ISO OMENA

URBAN COMMUNITY HUB

VIVID AND GROWING CROSSPOINT

Iso Omena is one of the largest shopping centres in Finland, measured by GLA, visitors or number of stores. A major extension and redevelopment project was completed in 2017.

Iso Omena is a strong public transportation hub with direct connection to metro and feeder bus terminal. It´s located in Matinkylä, Espoo and its primary catchment area is one of the wealthiest and the fastest growing parts of the Helsinki Metropolitan Area.

20
VISITORS (MILLION)*

101,000
GROSS LEASABLE AREA (SQ.M.)

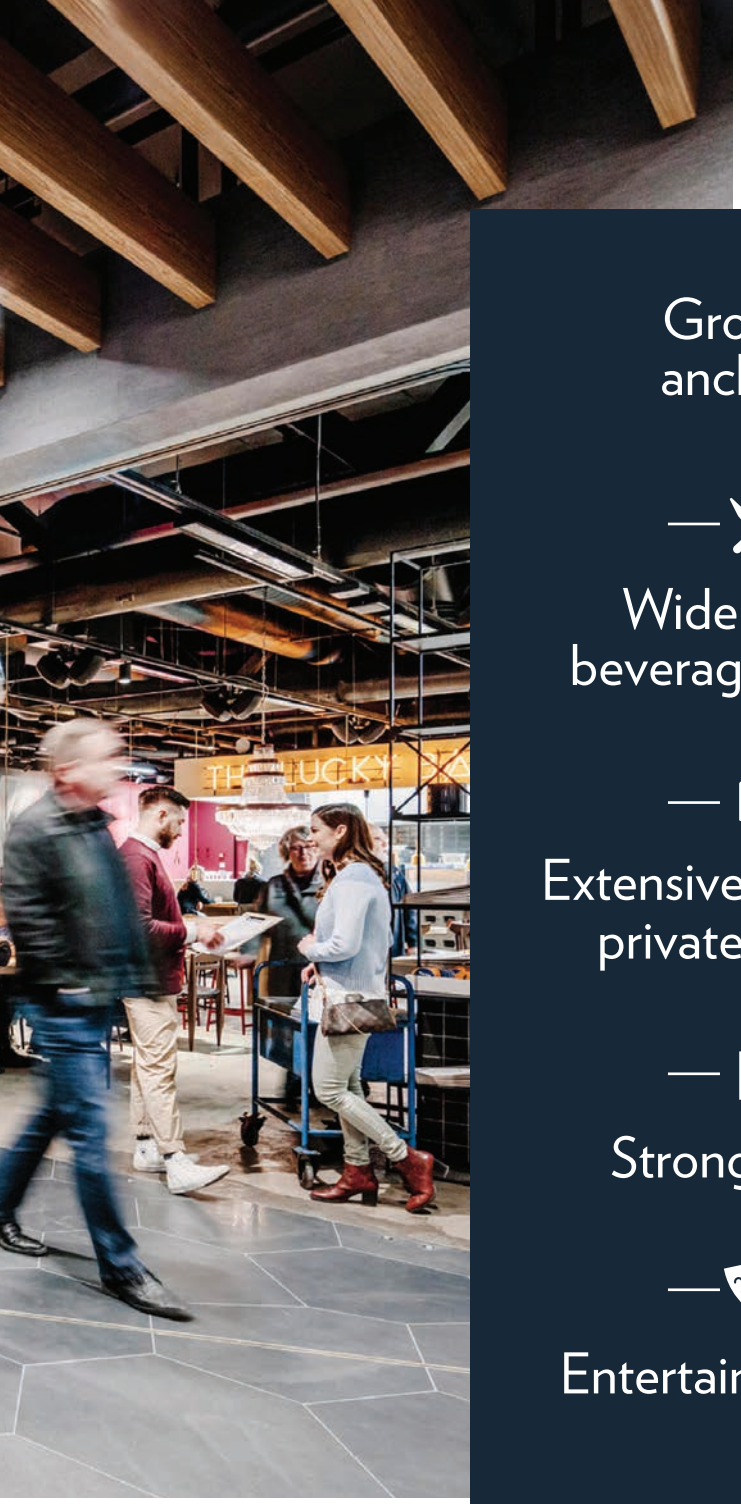
350
TENANT SALES (MEUR)*

85,000
RETAIL PREMISES (SQ.M.)

