



PROFESSIONAL  
REAL  
ESTATE  
SERVICES



ASTERA an alliance member of BNP Paribas Real Estate - an international consulting company, provides professional services in commercial and élite residential real estate.

## LEADERSHIP BASED ON QUALITY AND PROFESSIONALISM

After 22 years of dynamic development ASTERA occupies a leading position in the commercial real estate market. Our professional staff services our clients from our network offices in Moscow, St. Petersburg and Kiev.

According to Annual First Brokers' Rating, ASTERA was acknowledged as the leading brokerage company of Saint-Petersburg in terms of commercial real estate volume realized in 2013.

## Our values

- **Client**  
We are committed to mobilising the total resources of our company to meet the needs of our clients, no matter how challenging. The success of our clients is also our success.
- **Team**  
We are dedicated to providing client solutions acting as a single team, sharing our combined knowledge, skills and experience, to provide the best possible outcome for our clients.
- **Result**  
We are results driven, our clients set our targets, which we match or better.
- **Quality**  
We leverage all our corporate resources to delivery a quality service, to meet our client expectations in the most professional manner possible.

ASTERA's reputation for professionalism and service is recognized by these leading Russian and international professional organizations:

- Guild of Managers and Developers Russian
- Russian Shopping Malls Council
- Russian-British Chamber of Commerce

## Professionals

The professionalism of ASTERA employees guarantees a high quality of service to our clients. Our consultants, analysts, lawyers and other specialists are your reliable partners. By focusing on each individual client's goals and objectives, we strive to deliver results, in an atmosphere of mutually beneficial cooperation.

## Clients

After 22 years of successful operations, we have accumulated a unique store of knowledge about the dynamics of commercial real estate market, its participants and development practices. Our deep understanding of local markets in combination with a service platform delivered to international standards has allowed us to become a reliable partner to our portfolio of over 4,000 client companies which includes leading Russian and international financial, investment, trading and industrial corporations and networks.

## Our clients are international and Russian companies such as:

Vinci Construction, IKEA, Raven Russia, BFA Development, NCC, Shanghai Foreign Joint Investment Company, Enka TC, Hermitage Construction & Management Group, YIT, Interterminal, Eurasia Logistics, Desna Development, LenSpetsSMU, Ashtrom Properties, BNP Paribas, BSGV, Citibank, Deloitte, PricewaterhouseCoopers, Raiffeisen Bank, Swedbank, UniCredit Bank, ABNAMRO Bank, VTB24, Gazprombank, KIT Finance, Credit Europe Bank, MBRD, Troika Dialog, Finbank, Home Credit and Finance Bank, Auchan, Azbuka Vkusa, Victoria, Est', Land, Narodnaya 7ya sem'Ya, O'KEY, RiOMAG, Super Siwa, Accessorize, adidas, Bershka, CAFÉ COTTON, Calzedonia, Decathlon, DIM, Egle, ENCHY, Esprit, Fashion Factory, GOLFSTREAM, Gloria Jeans, H&M, INCANTO, lady & gentleman CITY, Lindex, MANGO, Marks & Spencer, Massimo Dutti, Miss Sixty, Mothercare, motivi, New Yorker, Next, O'STIN, Prada, PULL & BEAR, Reebok, RESERVED, SELA, Seppälä, Sinéquanone, Springfield, Stockmann, Stradivarius, Texier, Zara, Bustier, Wild Orchid, Jamilco, Healthy Baby, Sportmaster, Ekonika, ILE DE BEAUTÉ, LUSH, Natura Siberica, The Body Shop, RIVE GAUCHE, L'Etoile, Burger King, Carl's Junior, Cinnabon, City Grill Express, Coffeeshop Company, Hesburger, IL Patio, McDonald's, Penabar, Papa Pizziano, PELIPASTA, Pizza Hut, Subway, Baltic Bread, Wasabico, Vienne confectioner's, Ideal Cup, Coffee House, Kroshka Kartoshka, MOZHNO, Planet Sushi, Rostik'sKFC, Teremok, Chainaya Lozhka, Shokoladnitsa, Apple, LG Electronics, MediaMarkt, Nokia, Panasonic, Samsung, Euroset, Computer World, M.Video, Megafon, MTS, Svyaznoj, Eldorado, Ulmart, Alcatel-Lucent, Danone, Electrolux, General Motors, Jungheinrich, Kärcher, Philip Morris, PSA Peugeot Citroen, Suominen, Velikolukskie Kolbasy, DHL, FM Logistic, Relogix, Tablogix, and General Consulates of the USA, Sweden, Germany, Latvia and other countries.

