



PRIME VISIBILITY FOR FLAGSHIP RETAIL — OPENING 2026

Signe[®]

Sponda Retail and Shopping Centres

Helsinki, Finland

FINLAND

THE HAPPIEST COUNTRY IN THE WORLD

Finland has rapid population growth in the largest cities such as Helsinki and Tampere, and consumers with purchasing power among the TOP 10 in EU.

5.6M

Total population 2023

49,000

GDP per capita 2023
(preliminary data)

44,700

Average household disposable
income per capita 2022

45.4B

Total retail revenue 2023

13,0%

E-commerce's share of total
retail revenue 2023*

TOP10

Purchasing power among top 10
in EU

* e-commerce revenue / e-commerce revenue + traditional retail revenue (2023)
Source: Statistics Finland (2023), Statista



HELSINKI

THE CAPITAL & THE COUNTRY'S MOST ATTRACTIVE CITY AND ECONOMIC HUB

1,25M

Inhabitants within 30 minute drivetime 2023

+5.6%

5-year population growth forecast (2024–2029)*

29.1B

Total household purchasing power within 30 minute drivetime 2023

6.1B

Total retail revenue 2021*

13.4%

Helsinki's share of total retail revenue in Finland 2021

9,200

Retail revenue per capita 2021*

58,000

GDP per capita 2021
Greater Helsinki region

10,500

Retail revenue per capita (2021): € 10,500, 28% higher than national average **

1,300

F&B revenue per capita (2021): € 1,300, 45% higher than national average **

* Numbers of Helsinki city only, not within 30 min. drivetime zone
Source: Statistics Finland (2023)

** Helsinki Region: Cities of Helsinki, Espoo, Vantaa and Kauniainen





SIGNE THE PREMIER RETAIL LOCATION IN HELSINKI

Discover a one of a kind commercial environment where prime location, exceptional foot fall, and superior spending power converge.

Experience the future of retail in a cutting-edge space designed to outshine traditional shopping centers and department stores, delivering unmatched business potential.

EXCEPTIONAL ACCESSIBILITY IN THE HEART OF HELSINKI

Centrally located with
top-notch connectivity.

Tram stop directly in front of the
building.

Metro station just 100 meters away,
facilitating easy access for shoppers
coming from different parts of the city.

Main railway station within 300 meters,
convenient for commuters and visitors
from outlying areas.

Benefit from over 3,350 parking spaces
within 500 meters, ensuring easy
access for car-dependent shoppers.

Easily accessible by foot or bicycle,
supporting the green commuting
initiatives of Helsinki.



UNMATCHED FOOT FALL FOR MAXIMUM EXPOSURE

Visibility translates to viability — your brand deserves a front row seat on the busiest street in Helsinki.

Located on the main street of Helsinki, the epicenter of retail activity.

Daily foot fall of 38,000 and 16,000 cars passing offers exceptional customer reach.

Surrounded by major shopping destinations, ensuring a steady flow of potential shoppers.

Signe x Sponda Retail and Shopping Centres



HELSINKI CITY CENTRE

PARLIAMENT
HOUSE

KUNSTHALLE
HELSINKI

FINNISH MUSEUM
OF NATURAL HISTORY

KIASMA
MUSEUM OF
CONTEMPORARY ART

FENNIA QUARTER

AMOS REX
ART MUSEUM

CENTRAL RAILWAY
STATION

LASIPALATSI

DS
SOKOS

KAIVOKATU

SC
CITYCENTER

NATIONAL GALLERY
ATENEUM

SC KAMPPI

SC
FORUM

SIGNE

OLD STUDENT
HOUSE

KESKUSKATU

WTC

SC
KLUUVI

ALEKSANTERINKATU

SC KÄMP
GALLERIA

POHJOISESPLANADI

ESPLANADE PARK

ETELÄESPLANADI

WITHIN A FIVE-MINUTE WALKING DISTANCE

+540 Grocery and specialty shops
+440 Restaurants & cafés
+3300 Car park spaces
+250 Office tenants



Metro



High street

CREATE A RETAIL SPACE THAT'S UNIQUELY YOURS

Our brand new, state-of-the-art building will offer a blank canvas for retailers, allowing you to craft a space that perfectly reflects your brand's identity, vision, and values. Be part of a cutting edge retail environment designed for modern success.

4,366m²

Total retail area

1–6 units

Possibility of retail units in two floors

1,677m²

Ground floor retail area

2,037m²

Lower ground floor retail area

4,75m

Shop front height
to Mannerheimintie

2026

Completion year

Signe × Sponda Retail and Shopping Centres





Store area 1-2 Mannerheimintie

PRIME VISIBILITY FOR BRAND IMPACT

Storefronts facing one of the busiest streets in Helsinki.

Large, eye-catching displays possible due to expansive store frontage.

Ideal for high-impact branding and visual merchandising.

Great visibility not only boosts foot fall but also enhances brand presence in a competitive retail landscape.



NOYA





NOLUS









Signe®

PRELIMINARY LAYOUTS

Signe x Sponda Retail and Shopping Centres

RETAIL GROUND FLOOR

Premium retail space in the most modern business premises in the city. The best shop fronts on Mannerheimintie.

