

# AKROPOLE Alfa

## 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!**

**AKROPOLE**  
ALFA



## What did we accomplish in 2025?

The AKROPOLE Alfa shopping centre (hereinafter – SC) has become an essential destination for Riga residents and visitors alike, offering a diverse array of stores, restaurants, and entertainment venues.



Dear tenants,

The past year has been a dynamic and significant period of growth for our shopping and entertainment centre. It was marked by the arrival of several major brands, the expansion of existing tenancies, and targeted investment in the quality of our environment. Together, these factors have bolstered our competitiveness and significantly enhanced the visitor experience.

We are pleased to see that these strategic investments are already yielding tangible results. Comparing 2024 and 2025, AKROPOLE Alfa has seen a marked increase in footfall, alongside high overall ratings across social media and visitor reviews.

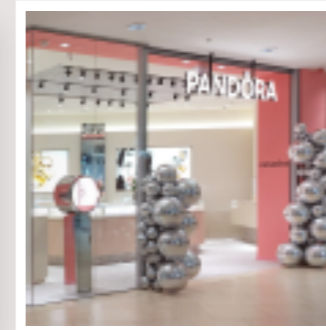
Looking ahead to 2026, we have planned further ambitious improvements. Our existing electric vehicle (EV) charging infrastructure will be expanded with new, state-of-the-art stations, and we will introduce dedicated bus stops to ensure convenient access for visitors from the Greater Riga area and further afield. Furthermore, we plan to extend our public relaxation areas, with many more enhancements scheduled for the AKROPOLE Alfa premises and grounds.

I would like to sincerely thank each and every one of you for your continued collaboration. It is only by working towards a shared goal that we can continue to provide our visitors with a premier shopping experience.

Sincerely,

**Sanita Krīgere,**

Manager of the AKROPOLE Alfa shopping and entertainment centre



In line with global and Latvian market trends, as well as the evolving needs of our visitors, AKROPOLE Alfa welcomed 15 new stores, kiosks, and service providers to its portfolio in 2025. These include the optician Metropole, Visionaire, and Latvia's largest Vision Express vision and hearing care centre. Other notable newcomers include Centrālā Laboratorija, the Rīgas Satiksme customer service centre, cosmetics retailer Tradehouse, tobacco heating specialist Ploom, the florist Ziedu Guru, Pako Lorente menswear, Kowarow's Barbershop, childrenswear brand Reima, lifestyle and stationery store Miniso, anime and accessories specialist Animaji x CoverMe, Euroatslēgu Serviss, and the luxury fragrance brand Aromatic 89.

To enhance visitor comfort and provide a modern experience, several existing tenants have undergone significant expansion and refurbishment. This includes the largest Mango store in the Baltics, the Douglas perfumery, Jahonts jewellery, X JEANS, Pandora (jewellery and costume jewellery), Flying Tiger Copenhagen, MADARA Organic Skincare, Baltic Data, the Latvijas Pasts customer service centre, T-Bode, Polaris bookstore, Vizionette, Jānis Roze, and the LMT, Tet, and Caffeine outlets. We are also proud to host Sportland, Latvia's largest sports and leisure retailer, and an expanded-concept Euronics electronics store.

We have also enhanced our provision for families, with five parent-and-child rooms now available. All renovated restrooms now include dedicated facilities for families with young children.



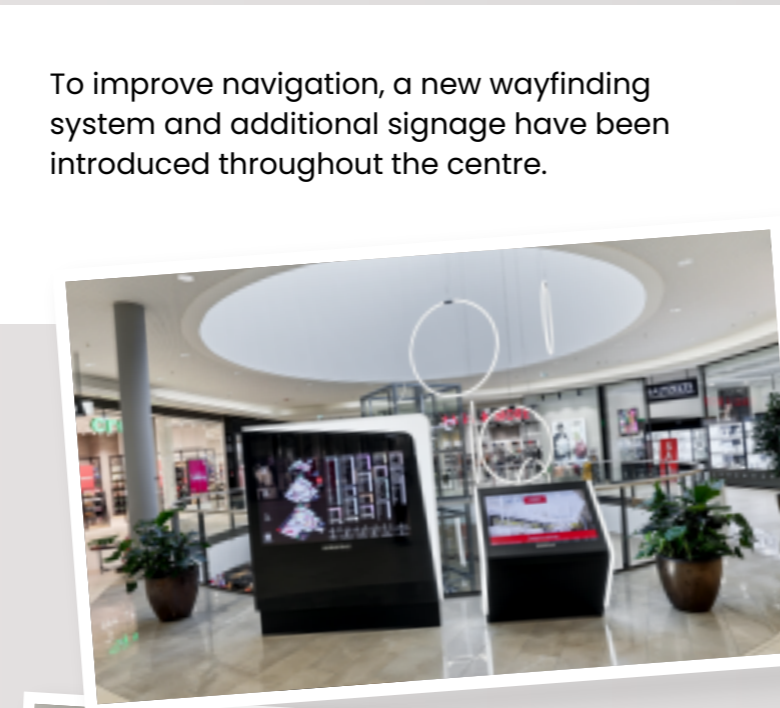
With environmental impact in mind, we have installed two new, sustainable escalators, two high-efficiency chillers, new LED lighting, and water-saving sanitary equipment.

