



NEW  
LIVING  
MOOD

HELLO  
WE ARE  
nh00d





# ABOUT US



# MULTIFUNCTIONAL SERVICES COMPANY SPECIALIZING IN:



Concept Development  
& Brokerage



Property  
Management



Full-cycle Facility  
Management



Asset Management,  
Budgeting & Planning



Marketing,  
Communication  
& CX



ESG Consulting  
& Carbon Footprint  
Management

# nhood

NHOOD is derived from the word neighbourhood. An elegant compression of a word which means a community. Neighbourhood is about neighbours.

## WHY NHOOD?

- 40+ years of experience in commercial real estate
- Management of CEETRUS multifunctional portfolio
- Succession of values of such family brands as Auchan and Leroy Merlin
- Expertise & professionalism in real estate & asset management
- Business reputation of a reliable partner and responsible player in the real estate market

## NHOOD IN RUSSIA

2002

Executed by Auchan real estate department later split into  
 immochan

Opening of first retail gallery Auchan, Mytishi

2008

Opening of Troyka Moscow SC

2012

immochan  
Immochan becomes an entity

Opening of Aquarelle Volgograd SEC

2017

Opening of Aquarelle Togliatti SC

Opening of Auchan Proletarsky retail gallery

2018

Aquarelle Togliatti SC named as the best mid-sized new shopping centre by CRE Federal & PROESTATE Awards

2019

Opening of Aquarelle Pushkino SEC

SEC Aquarelle Pushkino named as the best development project in Russia by International Property Awards

2020

Setting up a new service company and moving the experts from CEETRUS to NHOOD

2021

NHOOD acquires an exclusive contract for the brokerage of shopping and cashline galleries in 131 supermarkets

2022

Consulting services to Granelle Group of Companies for a transport hub project in Moscow region: feasibility study, financial model, concept development, pre-brokerage

Auchan Retail was created in 1961 in Roubaix, North France, by Gerard Mulier.

The name Auchan is a deliberately inaccurate spelling of the French words of 'Hauts champs' — «High Fields» (the name of Roubaix region, where the first store was opened). Auchan hypermarkets have been operating in Russia since 2002.

# NHOOD

**OUR GOAL** is

to change the properties into spaces comfortable for work, leisure and entertainment while decreasing their negative impact on the environment.

Thanks to the approach of the triple positive effect, each project naturally blends in with the surrounding urban environment and complements its infrastructure.



**PEOPLE**

Positive impact on the social environment through constant communication with local communities in order to meet their needs.



**PLANET**

Positive impact on the environment by reducing climate risks, working with renewable energy sources and caring for biodiversity.



**PROFIT**

Positive impact on the economic and financial environment through the promotion of entrepreneurship and business support.



KEY DATA IN THE WORLD:



KEY DATA IN RUSSIA:







# SERVICES



**Maria Kocyigit**

General Director NHOOD Russia

## “ NHOOD

is an ambitious service company with a long and successful history and consistent development plans.

Our philosophy is based on the principles of triple positive impact on key areas of our life: the environmental, social and economic ones. Guided by these principles, we provide a comprehensive range of services for development and management of real estate projects.

Our Russian and international portfolio is comprised of completed projects of various formats: from mix-used facilities, residential quarters, sport projects to transport hubs and medical facilities. NHOOD always sets out to achieve commercial success and effective project management in order to gradually increase the financial and operational indicators of the properties while paying great attention to the social responsibility of the business.

NHOOD strives to fulfill our ambitions in the commercial real estate market and take a leading position in the development of urban spaces, as well as to integrate our projects into the urban environment to create comfort living. Together, we are on the way to create and develop cities of the future which are modern, comfortable, innovative and commercially efficient.

”

## CONCEPT DEVELOPMENT, BROKERAGE



**Irada Alieva**

Commercial director  
NHOOD Russia

“A properly elaborated commercial concept of a project is the basis of its successful operation to guarantee its attractiveness for both, our partners and customers”



### Concept development & pre-brokerage

- Layout solutions: sitting of the building, transport scheme, retail gallery configuration, plotting;
- Recommendations on tenant-mix and gallery zoning by tenants' profile;
- Pre-brokerage: determining potential demand for the premises through initial negotiations with the tenants;
- Calculation of gross rental income: fixed rental rates, recommended OPEX rate and marketing fees.



