

About EC Mall, Beijing

Background Information

- Completed and opened in 2009.
- Located at Jia No. 1, Danling Street, Zhongguancun, Haidian District, Beijing, PRC. Zhongguancun, widely known as the “Silicon Valley” of China, hosts a large number of high-tech enterprises and the offices of many multinational corporations. It is also central to several leading universities and tertiary institutions of PRC.
- Strategically located at Haidian Huangzhuang Metro Station, which is the interchange station of Metro Lines 4 and 10. Over 80 bus routes and a variety of transportation options are easily accessible from its location.
- Gross floor area amounts to over 70,000 square metres (approximately 800,000 square feet), including seven floors of retail space and two underground floors with 251 car park spaces.
- Haidian District hosts a local population of over two million. Residents have the highest per capita disposable income in Beijing and consumer retail sales in the district are the second highest among the Beijing Districts.
- Contemporary design utilising generous open areas maximise visibility within the mall and well-positioned escalators make vertical flow convenient and simple. Sky lights and spacious planning boost the natural ambiance of the interior spaces and the outdoor dining terraces provide best views of the adjacent park.

Tenant Mix

- A mid-market shopping mall, it comprises a dynamic mix of fast-fashion, food and beverage, lifestyle, health and beauty, education and sportswear to cater to Beijing’s youthful and modern lifestyle.
- Occupancy rate is approximately 99%.

EC Mall website: www.ecmall.com.cn

Photos of Mall

Mall Exterior



Mall Interior



Many of the international brands opened their first shops at EC Mall

Nike – First Basketball Flagship Centre in Asia



FILA – First Store in Beijing



La Rosabelle – First Shop in China



Etude House – First Shop in Beijing



innisfree – First Shop in Beijing



MJ Style – First Shop in Beijing



The Link's management is confident that the company will benefit from the anticipated growth in both rental and value of the property

**Etude House's Promotion Event
(Sep 2014)**



**Korean celebrity Lee Min Ho
(Oct 2014)**



**Chinese Singer Bibi Zhou
(Oct 2013)**



Nike's Promotion Event (Jul 2013)



2nd Anniversary Celebration (Sep 2012)



Asian Band M4M (Sep 2013)



Christmas Celebration (Dec 2014)



Taiwanese Band Sodagreen (Sep 2013)



Thai Model Mario Maurer (Jul 2013)



Taiwanese Singer Hebe Tien (Dec 2013)



Taiwanese Band AK (Sep 2013)



Location Map