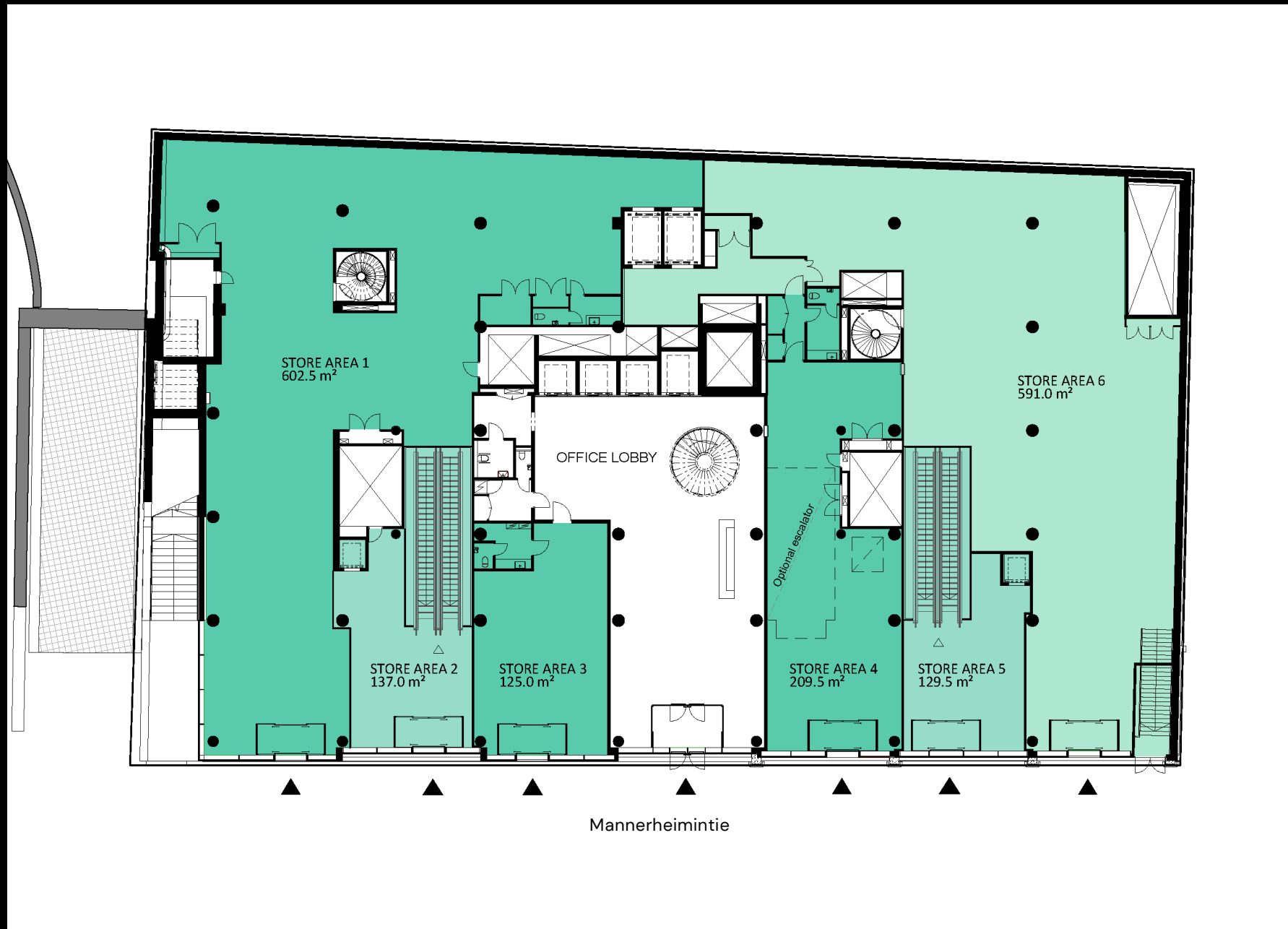
1,794.5m²

Leasable area

3.5–3.7m

Estimated free height (floor to ceiling) on the ground floor

Signe × Sponda Retail and Shopping Centres



RETAIL LOWER GROUND FLOOR -1

Signe's lowest retail floor offers impressive spaces for a flagship store or showroom.
The premises to be combined with the ground level.

