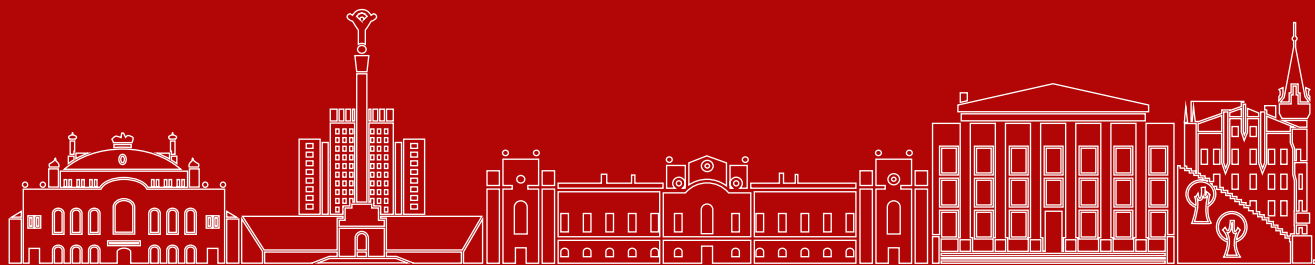


ARRICANO NEWS DIGEST

№23



arricano
commercial real estate

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Dear colleagues!



So the first half of 2021 is over. It was a difficult period, which included winter and spring lockdowns, when visitors' access to the mall was limited again. However, today the market is focused on recovery and growth. Therefore, we increase the capacity of each Arricano mall in accordance with community demands and social trends, offering segmented audiences a balanced tenant mix and B2C performances. At the same time, we develop offline and online communication projects, which form an omnichannel communication around the mall.

One of the brightest discoveries of this year is the store of the French sports brand Decathlon in "Prospekt" shopping mall.

Prospekt is the most visited shopping mall in Ukraine in 2020, according to the study conducted by Retailers.ua

We also conducted a rental audit and realized that the categories "Fashion", "Goods for Children" and "Electronics" are most popular among visitors of "RayON" shopping mall. Therefore, a new shopping

season will begin with the message "Let's Meet in a New Manner", with new brands, including - LC Waikiki and "Foxtrot".

This year, at the Board of Directors, we developed the corporate ESG policy, which emphasizes that educational and environmental collaboration with our community are our key priorities. Thus, we implemented the first crowdfunding project in Zaporizhzhia during the celebration of the tenth anniversary of "City Mall" within the framework of the concept "Together is better". We were surprised that the idea was supported by various stakeholders in the city: journalists bloggers, NGO volunteers, guests of the mall and the participants themselves. That's why we pass the baton to our malls in Kyiv and Kryvyi Rih, where we also work with thought leaders and passionate individuals who are concerned about socially significant issues.

We adapted our author's project of social discussions Meet & Talk to the CSR format and created new video content with life hacks for parents on how to communicate with their children better.

My favorite contemplative project is a fashion exhibition at "Prospekt" shopping mall. For three years in a row, we have been generating new aspects in the study and promotion of fashion trends offered by our tenants. First, we investigated the cyclical nature of fashion using the example of family photos. Then, the linearity of fashion, studying the works of famous photographers and artists of the last century and finding out how fashion has changed in the last 100 years. This year we analyzed the interaction of fashion and profession: how a choice of profession influences a personal style.

Social projects of Arricano are in the top 25 CSR programs according to the version of the magazine "Power of Money"

In May, our team has taken part in the Chestnut Run to draw attention to a healthy lifestyle and help the Center for Pediatric Cardiology and Cardiac Surgery of the Ministry of Health of Ukraine through personal example. We adhere to such cross-collaborative approaches to give impetus to new social trends at the intersection of connected ideas. In our malls we also implement partnership projects with our tenants, FMCG brands and services, because together we can reach perfect results.

In the first half of the year we won acclaim in various areas. Thus, we are among the top five companies working in the field of development and construction according to the National Rating of Corporate Reputation Quality "Reputational ACTIVists – 2020". Our social projects were included into the top 25 CSR programs according to the magazine "Power of Money", and the results of the study of the industry edition Retailers.ua showed that "Prospekt" shopping mall has become the most visited shopping mall in Ukraine in 2020. However, the main reward is the loyalty of the audience of our malls, which is confirmed by the growth of turnover of our tenants, and hence the development of our company.

Another challenge for the industry is the organization of vaccination points in our shopping malls. We organized such points in Kyiv, Zaporizhzhia and Kryvyi Rih, providing tenants' teams and visitors of the

mall with timely vaccination. We are proactive in dialogue with the authorities, support social initiatives and hope that these cases once again prove that professional malls are objects of public importance, which are ready to cooperate with the Association of Retailers of Ukraine, the Ministry of Health and public medical institutions. Vaccination in shopping malls is a kind of humanitarian innovation that expands and diversifies the purpose of shopping malls, making them not just places for shopping, but multifaceted social spaces.

Arricano is among the top 5 companies in the National rating of corporate reputation quality "Reputational ACTIVists – 2020"

This year Arricano is 16 years old. We aim to improve our portfolio of development cases and currently actively work on Luki-anivka shopping mall. Today we obtain the appropriate state permits, updating the commercial concept, and carrying out social discussions and workshops with experts and the community of Shevchenkivskyi district of the capital. Given the needs of the market, social responsibility and trends, the dynamics of change and communication sensitivity, the main business competencies today are ability to resist difficulties, flexibility and adaptability, while the most important thing is mutual respect, appreciation of time and position of others.

Sincerely,
Anna Chubotina

The company's corporate social position is determined by the ESG policy, which in 2021 was updated at the Board of Directors

ESG Policy is a policy of responsible investment into environmental projects, social and cultural sphere and corporate governance, which results affect the company's efficiency. The abbreviation ESG stands for Environmental, Social and Governance.