Furthermore, to prevent flooding during heavy rainfall, an infiltration field has been installed on the SC site.

With the safety of our visitors and tenants as a priority, we have upgraded our CCTV and video surveillance systems.

We have enhanced our indoor relaxation areas and introduced additional greenery throughout the public corridors to create a more harmonious and welcoming atmosphere.

We have also created a new employee breakroom on the third floor, featuring a fully equipped kitchen to provide our tenants' staff with a comfortable and peaceful space for their lunch breaks.



Visitors now have access to fully refurbished restroom facilities on the first and second floors, equipped with complimentary water-refill stations and modern, secure lockers for personal belongings.

## Marketing activities for 2025

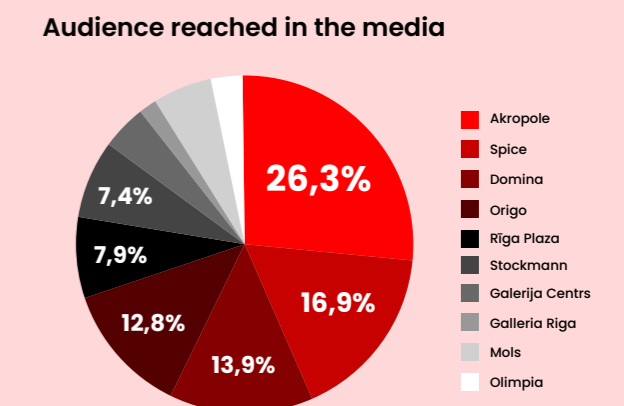
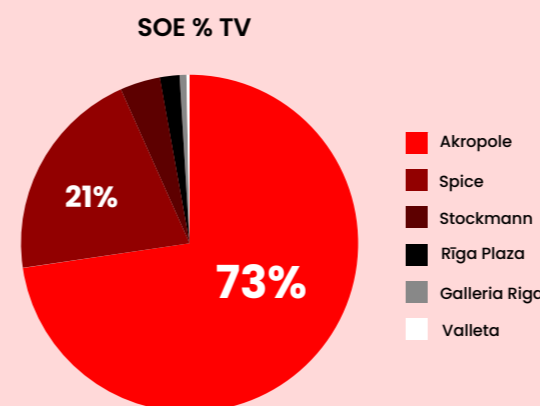
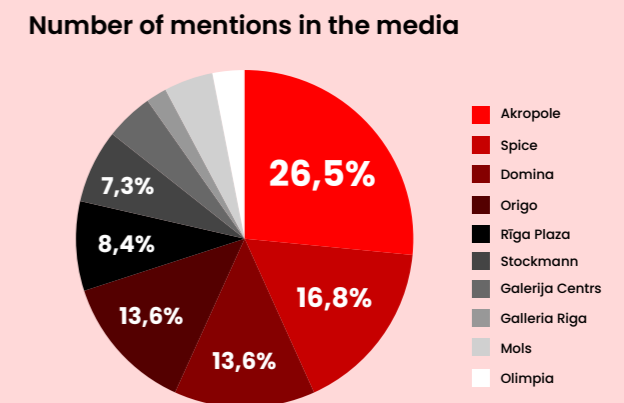
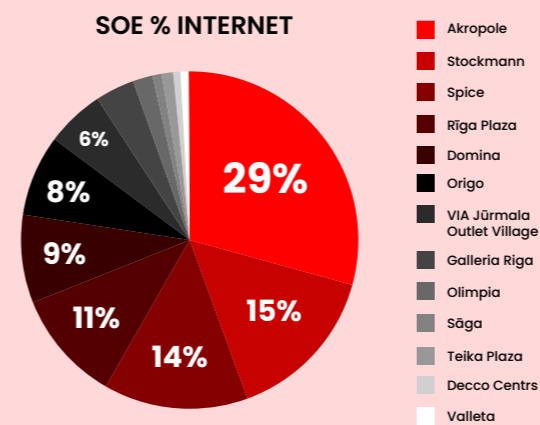
We delivered 13 marketing campaigns of varying scale and intensity, utilising a diverse range of formats and tactics. These included seasonal sales, targeted promotional offers, and customer engagement initiatives – such as games and prize draws – alongside a dedicated social responsibility campaign.

