

 **CROCUS EXPO**
International Exhibition Center



CROCUS GROUP

Crocus Group business is notable for its ability to open new horizons, face the future again: completion of an ambitious project gives rise to the beginning of the next one!

Crocus Group is one of the leading developers of Russia, a general subcontractor of the Ministry for Economic Development of the Russian Federation. Crocus Group business is notable for its ability to open new horizons, face the future again: completion of an ambitious project gives rise to the beginning of the next one!

Crocus Group is the general contractor for the Far East Federal University large scale construction (900,000 sq m, landscape area of 210 hectares) on the island Russky which hosted the Asian-Pacific Economic Cooperation (APEC) Forum summit. The project becomes a significant component of the social and political image of Russia in the Far East and in the countries of the Asian-Pacific region.

Crocus Group business portfolio features Crocus City, a

multifunctional satellite town of Moscow, residential and office real estate (Crocus City complex (237,000 sq m), countryside Agalarov Estate, Sea Breeze premium class complex by the Caspian Sea, Crocus Expo International Expocentre (549,000 sq m), Aquarium business hotel (13,000 sq m), Crocus City Hall concert hall for six thousand seats (4500 sq m), Crocus City Mall (62,000 sq m), Vegas thematic shopping mall (400,000 sq m), Nobu, Zafferano, Edoko and Shore House restaurants, Tvoi Dom one-stop mega stores chain and Myakinino metro station in Crocus City.

Further development of Crocus City infrastructure is in progress. Vegas thematic trade and entertainment complex (200,000 sq m) is under construction. The construction of a 9-storeyed parking site (249,544 sq m) over

Myakinino metro station for 11,000 car slots will be completed soon. The parking project includes: a rooftop helipad and passageways from the metro station to Crocus Expo fairground pavilions, Crocus City Mall complex, Tvoi Dom department store and other objects which will be constructed within several next years on the Crocus City site.

A multipurpose business and residential complex (237,000 sq m) is being implemented. The complex is projected to feature a Holliday Inn hotel for 1000 rooms (81,080 sq m), 47-storeyed office tower (137,000 sq m) and a residential complex (100,000 sq m) and a separate 6 km two-lane duplicate linking Volokolamskoye and Novorizhskoye highways and thus providing freeway to Crocus City.



CROCUS CITY



Crocus Group develops further its strategic Crocus City project (90 hectares), the Moscow satellite town located at the crossing of the principal arterial roadways of Moscow – Motor Ring Road and Volokolamskoye motorway. The business model of Crocus City architectural complex has been demonstrating its efficiency more than 10 years already (founded in 2001).

The success secret of the business strategy is based on the system approach: development of one area of activity promotes efficiency of an adjacent area, construction of one object increases interest of clients

and company partners to business and commercial centers located in the neighborhood.

The unique Moscow Crocus City infrastructure includes:

- Crocus Expo IEC: 549,000 sq m, 3 pavilions, 49 conference halls;
- Crocus City Hall: 4,500 sq m, 6,200 seats;
- Crocus City Mall: 62,000 sq m;
- Aquarium business hotel: 13,000 sq m, 225 rooms;
- One-stop mega store Tvoi Dom: 114,000 sq m;
- Yacht club with a waterfront restaurant Shore House: 1,688 sq m, beach (2,546 sq m),

2 outdoor pools (325 and 354 sq m);

- Free parking lot;
- Myakinino metro station: minimum passenger traffic is 25,000 people a day;
- Helipad.

Under construction:

- multipurpose business and residential complex (237,000 sq m, 2014);
- Holiday Inn, the largest in Europe hotel (81,080 sq m, 1000 rooms, 2014);
- Vegas thematic trade and entertainment complex (200,000 sq m, 2014).

The business model of Crocus City architectural complex has been demonstrating its efficiency more than 10 years already.



CROCUS CITY MALL

Crocus City Mall is not just another place for shopping but an inspiration source and a place where your wishes may come true. All infrastructure of the two-level complex (62,000 sq m) with a magnificent interior successfully aims at the main idea – to generate among buyers a relation to shopping as an art.

Exotic plants, fragrance of flowers, tropical sounds creates a luxury space of a genuine tropical park.