220
NUMBER OF STORES

10,000
SQ.M. OF OFFICES

*estimate for 2018



Grocery-anchored

Wide food & beverage offering

Extensive public and private services

Strong brands

Entertainment hub

MORE THAN SHOPPING

Iso Omena has over 200 fashion, leisure and interior design shops, an excellent selection of grocery stores and a wide range of private and public services.

F&B OFFERING

- ALMOST 50 RESTAURANTS AND CAFÉS
- OVER 250 METRES LONG INDOOR RESTAURANT STREET
- 3,000 SEATS IN THE M.E.E.T AREA

6,000

SQ.M. PUBLIC SERVICE SQUARE HAS 1.5 MILLION VISITORS ANNUALLY

ENTERTAINMENT:

- SEVEN-SCREEN CINEMA
- DUDESONS ACTIVITY PARK

DAILY CONVENIENCE AND STRONG BRANDS

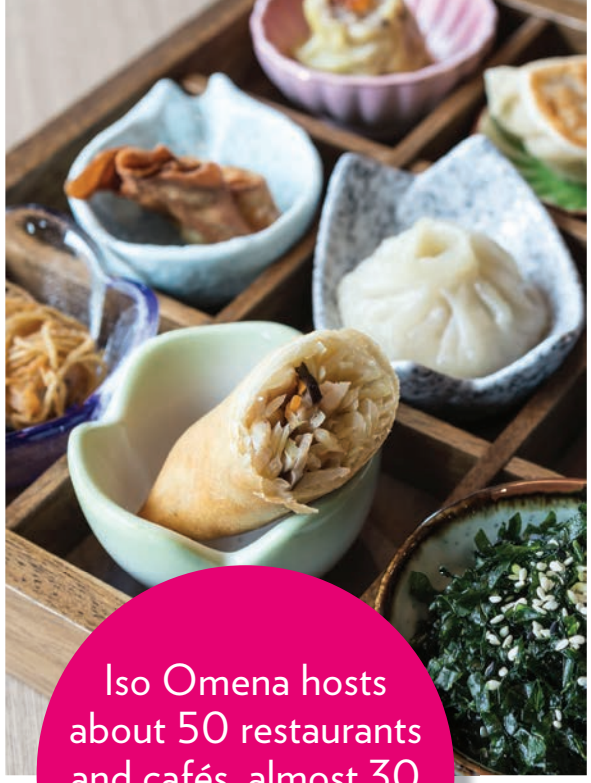
The grocery retail offering in Iso Omena is exceptionally wide as groceries cover almost a quarter of Iso Omena's gross leasable area.

Additionally, the shopping centre houses the Service Square of the City of Espoo, which offers the services of a modern library, health centre and other public services.

Still, at the core of Iso Omena's offering are strong retail brands.

STRONG BRANDS

K-CITYMARKET · PRISMA · LIDL · FINNKINO · ZARA · H&M · PEAK PERFORMANCE · LEVIS · SUPERDRY · KICKS · INTERSPORT · STADIUM · LÒCCITANE · CLAS OHLSON · ESPRIT · MARIMEKKO · IITTALA · TECTOR · LAKRIDS



Iso Omena hosts about 50 restaurants and cafés, almost 30 of them are at the M.E.E.T area

UNIQUE RESTAURANT WORLD M.E.E.T

M.E.E.T (Meet, Eat, Enjoy, Together) is Finland's largest uniform restaurant area located inside a shopping centre and a new urban meeting place consisting of a variety of high-quality restaurants. M.E.E.T brings to Iso Omena a strong urban vibe; its restaurants and cafés cater many different tastes, needs and moods.

