

TASHIR

External Communications Department

Press Release

December 19, 2015

Tashir opens Russia's first project of a branded department store

Tashir Group launches its own branded Take Away department store, a unique project for Russia that opened together with the new RIO shopping and entertainment centre in Rumyantsevo, Moscow. The investments in the two projects (mall and department store) total about USD 100 mln.

The Take Away store within the RIO Rumyantsevo in Kievskoye Highway is Tashir's new flagship project in department store retail format, premiered on the day of the RIO's grand opening and visited by about 25,000 guests. The store with the GBA of approx. 15K sq m is the mall's largest tenant taking all of the second level. Functionally, it is divided in four theme zones: retail, entertainment, kids' and leisure, all of them perfectly fitting in the designer loft space.

Sarkis Karapetyan, First Vice President, Tashir Group, notes: "Department store concepts have long been a global trend and a big hit, primarily due to the fact they combine premium and mass market goods within one space. Today's opening is also notable because Tashir has become the first brand to initiate the trend in Russia. The project was realized very quickly, our team proceeding from the idea to the open store in as little as eight months. This is a true premiere for the Russian market and a project that is, despite all likeness to Western prototypes, unique in its concept and architectural interior."

Take Away's retail area hosts over 75 corners and 500,000 different goods by famous brands, both international and local, from mass market, medium and medium plus segments. These include Scotch & Soda, JS Selected, Cop.Copine, Mezzatorre, adidas, Reebok, Respublica, AG Wear, Tom Tailor, Zarina, Incity, Ecco, UNO, Sultanna Frantsuzova, BGN, and many more. The loyalty system issues a Take Away Card offering up to 70% discounts in all corners, incl. for new collections. The average purchase sum here amounts to 3,500 rubles.



Department store's entertainment area includes a six-hall Cinema Star multiplex and family entertainment centre PlayLab (Tashir Group's branded project). Moreover, Take Away has a reading zone where guests can relax with a book. One of Take Away's key features is the one-of-a-kind food court zone where one can find both famous chains, e.g. McDonald's, KFC and Hard Wok, and gastro fast food like Crab & Caviar, and Gelman.

The project has been fully, concept to realization to commissioning, brought to life by Tashir Group's professionals.

About

Tashir Group

Tashir is a diversified federation-wide group of companies founded in 1999 and uniting over 200 companies in various sectors of Russia's economy, including 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 estate. Tashir is a leader in development in Russia and has so far built 2.5 million sq m of modern, hi-tech commercial and residential real estate.

About RIO Mall Rummyantsevo

The 70K sq m 22nd RIO shopping and entertainment centre within the largest federation-wide network, is located at the largest transport junction in New Moscow, near the vibrant Kievskoye Highway. The new mall is perfectly accessible at 1.5 km from the Moscow Ring Road and close to Vnukovo international airport. The centre offers free ground and roofed parking lots to host a total of 1,033 cars. The four retail levels of the RIO are taken by about 150 tenants.

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