

# AKROPOLE Rīga

## ACHIEVEMENTS IN 2025 AND PLANS FOR 2026

Which shopping centres were the most popular among visitors?

The most memorable events of the past year

**NOW EVEN MORE  
BEAUTIFUL AND MODERN!**



Let's embark on this new chapter together!

Joining the team at AKROPOLE Rīga is more than just a new role for me; it is an exciting challenge and an opportunity to collaborate with you all to create something of true value. I firmly believe that a successful shopping centre is built upon a strong community – one that we shape every day through both our individual achievements and our collective campaigns.



I value people, open dialogue, and the courage to think on a larger scale. My ambition is for us to not only maintain a consistent and reliable daily rhythm but to proactively seek new growth opportunities, drive footfall, and cultivate a retail environment we can all be proud of.

It is only through collaboration that we can generate the energy felt by everyone – from our colleagues in the stores and service outlets to our visitors from across Riga and beyond.

I am confident that our greatest successes are yet to come.

See you in person,

**Ieva Pintāne,**

Manager of the  
AKROPOLE Rīga shopping  
and entertainment centre

## What did we accomplish in 2025?

AKROPOLE Rīga shopping centre (hereinafter – SC) has become a cornerstone destination for Riga residents and visitors alike, offering a diverse array of shops, restaurants, and entertainment venues.

Last year, we were delighted to welcome several new and internationally renowned tenants who have significantly enriched our offering. Brands such as Zara Home and Lindex have already become an integral part of the centre's daily life. Other notable newcomers include the luxury fragrance brand Aromatic 89, the hair salon HAIRRIGA, MySushi restaurant, Latvian jewellery brand Nela Gems, mobile accessories store Evelatus, footwear retailer Tamaris, and skincare brand Arsenijs Fabrica.

Furthermore, we highly value those tenants who have chosen to grow alongside us. This includes the sports and leisure retailer Sportland, perfumery Crème de la Crème, footwear brand ECCO, smart device store Xiaomi, jewellery and accessories brand Pandora, the Latvijas Pastas customer service centre, jewellery store Jahonts, and the authorised Apple reseller C&C. These expansions demonstrate a clear confidence in the centre's potential and a mutual commitment to long-term collaboration.

Finally, we introduced a new landscaping concept across the centre's grounds, creating a more attractive, greener, and more modern environment. These improvements not only enhance the centre's visual identity but also ensure a more pleasant atmosphere for our visitors' everyday enjoyment.



# Marketing activities for 2025

We delivered 13 marketing campaigns of varying scale and intensity, utilising a diverse range of formats and tactics. These included seasonal sales, targeted promotional offers, and customer engagement initiatives – such as games and prize draws – alongside a dedicated social responsibility campaign.

Throughout 2025, we placed an increasing strategic focus on highlighting our tenants' special offers within our wider marketing activity.

Furthermore, we hosted more than 110 events of various scales, which included over 37 collaborations focused on social responsibility and community support.



# Highlights

In April, we marked the **sixth anniversary of the AKROPOLE Rīga** shopping centre. The occasion featured a diverse programme of activities tailored to every taste, underpinned by a festive atmosphere and a headline performance by Chris Noah.



In May, we unveiled **“Cosmos”, a spectacular large-scale planetary installation**. Designed by the renowned decorator Baiba Prindule-Rence, the display featured 12 magnificent, ceiling-mounted illuminated planets that transformed the centre’s interior.



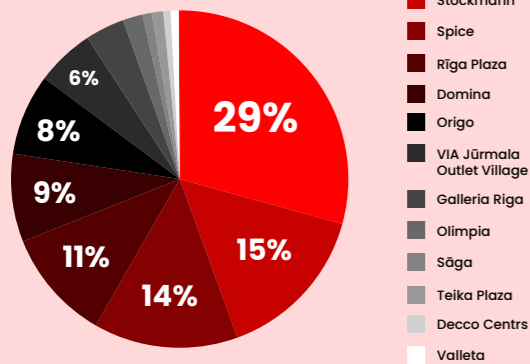
We were proud to support the participants of the **XIII Latvian School Youth Song and Dance Festival**. In addition to providing exclusive offers across our tenants’ stores, we rewarded the choir competition winners with AKROPOLE shopping centre gift cards.