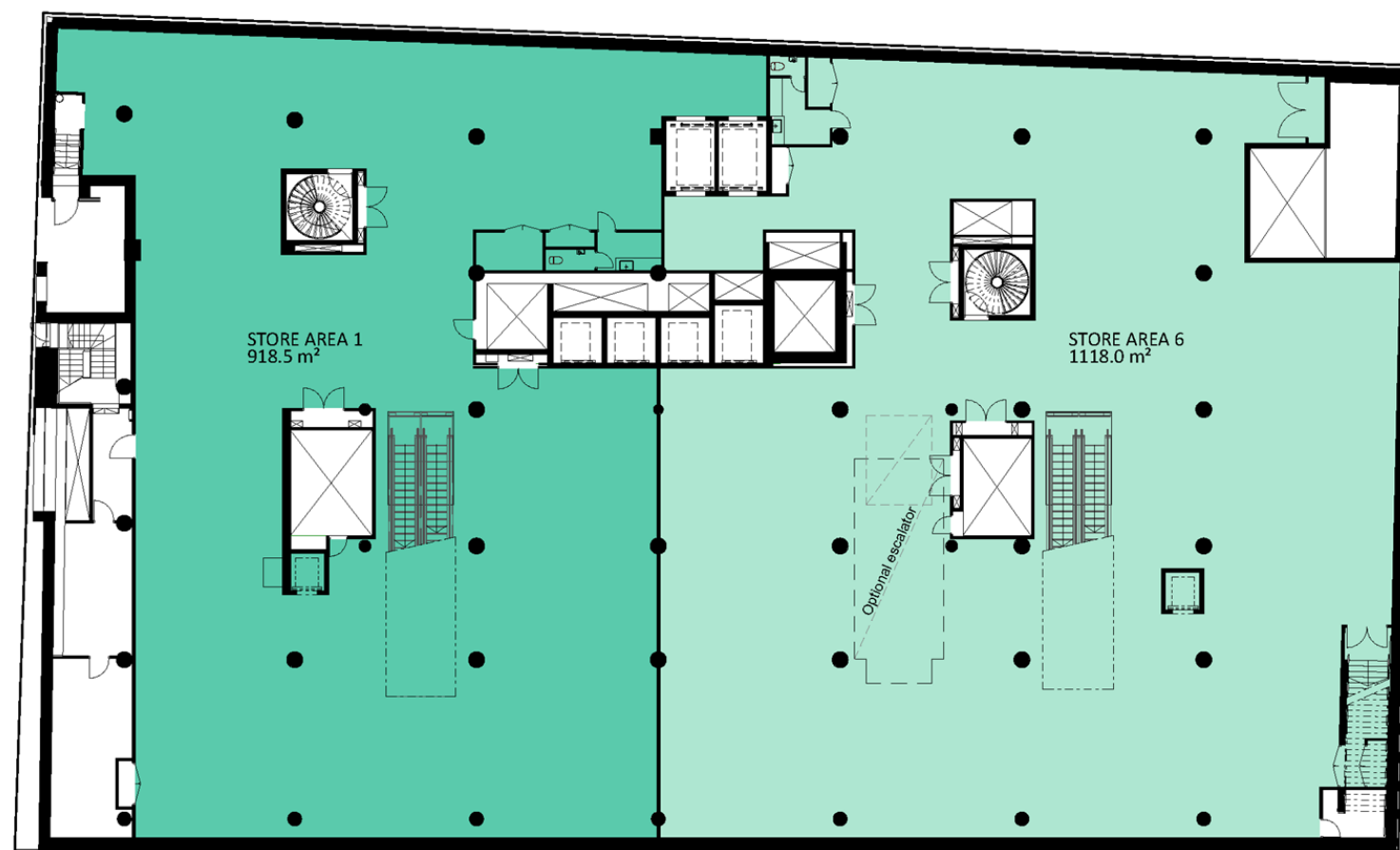
2,036.5m²

Leasable area

3.3–3.7m

Estimated free height (floor to ceiling) on the lower ground floor

Signe × Sponda Retail and Shopping Centres



Mannerheimintie

RETAIL UPPER GROUND FLOOR +1

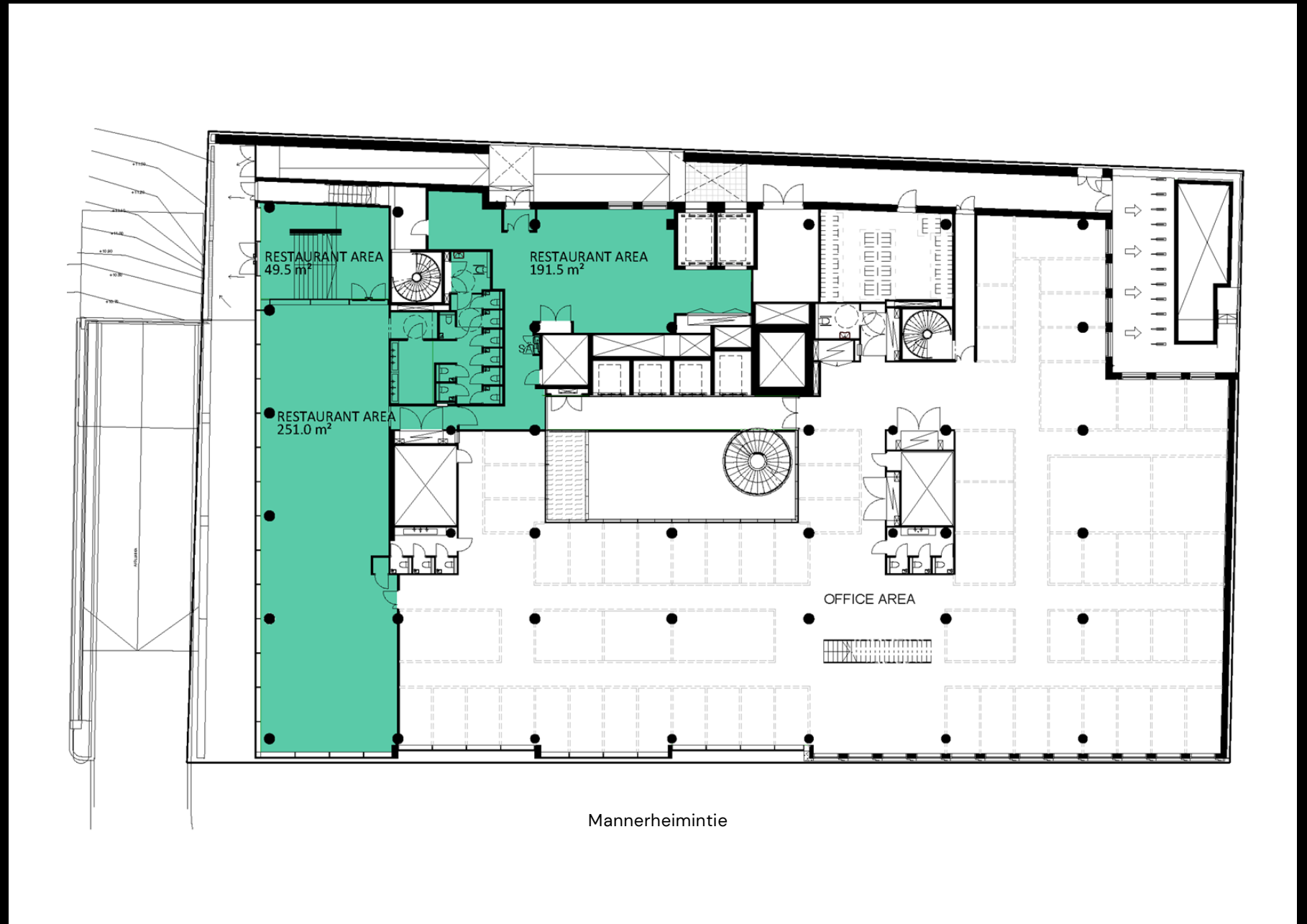
Restaurant area

High-quality restaurant premises with excellent views in the city's most central location.

