



MALMÖ ARENA

Welcome to the venue of dreams!



MALMÖ - FRÖLUNDR 18 SEPTEMBER KL. 19:00 SÄSONGSBILJETTER TILL MÅ

MALMÖ ARENÄ



MALMÖS HEMMAMATCHER SLÄPPTA KONSERT MED ANDREA BOCELLI 12 SEPTEMBER DISNEY ON ICE - PRINCESS CLASSIC FREDA



Malmö stad

The "first" cut into the turf on the site of the future Malmö Arena on 10 Jan, 2007 was in reality two. One of the multi-handled shovels was pressed into the soil by Pekka Lindmark, Juha Rihijärvi and Carl Söderberg of the Redhawks, and the other by Percy Nilsson, developer, Emmanuel Morfiadakis, Chairman of the Malmö Municipality Technical Committee and Börje Klingberg Head of Malmö's Housing Office.



Calle Söderberg

Pekka Lindmark

Juha Rihijärvi

Börje Klingberg

Percy Nilsson

Emmanuel Morfiadakis


We are building a new Malmö,

Malmö is growing into a full scale city through the development of a new and exciting district!

Hyllievång in Malmö is Sweden's most accessible district under development, from both national and international perspectives. The constructing of the City Tunnel below Malmö positions Hyllievång as a unique and exclusive regional transport hub. Kastrup and Malmö Airports are only a few minutes away and reaching them with a train station in the heart of the district is easy. More than 324 trains stop here every day carrying more than 100 000 passengers in an increasing need of transportation between Sweden, Denmark and the rest of the continent. Within just a few years, more than 7 000 new jobs will be created. Offices, a hotel, residences and a shopping centre of about 90 000m² will also be built.

In top of it all, Percy Nilsson and Parkfast in Malmö are building an ultra-modern multi-event arena that will be ready for opening with great fanfare at the end of 2008! It will be a new unquestionable gathering point in the region for athletic events, cultural events, entertainment and conferences. The location is in the centre of an expanding market with more than ten million Europeans living within 100 kilometres.

Percy Nilsson: Obviously, I am very happy about this and proud! It took a little more than ten years for the municipality and me to nurture this project from idea to reality. Time well used!

A photograph of two men shaking hands. The man on the left is Ilmar Reepalu, wearing a dark suit and a blue shirt with a patterned tie. The man on the right is Percy Nilsson, wearing a light-colored plaid suit jacket, a white shirt, and a striped tie. They are both smiling and looking towards the camera.

