



SRV

SRV

RUSSIAN PROPERTY TOUR

6.6.2018

SRV IN BRIEF

SRV is a leader in the development of innovative construction projects. We seek to provide the best customer experience as a builder of urban centres and to be the industry's most inspiring workplace.

KEY FIGURES

Revenue EUR 1116,1 million €
Operating profit EUR 17,1 million €
Personnel 1134
Order backlog EUR 1 547,9 million €

AREAS OF OPERATION

A listed company founded in 1987, we operate in selected growth centres in Finland, Russia and in Estonia.

WE OPERATE

with SRV Approach, which consists of an innovative project development and customer-oriented project management implementation.



Operating Regions

Business Premises
64 % share of Group revenue

Housing
34 % share of Group revenue

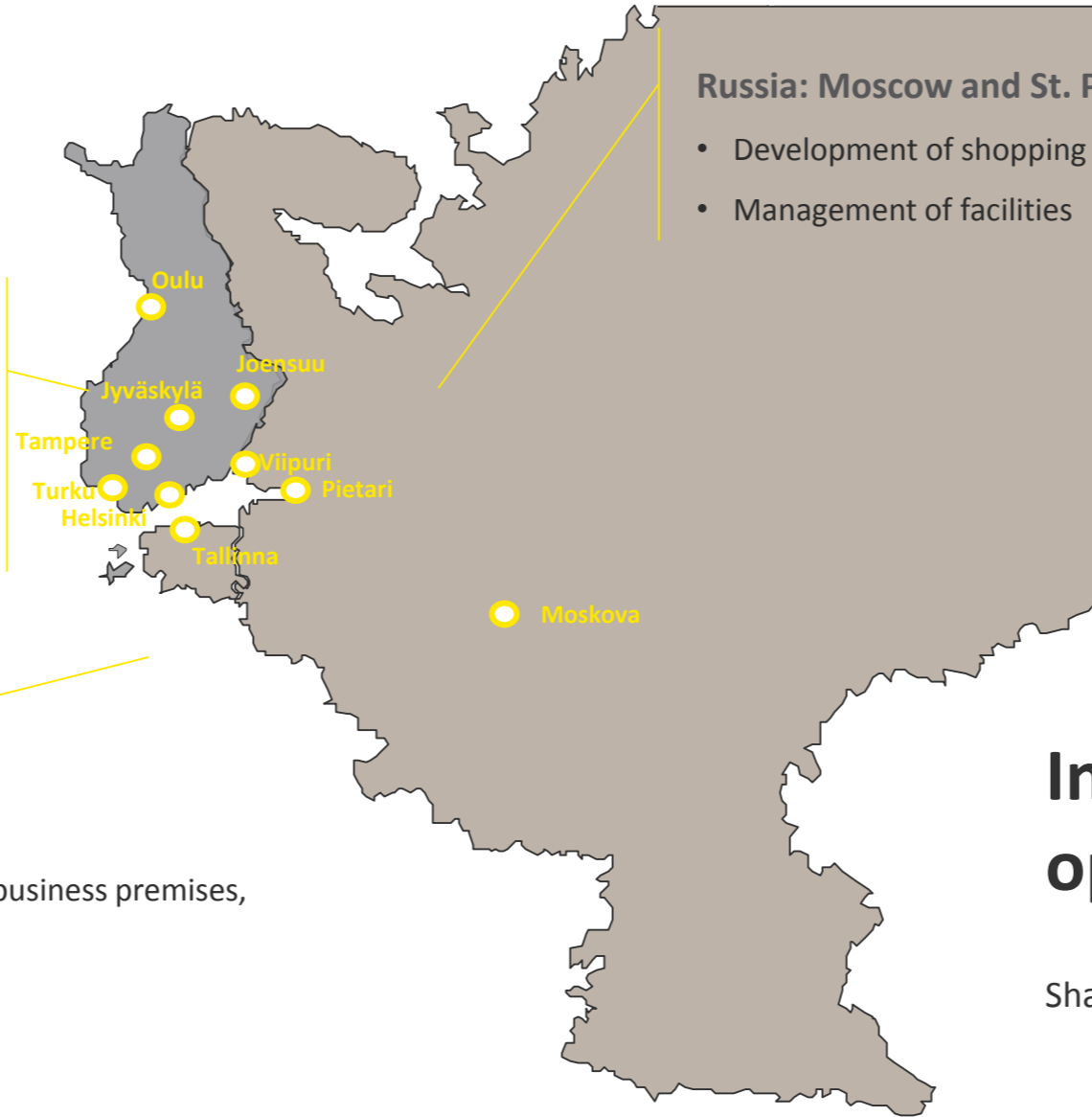
Operations in Finland

Share of Group revenue **98 %**

Finland: Growth centres

Helsinki Metropolitan area, Turku, Tampere, Jyväskylä, Joensuu, Oulu

- Business premises
- Housing units to city centres



Russia: Moscow and St. Petersburg

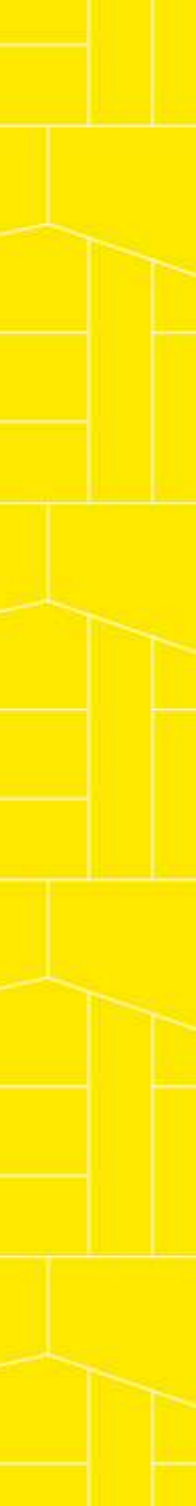
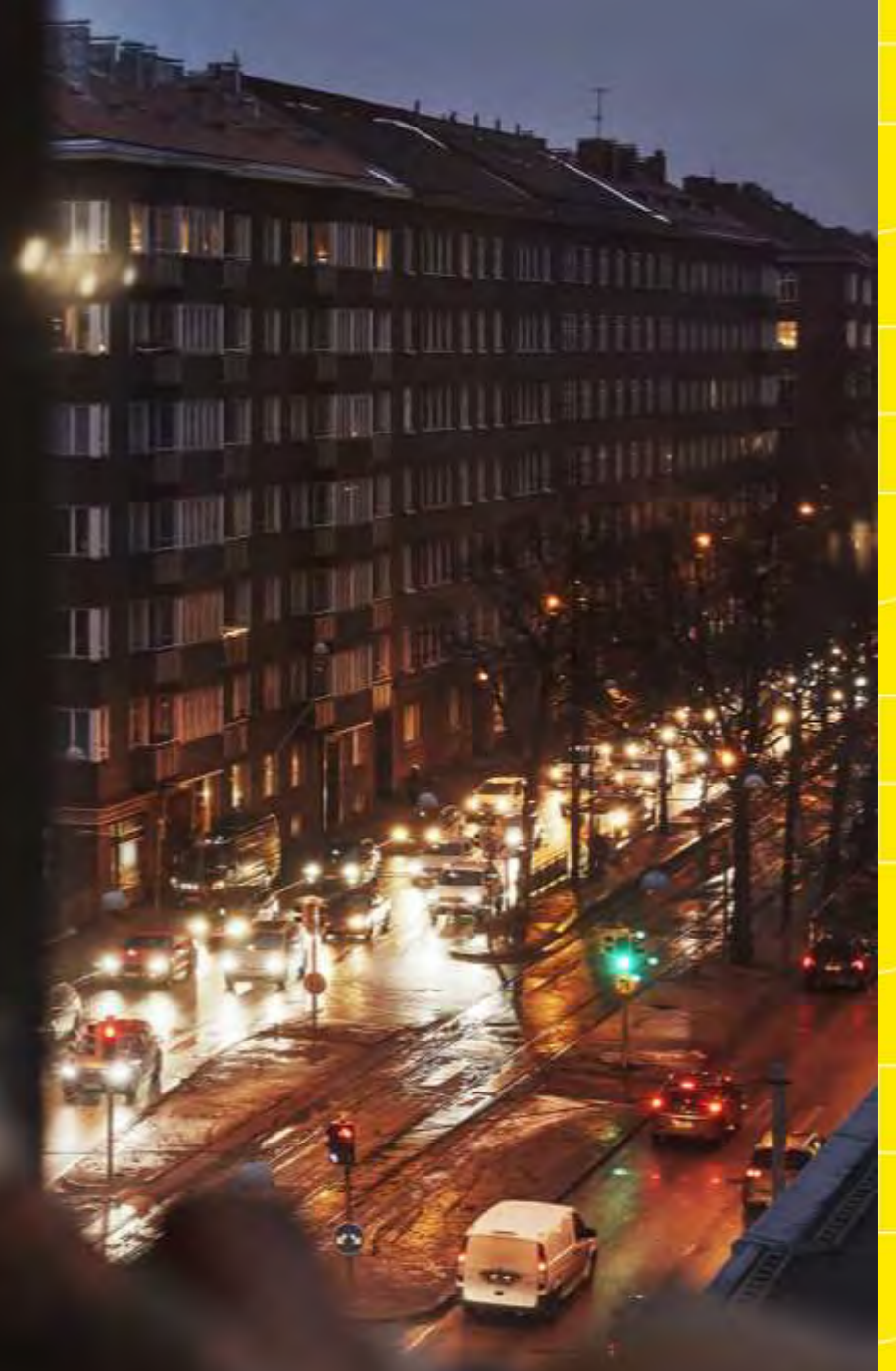
- Development of shopping centre projects
- Management of facilities