### Commercial management

- Tenant relations management: management of existing accounts, tenant's rotation, search for tenants, contracts execution and debt collection;
- Specialty Leasing: concept development, strategy elaboration, tenants' rotation, search for tenants, contract execution, management of existing accounts.



### Brokerage

- Brokerage: presentation of the project to tenants, commercial terms negotiation, BTS/LOI execution, contracts negotiation support.



### Tenant representation

- Representation of international tenants entering the Russian market in terms of development, recommendations on locations and investment forecast, negotiations with landlords on behalf of the brand.

## PROPERTY MANAGEMENT



**Julia Chernysheva**

Operation director of  
NHOOD Russia

“Real estate management is an important and complex process that needs to be built according to the specifics of each asset”



### Launch of property management company

- Creation of a management team;
- Recommendations on the organizational structure;
- Development of development strategy;
- Regulation of business processes;
- Development of property management



### Property management

- Planning and implementation of revenue and expenditure;
- Property investment budgeting;
- Tendering and control of contractors;
- Operating costs optimization;
- Legal and financial assistance.



### Full-cycle Facility Management

- Maintenance and operation – scheduled preventive maintenance and routine repairs, development of technical regulations, organization of cleaning and security services, management of parking area;
- Exploitation of fire alarm systems, including regular tests;
- Control and follow-up of repair works;
- Execution of works upon tenants' requests;
- Installation and maintenance of fire alarm systems. Comprehensive inspection of fire safety, control of the fire safety regime of properties;
- General Contractor function for construction works;
- Laboratory tests of electrical installations.



### Audit

- Current concept analysis and action plan preparation for increased profitability;
- Technical audit and recommendations for major improvements;
- Energy efficiency audit and action plan for further optimization;
- Quality analysis of current operations;
- Audit and minimization of property expenses;
- Audit of contractors' term and conditions.



## MARKETING, COMMUNICATIONS, RESEARCH & CX



**Ksenia Aksenova**

Marketing director  
NHOOD Russia

“Marketing is always a variety of approaches and tools, a large amount of data for analytics. Only a well-developed strategy is able to ensure the selection of those tools that will guarantee an effective promotion of a property”



### B2b & b2c research

- Market research (feasibility study and best-use analysis): socio-economic indicators, market overview, current trends, competition, land plot analysis, catchment area, market capacity and estimated footfall;
- Customer and catchment area resident surveys: client profile, determination of preferred shopping places, shopping habits, satisfaction level, reasons to stop visiting a shopping center, tenant satisfaction level.



### Shopping center marketing

- Development of marketing strategy including analysis, strategy, budgeting and marketing plan and integrated communication campaigns;
- Full-cycle management of the shopping center: organization and analysis of marketing events and promotion campaigns, relations with tenants in terms of brand promotion within a shopping center / region;
- Shopping center marketing audit: comprehensive analysis of applied marketing tools with a list of recommendations for potential improvements and enhance efficiency.



### External communications & PR

- Naming, branding and positioning of a property: development of a communication platform in order for a project to visually stand out and be promoted;
- B2B communication & PR: development of a communication plan including publication & quotation in federal & professional media, participation of speakers in professional events, writing press-releases.



### CX

- Customer experience (CX) — comprehensive analysis including the methodology of interaction with a client on each point of a customer journey from making decision to visiting a shopping center, to leaving a property.

## ESG & CARBON FOOTPRINT MANAGEMENT



**Nikita Rud**

Head of Corporate  
Social Responsibility  
NHOOD Russia

“These days, creation and execution of a long-term sustainable development strategy is one of the cornerstones of business development. A responsible approach allows not only to adapt a business to a changing environment, but also to ensure its investment attractiveness”