Prada, Chanel, Miu Miu, Tod's, Ermenegildo Zegna, Lanvin, Celine, Sergio Rossi, Love Moschino, Escada, Diane von Furstenberg, Philipp Plein, Villeroy&Boch, Pal Zileri, Lamborghini and many other boutiques create an inimitable in its beauty shopping space and restaurants acquaint with a magnificent variety of culinary traditions of the world. True food connoisseurs will love exquisite Asia, Casa Mia, Fusion and Traktir Pozharskogo restaurants for innovative dishes and traditional favourites from Japanese, European, French, Russian and other global cuisines.



 КРОКУС СИТИ МОЛЛ



CROCUS CITY HALL





The opening of Crocus City Hall named after Muslim Magomaev took place in October 25, 2009.

It features the only in Russia multifunctional concert hall for 6200 seats with a transformable stage of 712 sq m. It is a unique two-level concert hall featuring the stalls and amphitheatre for 2,200 seats, dress circle and balcony for 4,000 seats. Auditorium for maximum 6,200 seats is transformable into a small one (2,200 seats) and the stalls area (576 sq m) can be designed for a fan zone, a dancing floor and catering.

There are also VIP lounges with a separate entrance, catering and rest rooms for totally 48 guests.

There are concerts by worldwide famous stars in the Crocus City Hall schedule: Elton John, Vanessa May, Sting, Sade, Placido Domingo, Julio Iglesias, Carlos Santana, Jamiroquai, Robert Plant, Ringo Starr, Scorpions, Seal, Garbage, Chris Rea, Roxette, Maroon 5, Alice Cooper, Gary Moore, Tori Amos, Salvatore Adamo, Backstreet Boys, ZZ Top, Apocalyptica, London Royal Philharmonic Orchestra, Moulin Rouge and many other show business stars.



VEGAS

Vegas is the largest in Russia shopping and entertainment complex comprising 400 000 sq m, it is the first and the only shopping mall in the country incorporated with an extreme attraction thematic park. It's for the first time that an 18-meter Ferris wheel and a drop tower (19 m) in the centre of an ice arena are presented indoors!

For the first time conceptual system of zoning into several sections with ethnic themes, 3D navigation and a unique trajectory of moving on three-level space create really unforgettable impressions. Night street Ginza (7800 sq m) – a line of boutiques for the most exquisite clients – skyscrapers neon light dazzle even at day time. Oriental Bazaar (6,200 sq m) brings to you a picturesque and colourful oriental world. Fashion Avenue (102 sq m) and Jeweler's Street (1,350 sq m) impress all fashion and jewelry connoisseurs with a genuine aesthetic pleasure.

Vegas is one of the most significant projects of a new generation in the worldwide commercial property

market. Creating Vegas, Crocus Group has realized a revolutionary for the Russian retail idea of a thematic shopping mall, having integrated a genuine city into the space of a trading complex. In terms of design, engineering execution and entertaining component Vegas, projected in accordance with special international integration systems of architectural and town modeling, has no analogs in the Russian market.

In 2011 Vegas won the Moscow Annual Professional Award, Commercial Real Estate Awards'2011, in nomination The Largest Shopping Centre, and it was among the finalists for a prestigious European international award of commercial real estate, European Shopping Centre Awards ICSC, in nomination The Largest European Shopping Centre.

Crocus Group continues development of Vegas retail model. Vegas in Crocus City is under construction and Vegas at 55-56 km of the Moscow Motor Ring is under projecting.

*The first in Russia.
The only one in the world*



TVOY DOM CHAIN OF MEGA STORES



Tvoi Dom round-the-clock mega stores chain is the first Russian retail project incorporating household goods, goods for repair, design and interior decoration.

The first Tvoi Dom mega store comprising 66,000 sq m was opened in February 1998 at the 24 km of the Moscow Motor Ring (MKAD): there was no other similar format hypermarket in the capital to offer such a comfort level and wide choice of goods. Tvoi Dom in the Crocus City territory was

opened in September 2000 and it became the second trade complex of the chain in Moscow. The first Crocus Group's regional project, Tvoi Dom mega store in Voronezh, was unveiled in May 2009.

In 2010 Tvoi Dom trade complex started new strategic retail areas: sale of exclusive collections of furniture presented in a format of conceptual showrooms, and an absolutely unique for Russia Hothouse in Crocus City (2500 sq m), a horticultural complex where

more than 10,000 plants including actual novelties of a season, rare species of flowers and bushes are presented.