Estonia

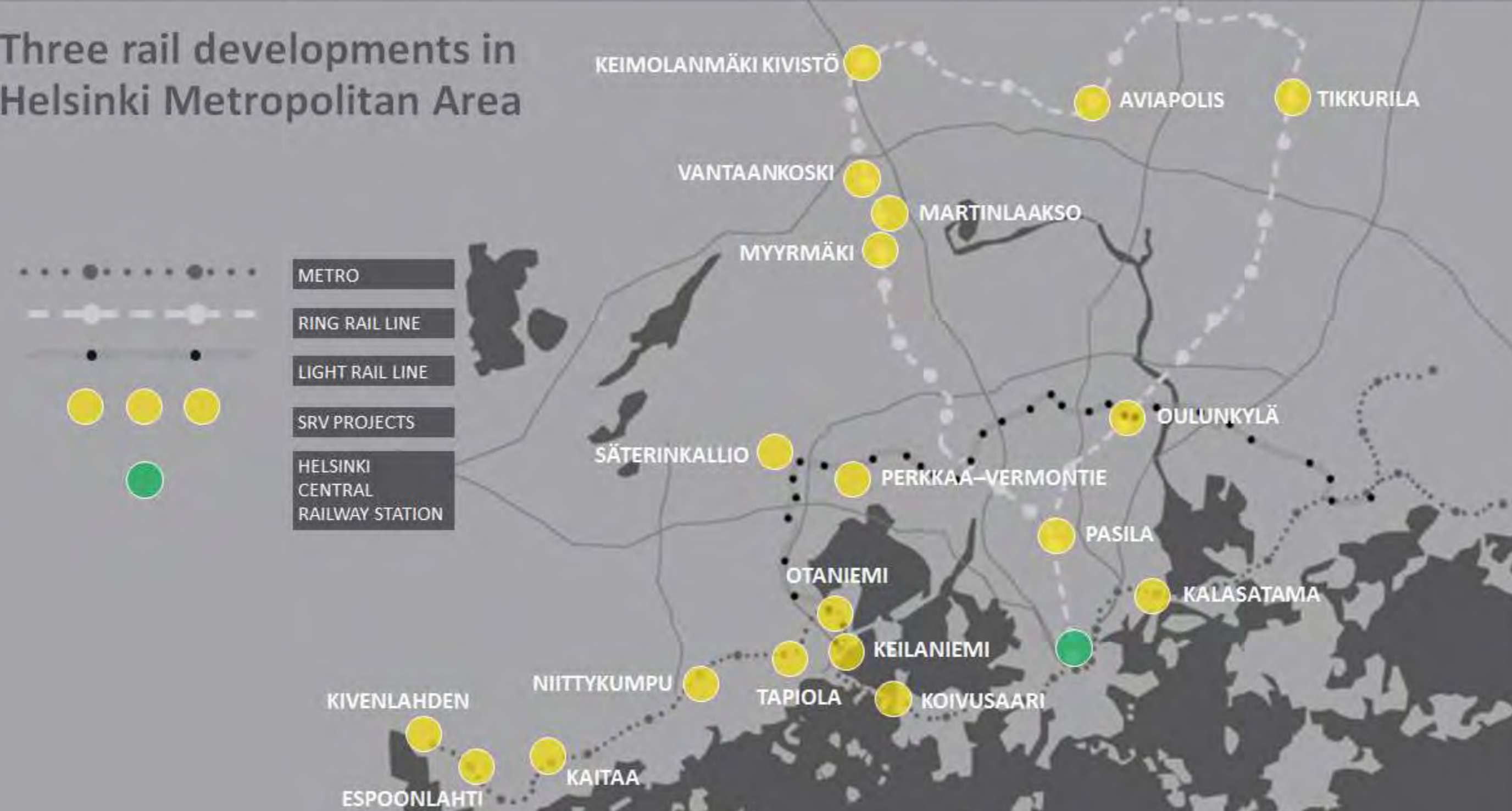
- Development of own plots; business premises, housing

International operations

Share of Group revenue **2 %**



Three rail developments in Helsinki Metropolitan Area



VISION 2020

SRV CREATES THE BEST CUSTOMER EXPERIENCE AS A CONSTRUCTOR OF URBAN TOWN CENTRES.



REDI*

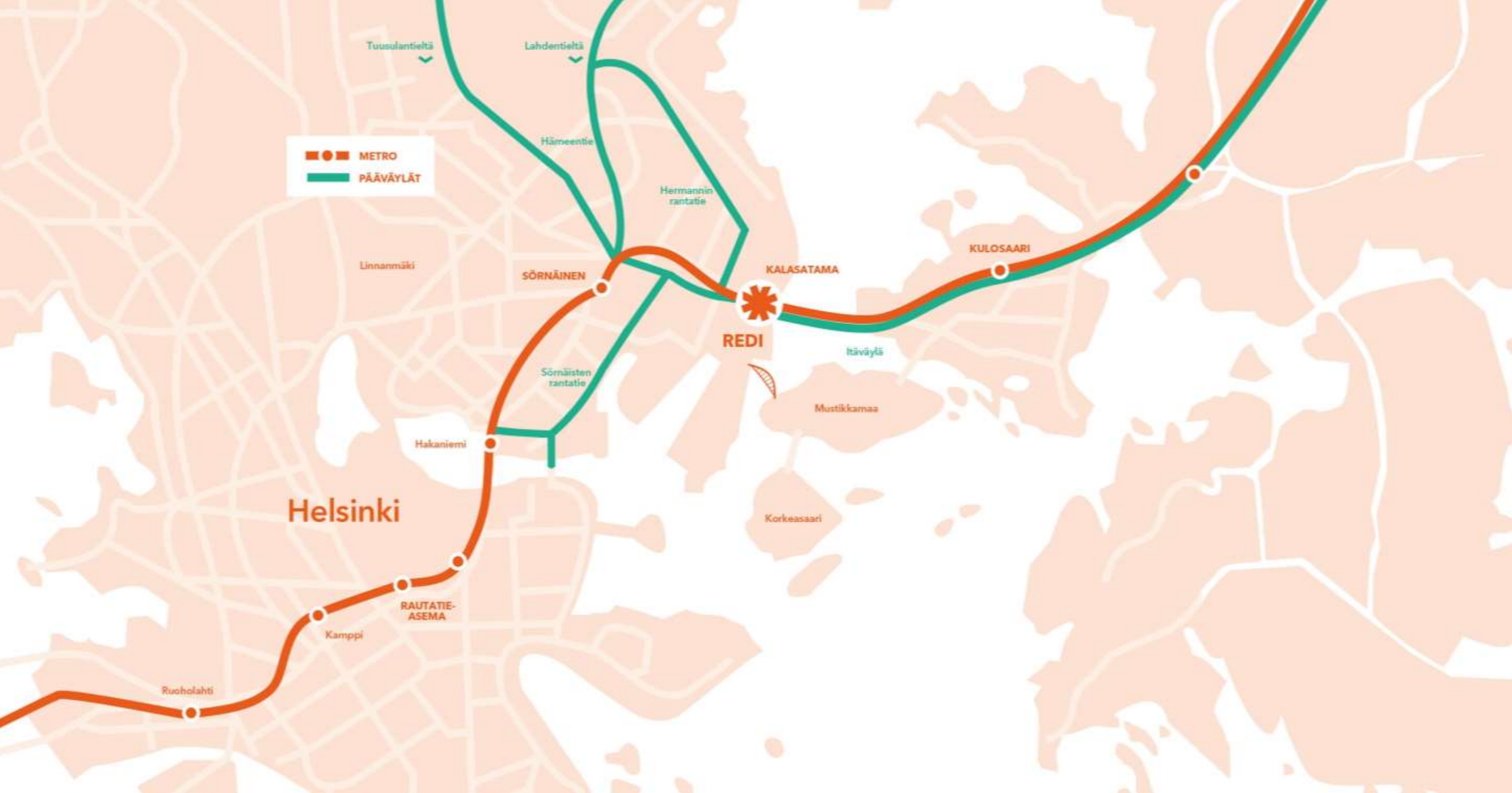
High on Life



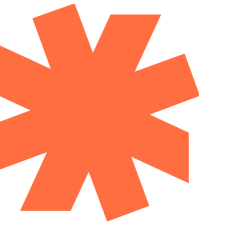
1. LOCATION

RED  **by SRV**

SRV



All Roads Lead to REDI



REDI IS EASILY ACCESSIBLE BY PRIVATE AND PUBLIC TRANSPORTATION.