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.



## Leaders in communication intensity



# Highlights

In March, we celebrated the **anniversary of the AKROPOLE Alfa shopping centre**. Visitors were treated to a headline performance by Žoržs Siksna, a set by DJ Edgars Bercis, and the chance to win an array of premium prizes and other surprises. The celebrations drew a diverse crowd and created a vibrant, festive atmosphere throughout the entire centre.



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.



In October, AKROPOLE Alfa hosted a **Family Festival**, where visitors of all ages enjoyed a variety of creative workshops and educational activities. The event featured a vibrant programme of musical performances and captivating displays from a guest illusionist.



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.



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

influenceru video skatījumi

61

competitions played with 21 K participations

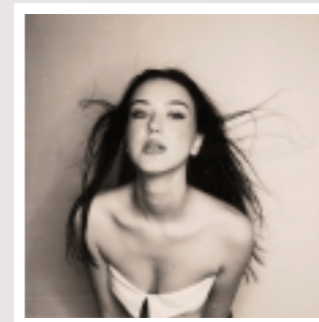
71

influencer collaborations during the year

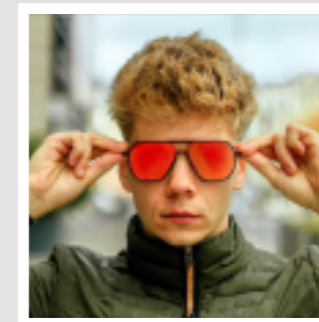
>100 K

views for 80% of our collaboration posts

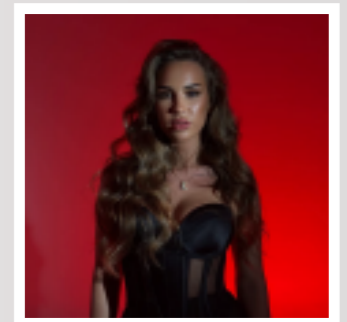
### TOP 3 influencers by views:



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 attraction.

# 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 provide an exceptional experience for our visitors, we have planned several key improvements to the AKROPOLE Alfa premises and grounds for 2026:

- The installation of new, state-of-the-art electric vehicle (EV) charging stations.
- The creation of dedicated bus stops to better accommodate visitor groups travelling from the regions.

- The expansion of our public relaxation and recreation areas.
- Comprehensive improvements to our external CCTV and video surveillance systems.
- 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

- 25<sup>th</sup> anniversary of AKROPOLE Alfa
- Spring campaign
- "Saturdays for Children's Joy!"
- AKROPOLE Women's Rally
- School holiday activities

## April

- Spring campaign
- "Saturdays for Children's Joy!"
- Easter activities
- Easter decorations
- VIZIUM Science Day

## 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.

## 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 both loading ramps, as well as special containers for small electronics, household appliances and 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 shop'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 shop and/or service outlet.



Please note that employee cars are only allowed to be parked in the green parking area on the 3rd floor. Please be advised that the car parking permit system will be renewed.



Please observe hygiene requirements, including the 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.



## From our tenants



“The new Euronics store concept at AKROPOLE Alfa shopping centre seamlessly combines contemporary design with personalised service and specialist guidance. We have invested €1 million in the store’s reconstruction, creating a meticulously planned environment that makes navigating technology simple and intuitive. We offer a tailored shopping experience with support at every stage of the journey, because at Euronics, people always come first. Our goal is to provide a comfortable and inspiring space, helping customers find the perfect solutions for their everyday needs.”