IN TOTAL
3,000
SEATS

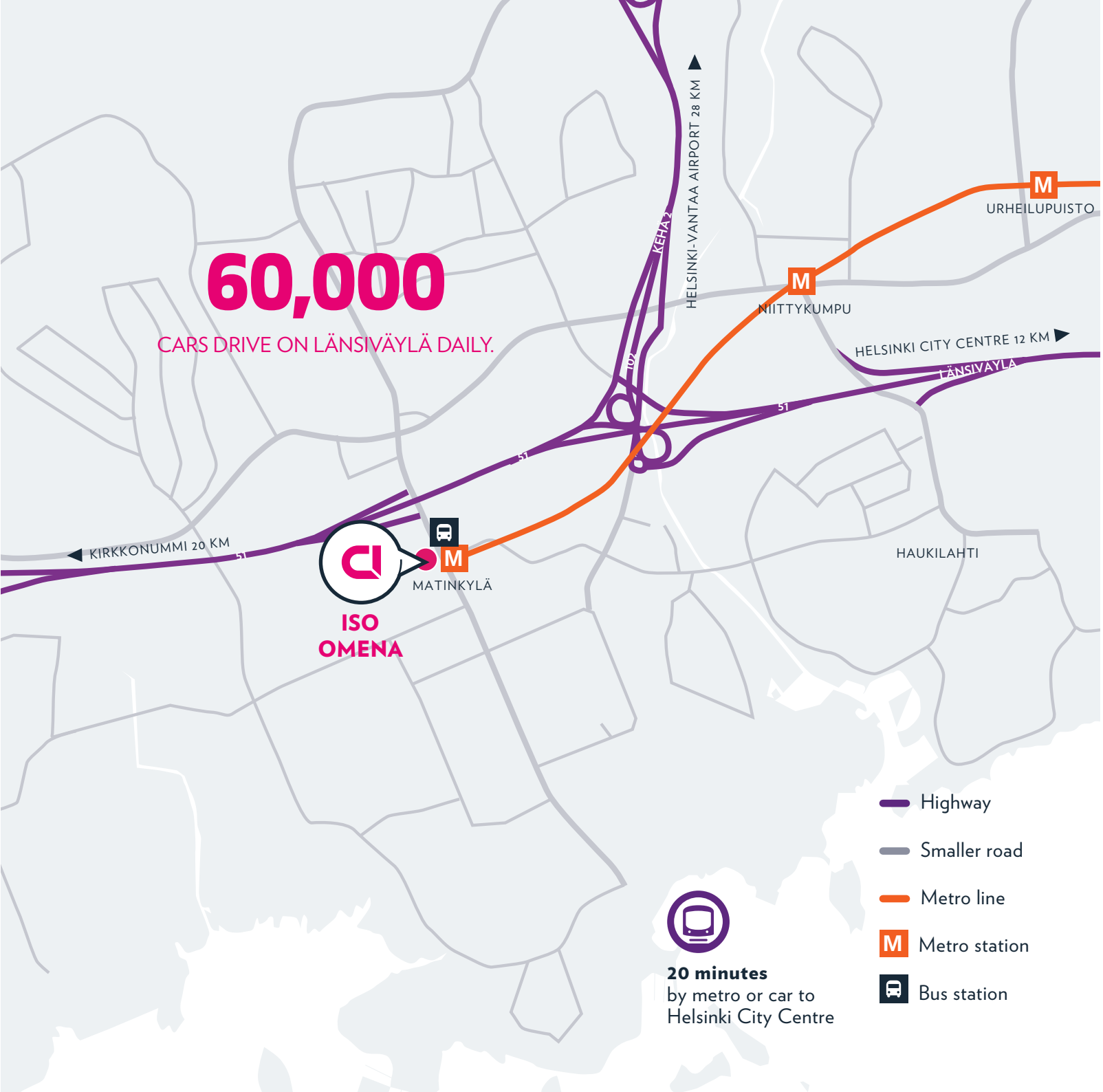
OVER
8,000
SQ.M. OF F&B GLA

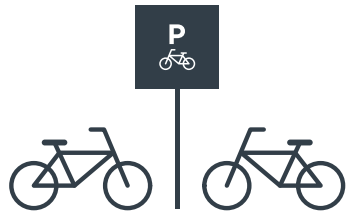
EASY TO REACH

The end station of the Western metro line and the bus terminal for feeder traffic are located under the shopping centre. This makes Iso Omena a strong public transport hub and the crosspoint of southern Espoo.