Ilmar Reepalu
City Executive Board,
Chairman

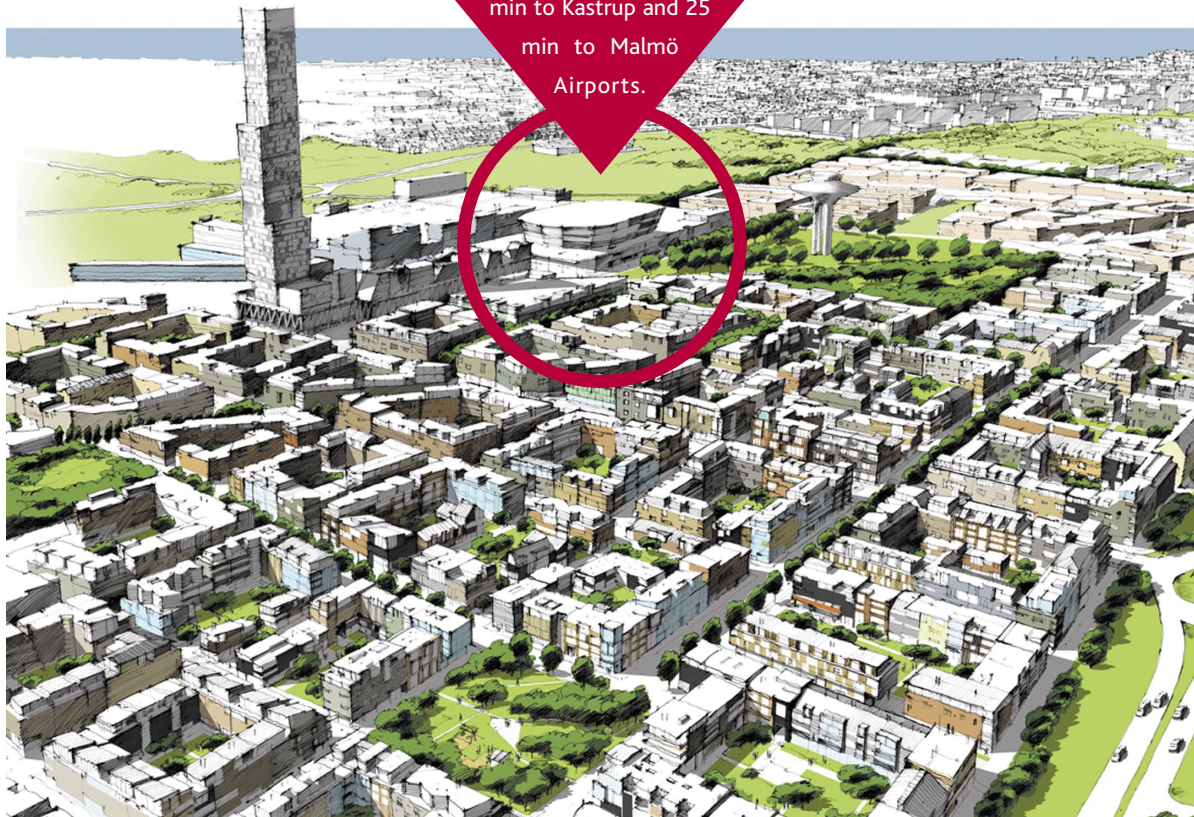
Percy Nilsson
Developer
Parkfast AB

and a *magnificent arena!*

Malmö Arena. Construction start 10 Jan. 2007. Opening ceremonies: autumn 2008.

Developer: Parkfast Arena AB. Architects: Mats Matson, Gert Wingårdh, Hannu Helkiö. Seating capacity for athletic events: 12,500 people, for entertainment: 15,000. Total gross area: 51,000m². Internal ceiling height: 22.5 m. Box seats: 72. Restaurant and bar seats: 3,250. Fast-food stands and kiosks: 20.

Toilets: 370. Transport: 80 m to the City Tunnel Station. Bus and taxi just outside of arena. Only 15 min to Kastrup and 25 min to Malmö Airports.



Malmö City Planning Office, drawings by Dan Wiberg

Hyllievång – a living community with residences, offices, hotels, shopping centre, and arena in symbiosis with the central geographic position and unique transport solutions.

From superstars on stage to su in just a few hours!



Flexibility – The first item on the list of demands.

Diversity has been the main focus of architects and technicians during the planning and development phases of the Malmö Arena and the ambition level has been high. The Malmö Arena should be able to host world class horse jumping one

day, and on the next, be reset to host an annual general shareholders meeting or a hockey game. Regardless whether it is athletics, entertainment, culture or conferences, events are provided with the same top-rate, smart, technological and logistical solutions. At the same time it is meeting the visitors' need for comfort and enjoyment.

"When we open the arena in the end of 2008, we shall have the most modern multi-event arena in Europe, perhaps even the world", says Percy Nilsson of Parkfast Arena AB. It will meet visitors' high expectations on experiences beyond the ordinary by using all the technology and solutions that money can buy. This was the most important task to realise.

Welcome to the arena of possibilities!



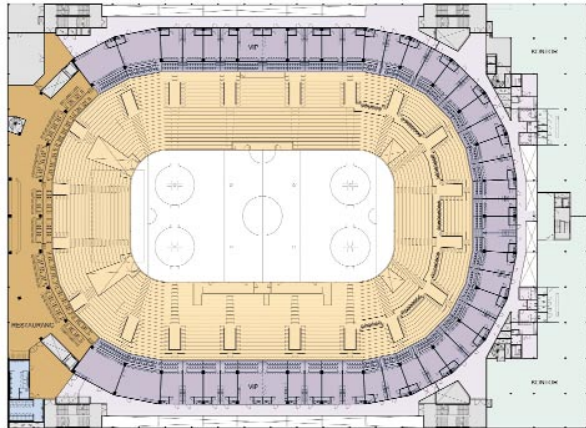
per games on ice



How can your company use its best location in the arena?

Your own imagination is the only limit.

The Malmö Arena has 72 box seats at the best location in the arena. Of these, 36 are for sale! If your company is interested in purchasing box seats, now is the time to act. Demand for these box seats is tremendous!