492m²

Restaurant leasable area

Signe × Sponda Retail and Shopping Centres



RETAIL LOWER GROUND FLOOR -1

Option A for anchor tenant

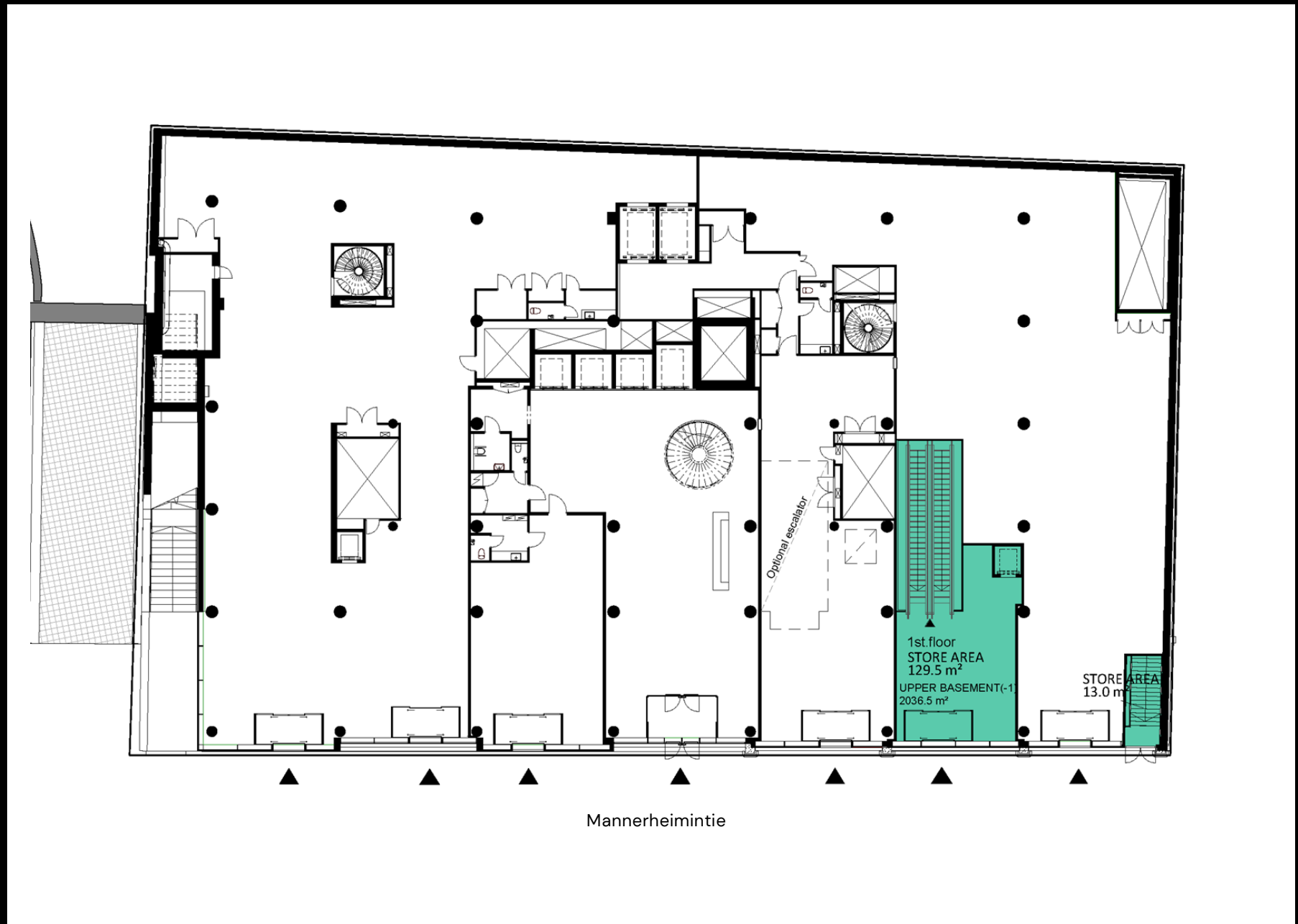
Possibilities for different sizes of
premises.

An example of a ground floor level
visible entrance and shopfront (142.5m²
premises) combined with major space
in the lower ground floor -1.