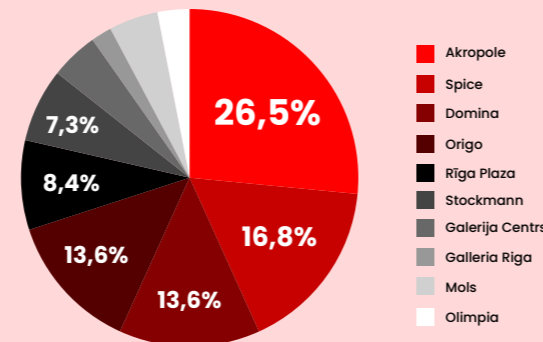
For the sixth consecutive year, we organised the charity initiative **“Let’s help prepare for school together!”**. The campaign received extensive media coverage, reaching an audience of over 1.5 million and featuring on leading television channels including TV3, LTV1, and TV360. This vital support helped more than 200 children start the school year fully prepared.

# Leaders in communication intensity

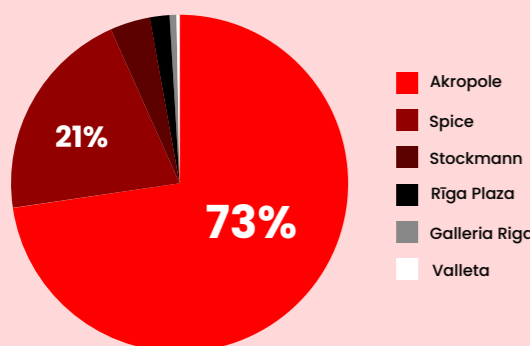
SOE % INTERNET



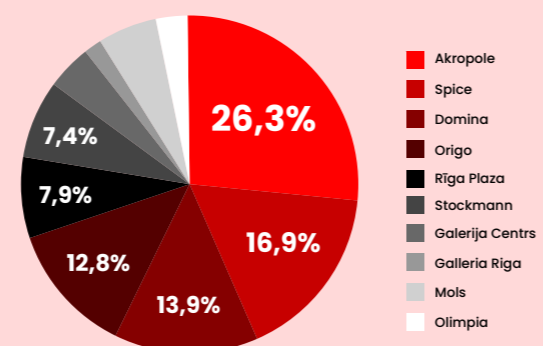
Number of mentions in the media



SOE % TV



Audience reached in the media



We launched a new event series, **“Saturdays for Children’s Joy!”**. These sessions offer children the chance to meet their favourite characters while engaging with technology and developing new skills through interactive play.



AKROPOLE Rīga became a key hub for the **motorcycling community, hosting the 2025 season finale**. The event featured a concert by Miks Galvanovskis, alongside motorcycle demonstrations and the “Latvian Motorcycle of the Year 2025” exhibition.

During the Christmas period, we created an enchanting festive atmosphere. Visitors were invited to participate in our **“Win a gift worth at least €150”** daily challenge, where contestants had to crack a code to win the day’s star prize. Engagement was exceptionally high, significantly boosting footfall during the holiday season.





## Our achievements on the social media platforms Instagram and Facebook

**1,5 M**

unique users

**3,3 M**

video views

**993**

posts published

**1,8 M**

influencer video views

**61**

competitions played with 21 K participations

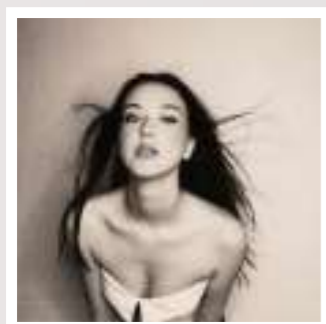
**71**

influencer collaborations during the year

**>100 K**

views for 80% of our collaboration posts

### TOP 3 influencers by views:



Undīne Ozoliņa  
154 650



Edgars Fresh  
139 501



Lāsma Novika  
100 903

In 2025, we collaborated with stylists: Signe Sproga, Karīna Tonne, and Jūlija Verbicka.

We have also established a strong presence on TikTok, where we are rapidly gaining traction.

## Visitor favourites

We are grateful for the love, loyalty, and positive reviews from our visitors.

**In 2025 AKROPOLE among all shopping centres in Latvia was:**



the most loved brand



the most humane brand



the most resonating brand



the top-awareness shopping centres



the most preferred shopping centres



the most visited shopping centres

Source: Baltic Brand Ranking 2025

Source: NielsenIQ shopping centre survey in Riga 2025.



\*NielsenIQ iepirkšanās centru apmeklētāju pētījums Rīgā, 2025. gada oktobris.

# What to expect in 2026?

## Development plans

To ensure we continue to delight our visitors, we have planned a series of significant improvements to the AKROPOLE Rīga premises and grounds for 2026:

- The installation of new, state-of-the-art electric vehicle (EV) charging stations.
- We will introduce a new “green concept” indoors, incorporating natural elements to make the shopping centre even more sustainable, harmonious, and inviting.