In future Crocus Group intends to increase the Tvoi Dom brand's market share in the segment. New trading complexes will be opened in the west (Odintsovo), the northwest (Krasnogorsk and Istra) and the north (Mytishchino) areas of Moscow.

Tvoi Dom round-the-clock mega stores chain is the first Russian retail project incorporating household goods, goods for repair, design and interior decoration.



CROCUS GROUP EXHIBITION ACTIVITY (ZAO CROCUS)

The company has been in exhibition business since 1990. It was the period when information technologies saw a dramatic rise in Russia and thus CROCUS in cooperation with Comtek International American company initiated and organized the first and the largest in Russia computers exhibition Comtek. There are world famous Russian expositions in ZAO CROCUS portfolio: exhibitions of information technologies (Netcom), food products (World Food), prêt-à-porte clothing (Fashion) and broadcasting equipment (Tele Radio Broadcast Expo).

For the first ten years of exhibition activity the company held more than 100 international specialized events in various segments of economy (computer

equipment and information technologies, telecommunications and communications, electronic and household appliances, TV and radio broadcasting equipment, photographic and imaging equipment, food industry and food, textile production and fashionable clothes, perfumery and cosmetics, sports equipment and clothing and household goods) and due to it tens of wide renown western companies entered the Russian market and became large investors in the economy of our country.

The company was the first in Russia organizer of specialized trade fairs primarily oriented towards market economy.

Expositions were accommodated in the largest Moscow expo venues and in other Russian cities. In

particular World Food and Comtek were held in Saint Petersburg and Kiev (1997-1998) and World Food in Alma Ata (1995-1996).

Thus Aras Agalarov widely announced ambitious plans to provide a unique international expo venue in Moscow. After due diligence research the construction of the first pavilion started and its doors were opened in 2004.

A year after the second pavilion followed which was opened in September 2005.

Today following inauguration of the third pavilion back to August 2007 Crocus Expo International Exhibition Centre became one of the largest expo complexes worldwide and significantly improved expo services in the Russian expo market.



CROCUS EXPO INTERNATIONAL EXHIBITION CENTRE

Crocus Expo International Exhibition Centre has been designed and built in accordance with the highest international standards and with the use of modern architectural solutions and construction materials.

Today Crocus Expo is one of the biggest, modern and most prestigious expo venues in the world offering unprecedented exhibit space of 549,000 sq m rendering services on trade fairs running with the latest technologies involved.

Crocus Expo IEC pavilions annually host more than 200 trade shows. All in all more than 1000 exhibitions and fairs has been successfully held since the venue foundation date in 2004. About 50% of all exhibition events of Moscow take place in Crocus Expo

and average exposition space load comprises 85%.

Crocus Expo IEC is an ideal venue for running of large international and national exhibitions of different profile including congress events, conferences and scientific symposiums.

The Crocus Expo Exhibition Centre is a listed member of the International Association of Congress Centres (AIPC), the Russian Union of Exhibitions and Fairs, the Guild of Exhibition and Fair Operators by the Moscow Chamber of Commerce and Industry. Donald Trump fund has awarded Crocus Expo IEC Diamond Excellence Award.

The Executive Committee of the Global Association of the Exhibition Industry (UFI) approved the admission of Crocus Expo IEC as

a full member of UFI in categories of Exhibition Organizers and Exhibition Centres in 2012.

The exhibition venue was granted acknowledgement of international experts and was included into the list of all venues worldwide with a minimum of 200,000 sq m of exhibition space alongside with Messe Hannover (Germany), Fiera Milano (Italy), Paris Nord Villepinte (France), McCormick Place (Chicago, the USA) and Feria Valencia (Spain).

At present Crocus Expo IEC is one of the largest and most prospective fairgrounds of the world.

There are world famous events attracting business representatives and artistic bohemia, journalists and numerous visitors in the calendar of events hosted by Crocus Expo IEC.



КРОКУС СИТИ



КЛУБ
ГОДА

CROCUS EXPO IEC OWN EXHIBITIONS

During the first eight years of its work Crocus Expo IEC has comprised its own exhibitions program which includes already more than 50 events of different profile and the program development is under way.