THE FOUNDATION  
OF ASTERA'S  
SUCCESS –  
PARTNERSHIP WITH  
CLIENTS AND  
COLLEAGUES



ASTERA consultants have a vast experience working within a multitude of commercial real estate formats and functions including: retail, offices, industrial, logistics and the hospitality sector. Includes in our project portfolio are large mixed use complexes, high visibility street retail formats, stand alone office and residential buildings, built-to-suit projects, and land plot acquisitions.

### Retail premises

ASTERA has lasting business relations with owners of retail premises in the largest Russian and Ukrainian cities both in shopping malls and street retail format

**4 000 000**

**sq. m of retail premises** have been leased and sold by ASTERA team since 1992 in Moscow, St. Petersburg, Russian regions and Ukraine.

### Office premises

Thanks to our cooperation with the largest business centres we can find office premises which best suit client's requirements.

**1 500 000**

**sq. m of office premises** are in our own exclusive database of real estate objects.

### Industrial and warehouse premises

We help our clients lease or purchase industrial and warehouse premises which meet their criteria and demands of modern logistics.

**750 000**

**sq. m of industrial and warehouse premises** are offered for lease or sale by ASTERA specialists.

### Elite residential real estate

In the company's exclusive database there are various elite apartments located in the "Golden Triangle", Tavricheskiy Garden district, Kamennyj and Krestovskiy islands and other premium residential locations of St. Petersburg.

Owing to the partnership with BNP Paribas Real Estate ASTERA has an extensive database of offers from foreign residential properties owners.

### ASTERA leased and sold more than

**6 000 000**

**sq. m of commercial premises** since 1992

### Our own exclusive database consists of

**30 000**

**objects** in all the real estate segments

### With ASTERA assistance over

**9 000**

**deals** on commercial real estate market were completed in Moscow, St. Petersburg, Russian regions and Ukraine.

### Since 1992 more than

**4 000**

**companies** have become ASTERA clients, including the largest international and Russian financial, investment, trading and industrial corporations and networks.

ASTERA COMPANY  
WORKS WITH:  
RETAIL  
OFFICE  
INDUSTRIAL  
ELITE RESIDENTIAL  
REAL ESTATE





We provide full range of services for investors, developers, owners, buyers and tenants of commercial and elite residential real estate.

**ASTERA –  
YOUR RELIABLE  
PARTNER**

### Services for developers and owners:

- Brokerage and selection of tenants and buyers according to requirements of the building owners
- Optimisation of commercial terms and the creation of an effective financial and legal structure to manage the relationships between property owners, tenants or buyers
- Marketing research and project conceptualisation including: best-use analysis, functional zoning, tenants pool assessment and financial analysis of projects
- Rental rates and sale price analysis
- Pre-brokerage: validation of preliminary demand for the real estate objects
- Professional licensed real estate valuation
- Commercial and residential property management: analysis and optimization of lease policy, selection and replacement of tenants, legal support of transactions, regulation of lease relations, solution of utility problems.
- Legal support, including state registration of rights and transactions, and verification of the ownership documentation
- Marketing and promotion of the projects and buildings using a tailored suite of advertising and PR activities

### Services for tenants and buyers:

- Selection of premises profiled to match a client's business needs
- Professional advice to determine rental income and the sale price of an object
- Assistance in carrying out negotiations and concluding sale or lease agreements
- Legal support throughout transactions, document verification, assistance in state registration of rights and transactions
- PR support in respect of project development and promotion

