

Development

Market research
and analytic

Appraisal
and investment
analysis

Property
and facility
management



Investment advice

Brokerage

Geomarketing

Consulting

Retail real estate

Horeca management

RRG Company:

RRG (Russian Research Group)

RRG Brokerage

RRG Property Management

Consulting

Geomarketing

Research

Analytics

Evaluation

Brokerage

Management

Development

Huff's innovative gravity model modified by RRG Company allows to define unique catchment area of a shopping center or a store and to forecast its sales, footfall, market share and rent rate within over 90% accuracy to actual figures.

The questions
are answered by:



Denis Kolokolnikov

Chairman of the Board
RRG Company

What is RRG?

In 2014 the number of consulting projects completed by RRG grew by 120%, in 2015 — by 150%

What is RRG? People who ask this question probably expect to hear some sort of comparison between our company and one of our competitors. Yet it would be more pertinent to compare RRG... with an applied research institute, using the results of its studies to meet practical challenges, rather than with any of the existing companies. Originally we were founded as a research group but very quickly grew out of this dimension. Today we are the multiple-discipline concern RRG, investing serious funds in the invention of new technologies enabling an effective solution of most challenges involved in real estate development and possession. Each of our works results in project's considerable capital growth. We are leaders in applying GIS-technologies and geo-marketing to real estate, which allows us to perform complex investigations. We do not use any templates because each project is unique. We propose a responsible approach and do not fear to assume responsibilities. We do real works in essence rather than form. Every work is based on a conceptual idea. Do you have any more questions? I'll be happy to answer them.



How old is RRG?

The RRG monitoring database of the Moscow commercial real estate purchase and sale market contains more than 20,000 properties worth more than \$120 billion and is conducted since 2004

RRG made its appearance on the market in 2005, having spun off from a marketing division of a closed investment fund. Now RRG is part of a holding company incorporating auditing, law and development departments as well as companies managing finances and specializing in hotel business. During its operation in the market RRG has conducted a multitude of large-scale studies in different regions of Russia and CIS, giving a good account of itself in the appraisal, management, development and brokerage markets. The annual growth of our major performance indices exceeds 100%. Our consulting partner is The Retail Consulting Group (France-based advisor of Carrefour and Auchan groups).



What it in future for RRG Lab?

Laboratory of applied research (RRG Lab) already developed Huff's innovative gravity model by RRG

Above all, we'll be raising the level of our core business — research, geo-marketing and consulting. We'll also be promoting new lines of business opened in 2007-08, namely: investment consulting and brokerage, property management and maintenance and development. The company is getting ready to enter the world markets.

During the ten years of its operations RRG has not had a single unsuccessful project and it is strategically important for us to continue our "success record".

The company intends to keep up the pace of expansion and triple its performance indices every year.

A strategic goal of RRG is to create a company abiding by the highest standards and rendering the highest-quality services aimed at the delivery of real estate projects of any scope.



RRG employees: who are they?

The RRG employees were involved in creating concepts for 85 properties

Now our staff includes more than 100 skilled specialists — analysts, market experts, GIS specialists, business and real estate appraisers, investment analysts, PR experts, architects, 3D visualizers, brokers, experts in real estate development, management and investments. The uniqueness of our employees is in their universality. In other words, each analyst has a perfect command of the appraiser's methods and techniques; any appraiser knows and understands what is needed by a broker etc. Most of our employees hold two university degrees. One of them is basic or fundamental education (degrees from MGU, MFTI, MAI and other prestigious Moscow universities) and another is applied (degree in economics and management at The Financial Academy and The Academy of National Economy under the Government of the Russian Federation, Plekhanov Russian Academy of Economics, etc. Many also hold - many employees also have). Many also hold CCIM and MBA degrees, being certified real estate market analysts and attested evaluators. RRG motivates its employees in such a way that each of them is interested in the success of any particular project and company's development in general.



RRG experience is rated highly in professional sphere

The RRG projects won 10 prestigious professional awards

Our experts are regularly invited to talk to professional audiences. During ten years we've delivered reports at more than 100 conferences; every fourth employee of RRG is an active speaker. The company is a permanent participant of Russian and international forums, such as MREF, ProEstate, MALL, REX, MAPIC, MIPIM and others.

For more than two years RRG specialists have been contributors for the Commercial Real Estate (CRE) magazine (the Moscow Districts columns).

