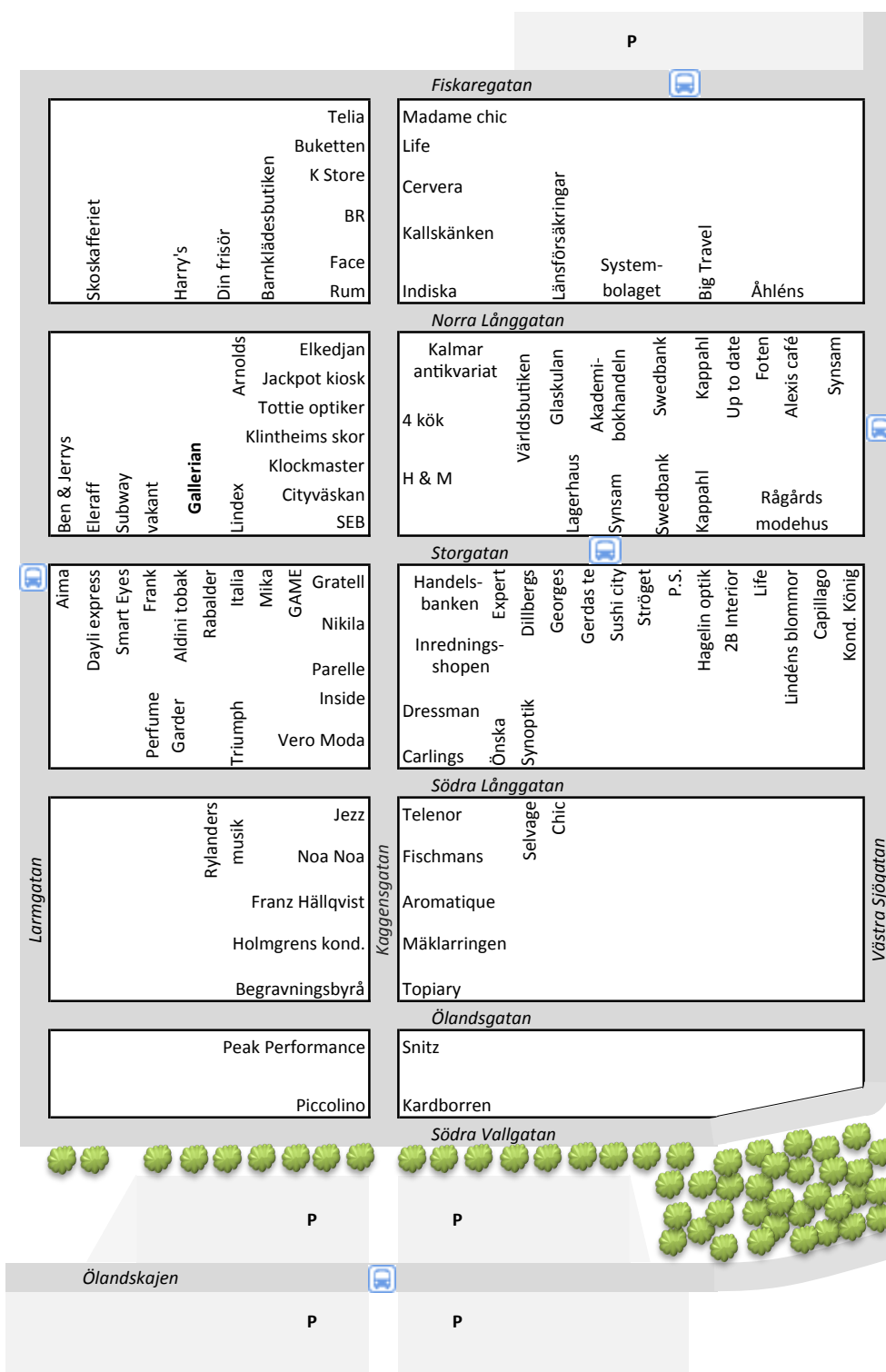
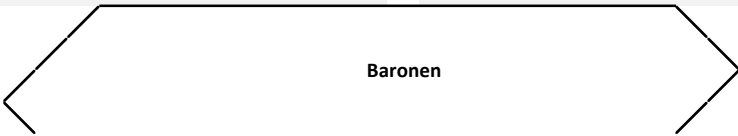