### ESG consulting & environmental policy

- ESG transformation: analysis of key factors affecting the company’s ESG rating; development of a net zero carbon strategy; carbon footprint and social risks management;
- Environmental audit: assessment of construction and operation compliance with legal requirements, identification of legal risks in the field of ecology, processes optimization plan based on audit results;
- Environmental support: organization, conduct and control of environmental reporting regarding waste management and greenhouse gas emissions. Introduction of accounting and resource management systems, optimization of resources consumption;
- Green buildings certification: formation of a certification strategy, management of the certification process, preparation of accessor’s report to certifying body, energy modeling, energy audit, development of a climate risk management strategy, LCA, LCC, acoustic studies, illumination studies;
- Corporate non-financial reporting: detailed recommendations regarding the environmental and socio-economic impact of the company in the regions of presence, personnel management and supply chain, interaction with stakeholders, verifier and governmental bodies;
- Biodiversity assessment of the territory: field and desk studies, expert evaluation of the territory ecological value, biodiversity improvement strategy.



### ESG Carbon footprint management

- Greenhouse gas emissions assessment by GHG-Protocol and ISO 14064 methods;
- Net zero carbon strategy;
- Carbon footprint optimization plan.

## ASSET MANAGEMENT & CONSULTING



**Ekaterina Spirina**

Head of financial  
controlling department  
NHOOD Russia

**“Strategic consulting is a long-term plan of project implementation, which is a critical element for its success”**



### Feasibility study

- Pre-investment research;
- Financial modelling;
- Calculation of applicable technical and economic indicators;
- Preparation of project investment plan and economic model;
- Legal and accounting support;
- Debt collection.



### Asset management

- Long-term strategy development for company/property;
- Preparation of business plans and control of their execution, including the development of KPIs, estimation of rental rates, operating analysis of management company;
- Creation/optimization and control of the financial structure of the company/property;
- Tenants' debt management (for properties under management);
- Recommendations on possible improvements to increase the value of assets;
- Due diligence of the property for potential investors.

## CONSTRUCTION & DESIGNING



**Andrey Pahanin**

Head of Technical  
Department  
NHOOD Russia

**“Accurate and structured work in the project management process is a guarantee of continuous process and prompt implementation of the project”**



**Andrey Polischuk**

Head of Procurement  
Department  
NHOOD Russia

**“Transparent tendering process of contractors and skillful management of suppliers are our absolute advantage in project management”**



### Consulting in development & construction

- Assessment of development and investment potential;
- Cost calculation and construction schedule;
- Obtaining necessary documentation, approvals, permits;
- Tendering and selecting the suppliers;
- Verification of project documentation;
- Quality control and compliance with deadlines;
- Receipt and verification of tenants' project documentation, control of execution and quality of finishing works.





# PORTFOLIO



# KEY INTERNATIONAL PROJECTS



## LA MAILLERIE Lille, France

The project of a modern residential quarter, created in accordance with a 15-minutes city concept. Over 700 apartments, 13,000 m<sup>2</sup> of offices and 5,000 m<sup>2</sup> of retail space for local farmers and entrepreneurs. Includes the social infrastructure: a nursery, a school, a medical center, an urban farm and a hotel.

Scope of works:

Market research

Project management

Fee-development

Commercial concept

Brokerage



## VIALIA ESTACION VIGO Vigo, Spain

A railway station reconstruction in the city of Vigo in Spain with an area of 43,000 m<sup>2</sup> as well as over 60 shops and restaurants, 30,000 m<sup>2</sup> multifunctional roof and eco-friendly transport solutions.

Scope of works:

Market research

Commissioning of the project

Project management

Commercial concept

Property management

Fee-development

Local communities research

Brokerage

Tenant relations

# KEY INTERNATIONAL PROJECTS



## MERLATA BLOOM Milano, Italy

A new generation shopping centre with a total area of over 70,000 m<sup>2</sup> as a part of the innovative residential quarter Smart Urban District. Over 150 shops, five themed culinary zones, 10,000 m<sup>2</sup> of entertainment and cultural infrastructure as well as an urban farm and a market.

Scope of works:

Market research

Local communities research

Fee-development

Commercial concept

Project management

Brokerage



## MILANORD2 Milano, Italy

An innovative urban mix-use project consisting of over 60,000 m<sup>2</sup> of leisure, innovation and technology, a 91,300 m<sup>2</sup> retail area and a unique outdoor recreational area for sports and creativity. The project fully complies with environmental standards and will be equipped with renewable energy sources.