The implementation of the ESG policy corresponds to the positioning of each Arricano mall as a social space that interacts with communities. The mall is a platform for social initiatives, focused on humanity and mutual respect.

In 2020, corporate social programs were implemented with the slogan "Humanity is our asset". In 2021, the emphasis shifted to uniting and drawing attention to such human virtue as kindness. Therefore, the message was changed to "Together is better".

To properly understand the term "human-centricity" the Arricano malls conducted a series of social surveys related to the values, preferences and concerns



Meet & Talk by Arricano is a video discussion with Father's Club founder and Forbes deputy editor Vladyslav Holovin. Such issues as healthy parenting, harmful content for teenagers on social networks and a father's role in a family are covered especially for the audience of the mall.

of segmented audiences among the company's stakeholders.

A shopping mall can be considered a space that forms the social intelligence of a particular community.

That's why such issues as family values, search for understanding between different generations, including parents and children, modern interpretation of the concept of "congenial work" were discussed in the mall, we also created points to work together to help people in need. Even entertainment projects, active leisure and impressions contained a significant social component.

One of the resonant CSR initiatives was a crowdfunding event in Zaporizhzhia, which was held during the celebration of the 10th anniversary of City Mall, and where local communities - the charity organization "Union of Mercy" and all empathic citizens participated.

Within the framework of the project, a Community Point, where one could bring things to give them to low-income people operated in the mall.

Arricano's position was noticed on the market and marked in the rating of "TOP-25 best CSR programs", which was pre-

A shopping mall can be considered a space that forms the social intelligence of a particular community

pared by the business publication "Power of Money".

We also plan to implement a number of

other crowdfunding programs and educational collaborations intended to involve visitors into the solution of social problems. After all, when a brand or an individual participates in a charity social initiative, the positive experience is passed on to others. Thus, a community of passionate, responsible and active people is formed.



Charity event "Together is better" in City Mall, during which residents of Zaporizhzhia brought clothes and shoes for low-income people and people in need.

Thanks to the initiative and emphatic people of Zaporizhzhia, 30 bags of things in good condition (the volume of one bag is 1000 liters) were collected.

Tenant-mix changes in Arricano mall during the first half of 2021

In the first six months of this year, the tenant-mix in the mall was reviewed, growth drivers for each product category and the level of demand of the segmented groups of visitors have been analyzed. After all, the introduction of a lockdown has changed the portrait of consumers and their lifestyle, new social trends and needs appeared

Even at low vacancy rate, new stores and zones have been opened in each Arricano mall. Decathlon has expanded its gallery of sports brands at "Prospekt" shopping mall, and new operators started working on the food court. Appliances and electronics sections, as well as the fashion and household goods sections are being actively developed in "RayON" shopping mall.

Visitors of the regional shopping malls City Mall and "Sun Gallery" also demonstrated interest in gadgets and accessories. Besides, fashion and fashionable branded stores are always in trend. Moreover, most fashion operators in a particular mall increase their customer base.



Opening

- Yudgin Burger Restaurant
- New Mira Fur Shop
- Love You Jewelry Island
- Redi accessory island

- Serebra Jewelry Island


- Children's entertainment island Pit Stop

In a new format

- Gadgets and electronics store Xiaomi

Lviv Croissants

#Prospekt_News
Про нові заклади




LVIV CROISSANTS:
через Австрію й Францію
до українського ТРК «Прспект»

8 438 Охоплено людей	188 Engagements	↑ +3,5x Higher Distribution Score	Просувати допис
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Sport store of the French brand Decathlon

#Prospekt_News
Про нові магазини



**ДО УВАГИ СПОРТСМЕНІВ
ТА СПОРТОЛЮБІВ!**


ТРК Прспект
Торгівельний центр

Дізнатися більше

43 834 Охоплено людей	1 887 Engagements	↑ +2,8x Higher Distribution Score	Просувати допис
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Concept store of Ukrainian brand "UAmade"

#Prospekt_News
Про нові магазини



ЯКІ КРЕАТИВНІ РІШЕННЯ
для покупців з різними мотивами пропонує
UAmade у ТРК «Прспект»?

4 425 Охоплено людей	96 Engagements	↑ +1,3x Average Distribution Score	Просувати допис
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Opening

- Podium shoe salon
- Shop for creativity Watercolor
- Tomaha Japanese Restaurant
- Smartshop gadget & accessories island
- D&P perfumum island
- Gof Coffee Island

"Foxtrot" electronics and home appliances store

Penia
#rayon_media

«ФОКСТРОТ» У ТРЦ «РАЙОН»:
як впевнитись у техніці ще до покупки

3 684 Охоплено людей	262 Engagements	↑ +2,5x Higher Distribution Score	Просувати допис
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Home accessories of the Japanese brand "Watts"

Penia
#rayon_media

WATTS JAPAN: З ПОЧУТТЯМ ВДЯЧНОСТІ
до відвідувачів ТРЦ «РайОН»

6 103 Охоплено людей	390 Engagements	↑ +4,0x Higher Distribution Score	Просувати допис
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In a new format

- Bembi children's clothing store
- Giulia clothing, lingerie and stocking store
- Allo gadget and electronics store

At the new location

- Shops of youth brands Urban Planet and Staff

"Dim posudu" kitchenware store

Penia
#rayon_media

«ДІМ ПОСУДУ» У ТРЦ «РАЙОН» –
стильне кухонне приладдя, що дарує радість

4 082 Охоплено людей	86 Engagements	↑ +1,9x Higher Distribution Score	Просувати допис
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СОЛНЕЧНАЯ ГАЛЕРЕЯ

Opening

- Gift and Decor Store "Cactus"
- Jewelry store "Zolota kraina"
- IQOS Island

CITY MALL


Opening

- YABKO Genuine Appliance Store
- SMSka Island of gadgets and accessories

Sushi take out Japanese delivery service

#Mail_News

Про заклади у ТРК «Солнечная Галерея»



KOMY SUSHI TAKE OUT?