The results of RRG activities were celebrated by numerous professional awards; among them are Commercial Real Estate Moscow Awards 2007, the "small shopping center" nomination, the Russian Trading Olympus Award for "best concepts in the commercial real estate market"; a special prize of the SC Rating according to RCSC for "the best corner shop concept." In 2008 the company's project Zhuk mall was included in the most promising projects of this year within the framework of the MALL 2008 exhibition, while Denis Kolokolnikov was nominated to the Person of the Year award according to CRE Awards 2008, 2010, 2011, 2012.

RRG supports sports in the Russian Federation and has the status of General Partner of the Russian Judo Federation and the European Judo Union.

RRG is a full member of Russian Council of Shopping Malls and Guild of Managers and Developers.

Denis Kolokolnikov – general committee member of RSTC.



Special achievements

RRG is holder of the Golden Brick – an emblem of victory at CRE Moscow Awards 2007 in the Small Shopping Center nomination

The award was conferred for the shopping center Ocean, the first conceptual shopping center in the city of Zhukovsky. GBA: 7,000 sqm. GLA: 5,500 sqm. Anchor tenants: Spar supermarket, electronics supermarket Beringov proliv, children's goods store Korablik

COMMISSION
Real estate
AWARDS

2007

SMALL
BEST
SHOPPING
CENTER

MOSCOW



Services offered by RRG

Consulting

Market research and analysis

Geo-information systems (GIS)

Appraisal and investment analysis

Brokerage

Retail real estate

Development

Property management and maintenance

Investment consulting

Consulting

Since 2014 RRG has developed 42 concepts of shopping centers and malls, 26 concepts of mixed-use complexes and 48 concepts of complex territory development

The main consulting principle of RRG is an all-round and responsible approach. We realize that each project is unique and must be considered in terms of its appeal to investors and consumers and its conformity to the world real estate trends. Each of our reports is based on a thorough individually selected research; all our recommendations are well-grounded and confirmed by proven data. If you believe all consultancies produce practically identical and meaningless reports we'll prove that you are wrong.

RRG is a pioneer of cluster analysis in Russia. Whenever you need to study a competitive environment and a catchment area, the cluster approach enables a more accurate forecast than the concept of "accessibility within the 10-minute drive radius" used by many consulting companies.

About 70% of the concepts we develop are then realized in real projects. We are willing to confirm the correctness of our concepts by signing intention agreements with anchor tenants and assuming the obligation to corroborate the rental income.

Our professionalism has been attested by our awards for "the concept of easy reach", "the best concepts on the commercial real estate market", Cutting-Edge Project 2008 and others.

Head of the department: Aydar Galeev.



Market research and analysis

During the recent nine years not more than 19% of the entire Moscow non-residential stock was involved in turnover of the commercial real estate purchase and sale market

RRG has experience in applied research done in 100 regions of Russia. During ten years we have quizzed more than 50,000 respondents and conducted over 500 in-depth interviews with experts. We've described more than 30,000 retail properties and more than 2 million cars, examined over 2 million real estate sale and lease announcements. During nine years RRG has monitored the commercial property purchase and sale market in Moscow and since 2007 we've monitored vacant spaces and rental rates. Based on the monitored data we create a unique analytic product called Commercial Real Estate Market Indices.

Our skill and resources allow us to do any research in the real estate market. We use all kinds of field research instruments — both quantitative (various surveys, retail audit, census, observations etc.) and qualitative (focus groups, in-depth interviews etc.). We determine the entire range of essential studies for each particular project on an individual basis.

We hold to an in-house system of report quality assessment and a refined system of personnel incentives which practically excludes the appearance of unreliable data in our reports or any information from outside unproven sources (Internet and printed media). All our employees adhere to a hard-and-fast rule: every fact must be obtained from two independent sources. As a result, the client gets the latest data gathered specifically for his project and in accordance with his goal.

We are constantly developing our methodology techniques. In 2012 we have surveyed over 14 000 people in 5 Russian cities implementing CATI (Computer Assisted Telephone Interview) technology picking respondents from necessary locations selected by our GIS technology model.