2,036.5m²

Total leasable area

Signe x Sponda Retail and Shopping Centres



RETAIL GROUND FLOOR & LOWER GROUND FLOOR -1

Option A for anchor tenant

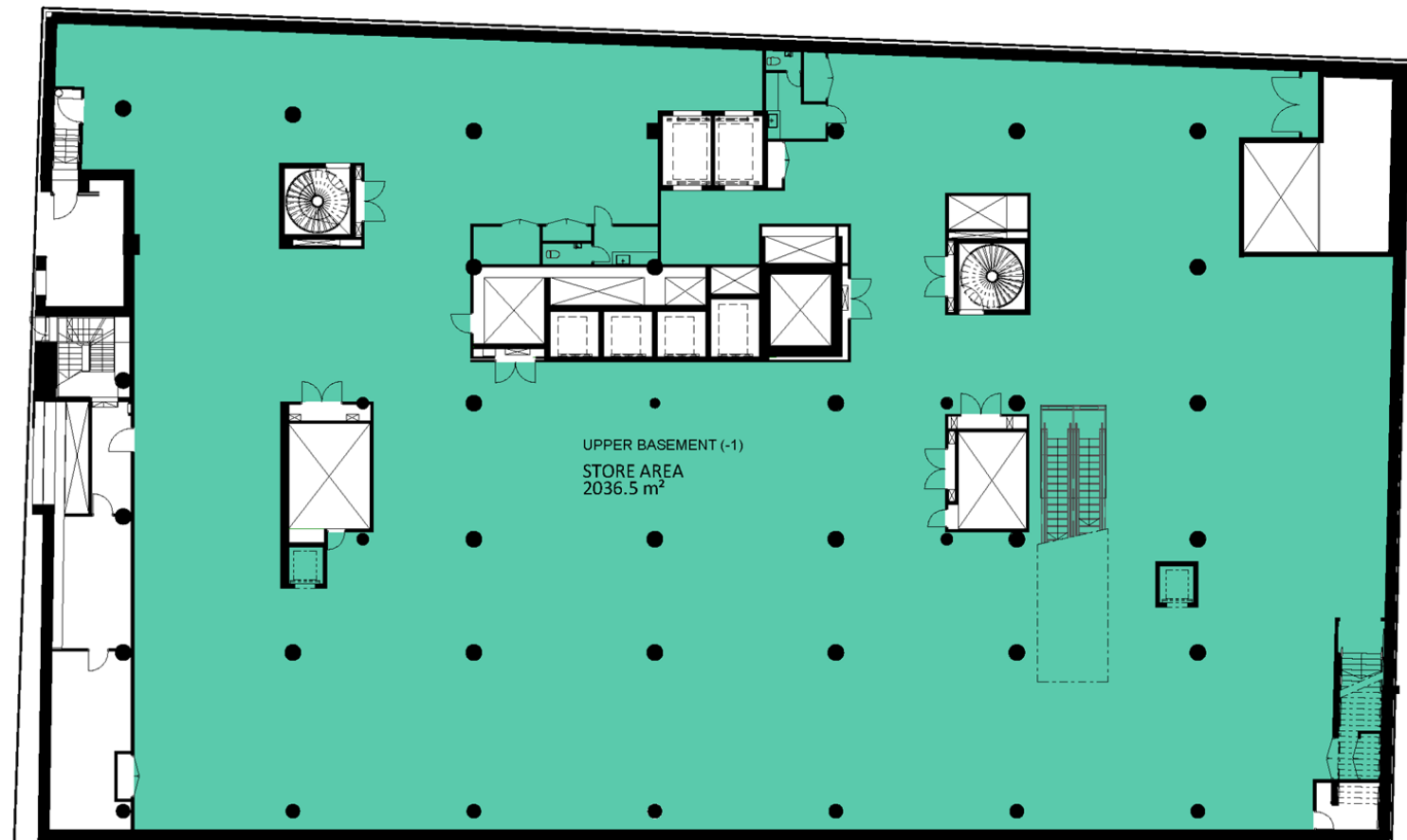
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OFFICE FLOORS 3–8

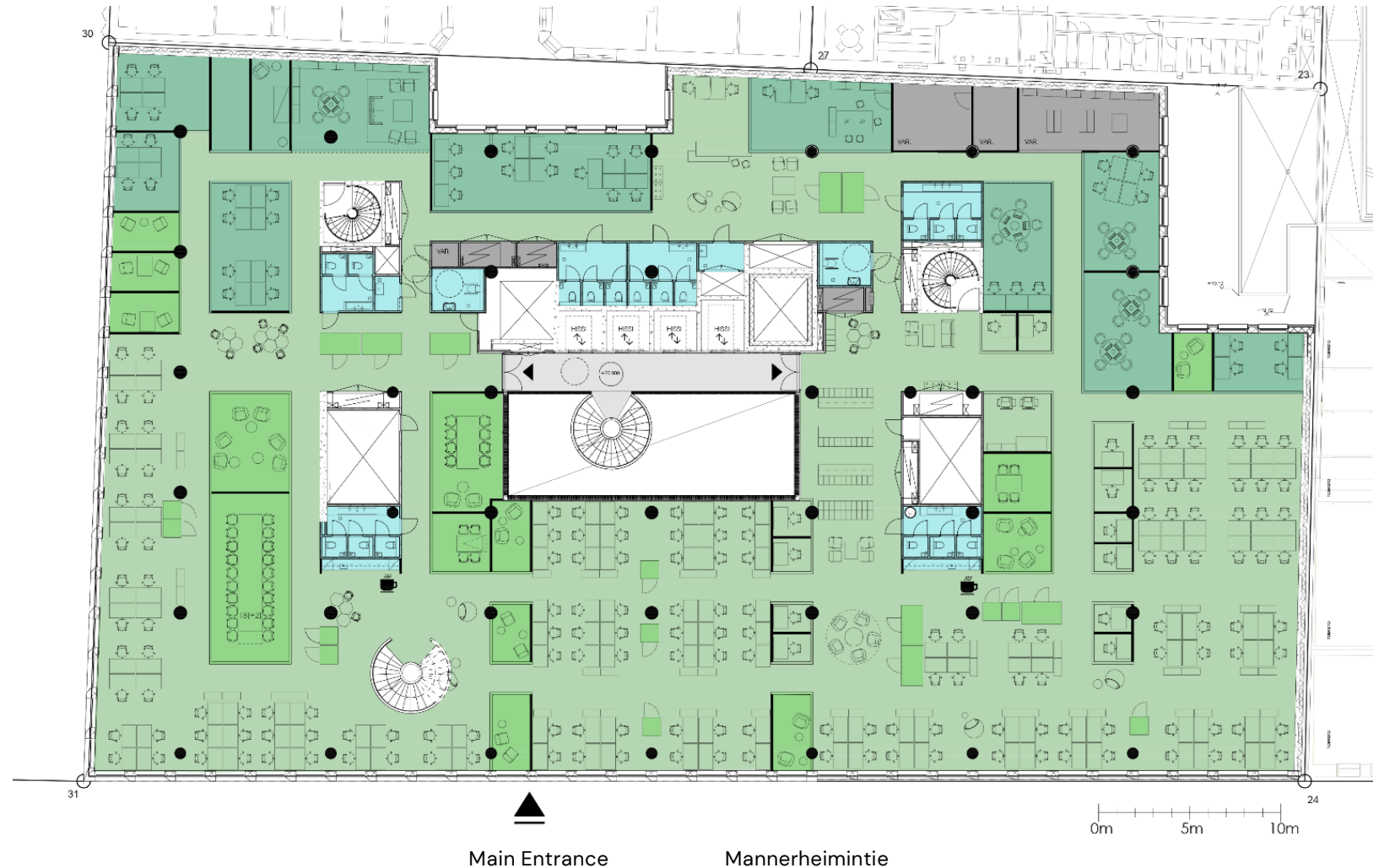
Example layout of the office floors

Signe's open office spaces can be flexibly converted to suit customer needs and various purposes of use, from an open office to a multi-space office supporting hybrid work.