With your own box seats you automatically become a member in the Founders' Executive Club providing you with all of the benefits made available to box seat owners. Use your box seats, which offer the best seats in the arena, as you wish and when you wish. In conjunction with internal company meetings, product

launches, conferences and in a thousand other ways that meet the needs of your company

As a member of the Founders' Club you also become a member in a network of dynamic companies, making it possible to exchange experiences with others, have meetings with existing business contacts as well as making new ones to create new business development opportunities.

The entire arena catering capacity is naturally at the disposal of the box seat owners.

FOUNDERS
Executive Club



own box seats with the



Shareholders' meetings, congresses with 3,000 guests!

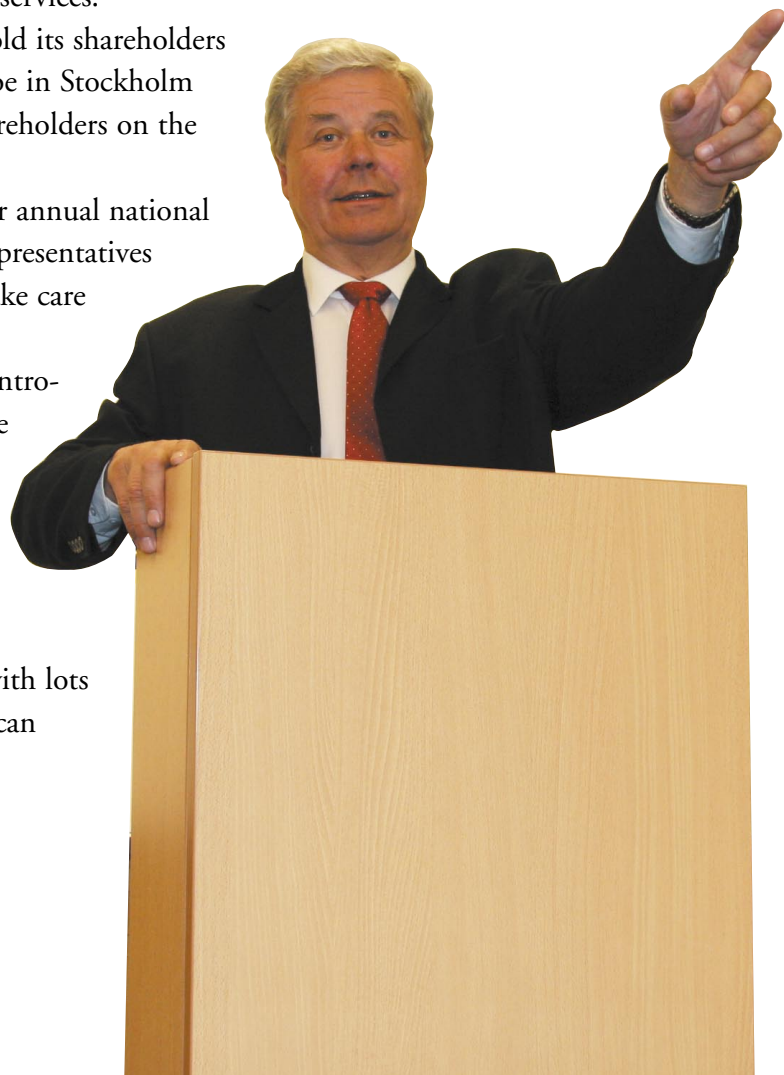
The Malmö Arena is tailor-made for a wide range of large-scale events in which you can hire the entire arena and all of its services!

If a public listed company would like to hold its shareholders meeting in the Malmö Arena (it doesn't have to be in Stockholm year after year) we can create room for 3,500 shareholders on the comfortable inner-floor area.

When a political party decides to have their annual national congress in Malmö Arena, we can easily 5,000 representatives and also provide different sized meeting rooms take care of needed for such events.

If an auto manufacturer should choose to introduce next year's models in Malmö Arena, we have room for the cars as well as local, regional, national and international media. Advanced presentation solutions including mountings, as well as other cutting-edge technical solutions are included in the package.

Would you like to hold a really big party with lots of guests, entertainment and great food? Yes, we can arrange this too. Just the way you would like it!



sses or a 50 year birthday



The region's best address for trade fairs and conferences.