Geo-information systems (GIS)

The “daytime” population of Moscow’s central megacluster exceeds the “nighttime” population by more than 4 times

RRG has created geo-information systems for 100 cities; the GIS of Moscow is being permanently updated. More than 3,000 maps have been drawn up in the process of investigation and more than 300 million data elements have been geo-coded. Many of our clients are based in Moscow — Stealth furniture salons, Home Credit banking chain, Starbucks chain of coffee-houses, Olivier supermarket. OBI ordered us a market research in Moscow, Saint Petersburg, Nizhniy Novgorod , Kazan and Yekaterinburg. RRG company has developed a unique methodology of defining «daytime population» (people working, studying and staying in the current location during daytime working hours) in any catchment area.

Working on any GIS system starts with making up detailed address plans and forming population, real estate and other thematic layers. The main source of information is field research and highly detailed cartographical data. The company has developed its own geo-coding software module which rose effectiveness from 70% (for regular modules) to 94%. Utilization of the given module significantly simplified the system of spatial data creation and upgrade. Our specialists actively apply different mathematical and map simulation methods, such as the Haff method for the competitive analysis.

The result of our work is a set of graphical and clear map images, significantly simplifying the decision-making in such areas as looking for the best location in the development of a chain, the most effective target-oriented plan for an advertising campaign, development advisability in any particular district etc.

We involve professionals who earned their degrees in marketing, geo-information science and cartography from the best national universities in our projects.

Head of the department: Vadim Kaminsky.

Концепция проекта предусматривает возведение развлекательного центра для семейного отдыха с гипермаркетом, торговой галереей, зоной детских развлечений, фудкортом.

Местоположение:

Новый торгово-развлекательный центр разместится в центре жилого микрорайона, на оживленной магистрали, соединяющей центр города и Варшавское шоссе с новым жилым микрорайоном «Подольские просторы», в котором будет построено 2 млн. кв.м жилья.

- Подольскому проспекту проезжает в среднем 30 тыс. автомобилей в час.
- **Город Подольск:**
- Самый крупный город Подмосковья.
- Численность населения около 200 тыс.
- Расстояние от Москвы: 20 км по Варшавскому шоссе



Evaluation and investment analysis

For the nine years RRG has valuated
5 million sqm of commercial premises

Since 2005 the company has evaluated more than 1,500 versatile real estate projects and properties with total value in excess of \$40 billion (including redevelopment and development projects, construction sites, projects of complex territorial development and mixed-use projects). We have valuated a number of operating businesses and asset complexes for M&A deals; performed an investment and financial analysis of several real estate projects and developed the methods of their regeneration and optimization which were used as the basis for their further implementation by our partners. The RRG appraisers render their services to investment companies and funds, financial and lending institution, development and management companies.

We analyze versatile sources of information to obtain absolutely trustworthy and detailed information on a real property, its surroundings and project risks. We largely rely on field research – the examination of the analyzed property and its environment, the evaluation of transport and human traffic intensity and expert interviews with the regional administration, market participants and consumers. We adhere to the same approach in doing our marketing research (market analysis) as it guarantees accurate data on the state of the market and its evolution. The accuracy of project appraisal results and investment analysis is the top priority for RRG and a pledge of its success. The actual sales based on our property appraisal confirm the accuracy of financial parameters identified by RRG within the 5-percent margin of error. The experience of our staff warrants the dependability of evaluation results, which significantly lowers the risks run by landlords, buyers and other participants of the real estate market. RRG is the official appraiser-partner for non major debtors of Moscow bank «Sberbank of Russia».

Head of the department: Svetlana Krasavchikova.



Brokerage

The volume of the commercial real estate purchase and sale market has grown 5 times in monetary terms over the last nine years

The brokerage department was established in 2007. Since that time it has realized more than 20 sale and lease projects. RRG earned itself the reputation of the market leader working with street retail and opening commercial banks offices. We have experience in signing deals with such companies as BNP Paribas, Home Credit Bank, Swedbank, First Republican Bank, OTP Bank, Bank Soyuz, Master Bank, Alpha Bank et al.

Our top expertise is in retail real estate, based on in-depth consulting and conceptual elaboration.

One advantage of our company is an extensive and reliable database on all Moscow properties for sale or lease (over 10,000 properties). The monitoring department daily updates this database, so our brokers may always feel the pulse of the market and offer the clients comprehensive information on the pros and cons of a given property as compared to others present at a given moment in the market.

