

PRESS RELEASE 14 OCTOBER 2013

Welcome – Shopping Centre Kaari opens 17 October

The building project lasting many years is finally finished! Shopping Centre Kaari is complete and opens its doors in Kannelmäki on Thursday 17 October.

Kaari is HOK-Elanto's biggest project both in financial terms and measured in square metres. Kaari is Finland's ninth and Greater Helsinki's fifth largest shopping centre, and it could hold eight full-size football pitches.

"We have not taken out a specially earmarked loan for Kaari. All our divisions, our property unit and the management of the shopping centre have done excellent work, in other words the risks are well controlled," HOK-Elanto's Managing Director, **Matti Niemi**, assures us.

Although Kaari is a shiny new complex, the retail site and HOK-Elanto share a long history. "Kaari is opening on the site of the Kannelmäki Eka Market, first opened by Elanto. The location is probably one of the best and best-known in Finland," Niemi says.

As well as the sensational restaurant village and gigantic Prisma, Kaari has about 80 specialist stores, including a new kind of Sokos and a large Clas Ohlson. The familiar fashion stores include H&M, Esprit and Lindex. Kaari also has a comprehensive range of daily services, from a medical centre to play area and a car wash to pharmacy.

Interactive and responsible shopping centre

Kaari was designed by Innovarch Architects. The key words are light, spaciousness and freshness. The curved shapes are echoed both in the structures and interior design. The eye is drawn by the imposing and atmospheric digital surfaces.

"Kaari is an interactive shopping centre. We keep in touch with our customers proactively through the social media. We approach them easily and are approachable. The numerous digital surfaces serve both as signs and advertising channels. We have applied solutions never seen before in Finland, for which we have sought inspiration from shopping centres abroad. The latest innovations include 3D guide maps. The shopping centre also has an open WLAN network for customers' use," says Shopping Centre Manager **Kaj Grahn**.

Kaari fulfills the criteria of responsible community planning, whereby commercial services are developed as an integral part of the city structure. Functionality of the traffic arrangements was planned in conjunction with local residents and the City of Helsinki.

The shopping centre employs about 300 retail and restaurant sector professionals. During the construction, Shopping Centre Kaari contributed to building sector employment rates in Greater Helsinki by over a thousand person-years.

The challenges posed by climate change have been extensively considered at Kaari, proof of which is the LEED® Certificate for sustainable building awarded by an independent body.

"Our starting brief was to build a pleasant environment for the customer with as low heating and power consumption as possible. No waste is taken to landfill from Kaari, but it is either

KAUPPAKESKUS KAARI

Kantelettarentie 1, 00420 Helsinki
kauppakeskuskaari.fi
kauppakeskus.kaari@sok.fi
facebook.com/kauppakeskuskaari
twitter.com/kaari_FI

Kaari is one of the biggest shopping centres in Finland. It is in Kannelmäki, Helsinki, on the busy Kehä I Inner Ring Road and Hämeenlinnanväylä

Kaari's numerous stores and fabulous restaurant area offer a genuinely time-saving, relaxed shopping experience in 46,500 square metres of space.

EASY SHOOPING AT KAARI!

sorted for reuse, recycled or turned into energy. The premises are cleaned using eco-labelled products, and unnecessary water usage is also prevented in the lavatories," Grahn says.

Kaari in a nutshell

- Opening 17 October
- About 205,000 people live within a five-kilometre radius, and Kannelmäki is a busy hub of commuter traffic in the Greater Helsinki area.
- About 6.5 million visitors a year are expected at Kaari.
- The retail area is 46,500 square metres and the total area 101,000 square metres.
- There is parking for 1,700 cars and 600 bicycles. 7 charging points for electric cars.

Additional information from:

Shopping Centre Director Kaj Grahn, t. 010 76 67201, kaj.grahn(at)sok.fi

Real Estate Director Jyrki Karjalainen, t. 010 76 60195, jyrki.karjalainen(at)sok.fifi

Matti Niemi, Managing Director, t. 010 76 60 100, matti.niemi(at)sok.fi

Shopping Centre Kaari is also online:

www.kauppakeskuskaari.fi

www.facebook.com/kauppakeskuskaari

www.twitter.com/Kaari_FI

www.youtube.com/kauppakeskuskaari

www.instagram.com/kauppakeskuskaari

Alphabetical list of stores:

Aktia, Aleksi 13, Alko, Anton & Nina/My Doris, Apteekki Isokannel, Arnolds Bakery & Coffeeshop, Bella Pelo, Bijou Brigitte, Bik Bok, The Body Shop, BR-Lelut, Carlings, Carwash, Clas Ohlson, Cubus, Detailed Beauty Nails, Diacor, DNA Kauppa, Dressmann, Ecco Shop, Ekasalongit, Elisa shopit, Esprit, Faunatar, Glitter, H&M, Hanko Sushi, Hemtex, Iloinen keittiö, Instrumentarium, Jack & Jones, Kaivokukka, Kannelmäen seurakunta, Kiinteistömaailma, Kultajousi, Kylä-ravintolat (Café Velo, La Famiglia, Chilitos, Wok Up, Hesburger, William K, Spaghetteria, Coffee House ja Ben&Jerry's Icecream Car), Lahjatalo.fi, Leonidas suklaakahvila, Life, Lindex, Lyhtytalo, Lähitapiola, Martin's, Megasuutari, Mobila Electronics, Name it, Ninja, Nordea, Pelaamo, Peltomäki Golf, Pentik, Posti, Prisma, Puls & Träning / PT Kaari, Punnitse ja säästä, R-kioski, Seppälä, Silmäasema, Sokos, SOL Pesulapalvelut, Specsavers, Suomalainen Kirjakauppa, Tiger, Timanttiset Kulta-Aika, Top-Sport, Ur&Penn, Vero Moda, VM-Carpet