### Services for investors:

- Assessment of investment project attractiveness
- Financial modelling
- Sourcing of project finance for investment projects
- Deal structuring and transaction support
- Legal, finance and technical assistance throughout investment transactions
- Professional licensed real estate valuation

**WE MAXIMISE THE  
PROFITABILITY OF YOUR  
INVESTMENTS**





**ASTERA CONSULTING –  
HELPING YOU  
MAKE THE RIGHT  
DECISION**

## Consulting services

ASTERA provides full range of professional consulting services in commercial real estate including: market research, best-use analysis of the property, concept development, functional zoning, financial analysis, expert analysis of the rental income and market value.

Over 600 companies have entrusted us with assignments with respect to strategic and investment consulting projects, developing project concepts and optimizing pre-existing ones.

## Investment consulting

ASTERA develops investment strategies for successful implementation of real estate projects, attracts financing and assists in concluding sale and purchase transactions.

We have built lasting business relationships with the largest Russian and international investors including institutional funds, banks, holding companies and high net worth individuals.

ASTERA partnership with BNP Paribas Real Estate gives our clients additional opportunities to source project financing.

## Real estate valuation

ASTERA provides valuation services for retail, office and industrial premises, warehouse complexes, land plots, residential buildings and other real estate objects.

Board certified ASTERA appraisers are ready to provide expert opinion on the property market, investment and liquidation value of real estate objects, detailed reports on real estate object valuation produced to both international standards and Russian legislation, and advice on effective property value management.

## Property management

ASTERA provides a full range of services concerning management of lease relations and solution of utility problems for owners of shopping and business centers, of street retail premises, and for owners of apartments and country houses.

ASTERA consultants will help you to define optimal rental rate, to choose tenants, to offer legal support of your transaction and to provide profitable operation of your real estate object.

## Brokerage services

ASTERA's legacy experience allows our consultants to base their professional opinion on actual information about the market and our own exclusive database of over 30,000 retail, office, industrial and elite residential real estate.


ASTERA consultants work with our clients to select best-fit properties matched to our clients expectations, execute the lease or sale of objects to ensure maximum value to the client, while providing full support throughout the transaction.

## Pre-brokerage

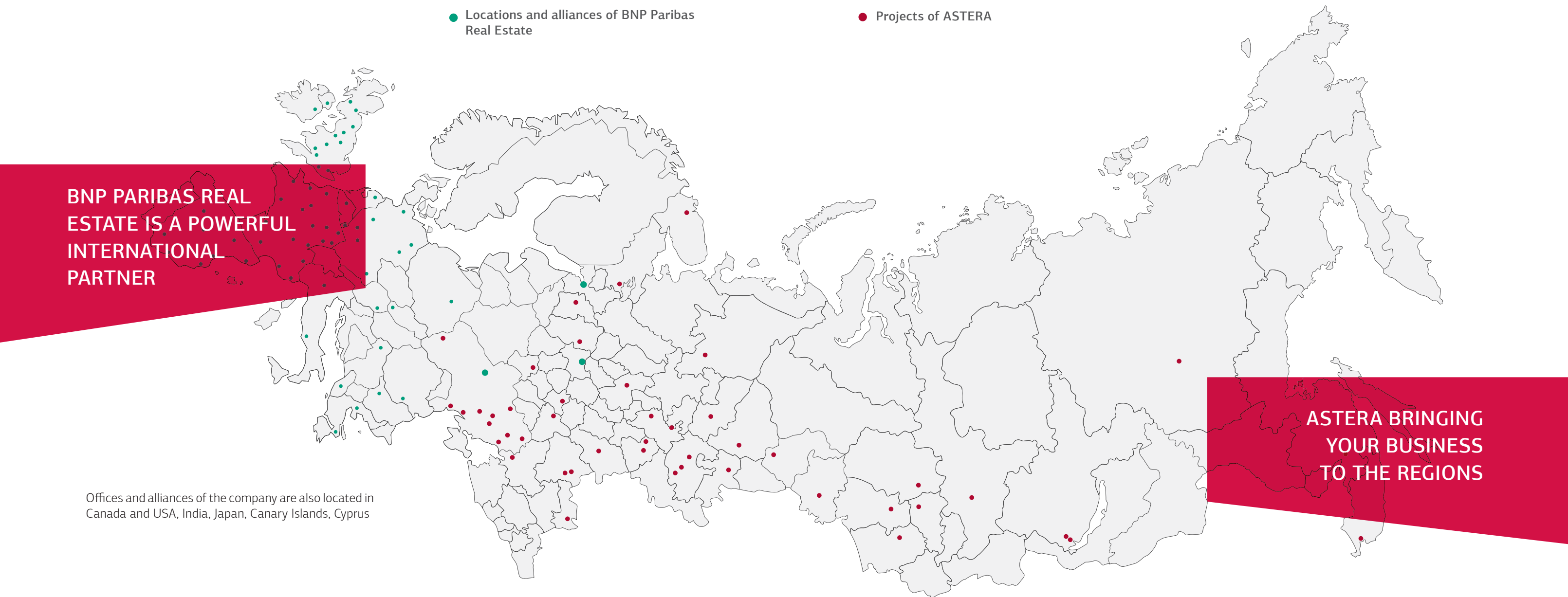
ASTERA consultants will carry out preliminary negotiations with potential buyers or tenants of the object, prepare report on the groups of potential buyers or tenants interested in the object, and provide expert opinion of the market value and rental rate of the object.