To the tenants of office space we offer a comparative analysis of offices for lease in a given district (rental rates, services, class and other conditions). We deal with the entire spectrum of office facilities — from Class A to Class C.

We are interested to find tenants/buyers within the shortest time to get the maximum possible commission: our remuneration is reduced unless we keep within the times specified by an owner. We also stipulate for higher commission if we select tenants/buyers on better terms than was agreed.

Head of the department: Sergey Azarov, CEO RRG Brokerage.



Retail real estate

We have calculated potential turnovers for more than 240 retail stores

We made it a separate line of business because retail projects have certain specificity. In order to be a success, they are to take the interests of the main stakeholders into consideration, namely: the investor, developer, tenants and, mostly important, the consumers.

RRG has brought 4 retail projects to fruition, their quality attested by such professional awards as Best Small SC 2007 (CRE Awards), Finalist of SC Rating (RCSC), Best Convenience SC (RWAY). One of the projects was bought by a western investment fund.

At the present time 7 projects totaling about 200,000 sqm are being delivered.

As RRG stands for the best concept, it always conducts thorough research and detailed analysis spotting vacant niches and making sure the proposed concept for a given retail and entertainment center is feasible indeed. Such profound analysis is unique for the market. To retailers and developers we offer a unique geo-marketing product called Retailer's Atlas. This instrument can quickly and graphically show the level of competition, the personal income level, the location potential etc.

We also offer an additional service: the estimated annual turnover of any particular tenant or commodity category.

We are ready to corroborate the correctness of the developed concepts by agreements of intentions with anchor tenants and to assume the obligation to confirm the rental income.

We develop market-plans for retail chains stores allocation (on both strategic and tactic scales), provide recommendations for optimization of existing retail networks, calculate potential stores' turnovers at planned location and provide other services. Among our clients are hypermarkets, retail and food chains, commercial banks and investment companies.



PARAD

BILANCIONI

BILANCIONI

ESCALADA SPORT

IMPERIAL

ESCALADA SPORT

Development (redevelopment)

Successful redevelopment of 8 properties totaling about 60,000 sqm has been carried out for 18 months

RRG Property Management is willing to act as Customer, Builder and/or General Contractor in the development process. The company successfully redeveloped 8 real properties with aggregate floor space nearing 60,000 sqm.

A distinguishing characteristic of RRG is a high technological level at all stages. In particular, RRG employees have a perfect command of the technology minimizing the losses from the reduction in rental payments during the time of construction and repair works. At one of the properties subjected to redevelopment we managed to organize the works in such a way that the period of interruption in rental proceeds did not exceed 20 days. In-house consulting and research divisions allow the development of the most profitable concept for a given property, while an in-house brokerage department guarantees the property occupancy on the best terms for the Landlord.

Among the most successful projects is redevelopment of a production facility into a mixed-use comprising office space and a convenience shopping center. The yield of the building rose more than 6.5 times after its renovation. The investment in redevelopment will return within two years.

Head of the arm: Alexander Gorshenin, CEO RRG Property Management.



Property management

The redevelopment of an industrial facility into the contemporary retail-office complex Saturn increased the building's capitalization by 5 times

RRG Property Management provides for the successful operation of commercial premises whose floor area nears 45,000 sqm. About 60,000 sqm are managed by our company. The maintenance company is staffed with more than 100 employees.

Unlike many other management companies, RRG Property Management offers its clients the auditing of their business and making conclusions about the expediency of using a given property. After signing a management contract we develop a cost optimization and income growth program.

In dealing with tenants we apply technologies allowing an increase in rental rates to the market level during 1-2 months. The company has experience in cancellation of long-term burdensome leases.

We are notable for flexibility in our interaction with clients, a moderate and justified price on our services, a high level and culture of service and aiming at the end result.

RRG is willing to assume responsibilities for the level of potential income to be generated by a property.

Head of the arm: Alexander Gorshenin, CEO RRG Property Management.



Investment consulting

Presently more than 5 properties to the tune of more than \$200 million are being sold

The main goal of investment consulting (brokerage) is not just to sell a rental business but also to corroborate the reliability of a given product and to minimize the investor's risks and to make a given project more attractive and liquid. Along with the sale of ready businesses, RRG performs the search of strategic partners and investors for the delivery of development projects.