Today portfolio of Crocus Expo exhibition projects includes such events as:

- Moscow International Automobile Salon
- Interauto
- Moscow Boat Show
- Safari Expo
- Ophthalmologic Optics
- Road
- Moscow Hobby Expo
- Moscow Tuning Show
- Furniture Club
- Landscape Architecture. Floristic
- Cross-country Vehicle
- TOP LINE and others



С ЭКСПО



MOSCOW INTERNATIONAL AUTOMOBILE SALON



*Worthy competitor of
the largest
global motor shows
(2006, 2008, 2010,
2012).*

*Main automotive
event!*

*Leading global
brands!*

More than 100,000 sq m,
more than a million of visitors,
world, European and Russian
premiers, concept cars, test
drives, magnificent presentations,
impressive show program, dense
and topical calendar of business
events, wide press coverage in
mass media!

The high international status of
the Moscow Autosalon has been
acknowledged alongside with
Geneva, Paris, London, Detroit and
Frankfurt motor shows by holding
under the aegis of the Organisation
Internationale des Constructeurs
d'Automobiles (OICA).



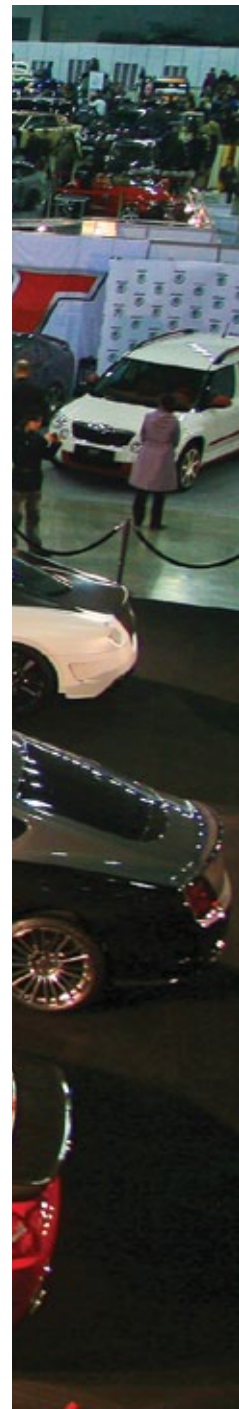
MOSCOW TUNING SHOW





This improbable and fabulous show is of huge interest at wide public. "Shining" in direct sense exposition is «tuned» with various unique exhibits, everything that can be of interest for amateurs and professionals from tuning, aerography, car audio and autosports. More than 100 of exhibitors, companies and distributors, world famous brands including key players of the tuning market, well known autoclubs, painters and aerographers associations, in short all those for whom tuning is more than a hobby, it's a style of life!

More than 35,000 of visitors, overall exhibit space comprising about 20,000 sq m. Has been held since 2009.



INTERAUTO



The largest in Russia exposition of automotive components, car care chemicals, oils and lubricants including the exposition made by companies dealing with tuning, aerography, car audio, car service maintenance and repair. About 600 exhibitors from 18 countries annually. The visitors have an opportunity to find all necessary,