Kalmar StreetMap Maj 2011



- Baronen**
- Glitter
 - Guldfynd
 - Hallbergs Guld
 - Ur & Penn
 - DiModa
 - Hemtex
 - Village
 - Apoteket Baronen
 - Baronens Parfym
 - Chrystal Nails
 - Frisör Backstage
 - Make Up Store
 - The Body Shop
 - Baronen spel & tobak
 - Kahls Kaffe
 - Accent
 - Brothers
 - Deichmann
 - Ecco-store
 - Esprit
 - Esprit Men
 - EusoSko
 - Gina Tricot
 - JC
 - Kompaniet
 - MQ
 - New Yorker
 - T-Shirt Store
 - Kalmar kemtvätt
 - Sko- & Låsservice
 - Intersport
 - Netto Zoo
 - Oj Toy!
 - Present & Hobby
 - Clas Ohlson
 - Kjell & Company
 - Mobilizera
 - Biostaden
 - Café Nilsson
 - Le Croissant
 - McDonalds



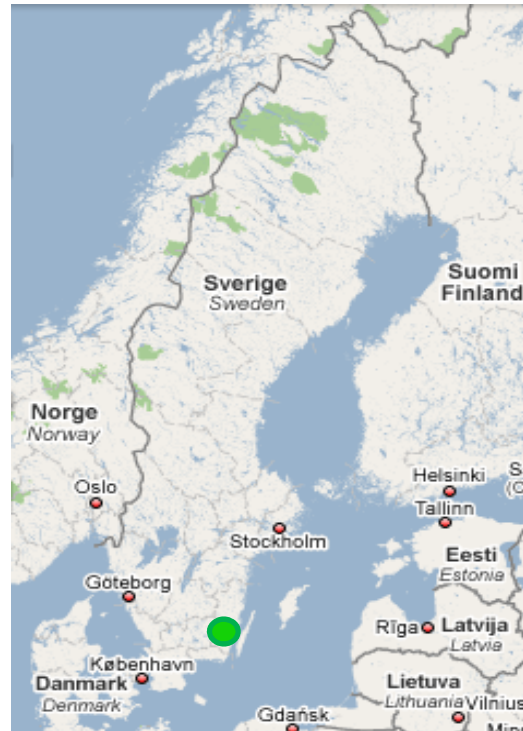
Demography

Facts

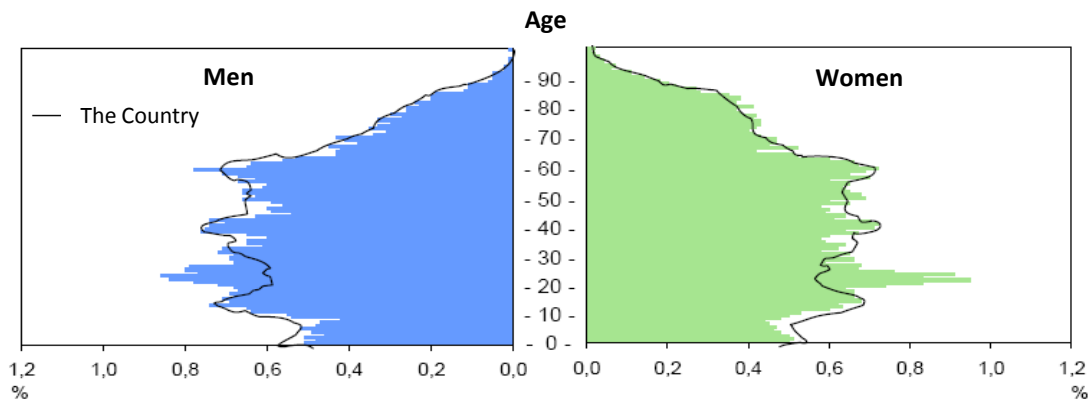
Population	61 533
Catchmentarea	200 000
Sales infrequent goods mkr	2 776
Sales common goods mkr	1 592
Sales total mkr	4 369
Index infrequent goods	158
Index total	134

Demographics

Students	8 000
Average income index	94
Commuting	+1537
Average age (Sweden 41,0)	40,8