12,112m²

Total leasable office space

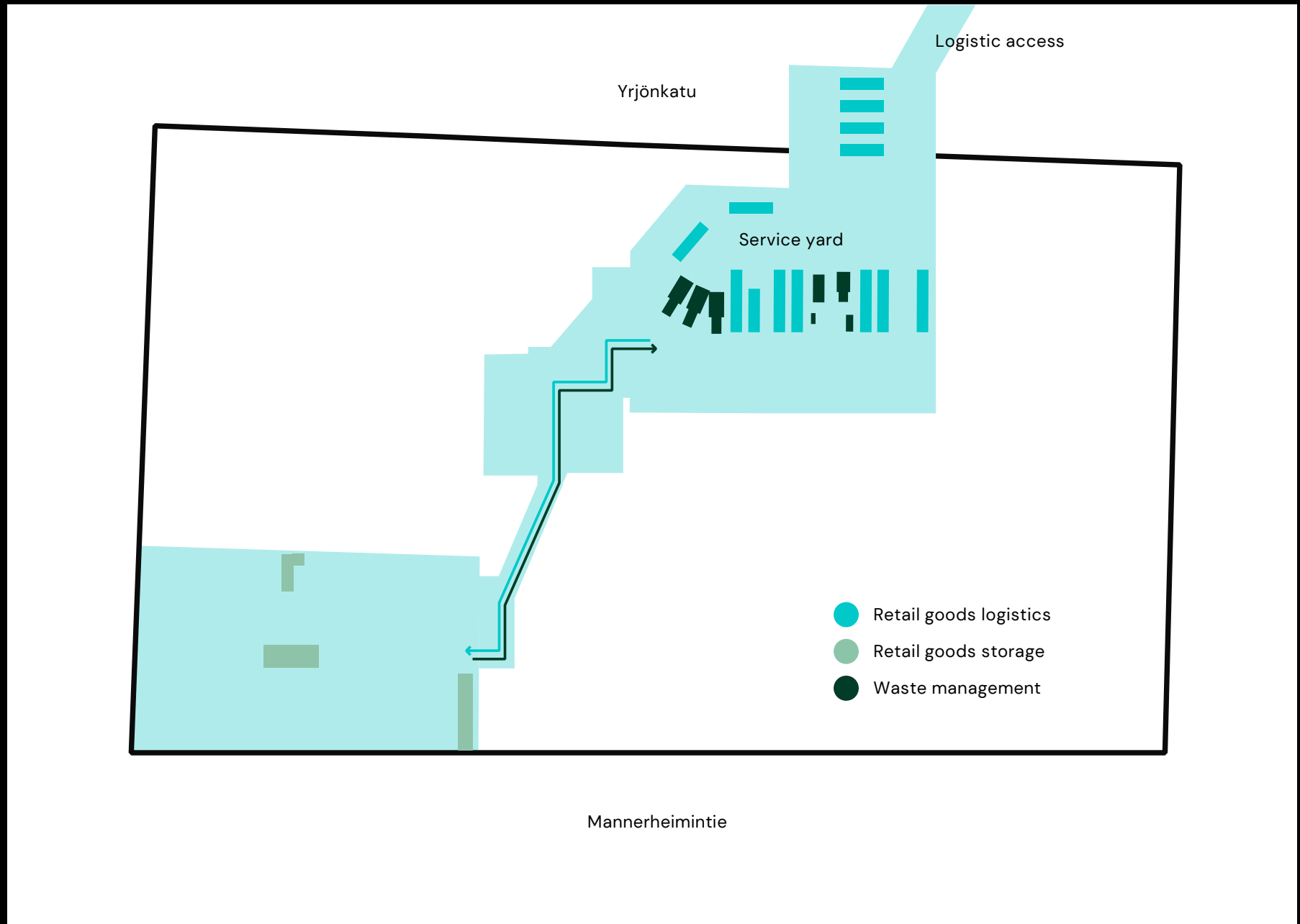
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RETAIL LOGISTICS ACCESS

Seamless logistics for efficient operations

Our advanced logistics setup ensures smooth delivery and easy access to all retail spaces. With dedicated service yards, loading docks, and direct routes to your store, moving goods is fast and hassle-free, minimizing disruption and optimizing efficiency.





SUSTAINABILITY

Sustainable construction solutions support your responsibility by energy efficiency, minimal carbon footprint, circular economy principles, and support for sustainable mobility with excellent public transport and comprehensive recycling options for tenants.

250+

Over 250 bike parking places encourage sustainable mobility with comprehensive public transport connections

99.5%

The 99.5% recovery target rate for demolition waste was achieved.

30 %

Minimizing the carbon footprint of the life cycle by 30% lower material emissions per square metre.

37.6 MWh

Up to 37.6 MWh of solar energy from the building's own solar power plant.



LEED Platinum and WELL Gold certified construction project and property comply with the EU taxonomy criteria and the highest environmental standards

0co₂

Carbon-neutral in terms of energy consumption during use (excluding future possible tenant electricity agreements).



IN GOOD COMPANY

Prime location in the heart
of Helsinki.

Signe is perfectly situated next to the iconic Forum Shopping Center and Stockmann department store, placing your brand among the city's most prestigious retail destinations. Surrounded by an exciting mix of the latest fashion, lifestyle, and leisure concepts from both domestic and international brands, Signe benefits from a vibrant atmosphere.

The area also offers a wide variety of restaurants, cafés, and services, making it an ideal location for both shoppers and businesses.

By choosing Signe you'll bring your own brand to an environment worthy of Helsinki's prime location adjacent to the best cultural sites, public events and ancillary services.

