



# asecs

**THE LEADING REGIONAL MALL FOR**  
*JÖNKÖPING AND SMÅLAND*

# A WORLD OF VARIATION

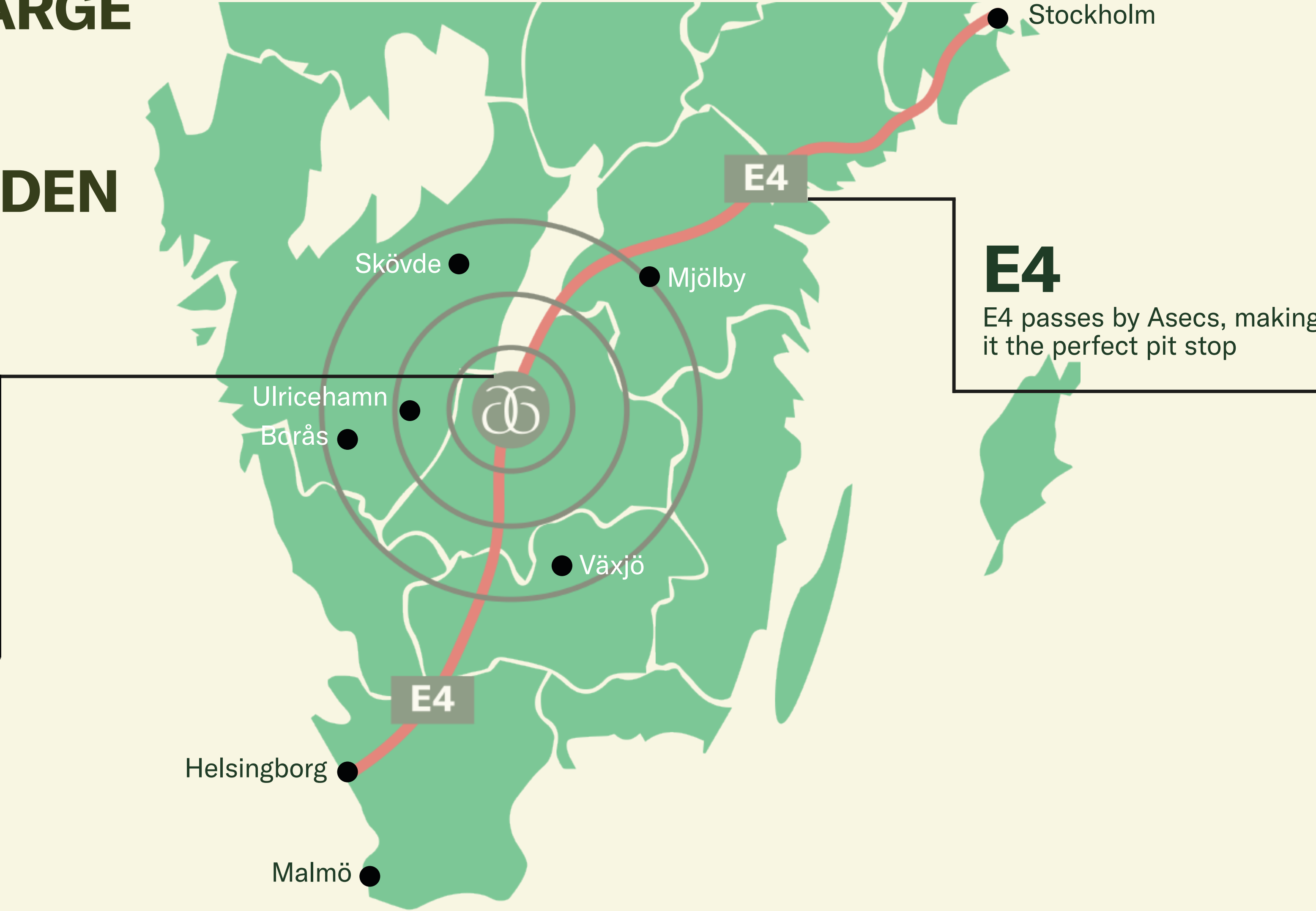
*Asecs is a dynamic fusion of cuisines, cultures and brands.*