We have great expectations in Malmö Arena becoming one of the region's best and most attractive addresses for trade fairs, large meetings, seminars, courses, conferences and product launches. We can also create all of the conditions necessary to meet the needs of a wide range of other types of events.

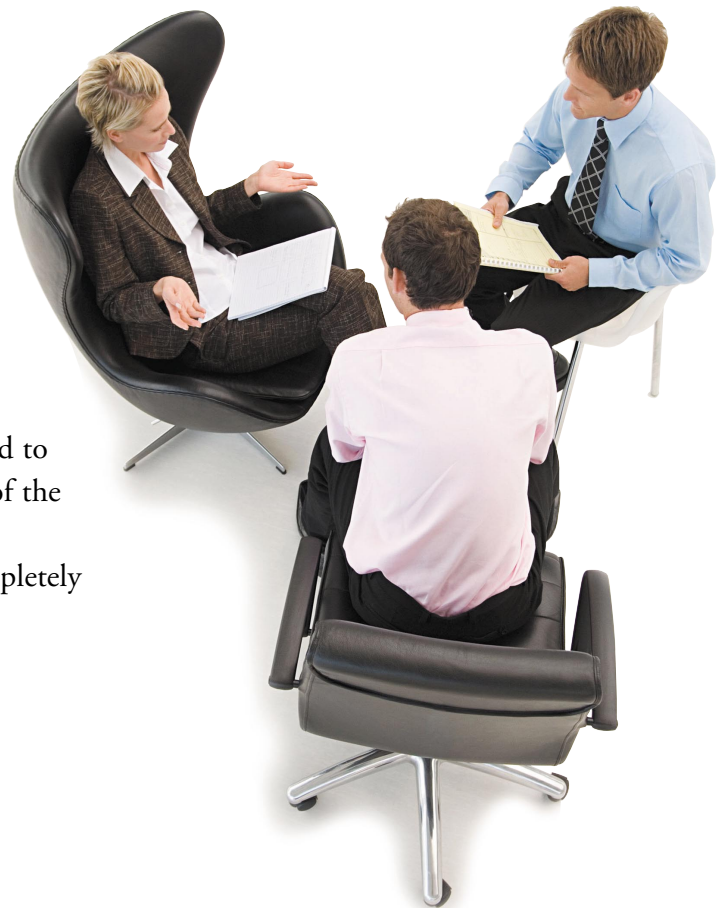
We have flexible and adaptable premises of 30m² for smaller groups, 70m² for larger groups and also big-meeting facilities to accommodate 3,000 people. The area of the arena's inner floor is 3,300m². The entire building is 51,000m² in six floors above ground and two floors below.

Add to this, as an extra feature when choosing the Arena to have your corporate event, a catering capacity that is designed to meet the needs of everything from smaller orders to the needs of the region's largest events.

And as mentioned, the location and infrastructure is completely unique!

We'll see you in Malmö Arena!

The Arena with possibilities!



Trade fairs, seminars



4,000m² of restaurant space. E to five-course cuisine.



The demands upon the arena's overall catering capacity are uncompromisingly high regarding both food quality as well as service. The challenge will be over and above the ordinary.

The kitchen, ultra-modern of course, is 1,500m² and has work stations for 20 cooks. During banquets and congresses, up to 3,000 people can be served hot food within 30 minutes.

The main restaurant has a capacity of 1,000 guests who can eat according to a pre-arranged menu, buffet or à la carte.

The Beef house in the Arena's main lobby with an "open kitchen" has seats for 300 guests.

The Panorama restaurant on the third floor has an excellent view of the Arena's inner-floor area. Room for 400 guests and not only that, the chef will also provide the box seat owners with hot and cold food as well as also being able to handle external orders and events of up to 3,000 people!

If you'd only like something to drink, the Arena has eight bars with adaptable serving arrangements.

And if you only have time for a hamburger, there are 12 fast-food stands to choose among!



everything from fast-food



In the centre of a region with 10 million Europeans within 300 kilometres.

The Öresund region is one of Europe's fastest growing markets.

Malmö is right in the centre of a region with a little over four million people, a dynamic business sector and the EU's best transport and communication's solutions. Travel time within the region is seldom more than one hour whether you start your trip in Sweden or in Denmark.

From Hamburg, with two million residents, you can reach Malmö via Kastrup in less than two hours. Gothenburg, Jönköping, Kalmar is less than three with ground communications, or an hour if you take a flight.

Malmö is always close by!