“The Miniso store at AKROPOLE Alfa is the newest and most contemporary brand location in Riga, showcasing our latest collections and a playful lifestyle concept. Here, you will discover practical everyday essentials, gifts for the whole family, and exclusive collaborations with world-renowned brands such as Disney, Harry Potter, and Sanrio. We invite you to explore a world where modern design meets everyday joy.”



“AKROPOLE Alfa is home to the largest X JEANS store to date. We offer an extensive range of women’s and men’s denim and apparel, including a dedicated Lee & Wrangler brand zone, a vast selection of accessories, and a curated collection of men’s business attire. We have significantly expanded our offering and continue to develop our own line, Premium by X JEANS, which brings together bestsellers from leading global manufacturers. We invite you to discover our latest collections, find your perfect fit, and enjoy the premium in-store shopping experience at X JEANS.”



“ANIMAJI x COVERME is a contemporary concept store where Japanese culture meets fashion and technology. We offer an extensive range of anime apparel, collectable figures, and premium phone accessories from world-renowned brands. Our mission is to create a destination where individuality and pop culture are seamlessly integrated into everyday lifestyle and style.”



“XS Rotaļlietas at AKROPOLE Alfa has officially become our largest store in Latvia, boasting an even more extensive collection, an inspiring environment, and a unique experience for the whole family. Visitors can now enjoy the exclusive Build-A-Bear concept – a magical opportunity to create their very own teddy bear, complete with its own unique character, style, and story. The store’s offering is further enhanced by the popular DRM-LND brand, which seamlessly blends contemporary design and premium quality with a world of fantasy.”



“We have opened our first standalone Ploom store at AKROPOLE Alfa, where you can explore our extensive range of tobacco heating products, devices, and accessories, alongside exclusive member offers. Our team provides expert guidance and a bespoke service, creating a contemporary and tailored customer experience.”



“Between late April and early May, a new and expanded Dino Zoo store will open its doors at the AKROPOLE Alfa shopping centre, offering a seamless and enjoyable shopping experience for every pet owner. This larger Dino Zoo will feature a significantly broader range of veterinary products, alongside professional veterinary consultations. Furthermore, our in-store grooming salon for dogs and cats will provide dedicated care for your pet’s beauty and well-being – making pet care simple, convenient, and welcoming. Dino Zoo – a place where pets are cared for with love.”



“The new Eapavi store concept at AKROPOLE Alfa shopping centre seamlessly integrates physical retail with digital innovation. Customers can try on items in-store while benefiting from an extensive e-catalogue and convenient home delivery options. We offer a curated selection of over 700 global brands, providing the highest quality footwear and accessories for every occasion.”



“The new Caffeine café at AKROPOLE Alfa marks our 29th branch in Latvia and our second within this shopping centre. We offer more than just expert, barista-crafted coffee made from organic beans; our menu also features a selection of cakes, desserts, artisan breads, and fresh salads, all prepared in our own dedicated kitchen. The interior design draws inspiration from the nearby Biķernieki Forest – incorporating natural motifs and warm wooden tones to create a tranquil space. It is the perfect environment to meet, relax, and enjoy premium coffee amidst the bustle of the city.”



“The new LMT customer centre at AKROPOLE Alfa offers spacious, contemporary premises featuring dedicated demonstration zones and an innovation hub where you can explore the latest technological advancements. It is an immersive space designed to allow customers to discover more, interact with our latest devices, and make truly informed decisions.”



“The Tet store at AKROPOLE Alfa is the first to unveil our vibrant new branding and a brand-new location! Every day, Tet’s knowledgeable consultants are on hand to help you select the best devices and the most suitable services for your home – from high-speed fibre broadband and television to electricity and Tet Security, a dedicated service designed to protect you and your family online. We look forward to welcoming you and assisting with all your technology needs.”



“We are proud to host Latvia’s largest Sportland store at AKROPOLE Alfa. The store offers an extensive range of sports and leisure apparel, footwear, and accessories for the whole family, set within a contemporary and inspiring environment designed for the active lifestyle.

Sportland’s mission is to champion a healthy and active lifestyle by encouraging more people to integrate sport into their daily routines. We believe that a carefully curated, high-quality product range is essential to enjoying exercise to its full potential, regardless of age, experience, or fitness level.

We are delighted to be a part of the AKROPOLE Alfa community, offering visitors the opportunity to discover the world’s leading international sports brands all under one roof, helping them to embrace a more active way of life.”

**Sandijs Pinkulis, Board Member of SIA SPORTLAND**