3 299	252	-
Охоплено людей	Engagements	Distribution Score

[Просувати допис](#)

Multi-brand clothing store Letout Outlet

#Fashion_News

Про магазини в ТРК «Солнечная Галерея»



LETOUT OUTLET у ТРК «СОЛНЕЧНАЯ ГАЛЕРЕЯ»:
європейські бренди у Кривому Розі


6 613	1 339	-
Охоплено людей	Engagements	Distribution Score

[Просувати допис](#)

"Personage" multi-brand shoe and accessories store

#Fashion_News

Про нові магазини



PERSONAGE ВЗУТТЯ ТА АКСЕСУАРІВ
у ТРК City Mall


2 279	191	+1,5x Higher
Охоплено людей	Engagements	Distribution Score

[Просувати знову](#)

Niche perfume island "Sister's Aroma"

#Fashion_News

Про нові магазини у ТРК City Mall



SISTER'S AROMA -
парфуми-загадка на згадку

2 294	137	-1,1x Average
Охоплено людей	Engagements	Distribution Score

[Просувати знову](#)

Mykola Yakymenko, "Availability and quality of technological equipment of "RayON" shopping mall is equal to European or American ones"

Mykola Yakymenko, Director of the Development Department and Acting Chief Operating Officer, is convinced that the success of any project depends on the correctly prescribed task. The last years energy audit of "RayON" shopping mall proved this statement, as the mall's team received comprehensive information on energy efficiency and has already started implementing some technologies.

Mykola told the digest what recommendations were offered in the energy audit and what is special about the technical equipment in "RayON" shopping mall.



What was the purpose of the energy audit?

It was the first energy audit in the experience of Arricano shopping mall. It was conducted by the Ukrainian company

"Esco Ukraine" and financed by a partner bank within the framework of European grant program.

The audit started in August and was completed in December in order to inspect and evaluate the operation of the cold and heat supply systems. The purpose of the audit was to determine the state of energy consumption of "RayON" shopping mall, to learn how to increase its energy saving potential and to understand the technical level of the shopping mall compared to other Ukrainian shopping malls with similar parameters.

What conclusions and recommendations did you receive from the contractor?

The energy audit allowed us to reveal the current balance of energy consumption of each of the systems: refrigeration, heating, ventilation, electricity, heating and others. Based on these data, we included into a budget for 2021 expenses for modernization, which is intended to reduce electricity consumption of the refrigeration system, as well as to increase the service life of basic equipment and to improve the microclimate.



One of the recommendations was to replace fluorescent lamps with LEDs. Currently, the share of the lighting system in the electricity consumption of the shopping mall makes 13-15%. If we install LED lamps, the total cost of lighting will not exceed 5%. But if we are talking about a ventilation and air conditioning system,

then each dollar / hryvnia invested will have a greater effect than the replacement of lamps. We also calculated the prospects for energy savings when using certain technologies, such as solar panels. Their cost is rather high, and the expected payback makes 9 years. Electricity consumption in "RayON" shopping mall makes 600-800 thousand kW / hour, and



solar panels can produce 100-150 thousand kWh per month.

However, to provide the entire facility with electricity, you need to have a roof area as big as a football field, so we have no space to install such amount of panels.

In my opinion, by conducting the energy audit, we achieved our goals, and the secret of its effectiveness is that we set a clear and detailed technical task for the

contractor, leaving no chance for abstraction.

What did benchmarking reveal?

The results of the energy audit demonstrated that availability and quality of technological equipment of "RayON" shopping mall is equal to those in European or American malls. Today we have a refrigeration unit that produces cold and

cools water for the air conditioning system. Excess heat generated during this process is supplied to heat water in bathrooms and to our tenants, including "Silpo" supermarket.

As a result, the heat remains and is used in the mall, instead of being released into the atmosphere.

Do tenants receive any recommendations on energy efficiency?

Approximately 60-70% of the mall's energy is consumed by our tenants, for lighting and equipment of their premises. If a tenant uses halogen lamps, which are characterized by strong heating, then these lamps receive excess heat, which requires more cooling.

In some cases, we provide tenants with recommendations on the use of LED lamps. As a rule, network tenants adhere to their standards, and private ones have little money, so they save costs. However, the current trend incentivizes almost everyone to equip their premises with LED-lamps: they have become less expensive, their quality has improved, and their service life is longer than that of fluorescent

ones.

Why "RayON" shopping mall has become the first object of the energy audit?

The construction of "RayON" shopping mall started in 2010, when the market was still recovering from the financial crisis of 2008, so banks lent money to their partners with some degree of caution. If you compare "RayON" shopping mall with the top-of-the-line "Prospekt" shopping mall, which was put into operation in 2014, the latter is equipped with more modern equipment and systems, as it had a larger budget.

In my opinion, it was more expedient to conduct an energy audit in the shopping mall, where the things that should be modernized were more likely to be found - in "RayON" shopping mall instead of "Prospekt" shopping mall.

Earlier, during the heating period "RayON" shopping mall consumed a little less than "Prospekt", although the difference between the areas of facilities is considerable: the first one occupies the square of about 34,214 sq. m., another - 59 680 sq.m. Three years ago, we carried out some works on modernization of the heating system and energy consumption immediately decreased by 20 - 30%.

Each mall has its own life cycle. It is important to feel the trend to update it and give a new impetus to development

"RayON" shopping mall opened in 2012 as a place for shopping and entertainment in Troieshchyna district. During the last 9 years, the shopping mall has undergone an interesting cycle of formation: gradually changing the attitude of people and business partners in the field of retail; at the same time requests for tenant-mix among visitors changed.

Today "RayON" shopping mall has two key slogans "The center of brands and trends in Troieshchyna" and "Shopping where everything you need is close to your home".