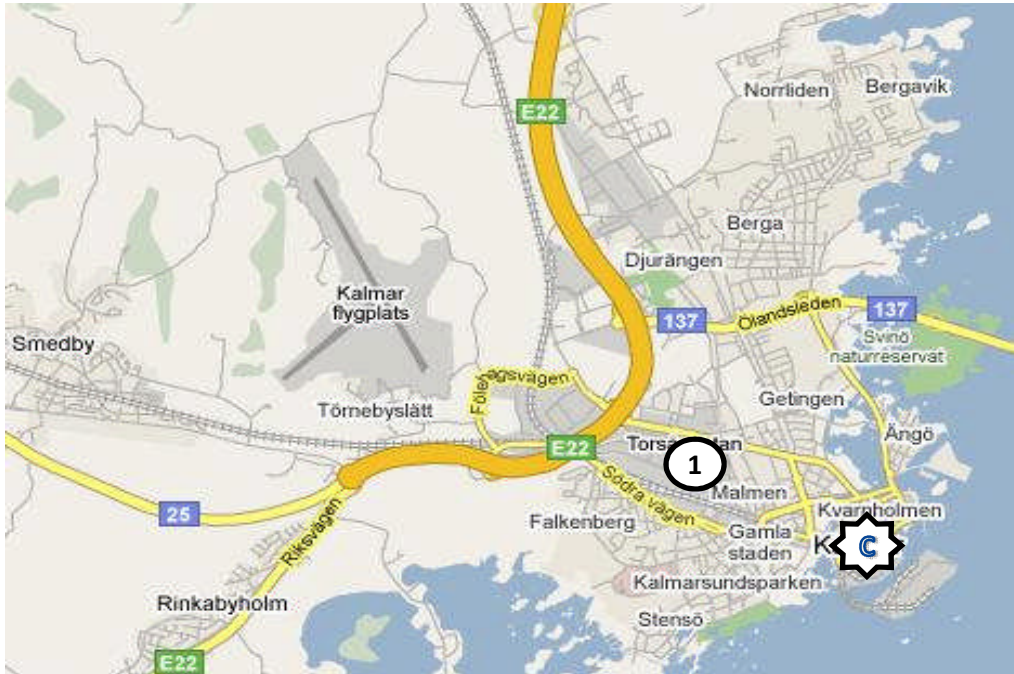


Age Distribution



Source: HUI, SCB, Google Maps

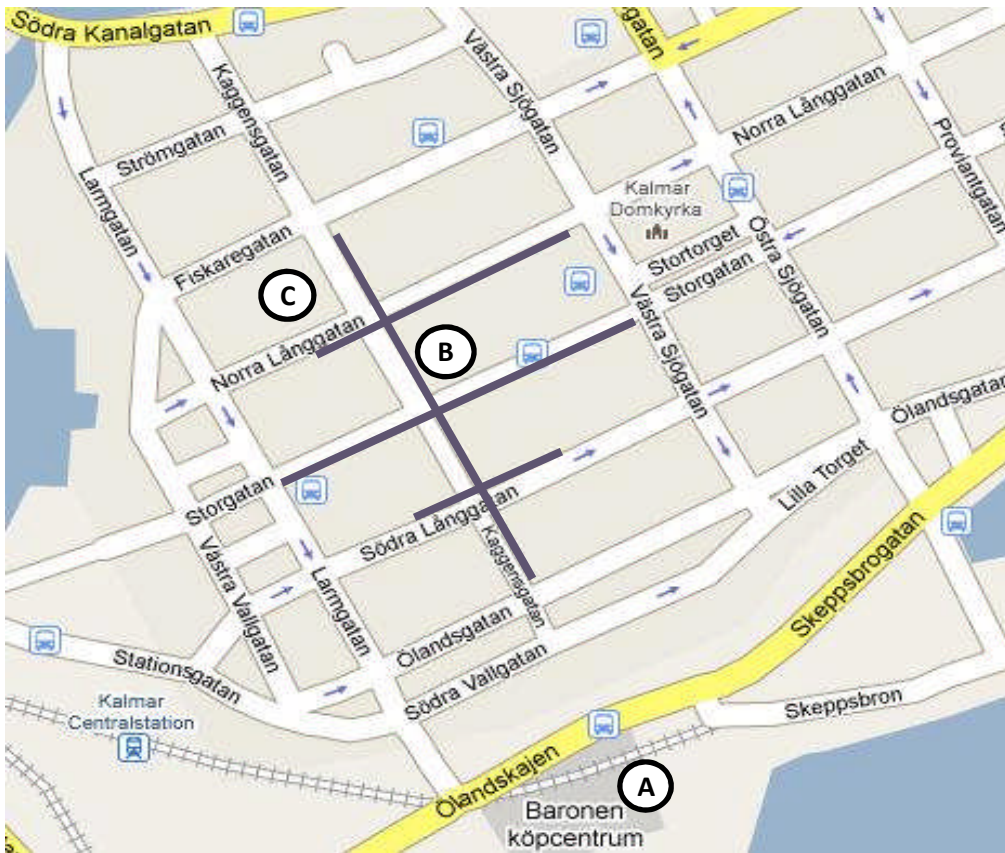
Shopping centers



Shopping centers	Infrequent goods mkr	Total mkr	Vistors mill	Tenants
1 Giraffens köpcentrum	298	908	6,3	39

Source: Köpcentrumkatalogen, Google Maps

Downtown Kalmar



— Shoppingarea

Main shopping street

Kaggensgatan

Shopping centers	Infrequent goods mkr	Total mkr	Vistors mill	Tenants
A Baronen	165	207		38
B Kvasten	172	231	2,1	15
C Kopparslagaren	77	94		26

Source: Köpcentrumkatalogen, Google Maps