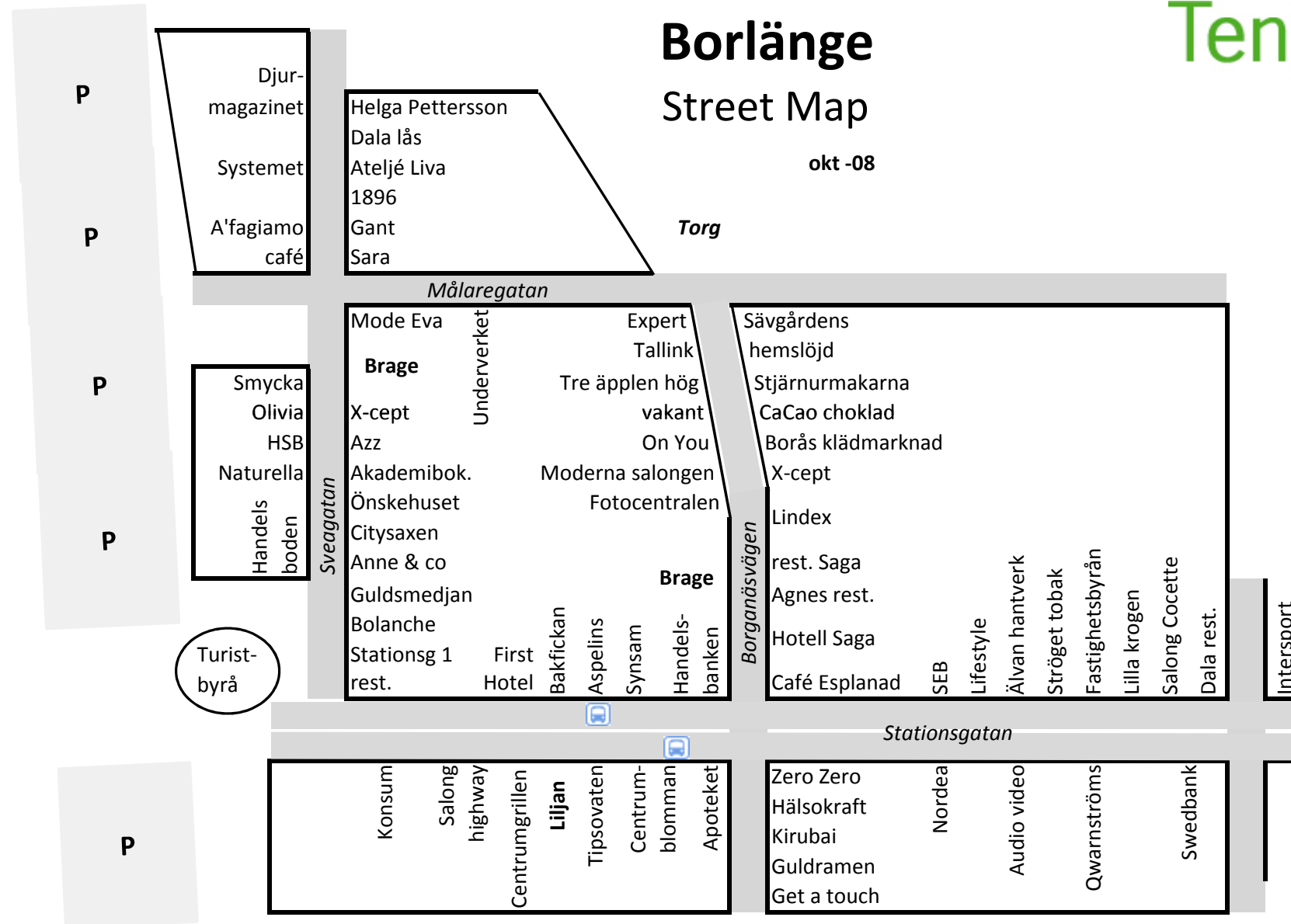


Borlänge

Street Map

okt -08



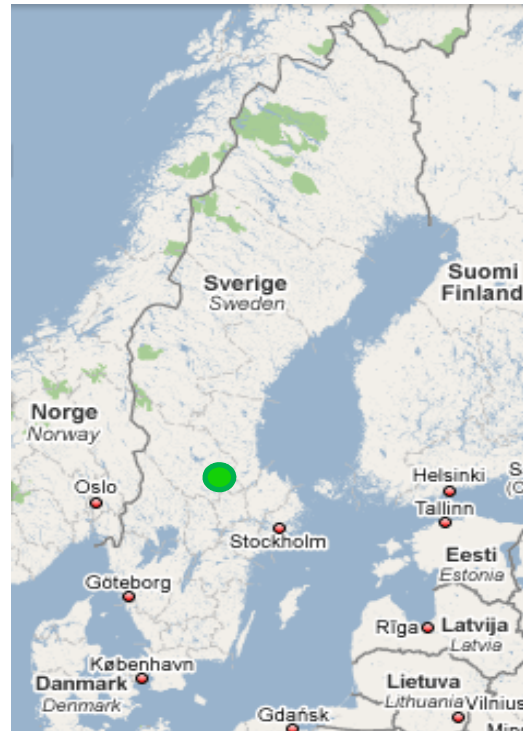
Demography

Facts

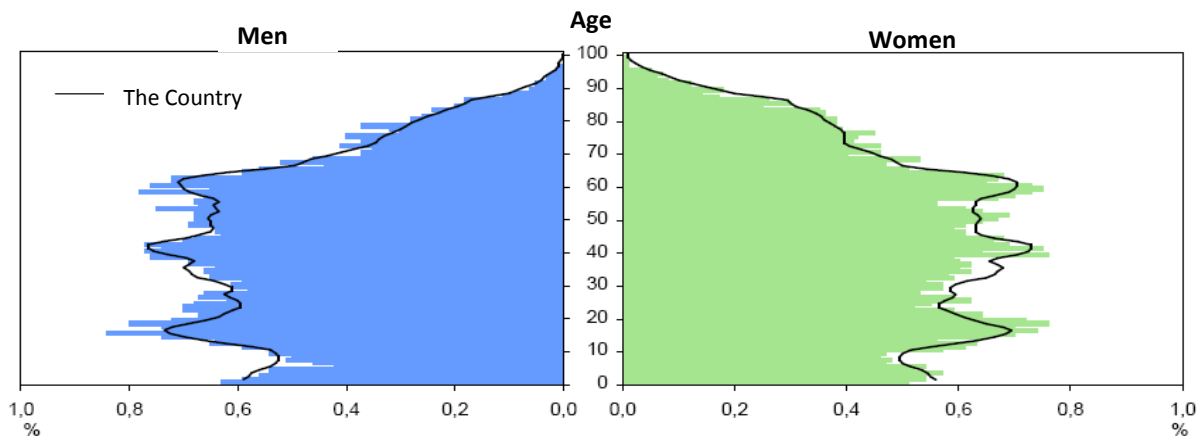
Population	47 756
Catchmentarea	200 000
Sales infrequent goods mkr	2 271
Sales common goods mkr	1 442
Sales total mkr	3 713
Index infrequent goods	166
Index total	146

Demographics

Students	5 000
Average income index	89
Commuting	+3278
Average age (Sweden 41,0)	41