After all, the core of the audience of the mall is segmented according to the geographical principle – most visitors live in Troieshchyna. Therefore, even during 2020-2021, when the traffic in shopping malls declined, in "RayON" shopping mall it increased by 20% per month. This is a kind of a social phenomenon, demonstrating trust, security and

attractiveness of the mall.

Being at the peak of popularity, we realize that it is important to give our shopping mall a new impetus in development, update the gallery of stores, focusing on market trends, changes in the portrait of customers, their lifestyles, needs and preferences. As a result, we transform the mall space adapting it for new growth and challenges.



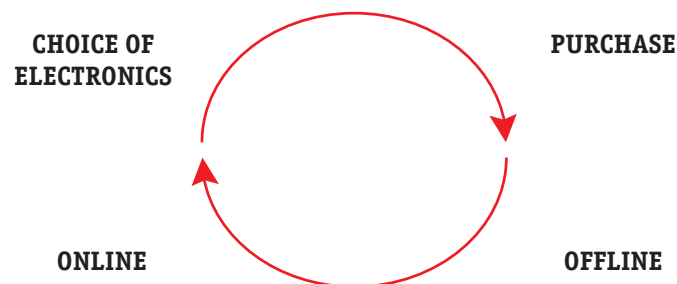
Denys Kornuta, Director of the Arricano retail space department



Since the beginning of the year, a number of new stores have been opened in "RayON" shopping mall: "Akvarel" hobby market, the first "Watts" store in Kyiv, besides, the existing "Allo" and "Giulia" stores were renovated. We should also mention the opening of "Foxtrot" store, which has expanded its choice in the category "electronics and home appliances", which is currently in high demand. After all, the purchase of new equipment for consumers is an investment into improvement of home comfort and life. Research shows that consumers carefully choose equipment, test it, consult with sellers and make informed purchasing decisions.

The fashion line of brands will also be updated. LC Waikiki, which people of Troieshchy-

A consumer's cross-line way based on the example of the category "Electronics"



Offline as a point for presentation, ordering and purchase of electronics

111%*



* The growth of turnover \ sq.m of shops in "RayON" shopping mall in the category "Electronics and home appliances" from April 2021 to April 2020 (period of limited work of the mall)

na miss will be opened. However, we do not stop, and very soon several more locations will experience interesting reincarnations. Besides, in 2022, "RayON" shopping mall will start playing a new shopping role.

We study the active life cycle of each Arricano mall, analyze the work of brands and stores to keep abreast with time and meet social demands and changes. That's why, it is obvious that reincarnations and bright discoveries wait for "Prospekt", "Sun Gallery" and "City Mall".

Category Fashion through the eyes of visitors of "RayON" shopping mall : investigation of separate brands*



34%

respondents believe that offers **sinsay** a perfect clothing for teens



37%

participants of the study stated that **VOVK** are **COLIN'S** **promin** brands with perfect clothes for adults



29%

respondents believe that the ideal assortment for adults and teenagers is offered in **GOLDY** and **PUMA**.

** The results of the Generation Gap media project conducted at "RayON" shopping mall

About Lukianivka

Convenience, comfort and innovation are the main goals of the development of the capital's infrastructure. Especially, in strategically important locations in Kyiv, where roads and transfer hubs intersect. Lukianivka Square next to which an innovative multifunctional shopping mall Lukianivka is being built is among such places in the downtown.

Arricano continues to develop this project. Even during the lockdown, the construction of the Lukianivka shopping mall did not stop. The concept, developed by the international architectural company Chapman Taylor, offers the integration with such important buildings as the Kyiv Small Opera and the tram depot.

Last year, a workshop where all interested stakeholders: residents of the district, experts and architects, representatives

of Kyiv City and Shevchenkivskyi District Councils, activists and the media participated has taken place. They discussed how to make Lukianivska Square a comfortable space, taking into account urban trends.

"We want to be able to create a comfortable atmosphere and provide a quality service for visitors of the mall, as well as to modernize and harmonize the areas adjacent to the mall. The conclusions of our transport modeling showed the importance of compre-

hensive reconstruction of Lukianivska Square and creation of a modern and friendly public space based on the principles of design thinking and human-centredness," **Mykola Yakymenko, Director of the Development Department and Chief Operating Office is convinced.**

Currently, the Department of Transport Infrastructure of the Kyiv City State Administration got a request to finalize the order "On the implementation of the main provisions of the Concept of organization of the territory around "Lukianivska" metro station with the reorganization of pedestrian traffic, pedestrian zone, public space and the transport hub on Lukianivka Square".

Even during lockdown the construction of Lukianivka mall didn't stop

The document provides for comprehensive repair and construction works aimed to beautify the territory around the Lukianivska metro station.



Lukianivka mall construction dynamics

The goal is to increase the capacity of the street and road network around Lukianivska Square, reduce traffic jams and annual traffic losses. Of extremely importance is to increase traffic safety and comfort of pedestrian areas within the transfer hubs.

Implementation of the provisions of the said Concept will allow reorganizing Lukianivska Square into a safe pedestrian space that meets the principles of sustainable mobility and implementation of the development strategy of the city of Kyiv until 2025.



Lukianivka mall concept, developed by the international architectural bureau Chapman Taylor

About combining of all the benefits of a shopping mall at one event

The concept of this year's birthday party of City Mall was "10 years long City Life", so the entertainment program covered a number of aspects that the mall during its existence, has somehow implemented in its projects - from fashion cooperation with store employees to charity events.

In the focus of City Mall is the relationship with the local community, which wants to do shopping, to develop culturally, and do good deeds at the same place. Therefore, the shopping mall provides it with channels both media and physical ones - so it can express itself.

For example, Be Wow production center, which organized a fashion show of its models, as well as Zaporizhzhia music groups and performers became co-organizers of City Life.

The team that implemented the City Mall's birthday party developed the concept offered by other Arricano shopping malls - not to invite a celebrity, but to make a shopping mall itself a headliner.