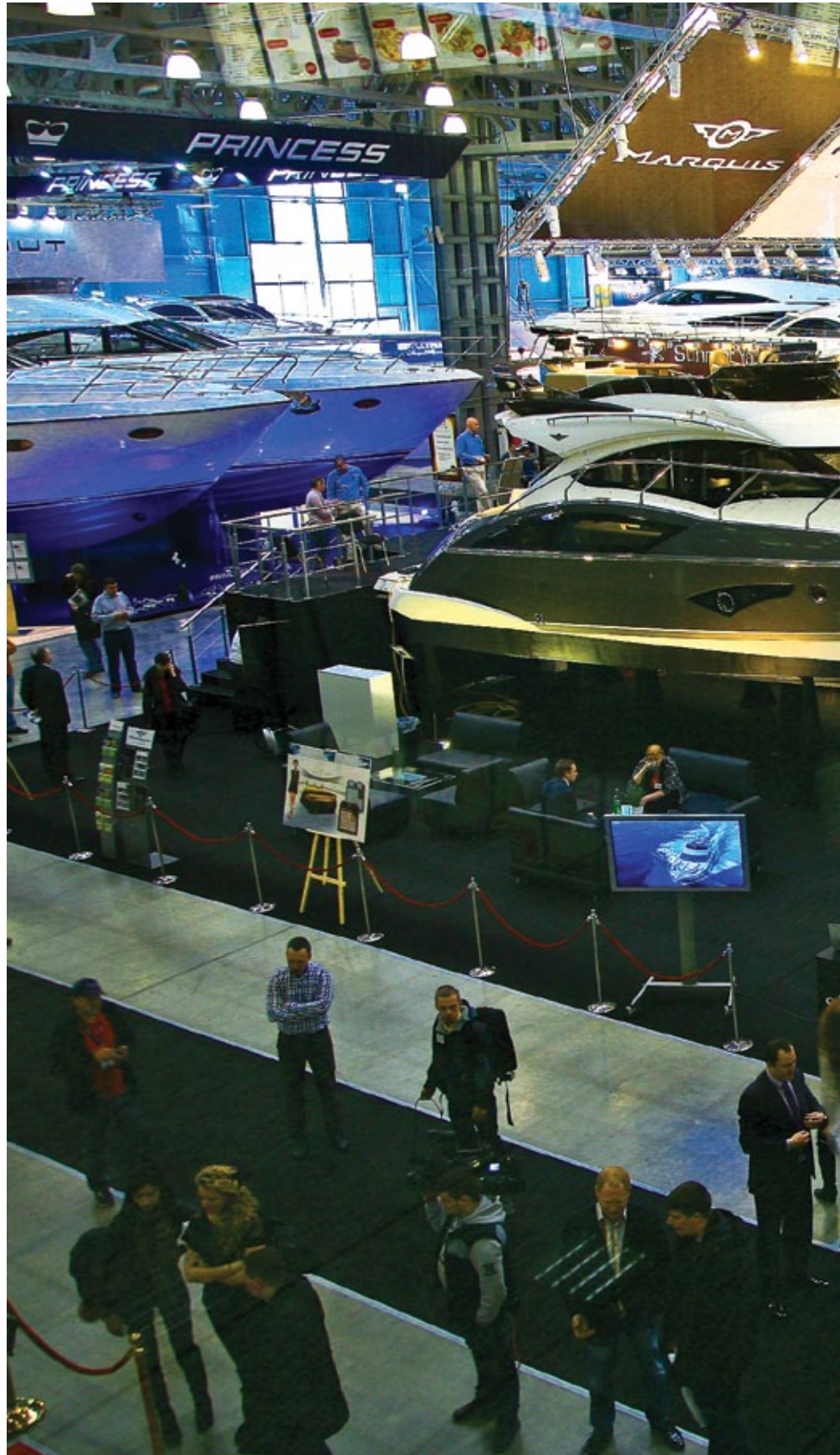
learn about last novelties and tendencies of the automobile market, about scientific workings out and mechanical engineering prospects. Has been held since 2005. And it is rated as one of the leading events for automotive professionals, mass media representatives and numerous car fans.



MOSCOW BOAT SHOW

Moscow Boat Show always impresses the visitors with its scale: Crocus Expo perfectly fits any profile show event to exhibit large-size and heavy-duty items in its pavilions. Moreover the project was granted support from the Global Association of the Exhibition Industry (UFI). Every edition of the show attracts more and more yachting fans and specialists in the branch. In 2012 the event was accommodated in all four halls of the first pavilion of the fairgrounds!

Bavaria Yachts, Burevestnik Group, NT Marine, Royal Marine, Grappa Admiral, East Baltic Marine Group, Neptune Marine, Expert Marine, Volvo Vostok, Ultra Marine, Silver, Prestige Yachts and many others are among the exhibitors. Has been held since 2008.





SAFARI EXPO





A genuine fiesta for all fans of gaming and fishing, nature lovers, for those who prefer extreme tourism and healthy way of life. The exhibition Safari Expo is one of the most attended and authoritative events of the profile in Russia. The success of the tradeshow is evident: in 2011 the trade fair celebrated its first anniversary! Wide range of hunting and fishing gear and outfit, special purpose equipment and goods, gaming trophies, taxidermy, technical means and vehicles used for organization of gaming, fishing, outdoor activity and tourism. Has been held since 2007.