Scope of works:

Market research

Fee-development

Commercial concept

Brokerage



# KEY INTERNATIONAL PROJECTS



## BOROKA PARK Kecskemét, Hungary

Renovation and improvement project of a former industrial zone into a modern residential quarter with all amenities. The project includes several buildings with apartments, an equipped adjacent territory and a developed transport network. The project was implemented together with local authorities as part of an affordable housing project.

### Scope of works:

- Market research
- Project management
- Technical & architect project
- Fee-development



## LORETO OPEN COMMUNITY Piazzale Loreto, Milano

A reconstruction project of the city center of Piazzale Loreto in the suburbs of Milano is designed to break the historical center into a modern square with green areas, leisure spots, places for walking and shopping.

### Scope of works:

- Market research
- Fee-development
- Commercial concept
- Local communities research

# KEY INTERNATIONAL PROJECTS



## 13 shopping centres co-owned with Morgan Stanley located in seven regions of Italy:



### Scope of works:

- Property management
- Brokerage
- Marketing
- B2B & B2C communications
- Facility Management & Maintenance
- Local communities research



# KEY PROJECTS IN RUSSIA



GBA 111 000 M<sup>2</sup>  
GLA 49 500 M<sup>2</sup>



**AQUARELLE PUSHKINO SEC**  
Yaroslavskoye highway, 18

A flagship shopping & entertainment center located on Yaroslavskoye highway in Pushkino, Moscow region. The project combines developed infrastructure, services as well as social, cultural and entertainment facilities.

- Anchor tenants:**
- Auchan
  - Baucenter
  - Mori Cinema
  - Zamaia
  - Detsky Mir
  - Familia
  - Prostoroom

Scope of works:

- Market research
- Local communities research
- Commissioning
- Brokerage
- Commercial concept
- Project management
- Property management
- Tenant relations

# KEY PROJECTS IN RUSSIA



GBA 126 000 M<sup>2</sup>  
GLA 94 200 M<sup>2</sup>



**AQUARELLE VOLGOGRAD SEC**  
Universitetsky avenue 107

A super-regional shopping and entertainment centre with a unique services and tenant-mix. The shopping centre actively participates in many social and environmental projects in the region.

- Anchor tenants:**
- Auchan
  - Leroy Merlin
  - Hoff
  - KARI
  - Koton
  - L'Etoile
  - Familia
  - M.video

Scope of works:

- Construction management and commissioning
- Tenant relations
- Property management
- Brokerage

GBA 38 500 M<sup>2</sup>  
GLA 31 440 M<sup>2</sup>



**Aquarelle Togliatti SC**  
Yuzhnoye highway, 6

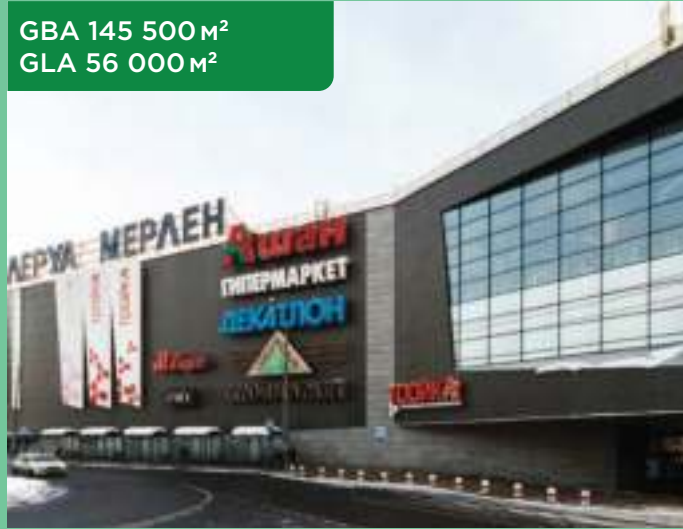
A shopping center located in Togliatti, Samara region, with developed internal and external infrastructure and unique tenant-mix.

