



Press Release

ECE Russland takes over management of Central Kids Store shopping center in Moscow

Moscow / Hamburg, August 1, 2017 – ECE Russland has taken over the management of the shopping center “Central Kids Store” on Lubyanka in Moscow effective August 1, 2017, for a period of five years. The center has been developed and is being owned by Hals Development, a real estate company specializing in commercial and residential real estate. The main shareholders of the company which is listed in the top five developers ranking of Moscow are VTB Bank and the Bank of Moscow.

Central Kids Store is a shopping and entertainment center especially for families with children located in the very heart of Moscow. On a sales area of approx. 34.000 m², it offers more than 150 shops with a focus on children’s goods, toys, and products for future parents. Currently, up to 30,000 people are visiting the center every day.

The branch and tenant mix features popular brands such as Stokke, the Norwegian manufacturer of children's furniture and accessories, Umnitsa, a Russian brand of educational games for children, and Hamley’s World, one of the world’s largest and best-known retailer of toys. The center also offers a number of entertainment zones for children following the concept of “edutainment” such as a dinosaur show, a spherical circus cinema, a giant mechanical watch, and an observation platform overlooking the historic center of the city.

About ECE

ECE was founded in 1965 by mail-order company pioneer Werner Otto (1909-2011). It is still owned by the Otto family and is managed by Alexander Otto, CEO of ECE. As a specialist in commercial real estate, ECE provides all services related to properties from one source and creates a clear added value for its customers, partners, and clients by bundling its entire know-how. The market value of the properties managed by ECE (assets under management) currently amounts to 33.5 billion euros. With 199 shopping centers under its management (50 of which

are under the management of MEC METRO-ECE Centermanagement GmbH & Co. KG) and activities in 14 countries, ECE is the European market leader in the shopping center industry. More than 4.6 million customers visit ECE centers every day, where approximately 21,000 retail renters generate an annual turnover of around 24 billion euros at all ECE centers combined, which have a total sales area of around 7.3 million square meters. As a further business segment, ECE develops, plans, and builds corporate headquarters, office buildings, industrial buildings, logistics centers, traffic properties, hotels and city quarters.

About ECE Russland

ECE Russland is part of Hamburg-based ECE Projektmanagement and has been working in Russia since 2004. Its portfolio comprises the shopping centers Vremena Goda (since 2009), Dream House (since 2015), Golden Babylon Rostokino (since 2015), and Mari (since 2016) in the Moscow region, as well as Aura in Yaroslavl (since 2011) and in Surgut (since 2015). Since 2015 the international holding RD Group and funds of Ruben Vardanyan own 50 % of ECE Russland that acts as long-term concept developer, property and leasing manager of the assets.

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