To achieve this purpose a laser show, LED-spectacle and thoughtful emotional content were used.

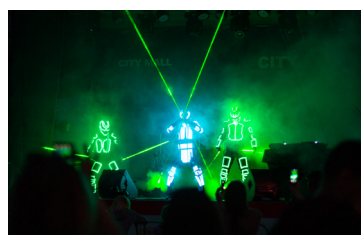
City Mall pays a special attention to relationship with the local community, which wants to make shopping to develop culturally and to do good deeds at the same place



Pearl from numbers, created by visitors to the mall



Fighting for ice cream as an alternative to a quest



LED action - a long-awaited performance for people of Zaporizhzhia



Funs with animators at City Kids



The atmosphere of the holiday, which people of Zaporizhzhia missed



Ecoshopper in memory of participation in the crowdfunding campaign "Together is better"

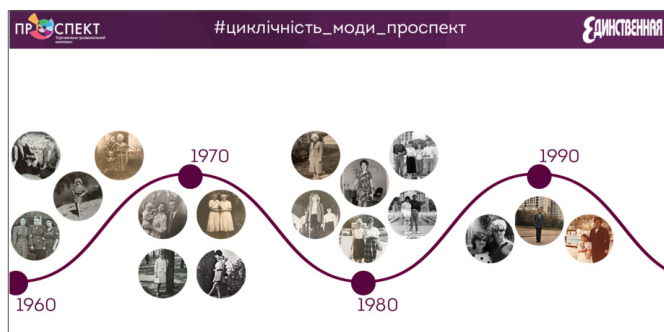
Cyclic and linear nature as well as interconnection

Announcements about discounts, promotions and new collections are spread by means of fast communication, which just states facts without encouraging a consumer to think and analyze. Fashion photo sessions for social networks, which give aesthetic pleasure and inspire users to reproduce similar images work a little better. To stand

out from the fashion content, you need to find and develop your niche.

That is why "Prospekt" shopping mall has been focusing on fashion research for three years in a row and as a result of such research three fashion-exhibitions connected

with the same concept have been prepared. Moreover, the brands which stores are represented in the shopping mall joined the projects, giving visitors of the mall an opportunity to perceive them in a different way.



Art exhibition "Cyclic nature of fashion" in 2019

The concept was based on photographs from family archives, which explored the heredity of styles



Exhibition on the linearity of fashion "Art & Fashion: from the 20s to the 20s" in 2020

The study was based on works of prominent artists and photographers, which allowed us to trace how fashion has changed over the centuries



Exposition about the interaction of fashion and profession "Fashion & Profession" in 2021

10 representatives of different professions shared their life guidelines, life hacks on style and fashion images, as well as recommended their favorite brands

Fashion research through various aspects



2019

Communicative

The process of transferring fashion standards from an individual / a social group to another individual / a social group



2020

Socialization

Involvement of a person into previous social and cultural experiences



2021

Psychological

Fashion satisfies a person's need for self-expression, and is a way of emotional relaxation

2022

Exposition about the interaction of fashion and profession Fashion & Profession

Ten representatives of different professions: teachers, actors, lawyers, athletes, directors became the central figures of the exposition. The exposition consisted of 10 stands, each of which is a mix of visual (images of participants in different styles) and text (personal beliefs of the characters) content.

The exhibition project was complemented by an interactive mirror, which asked visitors, “What is your style?” Anyone could take a selfie in it, and post a photo with the hashtag #FashionProfession_Prosppekt and supplement the mall’s research with its history of fashion and individual style.

A number of tenants of “Prospekt” shopping mall took part in the project: Arber, VOVK, Mango, Colin's, Mohito, OLKO, Sinsay, Reserved, RicaMare, etc. These brands were recommended by the central figures of the exhibition, as they regularly update their wardrobe in their stores.

Probably, the main difference between Fashion & Profession and the previous two exhibitions is that all the content was created “from scratch” and by the efforts of the creative team. Photo session of the central figures, interviews with them, layout for the stands, retouching - this time the creative teams were inspired not with the works of other masters, but directly by visitors of “Prospekt” - representatives of different professions.



Marketing & PR projects in the 1st half of 2021

Since the beginning of the year, Arricano mall has changed its slogans, respectively, new components have been added to marketing and PR projects.

The updated slogan of **"Prospekt" shopping mall** is **"Take care of what is important for you and for your family."** A thematic survey was conducted to understand what is the most important for the visitors of the shopping mall and whether shopping helps them to learn more about the preferences of their relatives. The results of the study demonstrated that people first of all appreciate the shopping mall for

a pleasant atmosphere and an opportunity to have a good time. As a result, it was decided to develop a sports lifestyle in "Prospekt" shopping mall through collaborations with sports brands such as Decathlon and New Balance.

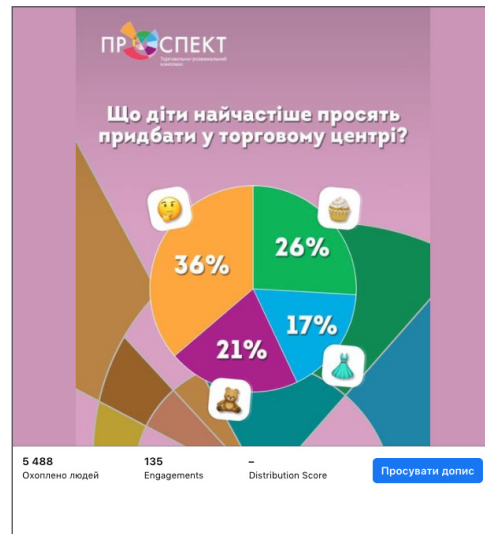
"The center of brands and trends in Troieshchyna" is a new slogan of "RayON" shopping mall. Although the shopping mall

has been focused on cooperation with the local community, including teachers and students for a long time, this year the mall pays special attention to studying issues that concern the audience, and supports the trend of life-long learning.