An in-house consulting division staffed with experienced evaluators and financial analysts helps us prepare a well-grounded report on the advantages of possession, and substantiate the capital growth potential of a given property for the investor, which is so important in drawing up an investment memorandum.

As a result of cooperation with RRG, the owner obtains a complete investment product packaged in line with the requirements of leading Russian and Western investment funds and banks. The given approach allows a successful sale of properties at all stages of the property delivery.

The uniqueness of the complex approach to real estate sale used by RRG is in maximum possible presale preparation of real properties, their accurate evaluation, the disclosure of their investment potential and in monitoring of any particular transaction until its completion. The established contacts with more than 70 Russian and Western institutional investors as well as investment-development structures help us in the search of potential buyers.

Head of the arm: Olga Lyubimova (RRG Brokerage).



RRG Projects

Completed projects

Current projects

Complex territory development

Completed projects



Shopping center “Ocean”, Zhukovsky

This is the first conceptual shopping center in Zhukovsky.

GBA: 7,000 sqm. GLA: 5,500 sqm. Anchor tenants: Spar supermarket, Beringov proliv electronics supermarket, Korablik children's goods store. Average rental rate: \$550/sqm/year. Professional awards: Commercial Real Estate Moscow Awards in the “small shopping center” nomination; a special prize of the SC Rating according to the Russian Union of Shopping Centers for “the best convenience shopping center concept”.
Concept and brokerage: RRG.



Hypermarket of kitchen suites “Kuhnistroi”, Moscow

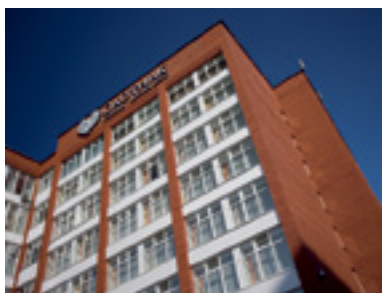
GBA nears 8,000 sqm; in 2006 a storage facility was redeveloped into a sales area with up-to-date engineering equipment and vertical utility lines. The redevelopment pushed up the building's capitalization by 3.4 times. In 2007 the project was sold to a Western investment fund. Conceptual redevelopment and brokerage: RRG.



Office-retail center Saturn, Moscow

GBA is 13,000 sqm; the anchor retail tenants include Olivier supermarket, Fabrika obuvi footwear chain, PMZh club. Complete redevelopment with the replacement of all engineering lines took 11 months; the annual rental payments after the redevelopment grew by 6.5 times. The grand opening took place in autumn 2008.

Developer: RRG Property Management. Conceptual development: RRG. Usable space lease: RRG Brokerage. Tenantry management and technical maintenance: RRG Property Management.



Hospitality and business center “Okhotnik”, Moscow

In 2008 the re-conception and redevelopment of office and retail-service premises at the basement and first-floor levels was done. The complex was upgraded into Class B. The annual rental payments increased by 4.5 times. GBA: 12,500 sqm. Developer: RRG Management. Conceptual development: RRG. Usable space brokerage: RRG Brokerage. Tenantry management and technical maintenance: RRG Property Management.



ОХОТНИК
ГОСТИНИЦА - ДЕЛОВОЙ

Completed projects



SC "Panfilovskiy", Zelenograd district, Moscow

GBA 24 819 sq.m. Multifunctional family shopping center, situated nearby the entrance to the Zelenograd district of Moscow, at the crossroads of two busy traffic arteries: Panfilovskiy prospect and Generala Alekseeva prospect. Opened on September 20th, 2012, the shopping center embodies anchor tenants: grocery supermarket "O'Key Express", W&B supermarket "M.Video", household goods store "LARES"



Cottage community "Chulkovo club"

The cottage community with developed infrastructure lies in close proximity to a downhill slope, 200 meters from Moskva-river. The 15-ha cottage community is designed for 101 properties, including 78 cottages, 13 townhouses and 10 twin-houses. The marketing research and conceptual development were made by RRG. The analysis of organized cottage communities in the southern and south-eastern clusters of the Moscow region was made within the framework of this project. The infrastructure of the communities was also analyzed; consumer predilections were thoroughly studied and a pricing system was developed.



B-class business center, Moscow

RRG Brokerage increased the rental flow in this 5,000-sqm center by 42% even before redevelopment. RRG Management is redeveloping the building into a B-class business center and will be responsible for tenantry management and technical maintenance in the future. Conceptual redevelopment of the administrative-storage building into a B-class business center was done by RRG.