CONNECTING LARGE  
REGIONS FROM  
THE HEART OF  
SOUTHERN SWEDEN

ASECS

100+ stores  
4 000 parking spaces,  
most of them free







# ASECS JÖNKÖPING – QUICK FACTS

Property owner	Alecta Fastigheter AB
Property manager	Newsec PAM Sweden AB
Opening year	1987
Leasable area	50 000 m2
Catchment area	80% within 120 km
Nr of retail units	105
Anchor tenants	H&M, Stadium, Åhléns, Stadium, Systembolaget, Coop, KappAhl, Lindex, DinSko, Kicks, New Yorker
Turnover	1 500 000 000 SEK
Parking Spaces	4 000
Annual Visitors	5 000 000



# ASECS RETAIL PARK

In great company with big brands, public services, and the E4 highway, we're synonymous with convenience, accessibility, and ease.

## 1 OF THE TOP 10

largest retail parks in Sweden.

## PRIME LOCATION

right by the E4 highway, between Stockholm, Gothenburg and Malmö.

## 55-72 000

vehicles pass by daily via the E4 highway.

## 10 MILLION

visitors to the A6 trading area annually, resulting in a 4 billion SEK turnover in total.

## NEIGHBORS

include major chains like IKEA, Elgiganten, Intersport, Ilva and Jula.

## SERVICES

such as office spaces, healthcare, education etc. are available on-site.

## TESLA SUPERCHARGER

40+ Superchargers available, 24/7.



# JÖNKÖPING: A BIG PLAYER WITH AN EVEN BRIGHTER FUTURE

- **Jönköping municipality** is the **9th largest city** in Sweden with 150 000 inhabitants
- Jönköping is a **city of residence**, hosting numerous events, fairs, and festivals, which boosts local economy, networking opportunities, and brand visibility. This vibrant atmosphere attracts visitors and potential customers, enhancing **business growth** and community engagement
- Declared as the city center with the **best** economical conditions in Sweden
- Jönköping County is expected to **grow faster** than the county average until at least 2030
- Named Sweden's most **future-proof** city center, providing the best opportunities for urban growth and development
- The region boasts a strong economy anchored by **major corporations** such as Saab, Garo, Elmia, Fagerhult, Bufab, OEM, Sapa, Combitech, and Husqvarna, to name a few. This reflects a high purchasing power



# GET TO KNOW YOUR CUSTOMER: *ASECS VISITOR INSIGHTS*

The average visitor stays

# 57.5

minutes at Asecs.

The average visitor  
**visits** Asecs **3 times**  
per month.

**The average** visitor is

# 39

years old.

Our visitors with **high purchasing power** are interested in **premium brands** and **sustainability**.



# 50%

of visitors live within a 28-minute drive from Asecs, 30% live within a 60-minute drive, and 20% are spontaneous visitors or tourists.

# 72%

of visitors are aged between 20 and 49 years old.

Our most **frequent visitors** seek **practical** solutions and **affordable goods**.



# 100+

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Over 100 shops and restaurants that include international fashion, a bite for every taste and loads of local favorites.

*Right by the E4 highway!*



# KEY PARTNERS PERFORMANCE

The Asecs effect speaks for itself – despite being located in the 9th largest city in Sweden, stores at Asecs achieve remarkable performance within their respective chains.

The logo for AHLÉNS, featuring the brand name in a bold, red, sans-serif font. The letter 'A' is stylized with a small circle above it.

Top 2 best performing store in shopping malls in Sweden.

The logo for ginatricot, featuring the brand name in a bold, black, sans-serif font.

Top 3 best performing store in Sweden

The logo for H&M, featuring the brand name in a stylized, red, sans-serif font.

Top 5 best performing store in Sweden

The logo for JACK&JONES, featuring the brand name in a bold, black, sans-serif font.

Top 3 best performing store in Sweden.