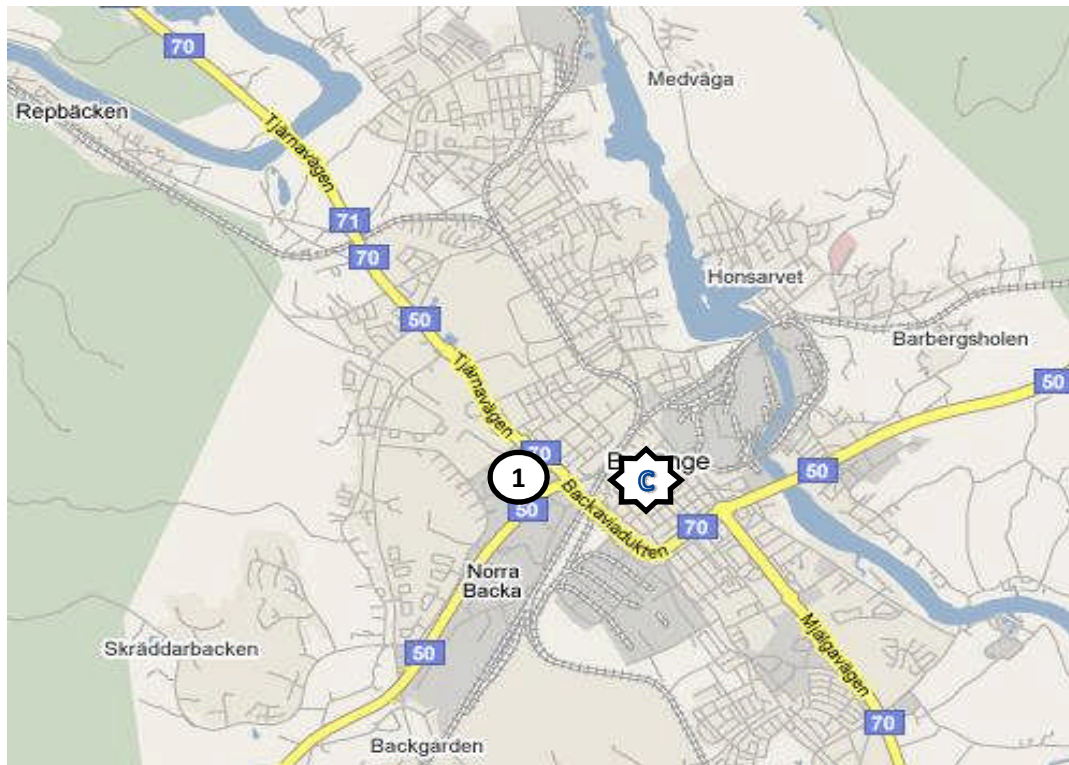


Age Distribution



Source: HUI, SCB, Google Maps

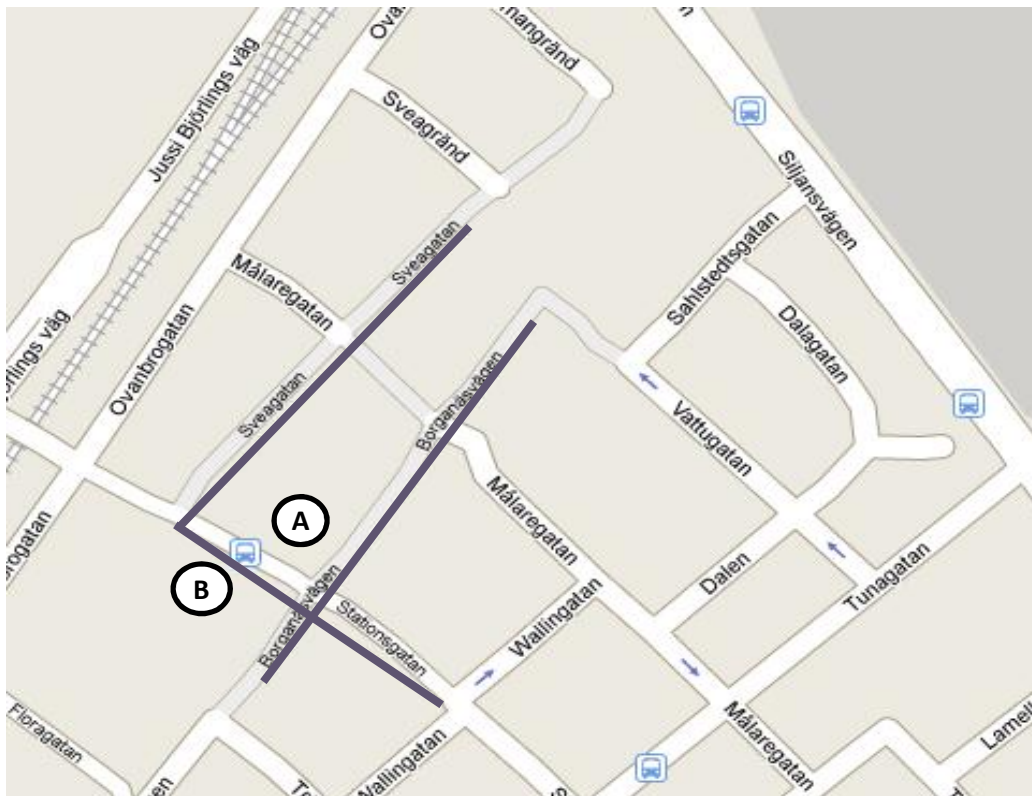
Shopping centers



Shopping centers	Infrequent goods mkr	Total mkr	Vistors mill	Tenants
1 Kupolen	920	1123	4,3	89

Source: Köpcentrumkatalogen, Google Maps

Downtown Borlänge



— Shoppingarea

Main shopping street

Stationsgatan
Borganäsvägen
Sveagatan

Shopping centers	Infrequent goods mkr	Total mkr	Tenants
A Bragegallerian	52	56	10
B Liljan		33	11

Source: Köpcentrumkatalogen, Google Maps