- The event area between entrances A and F will be transformed into a modern, comfortable relaxation zone.
- We will unveil exciting new playgrounds, alongside a bespoke play area specifically designed for our youngest visitors.
- The official launch of our new loyalty programme.



## Marketing plans

▪ In 2026, we will continue to spotlight our tenants' exclusive offers within our campaigns, employing increasingly innovative tactics to incentivise footfall at the AKROPOLE shopping and entertainment centres.

▪ We also plan to deliver our signature annual category campaigns – including seasonal sales, “Back to School”, Black Friday, and Christmas. This year, we will introduce additional flash sales and other targeted tactical promotions.

▪ Our commitment to the community remains a priority, and we will continue our successful partnerships with the Summer Sound Festival, the Toyota Riga Cycling Marathon, the Women's Rally, the Vizium Science Centre, and the State Blood Donor Centre.

▪ To further enhance the visitor experience, we have launched a new, modern, and user-friendly AKROPOLE website, designed to offer seamless navigation for our customers.

# Campaigns and events planned for 2026

## January

- Sale DĪLS
- “Saturdays for Children's Joy!”

## February

- “Saturdays for Children's Joy!”
- Valentine's Day photo booth
- Virtual reality activities

## March

- Spring campaign
- “Saturdays for Children's Joy!”
- AKROPOLE Women's Rally
- School holiday activities

## April

- 7<sup>th</sup> anniversary of AKROPOLE Rīga
- Spring campaign
- “Saturdays for Children's Joy!”
- Easter activities
- Easter decorations
- Motorcycle season opening event

## May

- Special AKROPOLE sale
- “Saturdays for Children's Joy!”

## June

- Midsummer decorations
- Midsummer market
- Sale DĪLS

## July

- Sale DĪLS
- Summer Sound activations

## August

- School campaign
- Charity initiative “Let's help prepare for school together!”

## September

- Celebrating 1<sup>st</sup> September
- Father's Day celebrations
- “Saturdays for Children's Joy!”

## October

- “Saturdays for Children's Joy!”
- Activities for schoolchildren during the holidays
- Autumn campaign

## November

- Special AKROPOLE sale
- Black Friday sale
- Saturdays for Children's Joy!”

## December

- Christmas campaign
- Christmas decorations
- Christmas activities
- Christmas market

We will also proactively monitor market trends and respond to evolving consumer needs, ensuring we capture our visitors' attention with the most compelling offers from our tenants.

## From our tenants

sinsay

“The newly renovated Sinsay store at AKROPOLE Rīga shopping and entertainment centre enhances the centre’s fashion range with the latest trends at affordable prices. We provide a diverse collection for women, men, and children, alongside accessories, homeware, and beauty products. Our collections celebrate a relaxed, urban aesthetic as we continue to expand the brand’s presence throughout Latvia.”

ZARA HOME

“Where can everyone feel at home at AKROPOLE Rīga? The answer is simple: Zara Home. Our store within the shopping centre is designed as a sequence of rooms, offering visitors an immersive experience and inspiration for their own interiors. Across nearly 450 square metres, we have created a warm and harmonious ambience using natural materials and neutral tones. Here, you will find an extensive range of homewares, including textiles, tableware, and decorative pieces, alongside children’s collections and home fragrances. The store reflects the latest Zara Home global concept, seamlessly integrating modern technology to provide a convenient omnichannel experience that bridges the physical store and our online platform.”

LINDEX

“We are delighted to have become part of the AKROPOLE Rīga community, offering Scandinavian design, premium quality, and a sustainable approach to fashion. Our collections blend style and comfort for women and children, with pieces tailored for both everyday wear and special occasions. We invite you to discover the world of Lindex, where fashion is considered, modern, and accessible.”

tamaris

“The Tamaris store at AKROPOLE Rīga offers an extensive range of footwear and accessories. Our goal is to provide high-quality, stylish solutions for everyday wear, ensuring every step is taken with confidence and comfort.”

## Important to remember!

To ensure that our cooperation is as productive and successful this year, here are a few simple rules that are important for all of us to follow:



There are waste sorting containers at all loading ramps, as well as special containers for textiles. Please follow the rules on the types of packaging that can be disposed of in the sorted waste containers and only dispose of recyclable packaging. Please also note that sorted waste must not be disposed of in non-transparent and sealed bags.



Please empty your store’s waste bins in the designated areas by the SC ramps and not, for example, in the bins in the public corridors.



Please comply with the internal rules of the SC and regularly clean the premises and facade of your store and/or service outlet.



Please observe hygiene requirements, including regular disinfection of the premises in accordance with the procedures laid down in Cabinet Regulation No. 618. Caterers are particularly urged to comply with this requirement.