## Legal services

ASTERA provides legal support services for property transactions. Our lawyers work with our clients to properly structure all aspects of the legal relationship, determine the exact rights and obligations of the parties, and verify each party's guarantees and responsibilities. Our embedded experience provides us with a solid basis for the delivery of optimal and effective solutions to legal issues regarding real estate objects.



**ASTERA BROKERAGE  
SERVICES – ALLOWING  
THE POSSIBLE  
TO HAPPEN**



ASTERA is a partner of BNP Paribas Real Estate in Russia and Ukraine. BNP Paribas Real Estate is a leading international real estate company and according to the internationally renowned real estate publication «Source Euromoney», is the European market leader by gross turnover among consulting companies.

Alliance with BNP Paribas Real Estate gives us the opportunity to represent the interests of our clients abroad and to attract foreign investments into Russian development projects. This unique combination of deep understanding of the specific characteristics of the real estate market, conducted in compliance with international quality standards is a key ASTERA advantage.

BNP Paribas Real Estate is:

- A team of 3,700 professionals
- More than 180 offices in 38 countries
- More than 100,000 clients
- 35,8 million sq. m of commercial real estate with a total value more than €18 billion under management
- Over 4,7 million sq. m of commercial real estate have been realized in Europe in 2013
- Gross turnover of the company in 2013 – €716 million

ASTERA consultants manage brokerage of commercial real estate projects in such cities in Russia and Ukraine as:

Moscow, St. Petersburg, Angarsk, Astrakhan, Barnaul, Bryansk, Chelyabinsk, Ekaterinburg, Irkutsk, Kazan', Kemerovo, Khabarovsk, Krasnoyarsk, Lipetsk, Murmansk, Nizhnekamsk, Nizhniy Novgorod, Novosibirsk, Omsk, Perm', Petrozavodsk, Rostov-na-Donu, Salavat, Samara, Saratov, Sergiev Posad, Smolensk, Sterlitamak, Surgut, Syktyvkar, Tver', Togliatti, Tomsk, Tyumen', Ufa, Velikiy Novgorod, Vladivostok, Volgograd, Vologda, Volzhskiy, Voronezh, Yakutsk.

Kiev, Dnepropetrovsk, Donetsk, Kharkov, Krivoj Rog, Lugansk, L'vov, Mariupol', Nikolaev, Odessa, Zaporozh'e.