SC "Orekh", Orekhovo-Zouevo city

The shopping center is a result of redevelopment of a former factory building with GBA of 21 000 sq.m and GLA of 16 000 sq.m. Major federal retail operators are anchor tenants of each of four storeys: "Perekrestok" (grocery), "M.Video" (W&B), "Sportmaster" (sporting goods), "Detsky Mir" (goods for children). Concept development is performed by RRG, leasing – by RRG Brokerage. Opening – Q4 2008

Completed projects



Shopping center "Oktyabrskiy", Podolsk

GBA: 4,700 sqm. GLA: 3,700 sqm.

The anchor tenant will be the supermarket "Victoria". In addition to the shopping center will feature a variety of consumer goods, clothing and footwear, cosmetics and accessories, etc. Date of commissioning - IV quarter of 2012. Marketing research, concept development - RRG. Leasing of retail space - RRG Brokerage.



Shopping Center "Kazansky", Moscow

SC "Kazansky" is located in the main building of the Kazan railway station on the 3rd floor, cross-country station 90,000 people a day.

GBA 4950 m2, GLA 3276 m2.

The anchor tenant will be Adidas, also there will be featured clothing, shoes, digital products, cosmetics, jewellery and souvenirs, food court in shopping center.

Date of commissioning - II quarter of 2012.

Marketing research, concept development - RRG.

Leasing of retail space - RRG Brokerage.



ZIL factory territory redevelopment

Market and feasibility analysis and masterplanning of the ZIL automobile factory complex into residential and commercial district. Cluster analysis and zoning concept.



Moscow state unitary enterprise "Administration of public parking construction"

Development of mass parking places prices and rents valuation methodology. Analysis of the most efficient international parking charge systems. Development of the unified parking pricing model for the Moscow city central district aimed at reducing traffic jams and overall traffic normalization.

Completed projects



Picnic Shopping Center, Odintsovo district

Redevelopment concept with GBA 23 600 sq.m, GLA 15 700 sq.m

Anchor tenants: Karusel FMCG-hypermarket, Hoff household hypermarket, sports goods.

Leasing – RRG Brokerage.

Delivery – December 2013.



Current projects



Picnic Shopping Center (Phase 2), Odintsovo district

Brownfield concept, attracting investments on construction.



Shopping centre "Sozidatel", Ulyanovsk

GBA - 43 300 sq. m, GLA - 39 950 sq. m.

Anchor tenants: hypermarket "Megastroy".

Date of commissioning - Q4 2014.



Westore Shopping Center, Odintsovo city

Redevelopment concept with GBA 23 600 sq.m, GLA 15 700 sq.m

Anchor tenants: Karusel FMCG-hypermarket, Hoff household hypermarket, sports goods.

Delivery - December 2013.



Shopping Center at Tevosyana str., Elektrostal city

Redevelopment of a former printing factory.

Delivery - October 25, 2014.

Орех

ТОРГОВЫЙ ЦЕНТР

Орех

Детский мир
Сеть магазинов

ГИПЕРМАРКЕТ
ПЕРЕКРЕСТОК

И видео
mvideo.ru

Орех
ТОРГОВЫЙ ЦЕНТР

спортмастер

Метро

Сити



Current projects



Sun City Shopping Center, Sochi city

GLA – 17 000 sq.m

Central location nearby railway station.

Leasing of Phase 2 – RRG Brokerage.



Novoryazanskoe highway, 14 km from MKAD, SC "Ostrov"

GBA – 14 600 sq. m, GLA – 18 000 sq. m.

Leasing performed by RRG Brokerage.

Date of commissioning – Q4 2015.



Orange Park Shopping Center, Moscow city

GBA – 16 500 sq.m, GLA – 10 200 sq.m

Location nearby Avtozavodskaya subway station and Roomer shopping center. Actively developing business area. New residential district to be delivered nearby.

Anchor tenants: Ya Lyubimiy FMCG-supermarket, Detskiy Mir children's goods.

Leasing – RRG Brokerage.



Voskhod Shopping Center, Novomoskovsk city

GBA – 3450 sq.m, GLA – 3000 sq.m

Location in the 2nd largest city of Tulsckaya region. Unique characteristics. Undergoing reconstruction, anchors and gallery leasing.