Located at the intersection of **3** main roads.

500 daily metro stops on the 3rd floor.

Average traffic volume of **100,000** cars per day.

Pedestrian and bicycle path Baana and parking for **3,000** bicycles.



REDI

Itäväylä
Highway

Mustikkamaa
Island

Helsinki Zoo

A Neighbourhood Ahead of Its Time



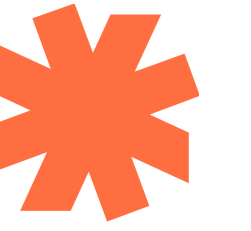
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**REDI IS SITUATED AT THE CENTRE OF THE FASTEST GROWING
NEIGHBOURHOOD OF HELSINKI.**

Now: 3 000 inhabitants in Kalasatama

2020: 7 500 inhabitants.

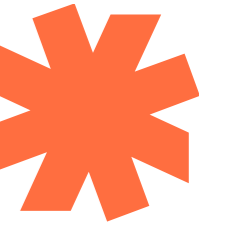
2030: 20 000 inhabitants and 8 000 jobs

2040: 25 000 inhabitants and 10 000 jobs





Largest construction project in Finland – total value 1,2B€



CONSTRUCTION OF REDI KICKED OFF IN 2011.

Construction started in August 2011 with excavation and mining work.

In June 2012, construction works were put on hold due to a zoning complaint, delaying investor negotiations.

The new waste management centre and metro bridge were completed in 2013.

The construction work was started again in April 2015.

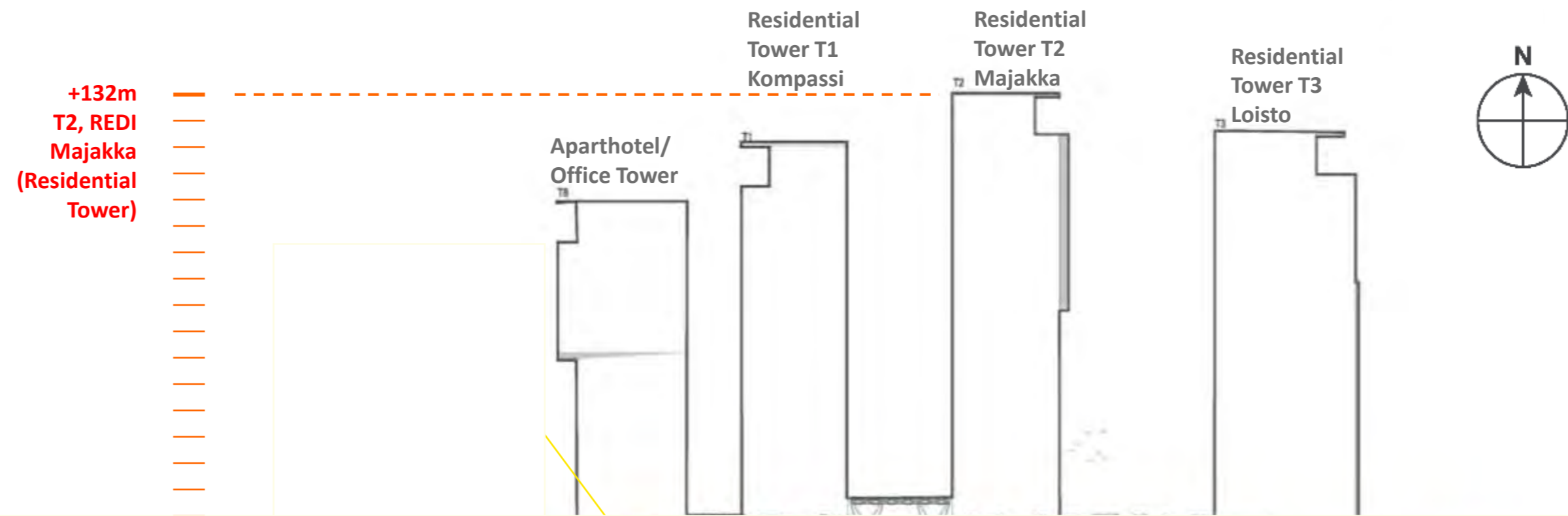
In autumn 2015, the laying of the concrete foundation for liftshafts and ramps was started.

Approximately 900,000 solid cubic metres of landmass will be removed from the construction site.