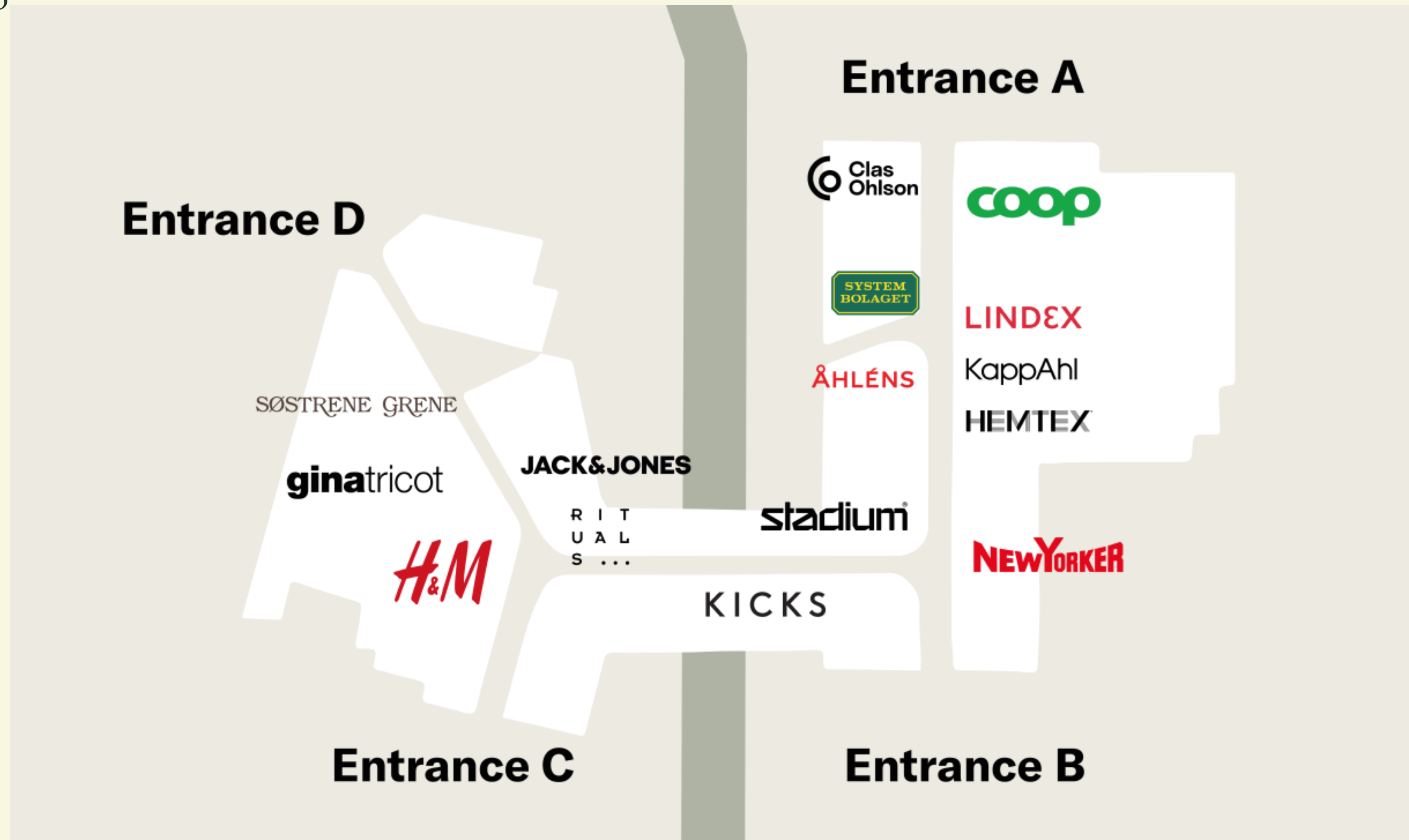
The logo for KappAhl, featuring the brand name in a bold, black, sans-serif font.

The 3:rd best performing store in the entire chain.

The logo for KICKS, featuring the brand name in a bold, black, sans-serif font.

Top 3 best performing store in Sweden.