OPHTHALMOLOGIC OPTICS



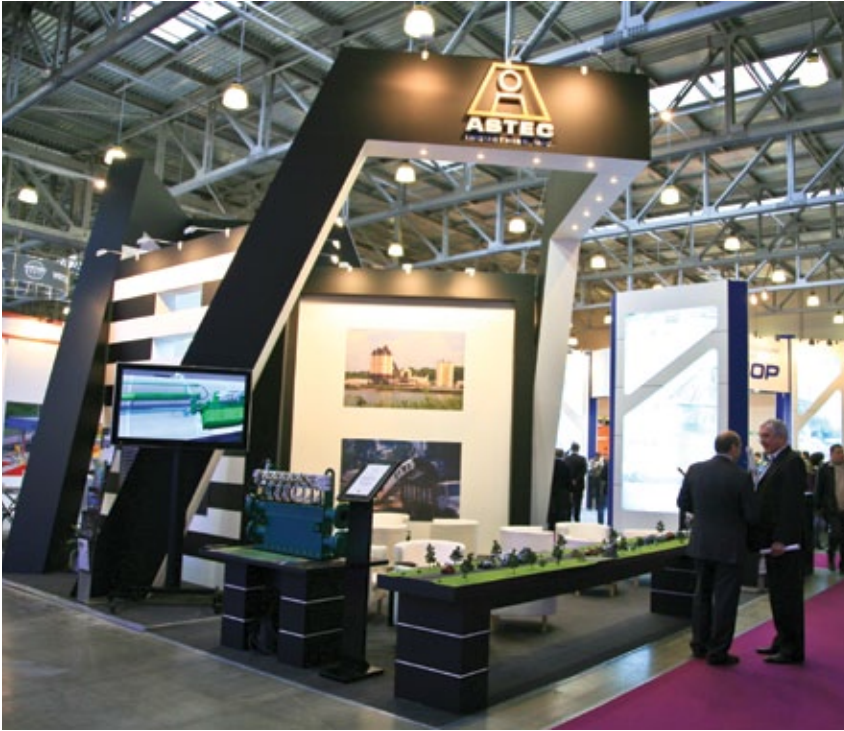


An outstanding project which managed to gain acknowledgement at the leading specialists of the branch. The latest achievements of the optical industry: the newest technological developments in the segment of sight correction and sun-protection optics, ophthalmologic equipment, spectacle frames, spectacles and contact lenses, specialized editions and educational entities are presented within the frames of the project Ophthalmologic Optics. Every year the visitors enjoy exquisite collections from world famous brands Gucci, Prada, Escada, Ray Ban and many others. Has been held since 2009 three times a year.



ROAD





Road exhibition and forum is a representative event devoted to the development of road infrastructure of Russia which is supported by the Ministry for Transport of the Russian Federation. More than 170 companies from 30 regions of Russia and foreign countries present the latest developments

and solutions in the field of construction, maintenance and operation of motorways and safety on the Russian roads. A topical business program with participation of leading experts from all over the world is held within the frames of the forum! Has been held since 2010.



CROCUS EXPO IEC: INFRASTRUCTURE

Crocus Expo IEC infrastructure benefits running of expo events of different profile and scale: starting from luxury items and up to heavy industry products.

The expo venue is located at 65-66 km of the Moscow Motor Ring (MKAD) outer side. There are several convenient exits to the complex pavilions. And a free parking lot in the territory provides maximum comfort for vehicle owners.

Myakinino metro station was opened in December 2009. Its exit doors located opposite from the Crocus Expo IEC pavilions. Thus it conveniently links Crocus Expo and central part of the capital. The travel from any part of the capital to the fairgrounds takes about 25 minutes. Walking distance from the fairgrounds to the metro station will undoubtedly contribute to the showing of attendance of events held in Crocus Expo IEC.