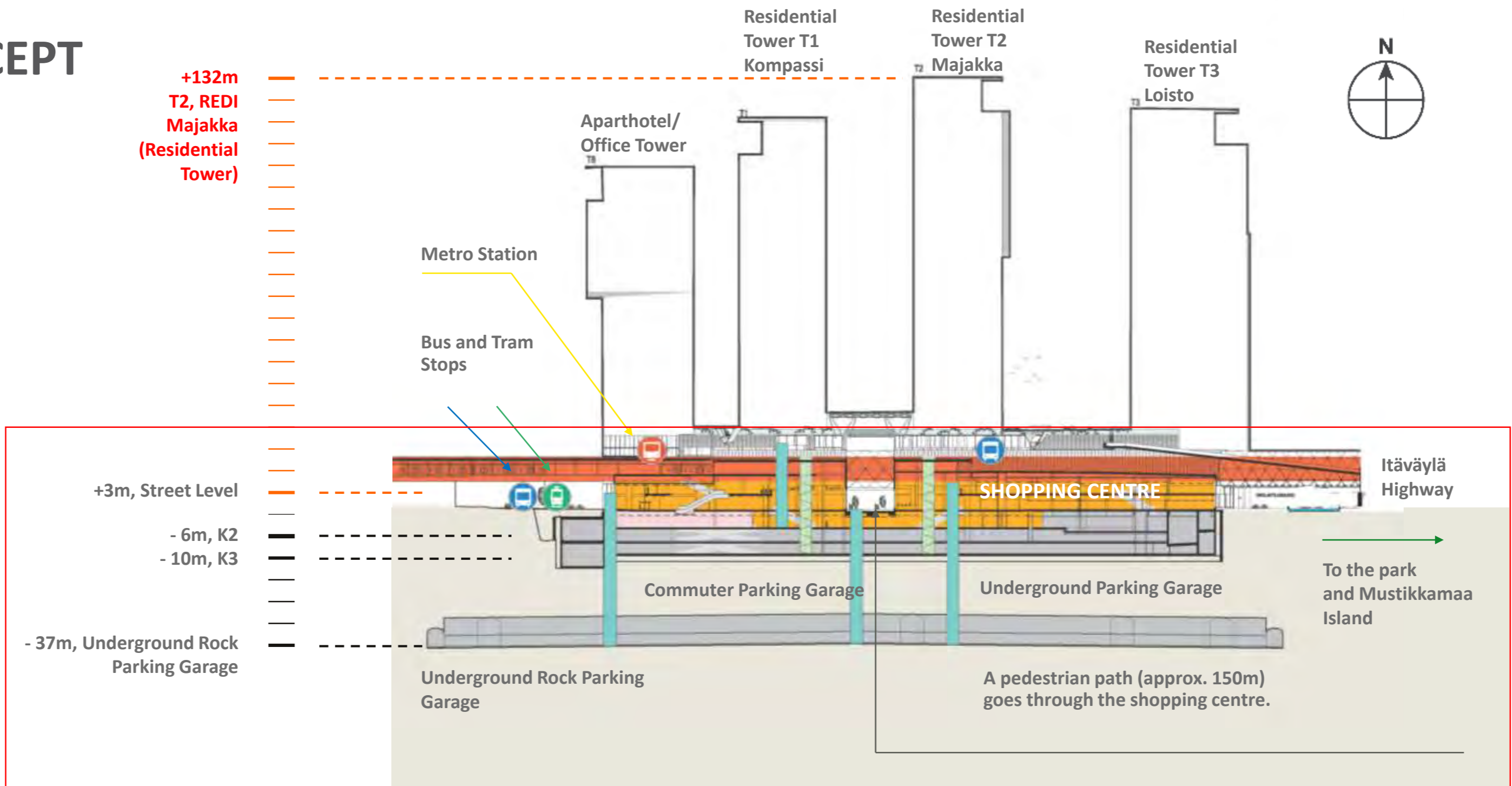
2. CONCEPT

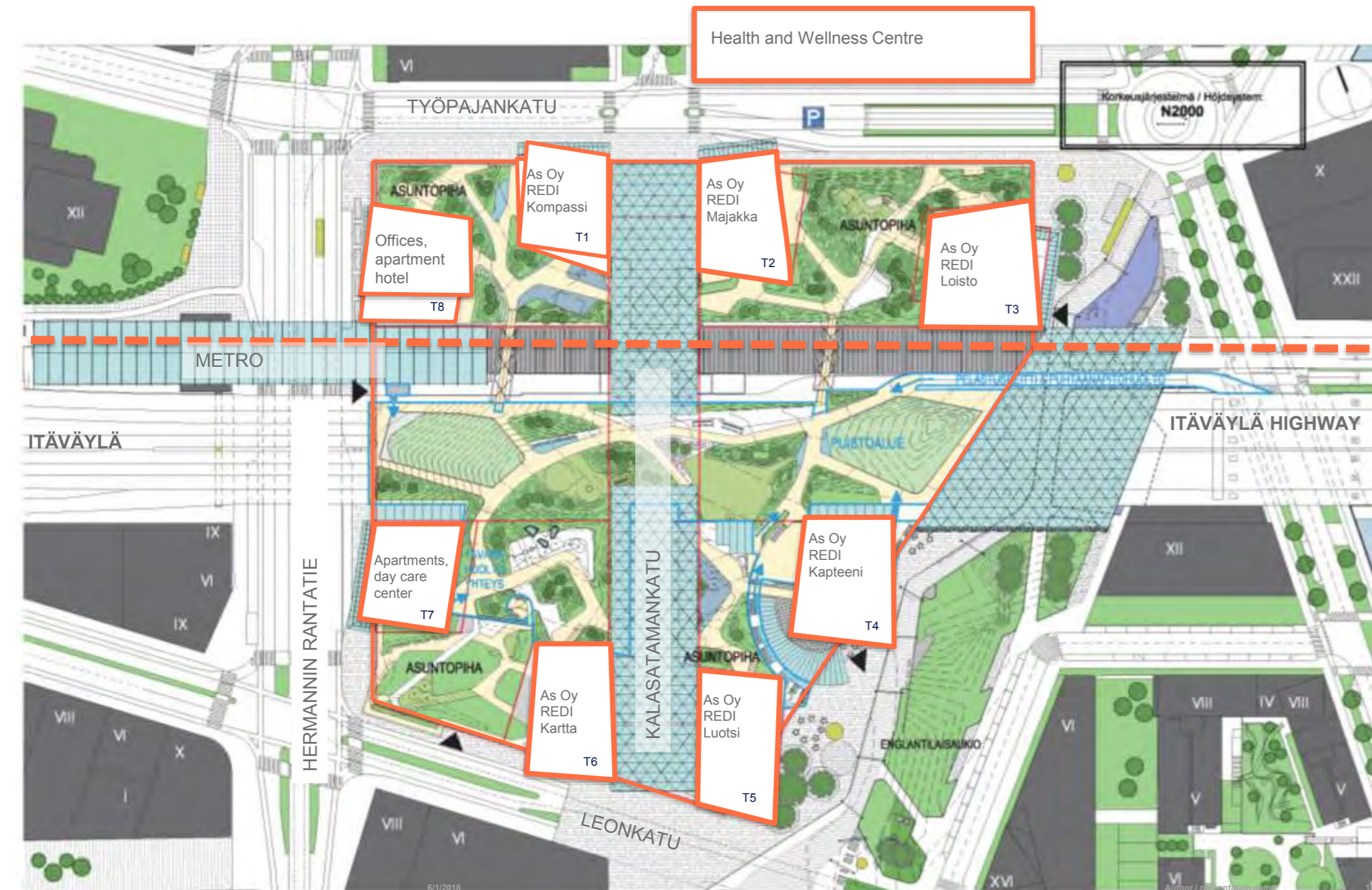


2. CONCEPT

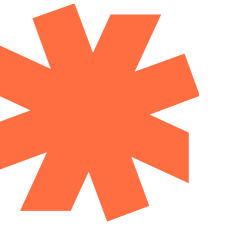


2. CONCEPT

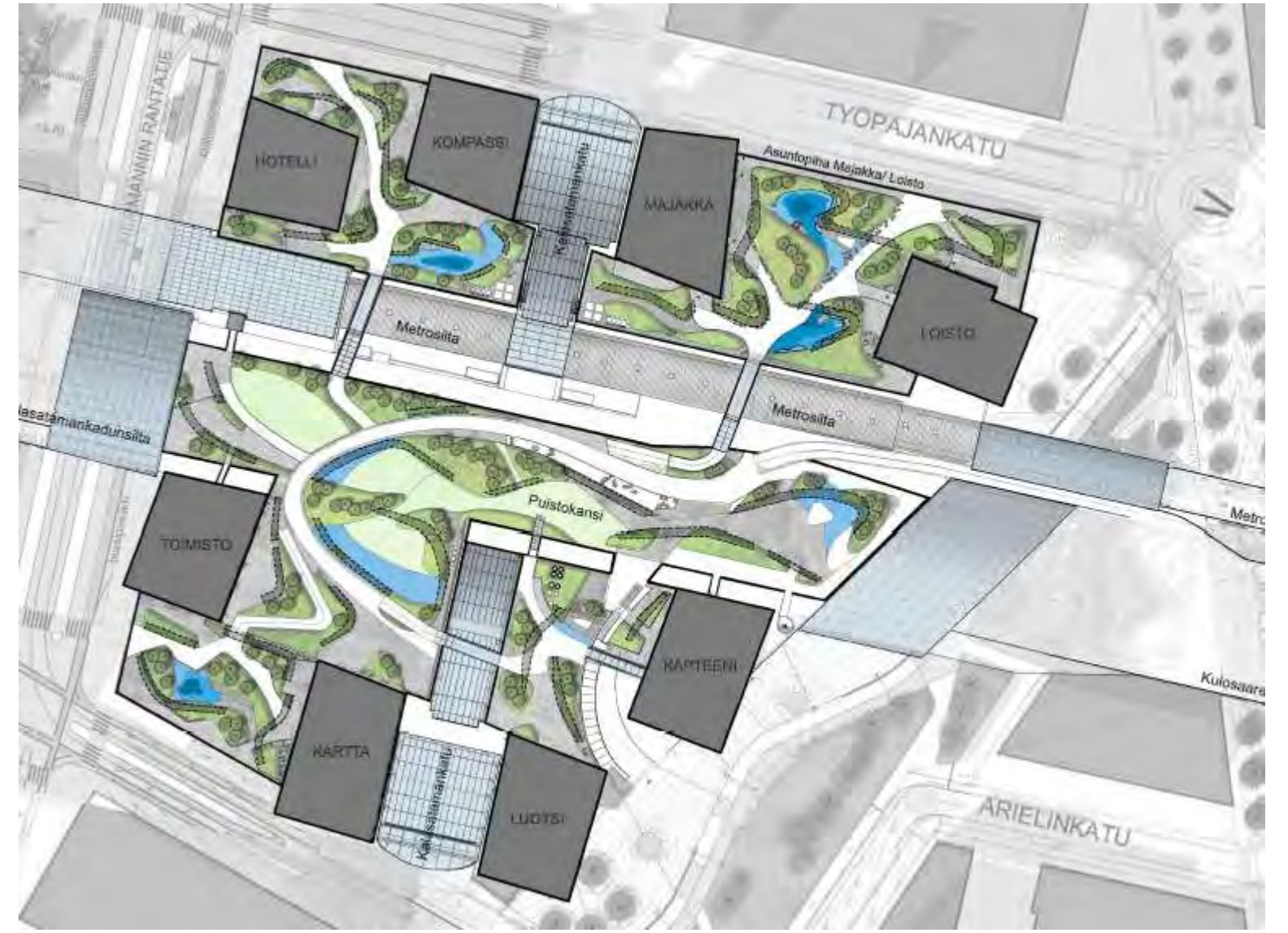




Site plan



- 1. Shopping and Entertainment Centre
- 2. Underground parking
- 3. Health and Wellness Centre
- 4. REDI Towers