During the peak traffic hours, there are over 80 departures per hour in the public transportation terminals.

Iso Omena is also highly accessible by car or bicycle. The number of people who live within walking distance grows steadily.





3,000

PARKING SPACES

750

BICYCLE PARKING SPACES

UP TO

80

BUS DEPARTURES DURING RUSH HOURS

UP TO

35,000

DAILY COMMUTERS

FAST GROWING AREA

The catchment area of Iso Omena is developing strongly: by 2030 the population in its primary catchment area is expected to grow by 24% compared to year 2016. Additionally, several new commercial and municipal properties are being built in the proximity to Iso Omena.

OVER

60,000

VISITORS EVERY WEEKDAY

ABOUT

85,000

MEMBERS IN THE DIGITAL LOYALTY CLUB

STRONG SALES INCREASE

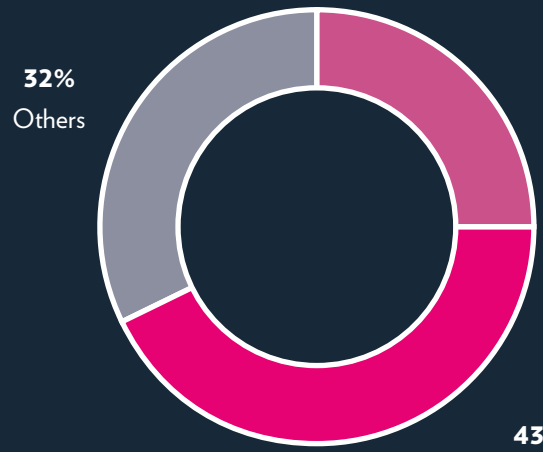
IN 2018

FAST GROWING AREA:
THE POPULATION IN MATINKYLÄ, ESPOO WILL BE

100,000

BY 2030

BREAKDOWN OF VISITORS BY MEANS OF TRANSPORTATION



AREA DEVELOPMENT PLANS

AFFLUENT CUSTOMER BASE – ACTIVE LIFE STYLES

Households within Iso Omena´s primary catchment area have strong purchasing power. Their incomes are significantly higher compared to the average level in Finland.

The customer profile study shows that Iso Omena's customers are interested in trying new cuisines and they eat out few times a month. They are also family-oriented as well as enjoy culture and sport activities in their leisure time. They also go to the movies more often than average Finns.

