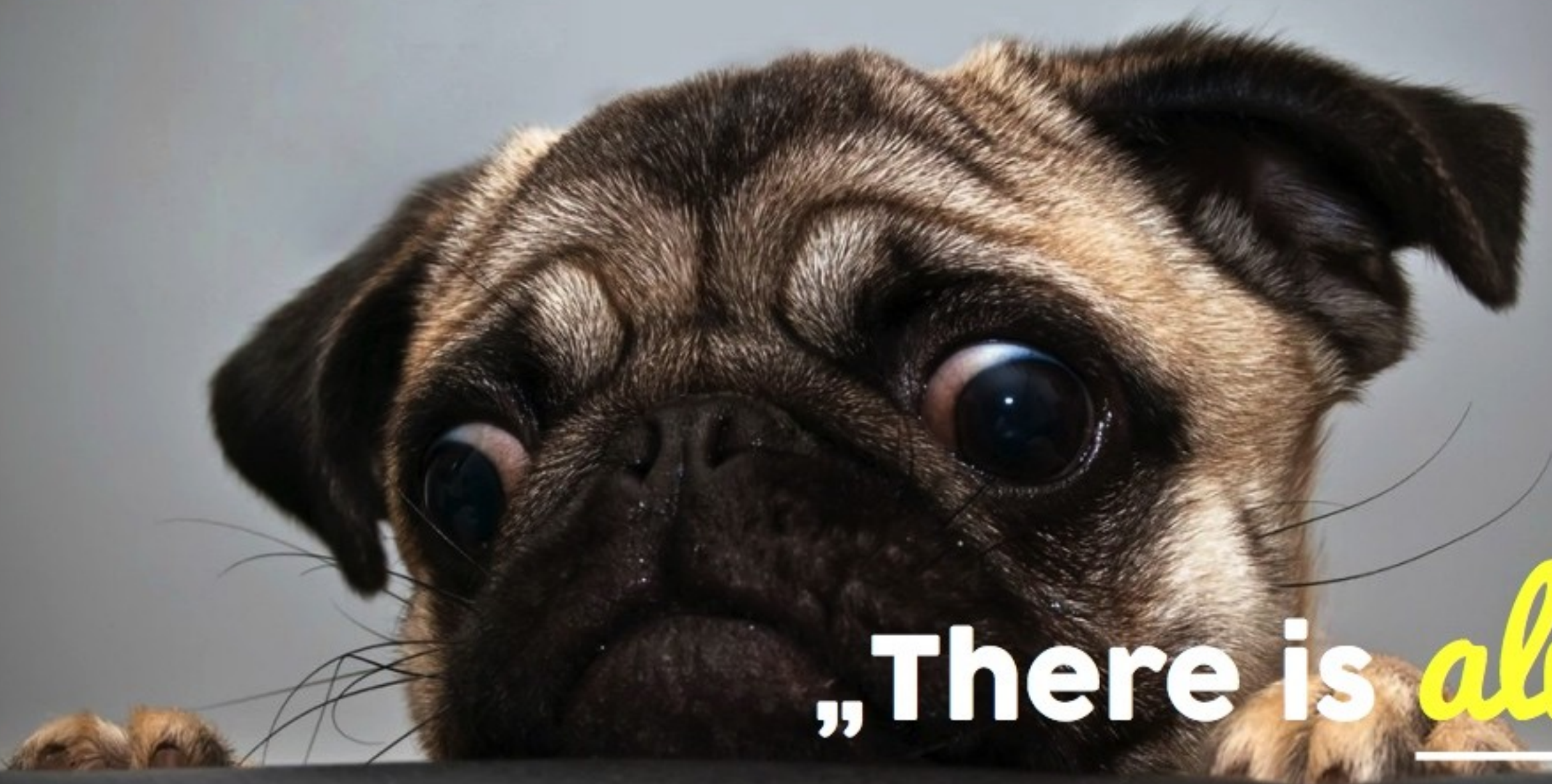
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Retail turnover in Tallinn, Shopping centre segments

1,5-1,6 bn EUR

T1 turnover expectation 2018

120 M EUR (7-8%)



„There is always
room for better
product“



Thank You!

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