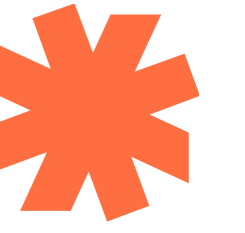
Lindström Invest

Helsinki City

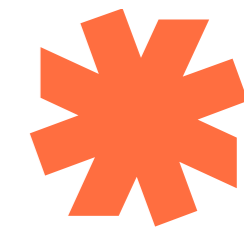
Varma / Kesko

Helsinki City/Health
Care Center

Other Developments in the neighbourhood

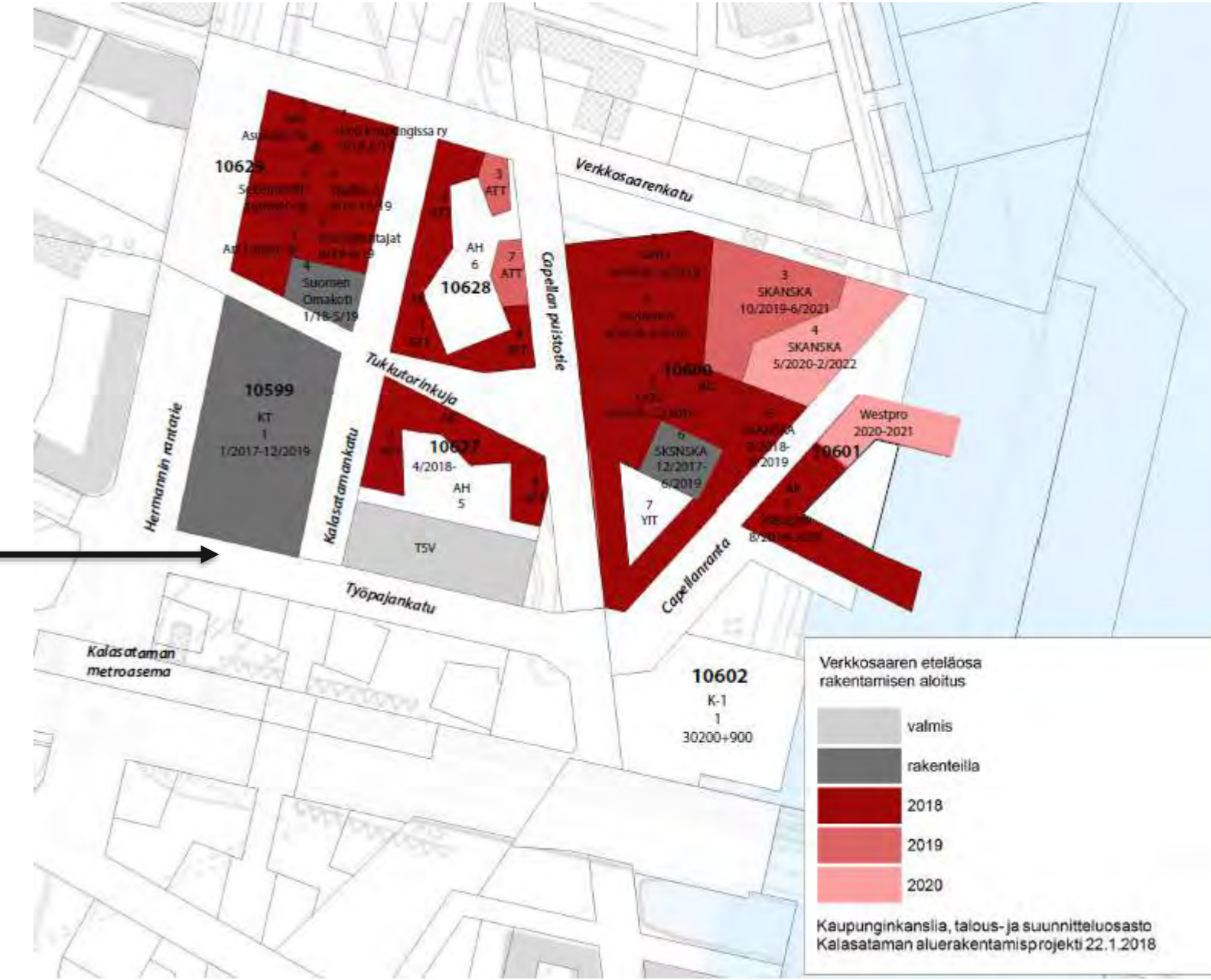
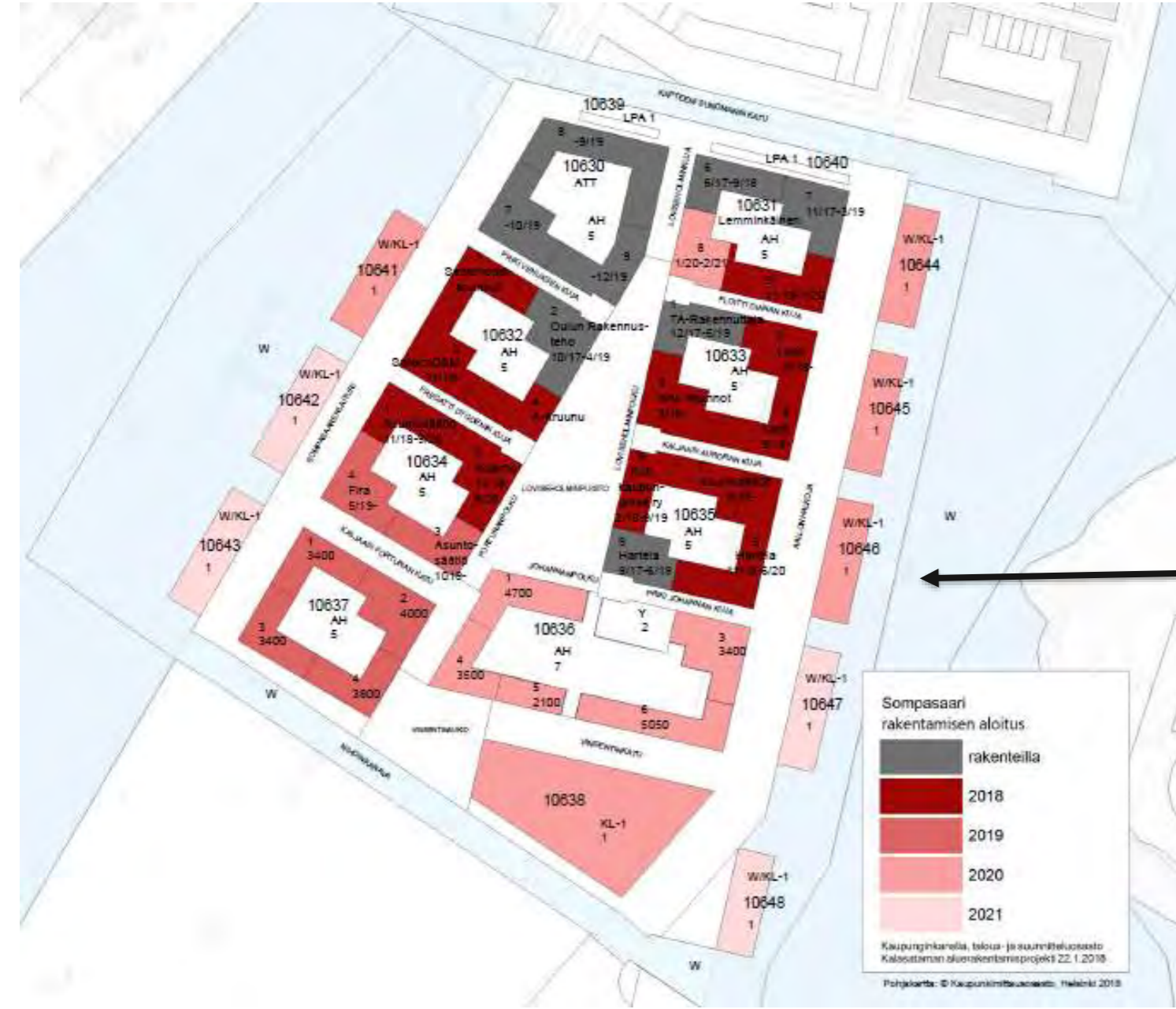


Other Developments in the neighbourhood



South from REDI

North from REDI



Construction site in December 2015



Construction site in April 2018



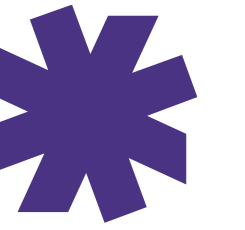
REDI 

Destination





1. Shopping and Entertainment Centre



■ CITY IN A CITY

REDI Shopping Centre opens in autumn **2018**.

Catchment area of **1.1 million** people.

Approximately **200** commercial spaces and **64,000 m²** of leasable retail space.

The most modern shopping hub in downtown Helsinki.

Strong emphasis on fashion, culinary trends, entertainment and amenities.