ASTERA – leadership provided through quality and professionalism

- Experience in solving problems of any complexity in retail, office, warehouse and élite residential real estate for 2 decades
- Own exclusive database of 30,000 objects in all the segments of commercial real estate
- Over 6,000,000 sq. m of commercial space realized by ASTERA since 1992
- Over 600 completed strategic and investment consulting projects



# Multifunctional complexes completed in St. Petersburg and Moscow



Residential district BALTIC PERI

## BALTIC PEARL DISTRICT, St. Petersburg, Krasnoselskiy district

Construction of new residential district with commercial infrastructure

**Developer:** Baltic Pearl Company (subsidiary of Shanghai Overseas United Investment Co. Ltd, China)

**Land plot area:** over 200 ha (15 land plots for residential and commercial constructions)

**Realization terms:** 2005-2013

**Services provided:**

- Analysis of current district master plan, recommendations and backgrounds for improvements;
- Preparing of investment materials for 15 land plots;
- Financial feasibility of investments;
- Partners search – co-investors, developers.



Multifunctional complex YUZH NAYA PLOSHAD

## YUZH NAYA PLOSHAD, BALTIC PEARL, St. Petersburg, Krasnoselskiy district

Mixed-use complex with retail and office zones.

**Developer:** Baltic Pearl Company

**GBA:** 113'200 sq.m. **Land plot:** 8.1 ha

**Realization terms:** 2008-2013

**Services provided:**

- Complex concept development: location analysis, competition analysis, recommendations and backgrounds for best-use, positioning of the project;
- Functional zoning and financial planning and feasibility study;
- Investors search.



Multifunctional complex Piter Land

## Multifunctional complex Piter Land, St. Petersburg, Primorskiy district

Aquapark, sports area, retail, restaurants, family entertainment centre

**Land plot area:** more than 60 ha

**Developer:** Stremberg

**Location:** on the territory of «Park of 300th anniversary of St. Petersburg»

**Realization terms:** 2006 – 2012

**Services provided:**

- Market researches;
- Complex concept development;
- Financial planning and feasibility study.

## Residential complexes: Chertanovskiy, Moscow; Residential district Yaroslavskiy, Moscow Region, Mytishchi; Levoberezhniy, Moscow Region, Khimki

Development of large scale residential territory, including commercial and social infrastructure

**Developer:** PIK Group

**Total area:** 146 ha of land plot, residential construction over 1,688,000 sq.m, retail premises over 180,000 sq.m

**Realization terms:** 2011 – 2020

**Services provided:**

- Market researches;
- Preparation of retail development concept at the territory;
- Drafting of legal contracts.



Residential complexes: Chertanovskiy, Residential district Yaroslavskiy, Levoberezhniy

## The Great Catherine Palace, St. Petersburg, Pushkin

5 star hotel, golf villa, golf apartments and clubhouse and an 18 hole championship golf course.

**Developer:** Treasury Holdings

**Total area:** 274 ha

**Services provided:**

- Market researches;
- Complex concept development;
- Financial planning and feasibility study;
- PR – promotion



Multifunctional investment project Tsarskoselsky golf club

## SAN GALLY PARK, St. Petersburg, Central district

Multifunctional complex with office and retail premises and parking for 618 spaces.

**Location:** Ligovskiy pr., 60 – 62

**Developer:** Raiffeisen evolution

**GBA:** circa 90 000 sq.m

**Realization terms:** 2014

**Services provided:**

- Market researches;
- Best use analysis.



Multifunctional complex SAN GALLY PARK



Investment projects in office, retail and industrial segments, completed in Russia and Ukraine



Retail centre PASSAGE

Passage, Nevsky pr., St. Petersburg, Central district

The project is located in the historic city center on Nevsky Prospect.

**GBA:** 21'000 sq.m

**Owner:** Passage Holdings Ltd.

**Services provided:**

- Market studies;
- Feasibility study;
- Financial analysis and pre-sale investment memorandum for the property owner;
- Retail premises brokerage.

Business centers of Ruric company, St. Petersburg

Three operating business centers A and B classes and two development projects located in the historic district.