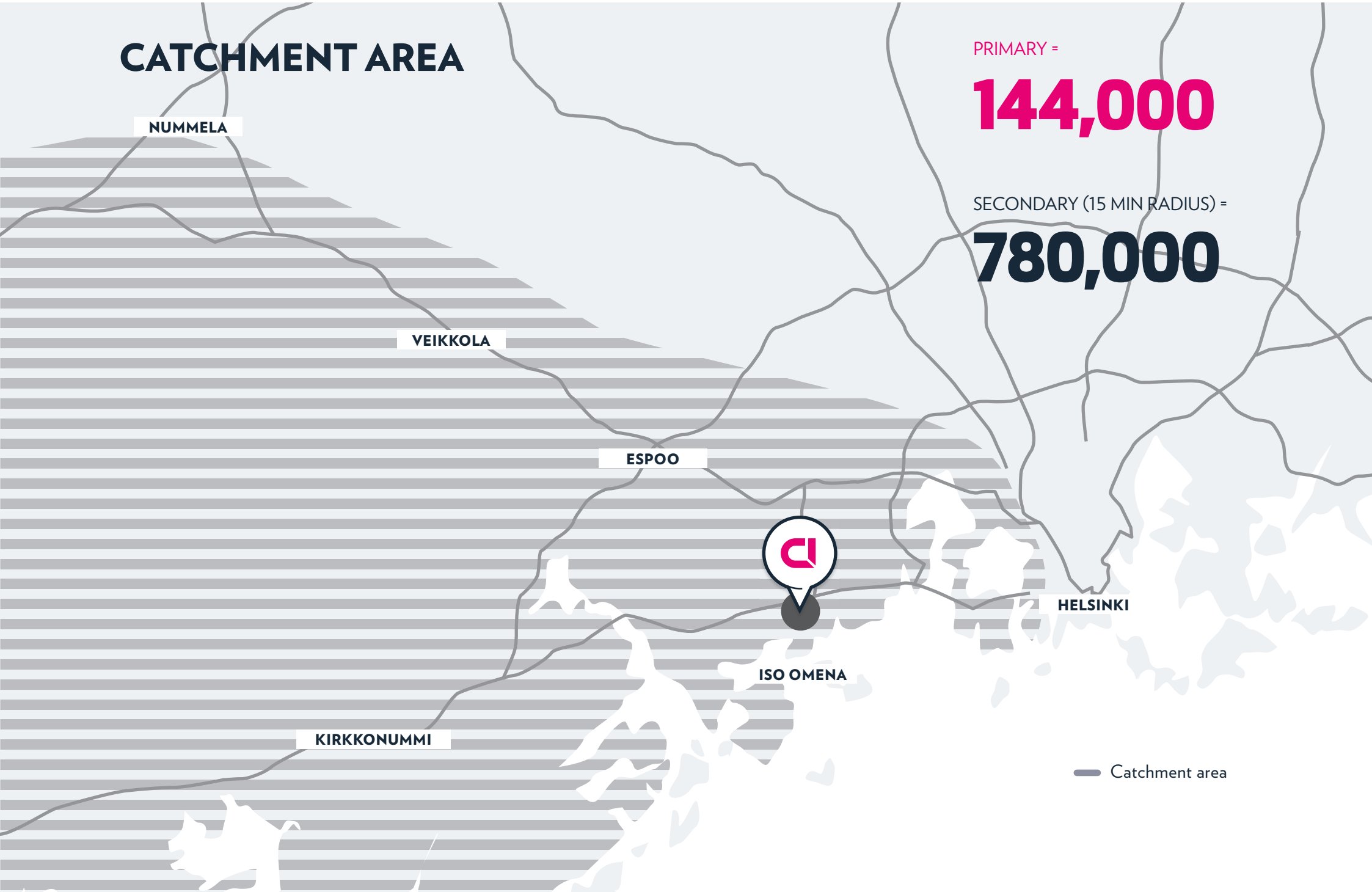
PURCHACING POWER – EUR 3 BILLION*

*primary catchment

CUSTOMER PROFILE*

- 49% ARE WOMEN, 51% MEN
- 50% ARE FAMILIES WITH CHILDREN
- 22% HAS ANNUAL INCOME OF OVER EUR 55,000
- 84% OF CUSTOMERS VISIT SEVERAL TIMES A MONTH
- AVERAGE DWELL TIME: 66 MINUTES