Anchor tenants: Ya Lyubimiy FMCG-supermarket, Detskiy Mir children's goods.

Leasing – RRG Brokerage.

Delivery – Q4 2014.

Current projects



Orange Shopping Center, Balakovo city

GBA – 18 600 sq.m, GLA – 15 200 sq.m

Undergoing reconception and leasing.

Delivery – November 2009.



SC "Zapadny", Podolsk, Moscow Region

GBA - 4 200 sq.m, GLA - 3 350 sq.m

Delivery: Q2 2016



SC "Westore", Odintsovo, Moscow Region

GBA - 7 870 sq.m, GLA - 7 590 sq.m

Delivery: 2012



SC "Vostochny Veter", Balashiha, Moscow Region

GBA - 15 000 sq.m, GLA - 10 500 sq.m

Delivery: Q4 2015

Current projects



SC "Stolplit Home", Volgograd

GBA - 21 540 sq.m, GLA - 19 500 sq.m

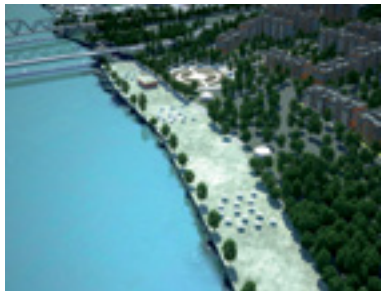
Delivery: 2015

Complex territorial development



A-class office and hospitality facility, Zhukovka

The company proposed conceptual development for two plots in the area of Zhukovka on Rublevo-Uspenskoe highway. The concept envisages construction on a 12,000-sqm Class A business center and a 6,000-sqm apartment hotel. The marketing research and conceptual development were done by RRG. In the course of exploration the company analyzed the retail, office, housing and hospitality markets and conducted a marketing research to look into the consumer behavior and demands of the high-income cluster – the inhabitants of the communities strung out along Rublevo-Uspenskoe motorway.



Residential neighborhood, 20 hectares, Krasnodar

The conceptual development of a former 20-ha industrial campus in Yablonovsky community of Adygei Republic is pivoted on a new residential neighborhood covering more than 130,000 sqm. The marketing research and conceptual development were done by RRG. Apart from housing, the given development project includes construction on the essential infrastructure: kindergartens, schools, recreational and leisure facilities which will make this project unique given its close proximity to the center of Krasnodar.



Multipurpose residential area, 329 hectares, Nizhny Novgorod

This is a project of complex development covering 329 hectares and total living space in excess of 1.4 million sqm. The concept envisages multi-family and private housing, a community and business core and infrastructural facilities. The suggested solutions take the rugged terrain into account and compensate other negative features of the terrain. The marketing research and conceptual development were done by RRG. In order to determine the site potential, the company examined the city and its vicinity during three months as well as the regional economic potential, the employment and income vistas and the main urban development tendencies.



Project on the Baltic Sea coast, 53 hectares, Kaliningrad

This is an apartment hotel with a recreational and health facility and a private beach on the Baltic Sea coast. The total area is 53 hectares; the gross built area of the complex exceeds 160,000 sqm. The project is centered on 4* and 3* hotels with a wellness and spa center and all essential infrastructure -- from children's entertainment facilities to a convention center. Residences of different classes are also envisaged. The marketing research and conceptual development were done by RRG. The company conducted complex research of the Kaliningrad region's economic, tourism and recreational potential and a comparative analysis with other Russian resorts and Baltic resorts abroad.



Complex territorial development



A-class office and hospitality complex, Moscow

The company proposed the conceptual development of 12 hectares at the intersection of Rublevo-Uspenskoe shosse and MKAD. The gross built area of the complex will amount to 115,000 sqm. Individually developed methods for the analysis of competition and population on the Rublevo-Uspenskoe route along with field studies and GIS technologies allowed an accurate estimation of the location potential from the standpoint of various real estate developments with proper regard for the unique distinctions of the research object from all other similar objects. The marketing research and conceptual development were done by RRG.