**Developer:** Ruric

**GBA:** 35'500 sq.m

**Services provided:**

- Market researches;
- Investment memorandum;
- Investors search;
- Brokerage services at leasing the property.



Business centre OSCAR



Business centre PULKOVO SKY

Business centre PulkovoSky, St. Petersburg, Moskovsky district

Business centre class B with multi-level parking, located in close proximity to the international terminal Pulkovo II

**Developer:** EKE Group

**GBA:** 76'000 sq.m

**Services provided:**

- Investment memorandum;
- Brokerage services at leasing the property.

Warehouse PNK-1, St.Petersburg, Shushary

The warehouse complex is located close to the Ring Road.

**Class:** A

**GBA:** 15'000 sq.m.

**Services provided:**

- Brokerage services at selling the property;
- Legal assistance.



Warehouse PNK-1



Business centre LEVIUM CENTER

Business Center Levium Center, Moscow, UZAO

Class A office building in a prestigious district of Moscow.

**Architect:** ABD Architects

**Developer:** Levium

**GBA:** 22'930 sq.m

**Services provided:**

- Developing of a marketing strategy for the lease and sale of the complex;
- Market Analysis;
- Financial analysis;
- Exclusive brokerage on sales and lease of the Premises;
- Legal assistance.

Business Centre Artyom, Ukraine, Kiev

**Class:** B

**GBA:** 10'000 sq.m

**Services provided:**

- Market researches;
- Selection of land plot;
- Concept development;
- Investment Analysis;
- The organization of the project financing;
- Organization, coordination and quality control of construction works;
- Managing of the project;
- Brokerage services at leasing the property;
- Brokerage services at selling the property;
- Legal assistance.



Business centre ARTYOM



## Retail and entertainment complexes completed in Russia and Ukraine



Retail and entertainment complex RADUGA

### Retail and entertainment complex RADUGA, St. Petersburg, Moskovsky district

Regional retail and entertainment complex. Its attendance ratio today is above 35'000 people a day. Was fully occupied by tenants by the moment of its official opening.

**GBA:** 85'000 sq.m

#### Services provided:

- Market researches;
- Complex concept development (location analysis, competition analysis, best-use analysis and recommendations, positioning of the project);
- Exclusive leasing agent of the project.



Retail and entertainment complex Fiesta

### Retail and entertainment complex Fiesta, Chelyabinsk

Fiesta located at the intersection of key city roads, in the fast-growing North-West region of Chelyabinsk.

**Developer:** Strela

**GBA:** 46'000 sq.m

#### Services provided:

- Market researches;
- Complex concept development;
- Functional zoning;
- Brokerage services at leasing the property.



Retail complex MIRAMAX

### Retail complex MIRAMAX, Tomsk

Retail complex is located on a major highway of the Tomsk city – prospect Mira.

**Developer:** Alfa Nedvizhiimost'

**GBA:** 15'700 sq.m

**Date of comission:** 2011

#### Services provided:

- Market researches;
- Functional zoning;
- Brokerage services at leasing the property.

### Retail complexes Kapitoliy, 10 objects, Moscow and St. Petersburg

Kapitoliy has a total of more than 900 tenants, among which there are well-known Russian and international operators.

**Owner:** ENKA

**GBA:** 422'100 sq.m

#### Services provided:

- Market researches;
- Brokerage services at leasing the property.



Retail complexes Kapitoliy

### Retail complexes REAL, Volgograd, Lipetsk

**Developer:** REAL hypermarket

**GBA:** over 32'000 sq.m

#### Services provided:

- Market researches;
- Functional zoning;
- Financial feasibility of investments;
- Technical support of construction works (approval of design documentation of tenants);
- Exclusive leasing agent of the retail gallery;
- Promotion of the project.



Retail complexes REAL

### Detskiy Mir, Moscow, Lubyanka

Department store of children goods.

**Owner:** Sistema - Hals

**GBA:** 74'117 sq.m

#### Services provided:

- Market researches;
- Functional zoning;
- Best-use analysis;
- Co-investor search.



Department Store DETSKIY MIR