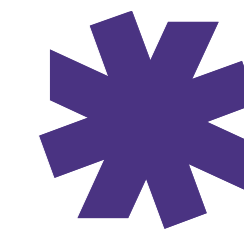
Ownership:

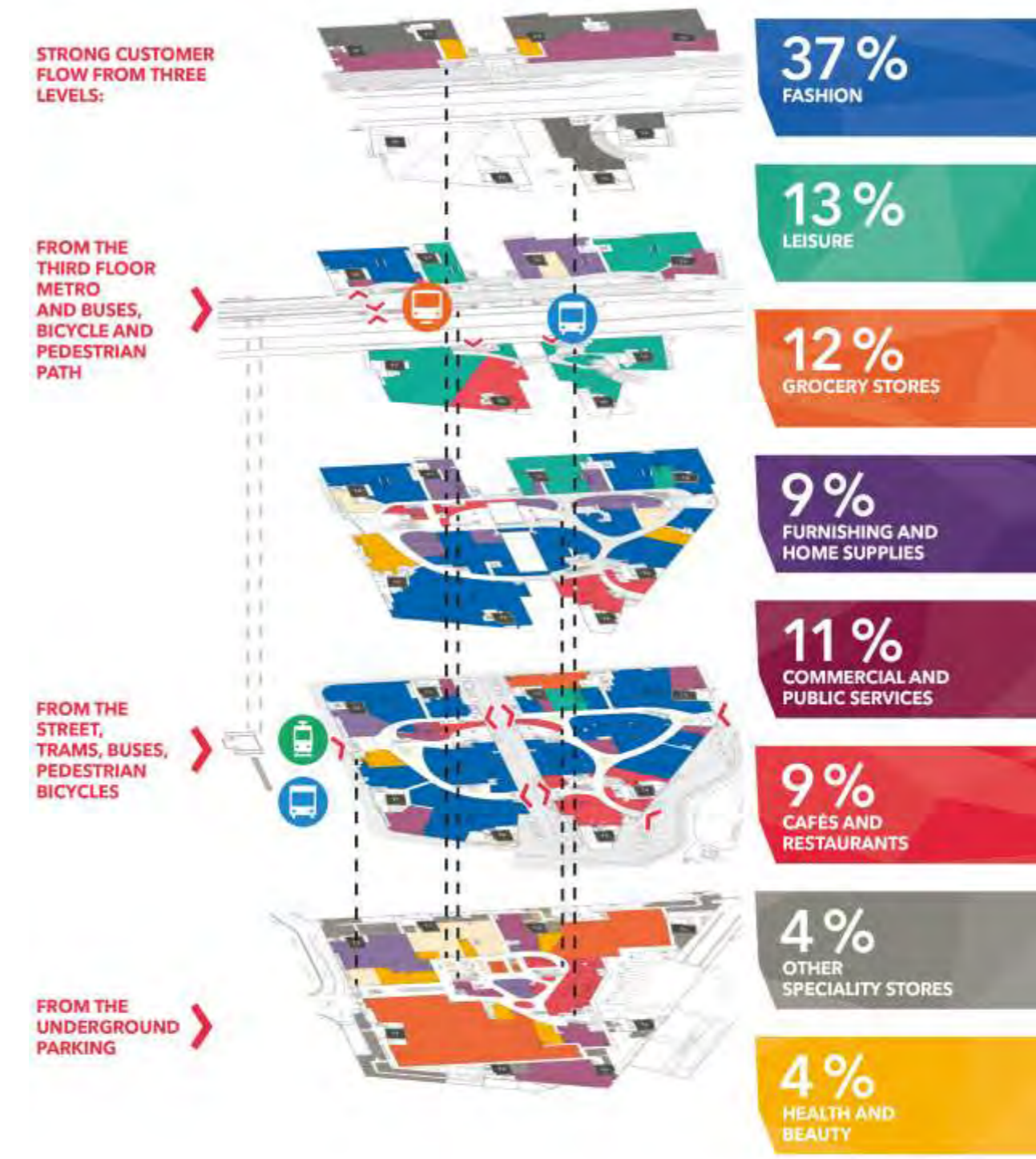
SRV 40%, Ilmarinen 30%, OP Pohjola Group 15% and Local Tapiola Group 15%.



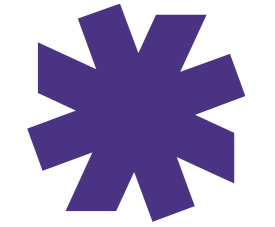
Banks Syndicate:

Pohjola Bank Plc, Nordea Bank Finland Plc, Helaba Landesbank Hessen-Thüringen, Danske Bank Plc and Swedbank AB.





Close to 64,000m² of leasable commercial space



REDI WILL FEATURE APPROXIMATELY 200 COMMERCIAL SPACES INCLUDING RESTAURANTS AND ENTERTAINMENT AND RECREATION-RELATED BUSINESSES.

REDI has an ever-growing potential: in its first full year of operation, it is expected to attract 12 million visitors and 17 million annual visitors by 2027.

By June 2018, appr. 80% of the commercial spaces have been leased.

Everyday
life as it
should be



Fun and
fashionable



Sports, **home**
and children



REDI brings new and surprising leisure-time options

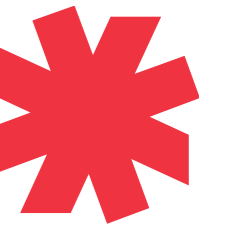
FREE-FALL SIMULATOR FÖÖNI, 7D VIRTUAL THEATRE, CLIMBING CENTRE.





2. REDI Parking

Operated by: Q-Park



Underground and rock parking in four levels

2000 parking spaces

E-charging: 20 medium, 197 slow. In addition, reservations for 397 slow charging stations in rock parking (long-term parking, resident parking)

Services, e.g.

- Car wash
- Tire change and service
- Car rental & mobility services
- Vehicle inspection service
- Infoservice, 24/7
- Fast service, spare parts
- Windshield repair
- Battery loading service
- Air conditioning maintenance
- Small crash service (sheet metal damages)



3. Health and Wellness Centre



■

The area features a health and wellness centre, which started to operate 5th of Feb 2018.

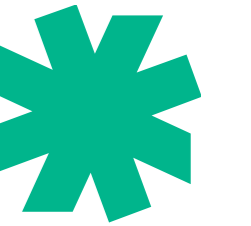
The centre consists of a basement floor and 6 service floors.

The amenities of REDI and the centre provide the area with all-round health and wellness services.

The centre will feature a dental clinic, physical therapy, senior info desk and laboratory services. In addition, there will be psychiatric, social and immigrant health services.



5. REDI Towers



■

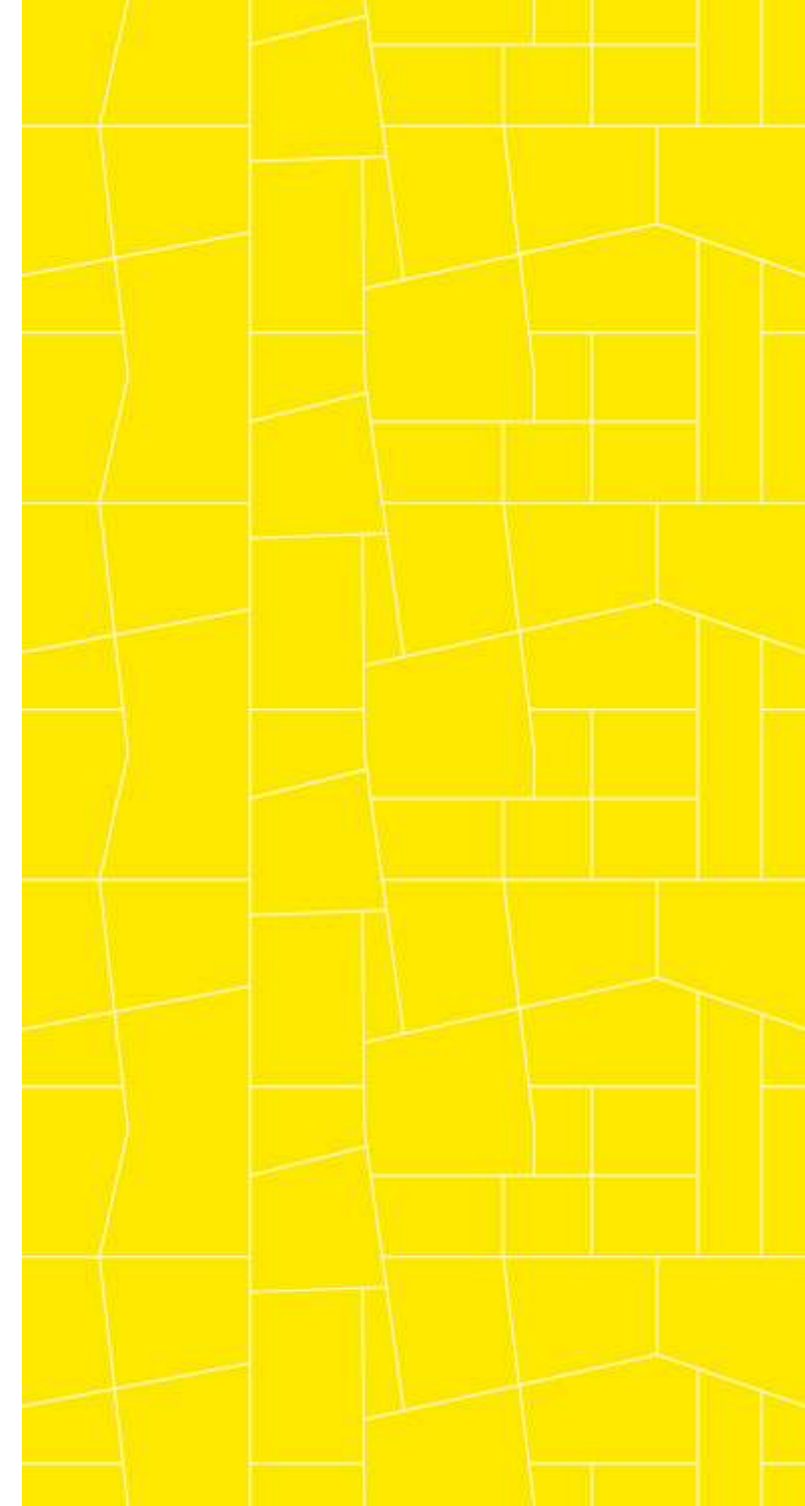
A home or a place of growth for a business:

- Impeccable location and great accessibility – situated close to nature and the sea, yet in the centre of everything.
- The tallest residential buildings in Finland.
- Continuously improving service concept.
- Only steps away from popular recreational destinations.