Multifunctional complex, Ryazan

The company suggested a concept of industrial redevelopment on the area of 2.09 ha in central Ryazan. Part of this territory is a historical monument and the demolition of existing structures is impossible. The marketing research and conceptual development were done by RRG. As per the concept, the complex is comprised of housing (around 30,000 sqm), office space (around 12,000 sqm), a fitness center, multilevel parking and a restaurant accommodated in one of the buildings pertaining to the historical heritage. A unique methodology of figuring the high-income urban population was used within the framework of this project in order to reveal potential demand for high-end office space.



Multipurpose residential area, 56 hectares, Podolsk

The potential of the housing market in Podolsk during the next 8 years was estimated. The city's cluster analysis was made within a short time, in addition to the research of all real estate markets in Podolsk with the use of GIS technologies, quantitative and qualitative studies. The developed concept of complex mixed-type residential development (multi-family and private residences) capitalizes on the entire range of the plot's unique characteristics. The concept envisages construction on 300,000 sqm of housing. The marketing research and conceptual development were done by RRG.



Multipurpose residential area, 539 hectares, Tula

This is a unique project of the neighborhood's strategic positioning with further detailed elaboration on the development of each real estate segment on the territory under consideration. The 650,000-sqm development will include residential real estate of various types, retail, business and recreational facilities. The marketing research and conceptual development were done by RRG. The research was done both at the level of urban development as a whole (macroeconomic factors, investment and economic potential, the development of tourism, services and specialized production facilities, general town-planning policy) and at the property level: location, surroundings, landscape and accessibility of each territorial segment.

Complex territorial development



ZILART urban development, Moscow, 4 km to Kremlin

44 ha, 760 000 sq.m of residential properties for 25 000 people, 275 000 aq.m of commercial properties, 4 schools, 12 kindergartens, 19.5 ha of parks. 2014-2021

Featuring shopping mall, 2 department stores, science museum, concert hall, high street, embankment park. New unique urban environment.

Complex marketing study, best use research for commercial premises, technical design brief.



Integrated urban development project, Ramenskoye district

Best use analysis of 384 ha of land. Urban, marketing and feasibility study. Master-plan development with international architects. Over 1.4 mln of new properties. High-rise, mid-rise and individual housing. Development strategy. Attraction of major contractors and investors.

Property management

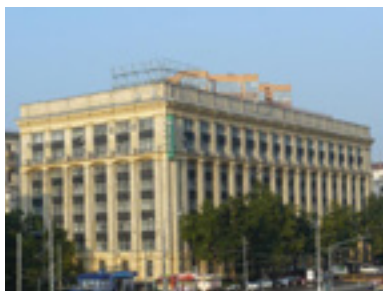


Okhotnik, hospitality and business center

1, Golovinskoye hwy, Moscow

Contract period: since 2005

Total area: 12 000 sq.m



Business center

1, Volokolamskoye hwy, Moscow

Contract period: since 2013

Total area: 17 668 sq.m



Mixed-use center "Tevosyana, 25"

25, Tevosyana st., Elektrostal, Moscow Region

Contract period: since 2013

Total area: 18 373 sq.m



"NO ONE" shoe stores in Moscow

12-2, Tverskaya st.

6-1, Tverskaya st.

28/38-1A, Novinsky blvd

24-1, Malaya Bronnaya st.

Contract period: since 2010

Total area: 1021 sq.m



Who is interested in RRG services?



Demand level for RRG services:





Who are RRG clients?

RRG became an official territory development consultant of local administrations in three regions

Among the most well-known names are such developers as FINSTROY, Horus Capital, PSN, HALS-Development; the administrations of Zhukovsky, Kaluga and Podolsk cities; chain retailers StarBucks, OBI, Spar, PNP Paribas and Home Credit banks and many others.

Media Markt

OBI

real гипермаркет

SPAR



СТАС

ЛЕНТА

Alshaya

ОЛИВ'Е супермаркет



K-RAUTA

NO ONE

Payless SHOESOURCE



X5RETAILGROUP



mothercare



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ФЕРРО СТРОЙ

HorusCapital

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Гильдия управляющих и девелоперов объединяет лидеров рынка недвижимости



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АЛЬЯНС С И Т И
КОНСАЛТИНГ


АКВАТОРИЯ ГЕТА

Geography of RRG projects

The geographical scope of RRG activities covers 100 cities and regions of the Russian Federation.



How is Geo-marketing used in practice?

Mathematical-cartographic model of supermarket
potential turnover appraisal



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