HELSINKI CITY CENTRE



Car parking spaces

EuroPark P-CityForum	1,300
EuroPark P-Simonkenttä	200
EuroPark P-Eliel	600
EuroPark P-WTC	190
EuroPark P-Kluuvi	600
Aimo Park Stockmann	600
Aimo Park Iso-Erottaja	450



Within this area about
250 office tenants and
thousands of employees



Car parking

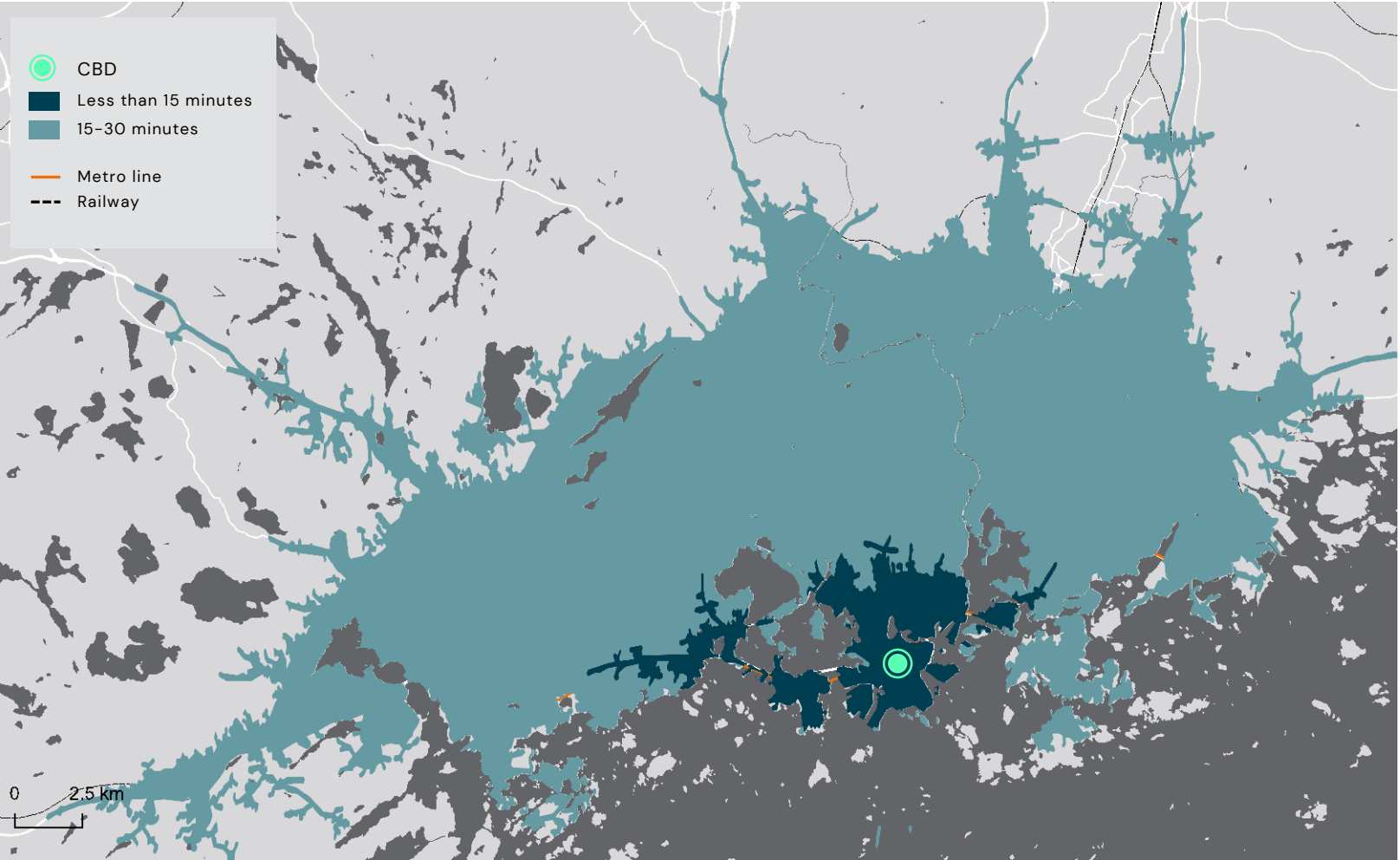
ACCESSIBILITY BY PRIVATE CAR

	Within 15 minutes	Within 30 minutes
Population	233 068	1 125 172
Aggregated household (HH) purchasing power	€7.9bn	€29.1bn
Aggregated HH retail purchasing power	€2.7bn	€10.0bn
Average HH purchasing power	57,523€	50,111€
Share of HHs in the lowest income category	20%	21%
Share of HHs in the middle income category	47%	53%
Share of HHs in the highest income category	34%	27%
Workplaces	280 366	610 923

KEY TAKEAWAYS

- Population of 1.1 million lives within 30 minutes of travel time from CBD
- CBD is accessible within 30 minutes from almost the whole HMA
- Over 25% of HMA purchasing power is located within the 15-minute drivetime zone