3. RESIDENTIAL EXPERIENCE



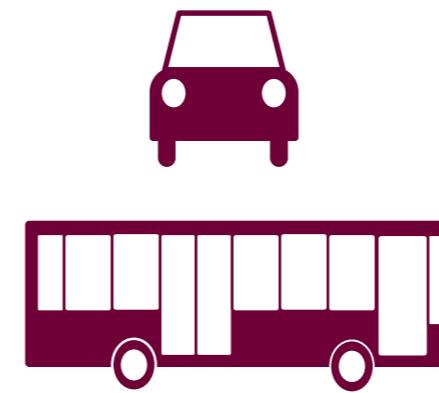
VALUE PROPOSITION



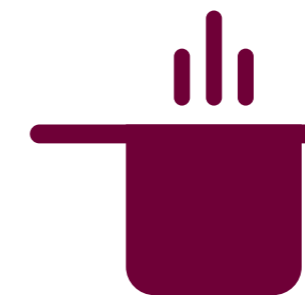
In everyday life, time is spent for...



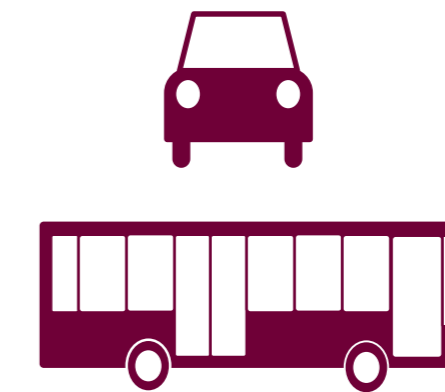
Grocery shopping



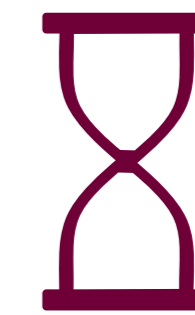
Traveling



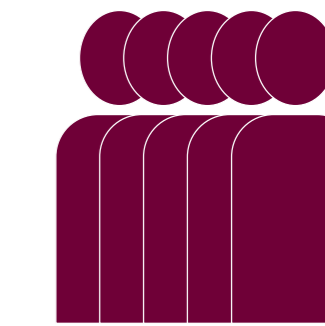
Daily activities



Commuting



Waiting



Queuing

In everyday life, time is spent for...

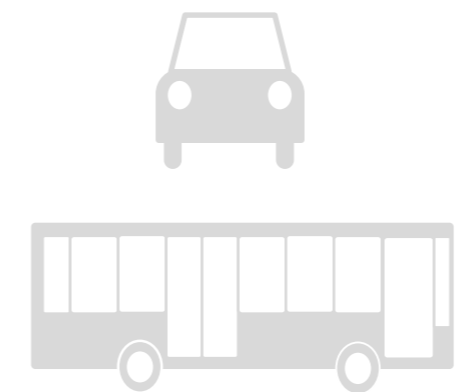
Time spending by higher officials 2009-2010 per day



Grocery shopping



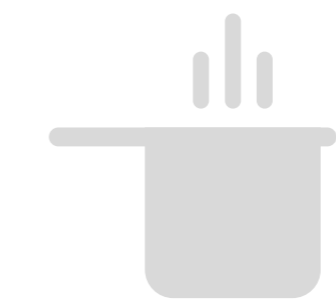
Shopping and errands



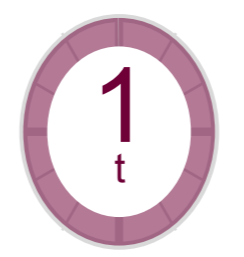
Traveling



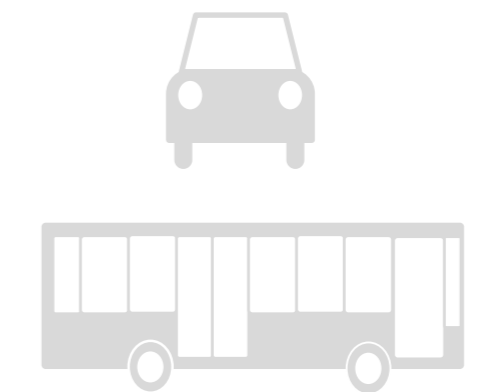
Domestic work-related traveling



Daily activities



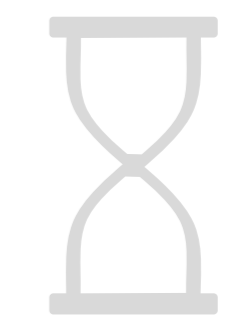
Domestic work



Commuting

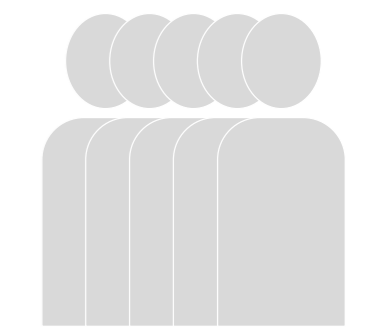


Commuting



Waiting

?



Queuing

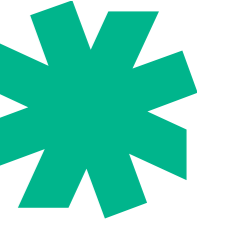
?

2 h 51 min

Source: Tilastokeskus, Ajankäyttötutkimus, 2011



SERVICE CONCEPT






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MAKING EVERYDAY LIFE EASIER – WITH A HINT OF LUXURY.

1. Exclusive Common Areas
2. Concierge & Parcel Services
3. Smart Systems
4. Digital service channels
-
5. Co-development of new service concepts with REDI retailers



#REDIHACK

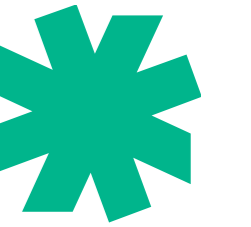
19.-23.9.2016 @ REDI Living Lab

Hatching fresh ideas   





Life Above the Ordinary



REDI TAKES COMFORT OF LIVING TO NEW HEIGHTS.

REDI Majakka, the first residential high-rise, is estimated to be finished by spring 2019.

The tallest residential buildings in Finland reaching up to 132 metres.

Close to nature, nestled by the sea from three directions.

Exclusive concierge services that make everyday life more enjoyable.