CATCHMENT AREA



PRIMARY =

144,000

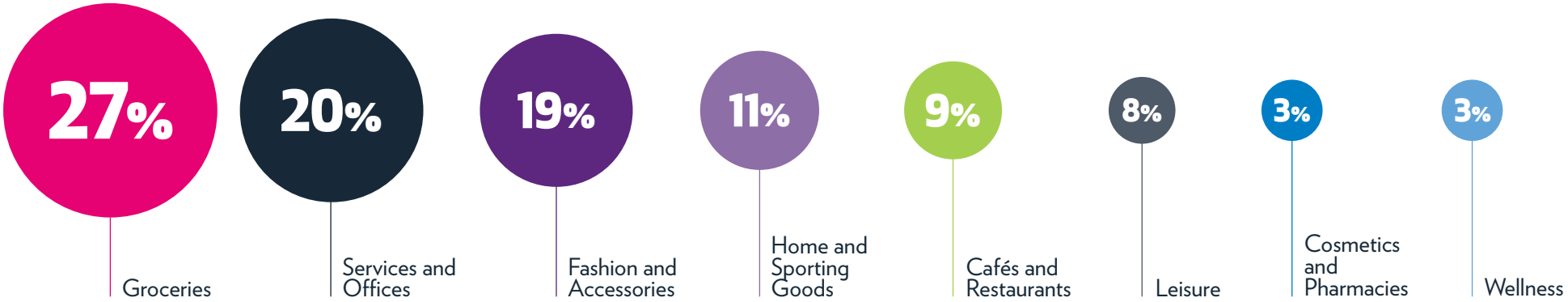
SECONDARY (15 MIN RADIUS) =

780,000

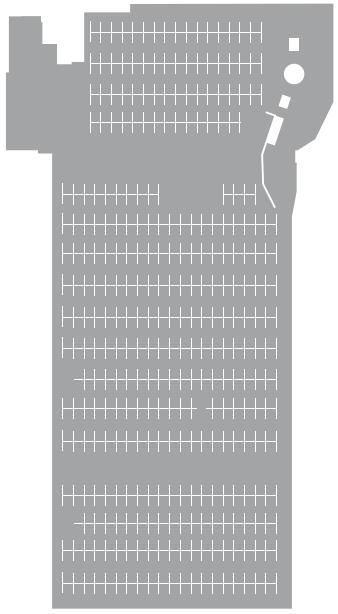
STRONG COMBINATION OF DAILY NEEDS AND ENJOYABLE EXPERIENCES

The tenant mix of Iso Omena has a solid foundation on necessity-based daily shopping and services. Well-known fashion, beauty and home decor brands are also an essential part of its offering. Additionally, Iso Omena is full of leisure and entertainment experiences.