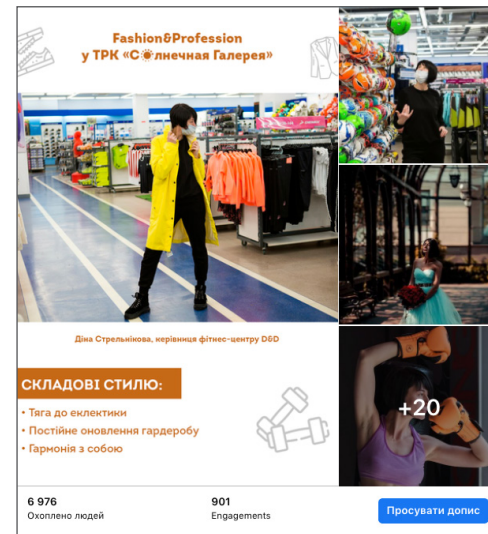
The regional shopping malls **City Mall** and **"Sun Gallery"** are described as the **"pearl"** and **"residence"** of fashion in their cities,

as they not only offer a wide selection of shops, but also give venues for citywide events, such as Fashion Day in Kryvyi Rih. Now shopping malls develop their own initiatives: during the 10th birthday of City Mall, a charity event "Together is Better" which will be continued in September at "Sun Gallery" has taken place.

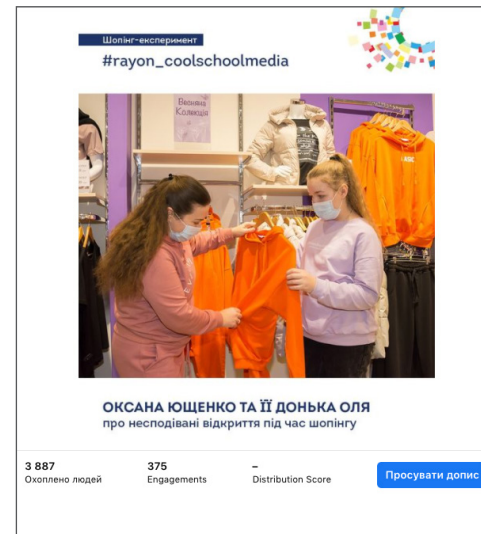
Fashion researches



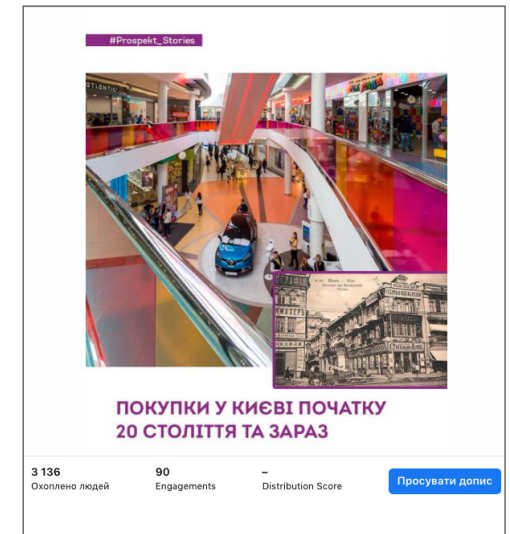
Survey of visitors of **"Prospekt" shopping mall**: how did their habits and motives for offline shopping changed due to the quarantine restrictions



Fashion & Profession project at **"Sun Gallery" shopping mall**: stories of 10 local thought leaders about their style and shopping



Investigation of Generation gap among Cool School participants in **"RayON" shopping mall**: difference of shopping motives of parents and children



Meeting of Kyiv guides at **"Prospekt" shopping mall**: what trade and fashion in Kyiv looked like 100 years ago

Sport and self-development in a fun-format

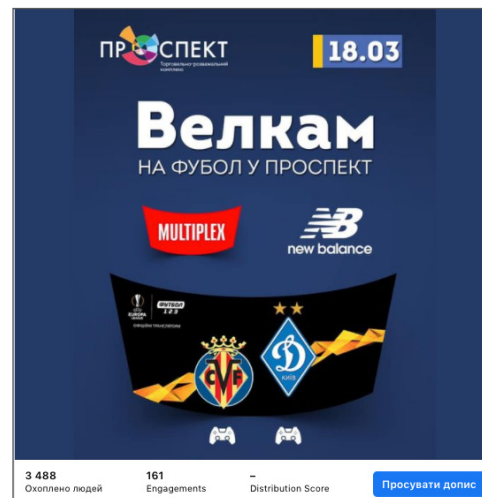
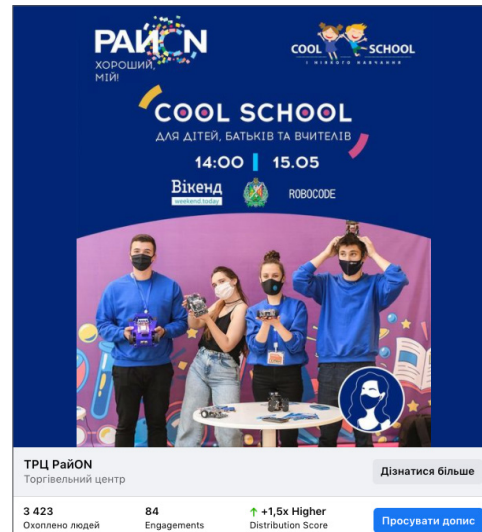
Spring series of workshops Cool School in Paradise shopping mall: chemistry, robotics, air hockey, dancing