TRAVEL TIME TO CBD BY PRIVATE CAR



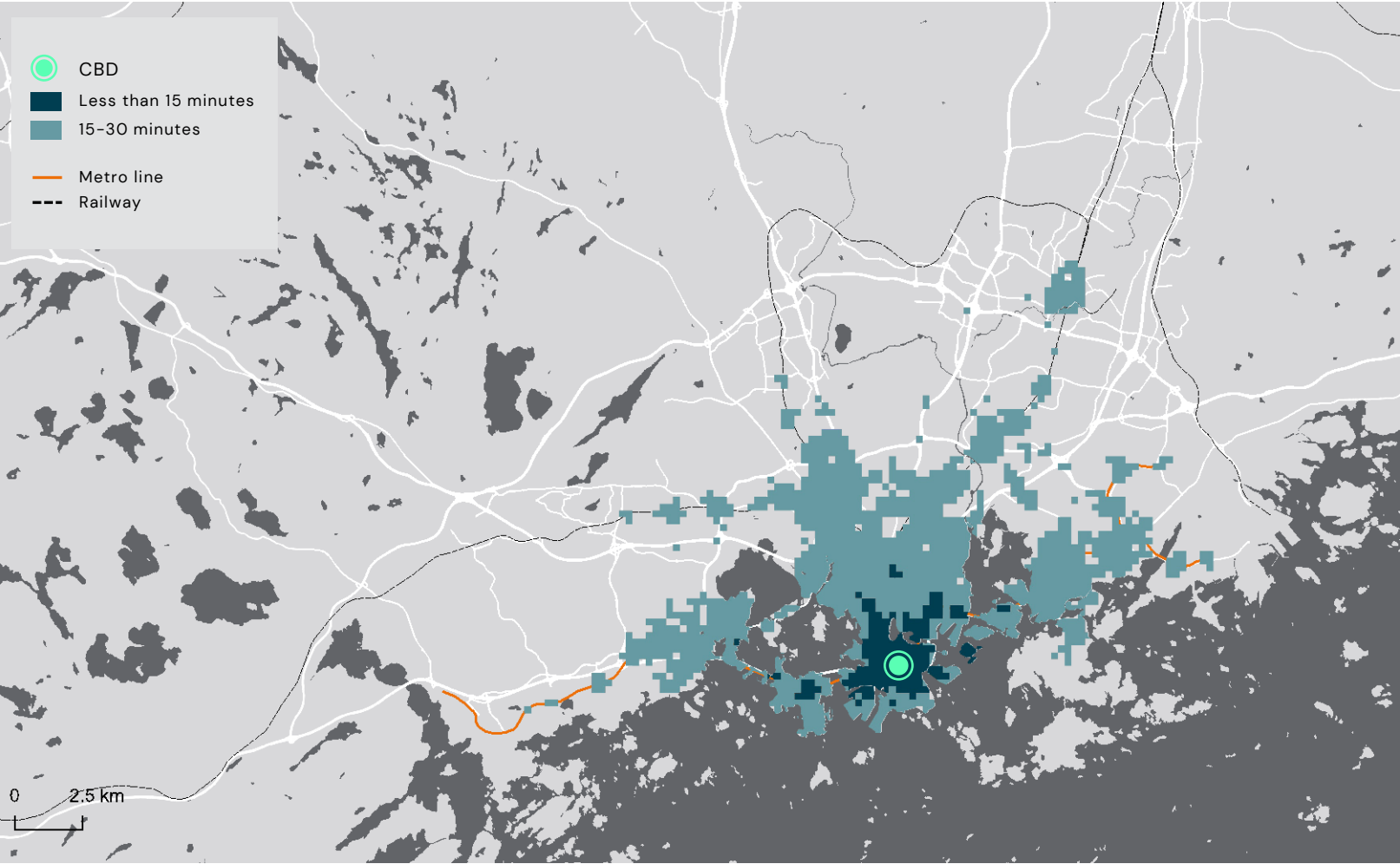
ACCESSIBILITY BY PUBLIC TRANSPORT

	Within 15 minutes	Within 30 minutes
Population	107 989	483 408
Aggregated household(HH) purchasing power	€3.8bn	€13.7bn
Aggregated HH retail purchasing power	€1.3bn	€4.7bn
Average HH purchasing power	58,864€	49,785€
Share of HHs in the lowest income category	20%	22%
Share of HHs in the middle income category	46%	51%
Share of HHs in the highest income category	34%	27%
Workplaces	155 795	414 881

KEY TAKEAWAYS

- CBD is accessible within 30 minutes by public transport from most of the main neighborhoods in HMA
- CBD sits at the nexus of public transport connections, and has excellent accessibility from both the south-north and east-west directions

TRAVEL TIME TO CBD BY PUBLIC TRANSPORT



ACCESSIBILITY BY WALKING

	Within 5 minutes	Within 15 minutes
Population	541	37 775
Aggregated household (HH) purchasing power	€31.5m	€1.6bn
Aggregated HH retail purchasing power	€10.8m	€10.0bn
Average HH purchasing power	104,153€	73,787€
Share of HHs in the lowest income category	14%	18%
Share of HHs in the middle income category	38%	41%
Share of HHs in the highest income category	49%	41%
Workplaces	20 123	90 485

KEY TAKEAWAYS

- Signe is within walking distance from all around Helsinki CBD and some of the most affluent neighborhoods in Helsinki
- The micro-location is strong; most important transport hubs in the area, such as the Helsinki Central railway station, are located within 5-minute walking distance

TRAVEL TIME TO SIGNE BY WALKING



SPONDA AS A BUSINESS PARTNER

We develop high-quality retail spaces and communal urban centres that create optimal settings for our customers' success. Our shopping centres and brick and mortar premises are found in the most desirable locations in Finland's largest cities and growth centres.

Central locations

We are a property sector forerunner and sustainable property developer. Our energy-efficient properties and facility solutions that encourage sustainable values create cost savings for your company over the long term while adding visible brand value.

Value from sustainability

We are experts in shopping centre business and consumer behaviour. We understand the trends concerning consumption and the needs of retail customers, and we are quick to implement innovations from around the world in our shopping centres.

Strong expertise

We are where your customers are. Our properties are located in public transport hubs, along the busiest customer flows. Our offering includes optimal locations for start-up companies as well as large chains.

SPONDA

SPONDA Ltd. is one of the largest property investment companies in Finland. We own, lease and develop office and retail properties and shopping centres in the largest cities in Finland. We are a forerunner in property investment, an experienced property developer and a responsible urban developer. Our properties are situated in the best city locations with good connections. We create modern and functional spaces, that accommodate new ways of working. Our mission is to develop operating environments that promote the success of our customers.



AT YOUR SERVICE

I would be delighted to provide further details and discuss your future plans for establishing a presence in the heart of Helsinki.



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SPONDA

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