Crocus Expo International Exhibition Centre today is:

- 3 exhibition pavilions projected and built in accordance with the highest international standards and using modern architectural solutions and construction material;
 - 19 spacious exhibition halls with soundproof movable partitions;
 - 49 conference halls to accommodate events for different number of seats, VIP meeting rooms, press centre;
 - Multifunctional concert and congress Crocus City Hall;
 - Aquarium business hotel (225 rooms);
 - Indoor passageways equipped with travellers;
 - Audio and video equipment for holding of business events;
 - International phone and fax communications, Internet and Wi-Fi;
 - Technical characteristics accord with the latest international standards: exhibition halls are equipped with modern systems of power and water supply (hot and cold water to the stands), air conditioning, compressed air supply to the stands, and also with means of fire protection and security services;
 - The latest security systems providing for comfort conditions during overall events period including build up and dismantling periods;
 - Foodcourts and cafes (6,000 seats), bank subsidiaries and money exchange offices, cloak rooms, taxi reservation counters, service centres;
 - Free parking lot for 26,000 car slots;
 - Myakinino metro station with exit door located opposite from the pavilions;
 - Customs office located in the first pavilion. Thus cargos can be documented right on site.
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РЕГИСТРАЦИОННИ
GISTRATIO

CROCUS EXPO IEC: PAVILION 1



Opened in February 2004.

- Overall exhibit space – 63,340 sq m;
- 4 exhibition halls, divided by soundproof partitions that enables simultaneous holding of several exhibitions. If necessary partitions between halls are easily dismantled what allows combining their spaces for the organization of larger expositions;
- 4 conference halls, totally the conference halls can accommodate up to 1000 people at one time;
- 4 meeting rooms;
- Loading gates – 15.



CROCUS EXPO IEC: PAVILION 2



Opened in September 2005.

- Overall exhibit space – 90,206 sq m;
- 7 exhibition halls;
- Registration halls on the lower and upper levels;
- 9 conference halls of total space 2,215 sq m;
- 5 meeting rooms of total space 155 sq m;
- Loading gates – 19.



CROCUS EXPO IEC: PAVILION 3



Opened in August 2007.

- Overall exhibit space – 394,000 sq m;
- 8 unprecedented in terms of space exhibition halls;
- Registration halls and Service Centres in each hall's foyer;
- 36 conference halls with movable partitions;
- Rooftop car park for 2,700 cars and underground car park for 3,300 cars;
- Congress and concert Crocus City Hall (6200 seats);
- Aquarium business hotel (225 rooms);
- Loading gates – 12.



AQUARIUM HOTEL





Aquarium business hotel is located in the third pavilion of the exhibition complex and intended for exhibitors and Crocus City guests. The hotel features 225 rooms with an amazing the Moskva River view and it serves to improve the fairgrounds status in a large way.

- 102 standard rooms;
- 47 standard rooms with the Moskva River view;
- 64 studios;
- 12 suites.

The interior of the rooms has been made in a single style; all rooms are furnished in light and warm colours. Everything necessary for comfortable staying is available: LED TV sets with satellite TV, free safe and high speed Internet. Moreover hotel guests can also benefit from the following additional services: free parking, taxi services, railway and air tickets booking, transfer and sightseeing tours, business centre services, laundry services and table reservation in all restaurants of the complex.



CROCUS CONGRESS CENTRE



Crocus Congress Centre is an innovative business complex featuring 49 transformable conference halls from 150 and up to 1,800 sq m.

Pavilion 1: 4 conference halls and 4 meeting rooms.

Pavilion 2: 9 conference halls on two levels (conference halls Red and Blue with amphitheatre seating), 4 meeting rooms and press centre.

Pavilion 3: 36 transformable conference halls located on the top level and comprising 9,000 sq m (Crocus Congress Hall). Conference halls are incorporated into 3 blocks of 12 halls in each block. A block comprises 162 sq m and all halls are divided by soundproof mobile partitions. Various exhibitions, corporate events, presentations and other events of different profile (from entertainment and up to business) can be held on the whole level or in a block.

Crocus Expo IEC benefits accommodation of various profile events: conferences and conventions, scientific symposiums, seminars and forums which attract professional from different businesses.