Reality show for lovers in “Prospekt” shopping mall

Sessions of predictions from an astrologer in “Prospekt” shopping mall

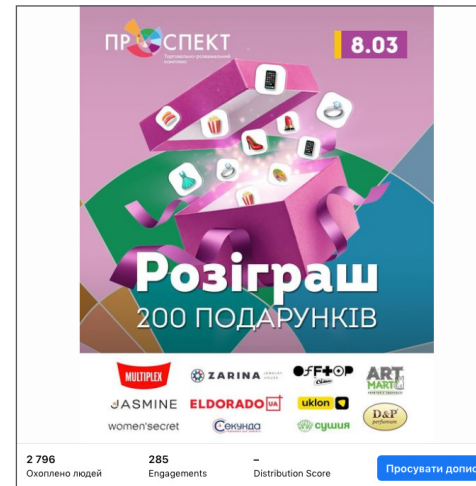


Sports holiday for visitors of “Prospekt” shopping mall: performances of a workout team, performances of cheerleaders, competitions

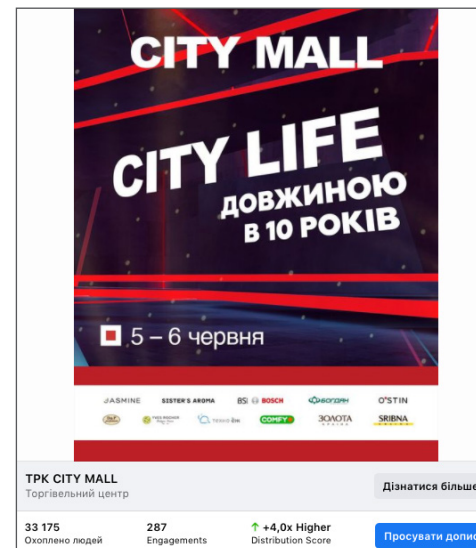


Interactive football location in “Prospekt” shopping mall on the occasion of the match between Dynamo and Villarreal

New opportunities and formats

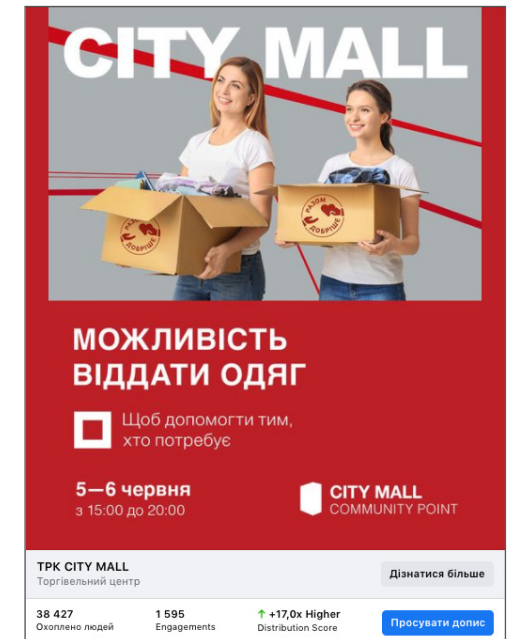


Draw of 200 secret boxes in “Prospekt” shopping mall



Space photozone using chromakey technology in “Prospekt” shopping mall

Crowdfunding initiative “Together is better” in City Mall



“10 years long City Life” in City Mall

Bookshelf



Inna Sotnikova,

Director of "Prospekt" and "RayON" shopping malls

P.Sh. New life. There will be no way back

Dmytro Khara

"Being filled with love, pleasure, happiness, you can easily achieve any goals, perceiving it only as a game, without feeling attached to its results and loving everything new that comes into your life." Dmytro Khara's book is like a skillful psychological training, forcing a reader to rethink his/her life line by line. Probably this book is one of those that can affect the deep mechanisms of human consciousness.

The book reveals the reader to himself/herself, encourages him/her to expose himself/herself emotionally, to answer difficult questions, to give up some habits, to change, to overcome fears, to forgive and much more... But this, of course, is possible only if a reader puts himself/herself in the main character's shoes, gets used to the proposed role and makes every decision together with him/her. It's like a training: if you play 100%, you get a 100% result. The effect of reading is proportional to your desire to develop yourself.

Dmytro Khara's book is not a fiction, despite of the fact that it has a main character whose image is thought out to the smallest detail, a certain plot is being developed, and the author's style is filled with metaphors. All elements of fiction work (an attempt to make a book sound like a fiction work) just form a shell for something else, not associated with literature.

I read the work at one sitting, living in my imagination all the situations in which the character found himself. Though the book has not become a great revelation to me, I am sure that it can be a trigger for those who postpone their life.



Marharyta Danylets,

Digital Marketing Manager

Influence. The Psychology of Persuasion.

Robert Cialdini

The automatic reactions of our psyche simplify our lives and help us not to go crazy in the information noise, both online and offline. However, sometimes they do not work in our favor, and may even cause damages to our lives and to our wallets. American social psychologist Robert Cialdini, who has repeatedly found himself in similar situations, decided to explore the mechanisms that force us to make unwanted deeds and to act contrary to our beliefs.

The author has described 5 principles, using which you can influence others. The principle of reciprocity is when we are given a service for free or get something as a gift, but instead we feel obliged and want to thank as soon as possible. The principle of consistency - people tend to be systematic because it is approved by the society, but sometimes they become hostages of their own words and actions.

The principle of social proof is probably best illustrated by social networks. Posts that have been liked by many people are "likely" to get even more likes, because firstly, the social network more often shows users such posts, and secondly, people tend to imitate the majority.

The principle of attractiveness and similarity encourages us to trust and give way to those who are aesthetically pleasant to us, or to those who have much in common with us / reflect our gestures and postures during communication.

The principle of scarcity pushes us to appreciate more something that has been achieved by hard work or is inaccessible to us. Probably this is why student sororities and fraternities, which member one can become only by performing unpleasant and sometimes dangerous tasks are still popular in the United States.

I advise you to read the book to understand people's thinking better and rethink your attitudes.





Anna Chubotina, CEO Arricano

Bird by bird

Anne Lamott

This is a special book about writing and life, very personal and motivating, written with a special skill and “transforming” emotions into words, as the author masterfully does in her artistic and non-fiction works. I think that it can be recommended to those who want to write, reveal themselves and not be afraid to speak out.