Sales of the first tower started in February 2017 – 95 % sold now

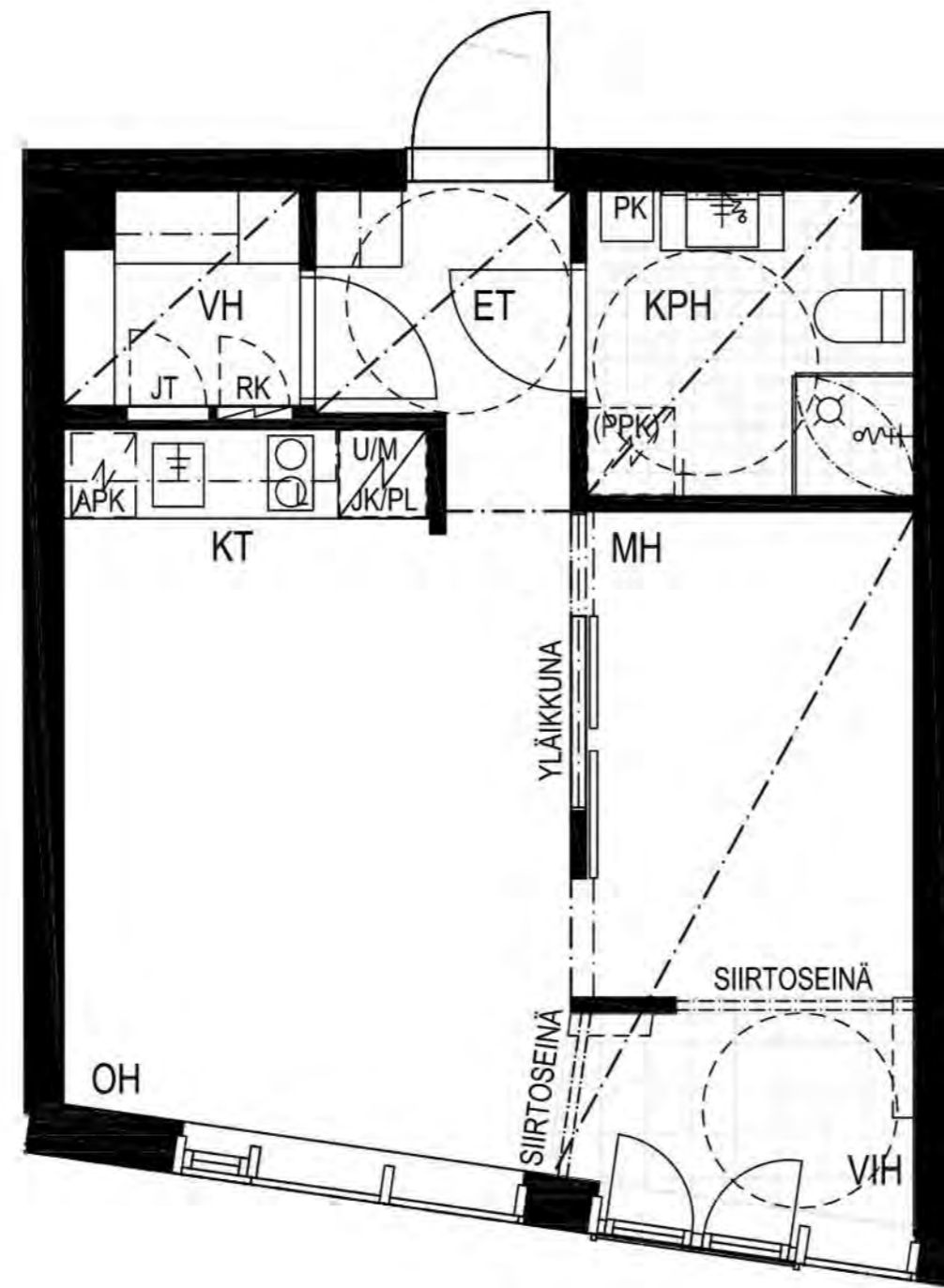
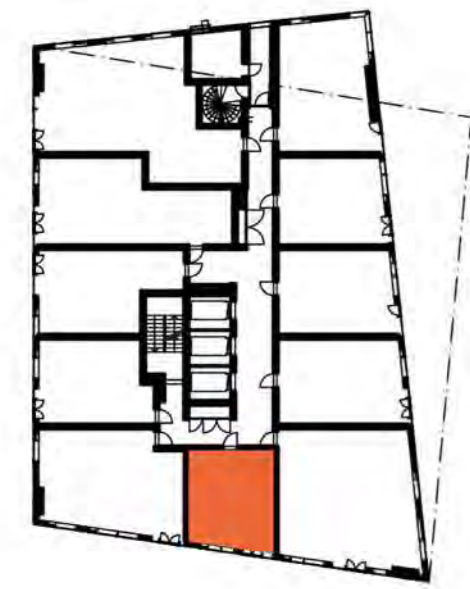
Pre-marketing of the Tower T3 Loisto in preparation.

Asunto 046, 10.krs

2H+KT

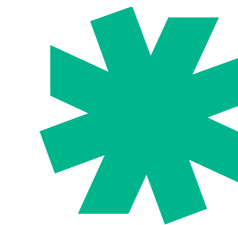
37,0 m²

34,0 m² + VIH 3,0 m²

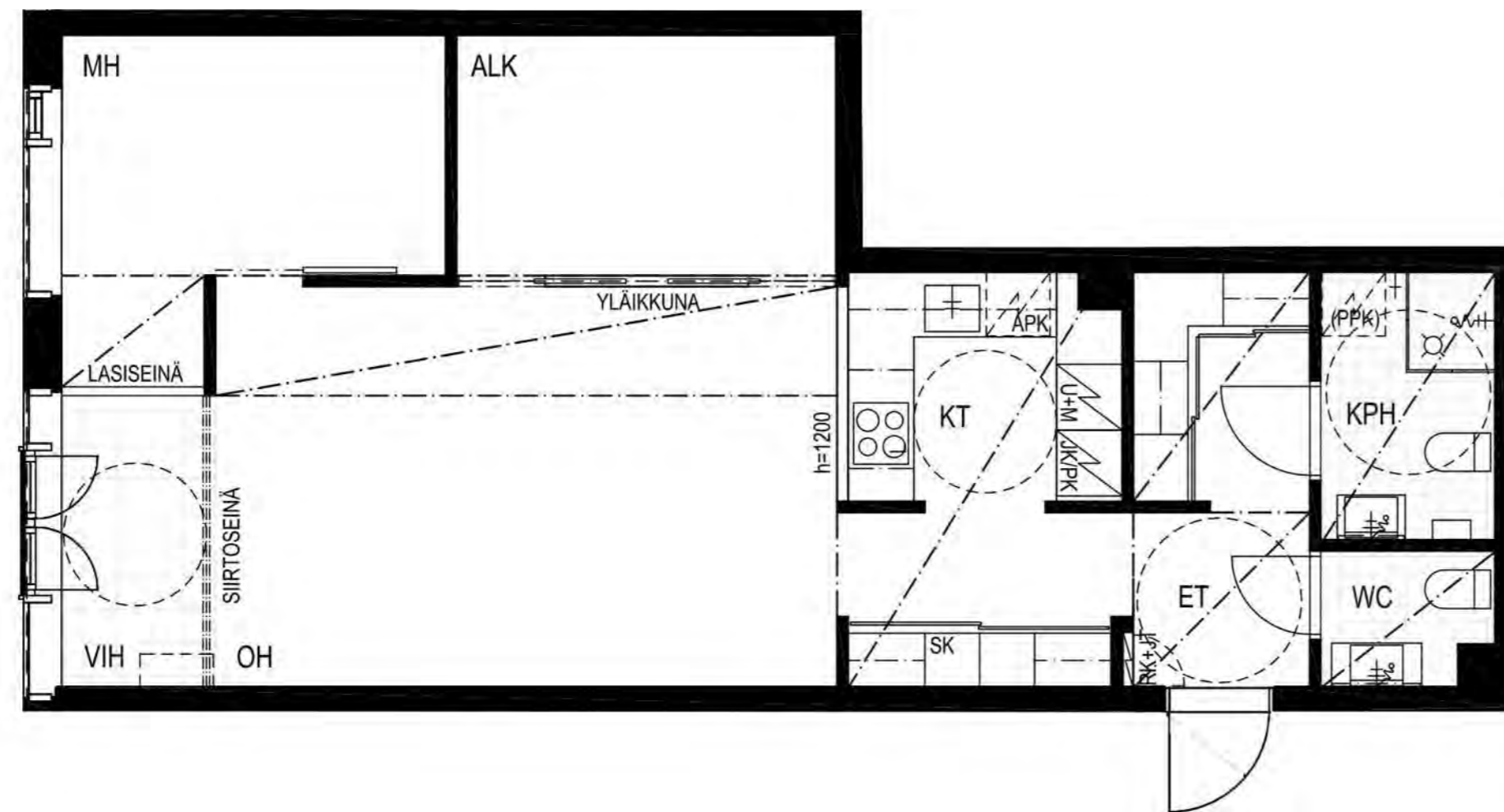
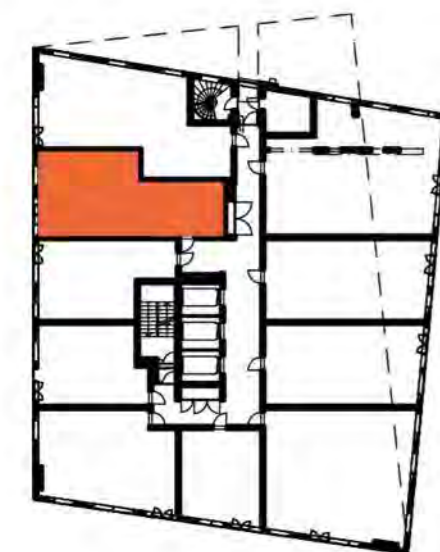


Residence #046

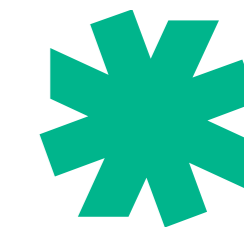
- Total surface area: 37m², 10th floor.
- Price: €129 913, free of debt price: €238 663.
- Price of land plot € 41 810.



Asunto 183, 22.krs
2H+KT+ALK
64,5 m²
61,0 m² + VIH 3,5 m²



Residence #183



- Total surface area: 64,5m², 22nd floor.
- Price: €163 140, free of debt price: €315 890.
- Price of land plot €72 885.





SRV