- Anchor tenants:**
- Auchan
  - Leroy Merlin
  - Gloria Jeans
  - Eldorado
  - Familia
  - Hoff

Scope of works:

- Market research
- Property management
- Commissioning
- Tenant relations
- Local communities research
- Project management
- Brokerage

GBA 145 500 M<sup>2</sup>  
GLA 56 000 M<sup>2</sup>



**TROYKA SEC, MOSCOW**  
V. Krasnoselskaya Str., 3A

Troyka SEC is located on the Third Ring Road. Offers a wide range of goods in such categories as personal apparel, shoes, household goods and repairs.

- Anchor tenants:**
- Auchan
  - Leroy Merlin
  - M.video
  - Detsky Mir
  - Funday
  - Familia
  - O'STIN

Scope of works:

- Property management
- Tenant relations
- Brokerage



# KEY PROJECTS IN RUSSIA



## Shopping galleries in Auchan hypermarkets

22 properties

Retail & service galleries in in cashline areas of Auchan hypermarkets:

- Brokerage
- Tenant relations



Property management

Brokerage

Tenant relations

## Retail galleries in cashline of Auchan supermarkets

GBA  
45 000 M<sup>2</sup>

140 properties

Retail & service galleries in in cashline areas of Auchan supermarkets

- Brokerage
- Property management



# OUR AWARDS

## RCSC Awards 2018



Best medium-size shopping center  
Shopping and Entertainment Centre Aquarelle, Togliatti

## CRE Federal Awards 2018



Best medium shopping center  
Shopping and Entertainment Centre Aquarelle, Togliatti

## European Awards 2019-2020



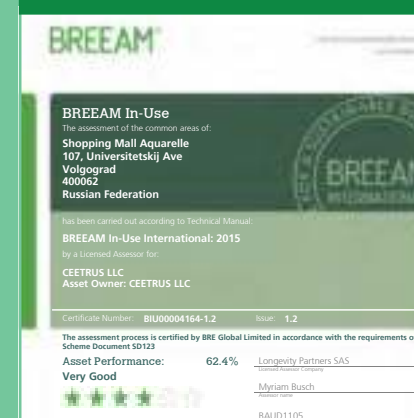
Best shopping & entertainment center in Moscow region  
Shopping and Entertainment Centre Aquarelle, Pushkino

## Global Retail REA 2021



Best entertainment concept in shopping center  
Prostoreroom Multispace (Shopping and Entertainment Centre Aquarelle, Pushkino)

## 2015



Aquarelle Volgograd SC

## 2017



Aquarelle Togliatti SEC

## 2019



Aquarelle Pushkino SEC



**Irada Alieva**  
Commercial Director

Irada has an extensive experience in real estate. Since 2012, Irada has held key positions in companies such as Knight Frank, Essence Development and others. In NHOOD Russia, Irada is responsible for commercial and rental policy of properties of various formats.



CONCEPT DEVELOPMENT | COMMERCIAL MANAGEMENT |  
BROKERAGE

+7 916 545 07 26

ialieva@nhood.com



**Ksenia Aksenova**  
Marketing Director

Ksenia has been engaged in commercial real estate marketing for more than 15 years. Key projects include Metropolis shopping center; Riviera shopping center, Moscow; OZ mall shopping center, Krasnodar; XL Family Outlet; Moscow railway stations. In NHOOD Russia, Ksenia is responsible for marketing, customer experience, market research and external communications.



MARKETING, COMMUNICATIONS, RESEARCH & CX | ESG

+7 910 440 35 02

kaksenova@nhood.com



**Julia Chernysheva**  
Operation director

Julia's professional experience in brokerage and property management exceeds 12 years. With the involvement and under the leadership of Julia, key shopping and entertainment centers such as Aviapark, Vesna, Reutov park, Piter Raduga, Okhta Mall, flagship food mall DEPO. Tri vokzala, etc. have been developed. At Nhood Russia, Julia is responsible for Property management.



PROPERTY MANAGEMENT

+7 965 244 43 86

ychernisheva@nhood.com

Series of horizontal lines for taking notes.



# NHOOD RUSSIA

3 Bld. 2. V. Krasnoselskaya Str., Moscow



+7 495 123 33 11



[www.nhood.ru](http://www.nhood.ru)

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