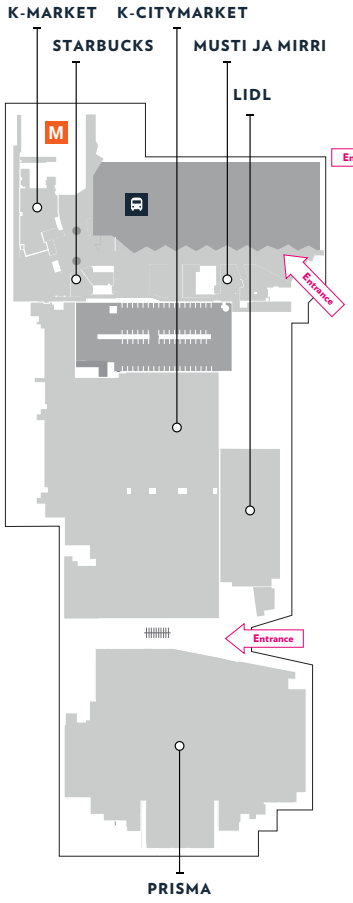
TENANT MIX GLA



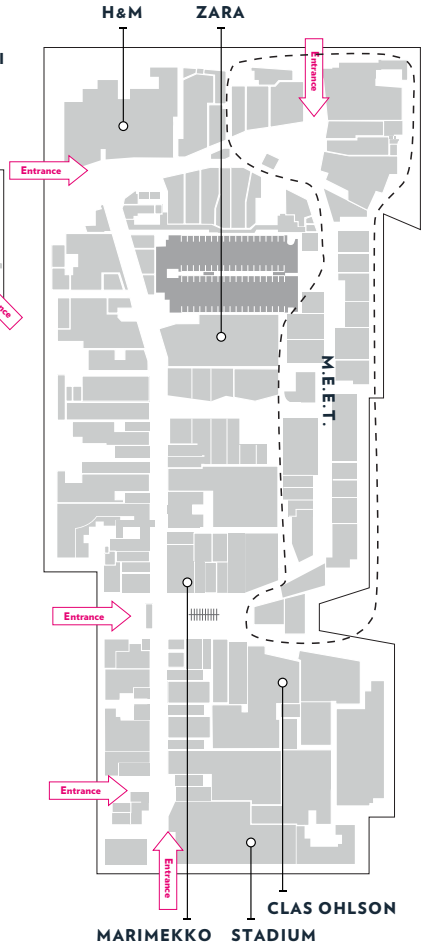
-1. FLOOR
Parking



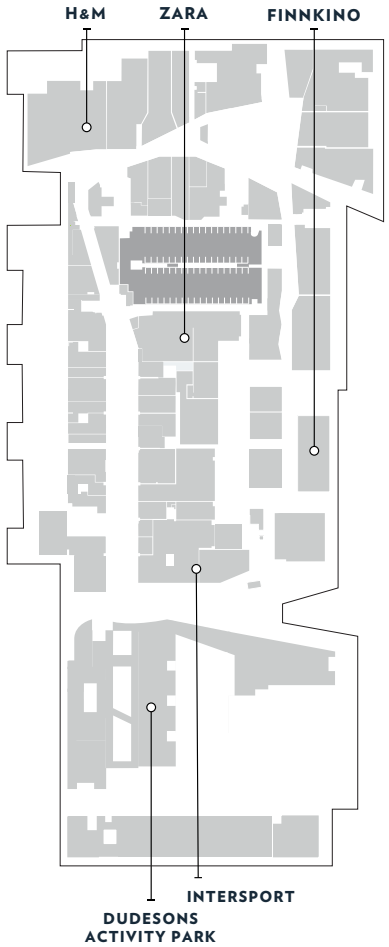
LOWER GROUND FLOOR
Groceries, Bus and Metro terminal



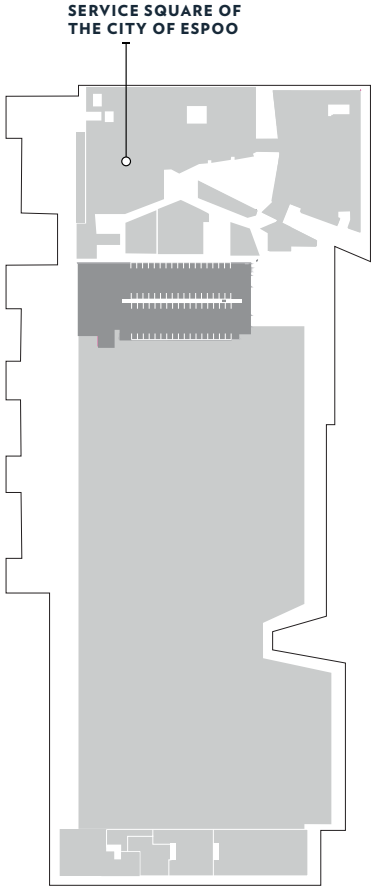
GROUND FLOOR
Retail and Restaurants



1ST FLOOR
Retail, Services and Entertainment



2ND FLOOR
Library and Services



LEADER IN DEVELOPING SUSTAINABLE SHOPPING CENTRES

We are committed to taking a leading role in ensuring convenient and safe shopping centres for our customers and tenants. At the same time, we strive to cause as little impact on the environment as possible.

CONVENIENCE

- High tenant satisfaction (XX/10)*
- Customers especially satisfied with pleasant environment, services, F&B and grocery offering**
- The best shopping centre in Espoo**

*Citycon tenant satisfaction survey 2018
**Taloustutkimus, Pääkaupunkiseudun kauppakeskukset 2018

1234: SD123:2015
Cert. BIUI0000791

SAFETY

Safety, security and convenience in our shopping centres are very important business aspects, and we aim to ensure the highest level of safety and security for our employees, tenants and visitors. This is done in close cooperation with tenants, residents and authorities.

100%

GREEN ELECTRICITY

84%

RECYCLING RATE

2,000

PANEL ROOFTOP SOLAR POWER PLANT

THE AMOUNT OF MIXED WASTE DECREASED BY 10% DURING 2017 DESPITE AN EXTENSIVE EXPANSION PROJECT

WWW.CITYCON.COM

MORE THAN **SHOPPING**

CITYCON