

Press Release

November 11, 2013

Tashir to Offer New Leisure Formats within Its Malls

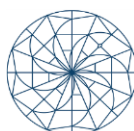
Tashir Group kicks off two projects in creating unique exotic zoos (exoparks) on the territory of RIO Malls in Dmitrovskoe Highway (Moscow) and RIO in St. Petersburg. The unique concept, unparalleled in Russia, will build on the success of the aquarium that Tashir Group opened in 2011 within RIO Mall in Dmitrovskoe Highway. Exoparks covering 2,400 sq m (Moscow) and 2,600 sq m (St. Petersburg) will feature over 50 rare species from all over the globe. Tashir Group will invest a total of USD 10 million in the two projects.

Experts suggest these exoparks will boost the footfall by 30 to 40%, i.e. about 2 million people per year. Both projects are scheduled to open in 2014.

Each project stipulates for hosting of over 400 animals, those including birds, reptiles, amphibians and mammals. Each species will live in a special enclosure, with all animals being placed in conditions as close to their natural environment as possible.

The project of an exotic zoo in RIO Mall in Dmitrovskoe Highway (Moscow) includes 4 zones decorated to imitate the natural conditions of Africa, South America, Australia, and South-East Asia. A separate zone is arranged for birds. The exopark in RIO St. Petersburg, thanks to its unique technology solution, will offer not merely animal watching but also feeding, as they will live in a specially organized landscape that guests will be allowed in.

Andrey Ilyaev, Vice President, Tashir Group, notes: “We are in continuous search for new ideas to develop our malls and to make



shopping experience as unique as possible. Tashir has already gained positive experience from its aquarium project in the Moscow RIO. For today, we are the first and only company to offer visitors a kind of leisure that was previously only available at specialized sites. Our aquarium project was an outstanding success, having increased the mall footfall by half within a year. This allows us to hope for a similar result with exotic zoos, too.”

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