INVESTOR’S GUIDE TO REWARDING EXPERIENCES ON THE BORDER OF EU AND RUSSIA
BUSINESS and PLEASURE IN A UNIQUE LOCATION

A 200,000 m² shopping, service and adventure tourism area is being built in Vaalimaa in the immediate vicinity of Finland’s busiest border crossing. The flagships of the area are the Vaalimaa Shopping Centre and Zsar Outlet Village. The unique area combines different kinds of shopping and activities, making all who cross the border in Vaalimaa its potential customers.

In 2015, approximately 3 million Russians crossed the border over to southeast Finland, 900,000 of which through the Vaalimaa border crossing. The number of tourist is expected to grow steadily in Finland.

Vaalimaa is quickly developing into a diverse family and shopping destination, but also an arena for international business encounters and for companies operating in eastern import and export trade. The area is strategically situated for wholesale trade, showroom operations and as test market area between EU, Finland and Russia.

Vaalimaa offers the best way to reach the 7 million inhabitants of the Saint Petersburg metropolitan area, and the whole Russian market. European law, Russian market.

The Vaalimaa area will be a bridge between the EU and Russia, a trading junction between Finland and Russia and an engine of local development spearheaded by a shopping centre and an outlet village.

CATCHMENT AREA OF MILLIONS AND GROWING

To Russian shopping tourists, Vaalimaa is the closest tourist attraction with tax-free benefits and an opportunity to purchase international premium brands. A vast number of visitors to Kotka area come from Saint Petersburg metropolitan area.

CATCHMENT TIME IN MINUTES AND AMOUNT OF INHABITANTS

<table>
<thead>
<tr>
<th>TIME</th>
<th>FINLAND</th>
<th>RUSSIA</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>0–75 mins</td>
<td>230,000</td>
<td>118,000</td>
<td>348,000</td>
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<tr>
<td>75–90 mins</td>
<td>130,000</td>
<td>48,000</td>
<td>178,000</td>
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<td>90–120 mins</td>
<td>1,332,000</td>
<td>1,500,000</td>
<td>2,832,000</td>
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<td>120–150 mins</td>
<td>378,000</td>
<td>7,000,000</td>
<td>7,378,000</td>
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<tr>
<td>TOTAL</td>
<td>2,070,000</td>
<td>8,666,000</td>
<td>10,736,000</td>
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</tbody>
</table>
STAGE 1  ▶  2016
25,000 m²
Luxury Outlet with more than 60 stores featuring mainly Italian fashion brands, 150-room Best Western hotel, wellness center, restaurants and lounge bars.
www.kotkahamina.fi

STAGE 2  ▶  2017
30,000 m²
Finland’s first outlet village on the Russian border, Zsar Outlet Village, including approximately 130 stores.
www.kotkahamina.fi

STAGE 3  ▶  2018
45,000 m²
Vaalimaa Shopping Centre with specialized shops and boutiques.
www.kotkahamina.fi

STAGE 4  ▶  2019
100,000 m²
Retail and leisure park.
www.kotkahamina.fi

230,000 m²
of shopping, service and adventure tourism
If your investment is going to rely on hotel, restaurant and/or holiday business, Kotka-Hamina region has already well established concept and program for consumer marketing - Southeast135° is at your service.

Don’t hesitate to ask how we can help: www.southeast135.fi
Situated just a stone’s throw from the Russian border, Zsar represents a unique shopping experience for 8.5 million affluent and brand conscious Russian and Finnish shoppers within a 200 km radius. Opening in 2017, and eventually reaching 30 000 m² by 2018, it will bring together 130 premium brand stores, restaurants and family leisure facilities.
Vaalimaa on Finland’s border with Russia is one of the most transited places in Europe. Halfway between Helsinki and St. Petersburg, about 180 km from each.

**SUPERIOR STRATEGIC LOCATION AND LOGISTIC ROUTES**

Vaalimaa area is located in the immediate vicinity of Finland’s most important border crossing between Helsinki and Saint Petersburg, within 1.5 hour’s drive from an international airport and along the E18 motorway.

- **BY AIR**
  62 km from Lappeenranta, Finland and 180 km from Helsinki-Vantaa, Finland.

- **BY SEA**
  The nearby ports of Kotka and Hamina are served from more than 80 locations worldwide.

- **BY ROAD**
  The E18 Helsinki to St. Petersburg freeway passes through Vaalimaa.

- **BY TRAIN**
  2 hours from St. Petersburg via Vainikkala.
Vaalimaa Shopping Centre and Zsar Outlet Village are high-quality shopping areas that provide a genuinely unique offering compared to the rest of the border region.

Unique investment opportunities next to Russian markets with EU rules.
The main south-west migratory path, that passes through the Gulf of Finland, brings thousands of birds and birdwatchers to Hurppu each year. Hurppu is also a well-known butterfly-watching area. During summer the beauty of Hurppu is multiplied by the vast number of butterflies that arrive in the preserve. Located only 20km from the Russian border in Vaalimaa and 70km from Lappeenranta, the preserve can be easily reached from St Petersburg by helicopter in only 55 minutes.

**HORIZON CENTER INVESTMENT OPPORTUNITIES**

The Horizon Center will be an ideal point for birdwatchers during migration. The stone platform will also include a stage for cultural events.

- 2000m² architectural platform that extends to the sea
- Ecological hotel (120 beds) with a spa and treatment center, as well as meeting rooms
- Restaurant (160 seats) and a bar with sea views
- Luxury villas for rent (6 villas, 98–116m²)
- Residential area for 96 villas, a pier for yachts and a heliport
- Total amount of investments 27.1 million euros
- Estimated return on investment 13.5%

All projects in Hurppu have been planned with nature and nature lovers in mind. Sustainable construction and the use of renewable energy solutions will ensure that environmentally aware travellers can fully enjoy the beautiful experience.
REASONS TO INVEST IN FINLAND

• Leading in R & D
• Impressive universities and research centres
• Top of the world in Education
• Bridge between East and West
• High-performing stock market
• Uses the Euro

ARE you IN?

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