Based on her own experience, Anne Lamott will tell you where to look for motivation, how to improve your writing style, to discipline yourself during a working process and suggest specific techniques. And even for those who is just starting to write or work with texts, who is only at the beginning of the process of improvement of his/her writing skills, timidly scrolling thoughts in his/her head, the book will still be useful

At the same time, the book should not be accepted just as a functional guide on how to write skillfully, in my opinion, it is not fair. After all, advice can be applied much more widely, in different life circumstances, because nothing is more interesting than creativity. We often consider that it is necessary only for a certain specific kind of art - whether music, or painting, or literature. However, creativity applies to any creative process, including business management.

What will happen if you treat your working task as a creative process? Having defined the purpose, shall you get pleasure just from the result? Or from thinking, contemplating, finding solutions, forming new models, interactions and connections. Then the working task can turn into an exciting creative process that fills and motivates participants during all stages of its implementation.

The book is written in a light, lively language with a great sense of humor. You can keep it handy, reading it again and again to get inspiration and support, or take it on vacation or present it to friends.



Natalia Nezghoda,

administrator of “Prospekt” shopping mall

The Secret Life of Color

Kassia St. Clair

Kassia Saint-Clair, a journalist, is so fond of studying colors through drawings and documentary evidence in the archives that she wrote a book about it. I started to read this book, first of all, to get some ideas for renovation of my premises related to color. However, the author expanded the context by telling what events are related to a particular shade and what affects our perception of color.

In ancient times it was believed that color distracts from lines and shapes, so God-fearing peasants emphasized their humility by wearing dull colors, including “russet” (reddish-brown), while red color was a symbol of nobility. In addition, it was difficult to create a bright color: artists ground to a powder everything from moss to insects to find a stable dye. For example, “Indian yellow” was made from urine of a cow that ate mango leaves.

The bright pink color, which is now in trend, was used as a prevention of violence in the second half of the 1970s: two officers at the US Navy Correctional Center painted the cameras pink, and no incident between prisoners has happened for the next 150 days. The color was named after the officers - Baker-Miller pink.

The development of chemical industry has allowed mankind to produce more and more colors, and cutters and designers gave names to a range of new colors: “flame of burnt brandy” (lavender, gray, pale yellow and dark purple), “dragon's blood” (dark purple), “bear ears” (bright brown), “sienna” (yellow-brown pigment, which comes from the mines near the Italian city of Siena).

I advise you to read this amazing book at intervals: it is easy to get lost in the kaleidoscope of colors and get confused with their names. In my experience, after 15-17 colors an overdose of facts comes.





Olena Obukhivska, Director of Communications

How to Be a Stoic: Using Ancient Philosophy to Live a Modern Life

Massimo Pigliucci

I notice that the demand for philosophical readings and conversations has been growing in the business environment lately. After all, both the company's mission and business positioning bring special values and ethical system. And this applies to the field of philosophy as well.

As for the desire to meet and interpret the thinkers of the past, the quarantine and the lockdown may have contributed to this, when during the crisis people tried to understand the

meaning of life better, to find peace and balance.

One of the increasingly secular teachings is Stoicism, proposed by the ancient philosophers Epictetus and Marcus Aurelius.

Stoicism motivates us to reflect on the common wealth, to study ourselves, our emotions, to accept them as certainty, and to clearly distinguish what is under our control and what is beyond our ability to influence something. Such a distinction encourages us to be honest citizens, to accept difficulties and external troubles with dignity. After all, when a person is unable to change the nature of things, it is in his/her power to change his/her attitude to them.

If we talk about the practical application of Stoicism, I especially recommend to read this book those who form their personal brand, developing their own influence in society. First of all, it is worth realizing that the popularity based on trolling and hate is temporary. According to the Stoics, it is unacceptable to play to the crowd. Patience and tolerance, inner peace and emotional calmness are the virtues that contribute to the strengthening of decency.

Stoicism is a profound teaching that appeals to self-reflection, morality, and goal-setting, the realization of which is in the sphere of influence of a particular person, regardless of objective circumstances.

Massimo Pigliucci can be read as a certain introduction to Stoicism, in order to get ready to read the original sources and enjoy the thoughts of ancient wise men who spoke to us through time and return to humanity and common sense.



Viktoriia Teravska,

Copywriter at the Contracting Spinat Agency

How the classics wrote

Rostyslav Semkiv

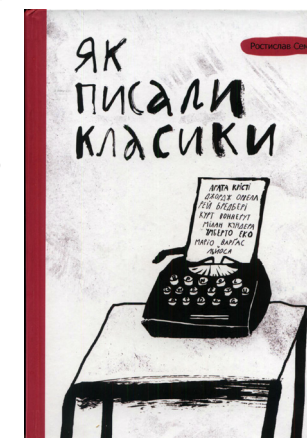
Unfortunately, writers whose works are regularly included into the lists such as "100 books worth reading up to 100 years" never published textbooks. That's why literary critic Rostyslav Semkiv analyzed the biography and works of 7 famous authors from the point of view of style and plot construction to determine the secrets of their skill.

Situations faced by a writer, in one way or another affected his/her work. For example, before writing the anti-utopia "1984", George Orwell experienced a civil war in Spain, where he saw the horrors of the Communists, while Agatha Christie transferred her own fears to her characters to feel better and work more productively.

Eventually, the writer set herself the goal to publish a novel every year and successfully followed this plan.

For those who have already read a lot of books about literature, Semkiv's work will not be a revelation. Read talented authors, without waiting for inspiration and creating too many storylines, avoid clichés, write down ideas - these recommendations are not new.

However, the book has two significant advantages: it is written in a light style, it is not boring and motivates to get acquainted with the works of its characters - Agatha Christie, Umberto Eco, Kurt Vonnegut, Mario Vargas Llosa.





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