FIRST METRO STATION IN MOSCOW SUBURBS

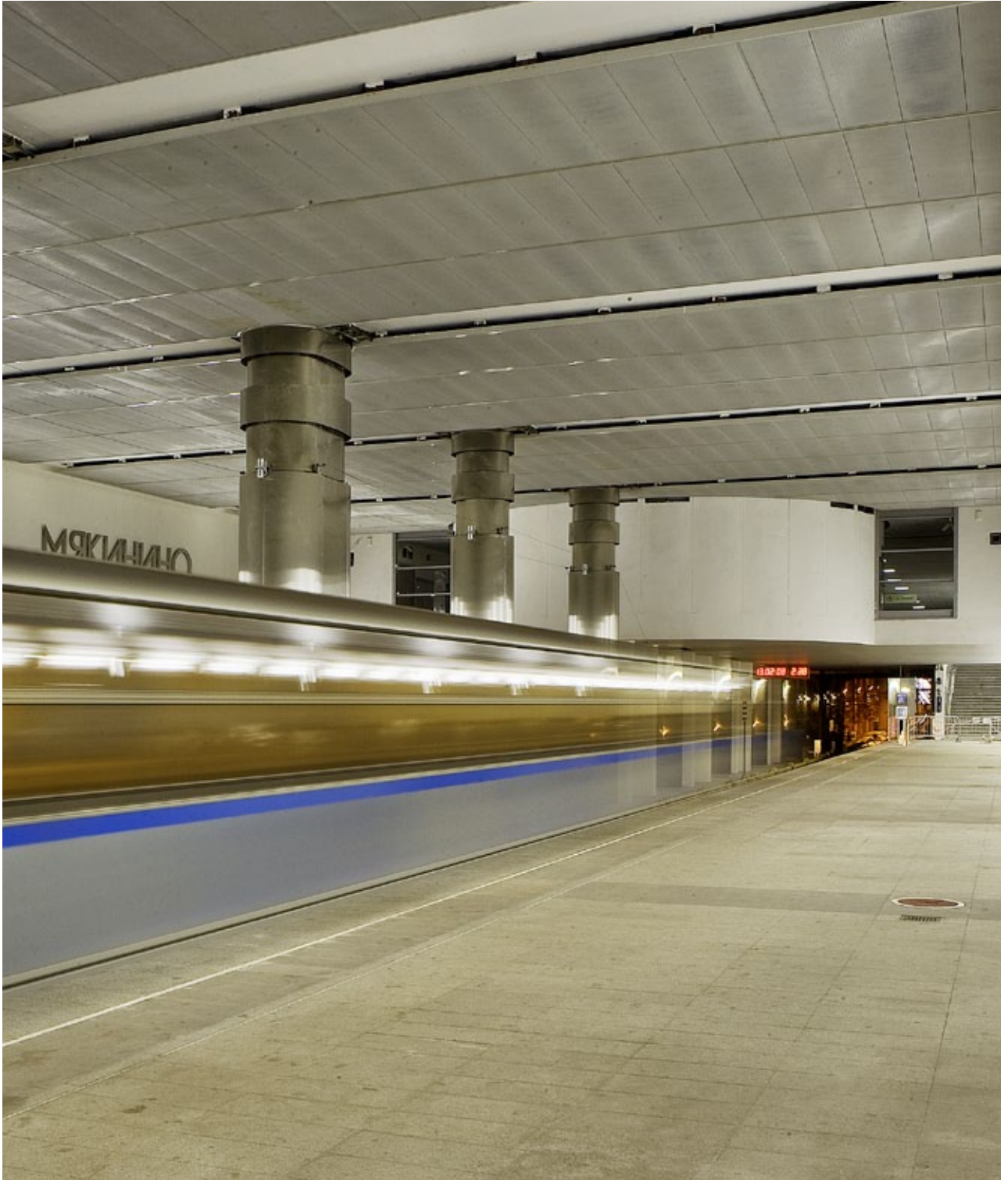


Gala opening of Myakinino metro station took place December 26, 2009. This will serve to improve Crocus City status in a large way. With this the fairgrounds became a step closer to the challenge of synergetic infrastructure creation at Crocus City. The project planned by Aras Agalarov more than five years ago has been completed!

Myakinino metro station pioneered the concept of private investment (Crocus Group) in the

metro sector and it became the first metro's station located outside the capital boundary.

The design of the station corresponds to monolithic shape of Crocus City structures: a man's height granite belt, white walls going to the ceiling and stainless steel columns. Two passageways link the metro station with Crocus Expo IEC pavilions and Crocus City Hall.



WELCOME TO THE WORLD OF POSSIBILITIES!

*Crocus Expo International Exhibition Centre
enables implementing of any projects
with maximum comfort and efficiency.*