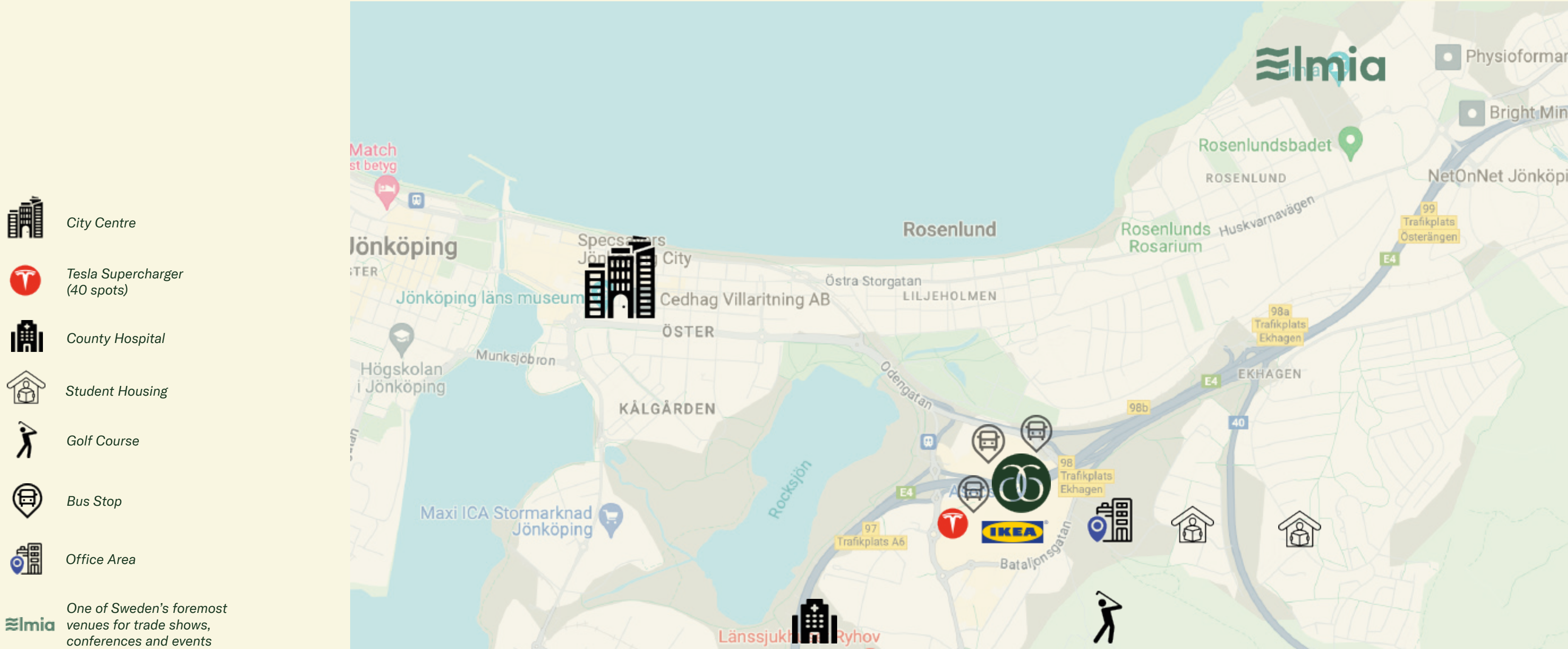
# SIMPLIFIED OVERVIEW OF *Asecs*





# OVERVIEW OF *The Area*

Let’s zoom out and take a look at everything that’s integrated within the Asecs area:







## PRIME BENEFITS OF ESTABLISHING HERE

- **Location:** Right by the E4 highway, between Malmö, Gothenburg, and Stockholm with 22+ million bypassers each year.
- **Brand awareness:** 8 100+ Google searches for Asecs every month.
- **Vibrant city life:** Fairs, events and festivals bring both tourists and professionals to Jönköping.
- **High purchasing power:** With many big company headquarters nearby, this region boasts a strong economy.
- **Educational attraction:** Jönköping University attracts both Swedish and international students, bringing thousands of new, young residents to Jönköping every year.





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