

Press Release

September 17, 2015

## **Tashir Opens a New RIO Mall in Tver**

Tashir Group has announced technical opening of the 21<sup>st</sup> RIO mall. The new RIO shopping centre in Tver with the GBA of 45.5K sq m will become the city's first conceptual mall comprising some of the leading federal and international brands. There are over 90 tenants working in the mall.

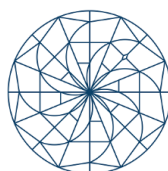
The two-level RIO mall is located in Gagarina square in one of the most populous districts of the city, namely Moskovsky district, officially inhabited by about 120K people. The mall is located at the junction of two traffic arteries: Moskovskoye Highway and Ordzhonikidze Street. Customers will enjoy convenient approaches to the mall and the parking lot for 316 vehicles.

Anna Obratsova, COO, Tashir group, says: “For people living in Tver, RIO shopping centre is a good alternative to Moscow's malls, both in terms of tenant stores and entertainment options. The new RIO is a perfect place to shop and have fun and so is well positioned to become a new community centre for the city”.

RIO mall's anchor tenants include supermarket Perekrestok, home electronic appliances store Eldorado, kids' goods supermarket Detsky Mir, Nash Dom store selling household products, and a furniture store.

The fashion gallery offers Zolla, Respect, Kari, Crocs, Paolo Conte and many other brands. The city's first Pandora jewelry store will be there, too. The entertainment component features a modern five-hall Cinema Star cinema, PlayLab kids' entertainment centre, and five food court operators, including Burger Club, Subway, Tashir Pizza, Skovorodka, and KFC.

Tashir group not only developed the mall, but also renovated the World War II victory monument in the city. The new colonnade fits the architecture of Moskovskaya Zastava Square harmonically, thus becoming one of the city's key landmarks.



Starting from the opening day, the new RIO will host the city's first sand sculpture exhibition. The grand opening ceremony is scheduled for October 2015.

**Editor note:**

**Tashir Group**

Tashir is a multi-profile federal group of companies founded in 1999 and uniting over 200 companies in Russia's economy sectors to include construction, manufacturing, finance, energy, development, and retail. Its staff totals over 45,000 people. The company's geography covers over 25 cities of Russia and the former USSR. Tashir's founder and President is Samvel Karapetyan; the company is headquartered in Moscow.

The Group's primary business is development and managing of commercial real estate, with a focus on retail and residential estate. Being a Russia's leader in development, Tashir has so far built 2.5 million sq.m. of modern, hi-tech commercial and residential real estate.

**RIO federal chain of shopping and entertainment centres**

In 2005, Tashir first started its RIO-branded chain of malls. Over the 10 years, RIO has become Russia's best recognized mall brand and one of the most popular and loved shopping centres in all cities of presence. Today, the chain includes 21 malls in 17 cities and towns of Russia. RIO mall chain is ever-evolving and perfecting. It always offers new shopping options and unique entertainment.

In 2015, a new corporate identity of the chain was presented to the public. The changes affected the whole visual brand, including the logo.

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