

RGNT



WHERE CULTURE, COMMERCE AND CURIOSITY MEET

A REGENT OF OUR TIME

Born in 2026 – 400 years after Queen Kristina – RGNT carries forward the spirit of Sweden’s most unconventional monarch.

On Regeringsgatan, where her legendary coronation procession defied tradition, RGNT stands as a modern tribute to her boldness.

Like Kristina, it chooses movement over conformity, culture over convention, and possibility over predictability.

Across three floors of retail, seven floors of contemporary workspaces, and 27 residences, RGNT emerges as a destination for progressive luxury – open, accessible, and alive with cultural energy.



REDEFINING LUXURY RETAIL IN STOCKHOLM

6000 SQM
Retail space

ARCHITECTS
Schmidt Hammer Lassen
Interior design: Universal

CONNECTION
Dedicated connection to
department store NK

EXCELLENT VISIBILITY
9.5 double height
frontage windows

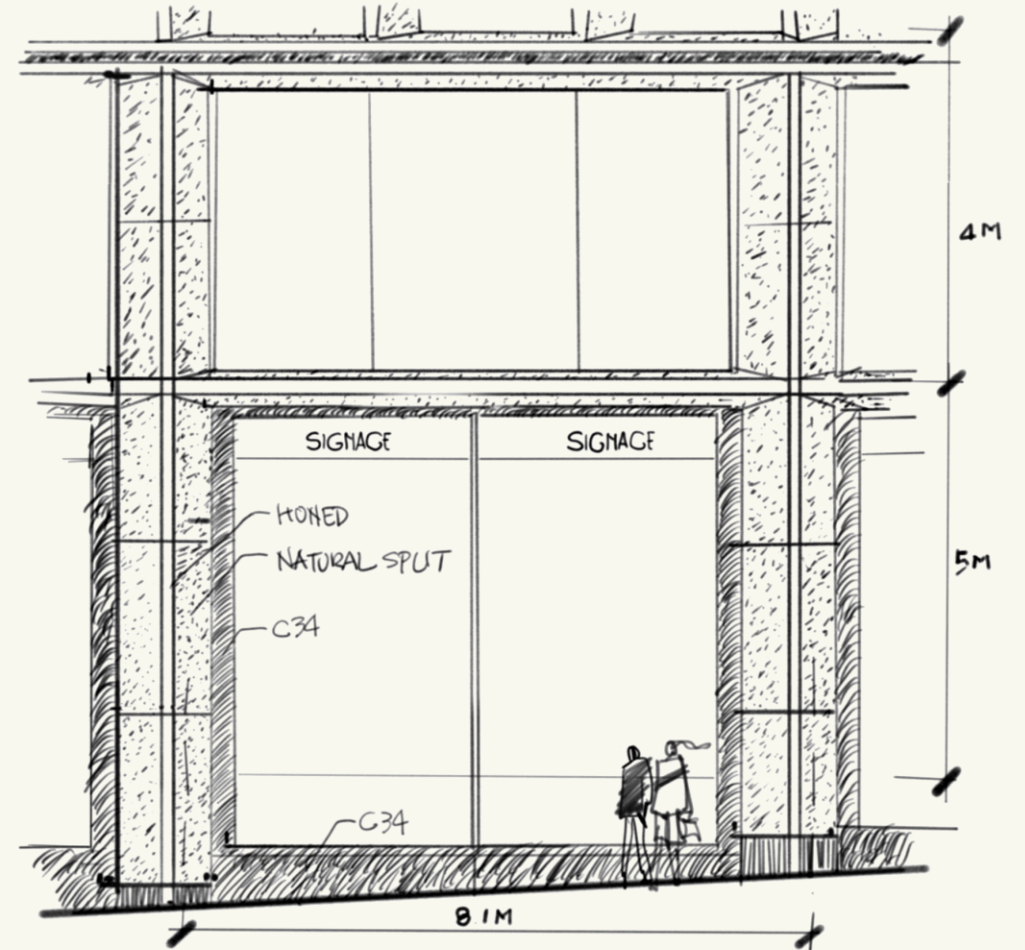
LEED PLATINUM V4

THE BLOCK
+9000 office workers

MATERIALS
Carefully curated – Swedish
stone and ceramics

STREETSCAPE
New, widened sidewalks
with greenery and
seating

Q7
Residential units



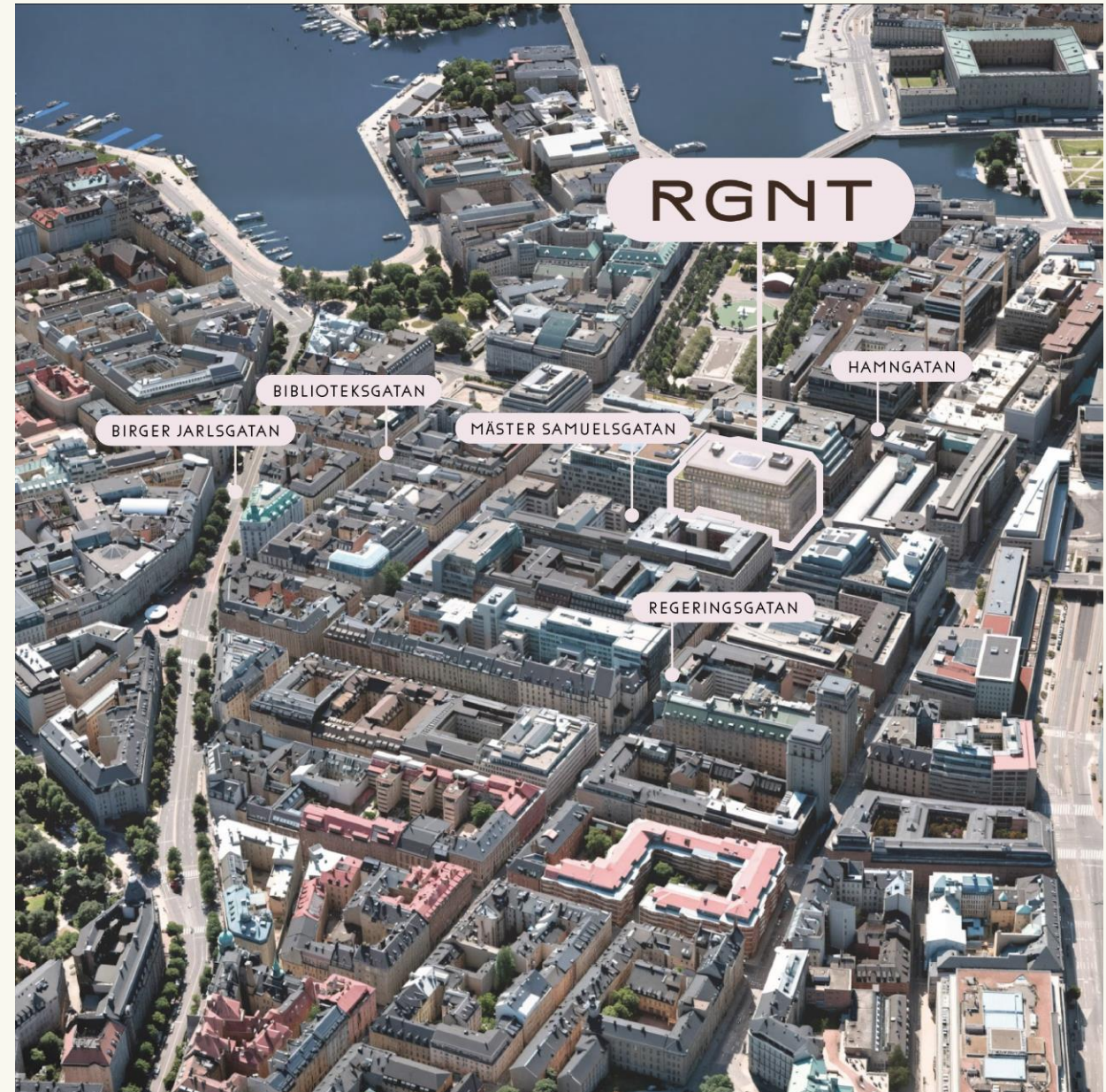
LOCATION

- Excellent – just a 10-minute walk from Stockholm Central Station and 30 minutes by train from Arlanda Airport
- Buses – local and regional
- Subway – four subway stations within a 400-meter radius
- Car parks – four car parks with 2,100 parking spaces within a 300-meter radius



POTENTIAL

- Market momentum: +7% CBD Growth in 2024*
- Market size: With 2.49m inhabitants, Stockholm is bigger than Copenhagen and Oslo combined.
- Market sales potential: Nordic-leading retail turn-over; purchasing power in the total market area: SEK 250bn, expected to grow with SEK +32bn (2024-2033, excluding e-commerce)*
- Turnover potential for RGNT and neighboring mixed-use retail centre PK-Huset is estimated to SEK 5,3bn (excluding groceries).



* Svensk handel, Swedish Trade Federation and SCB, Statistics Sweden

IN THE HEART OF STOCKHOLM'S LUXURY CORRIDOR

RGNT is located in the center of Stockholm's heritage loop, surrounded by five-star hotels, Michelin star restaurants and benefiting from a direct connection to the historic NK department store.

FOOTFALL

Nearly 70,000 visitors in just one hour during a four-day measurement period*, the RGNT block stands out as one of Stockholm's most vibrant and high-traffic destinations.

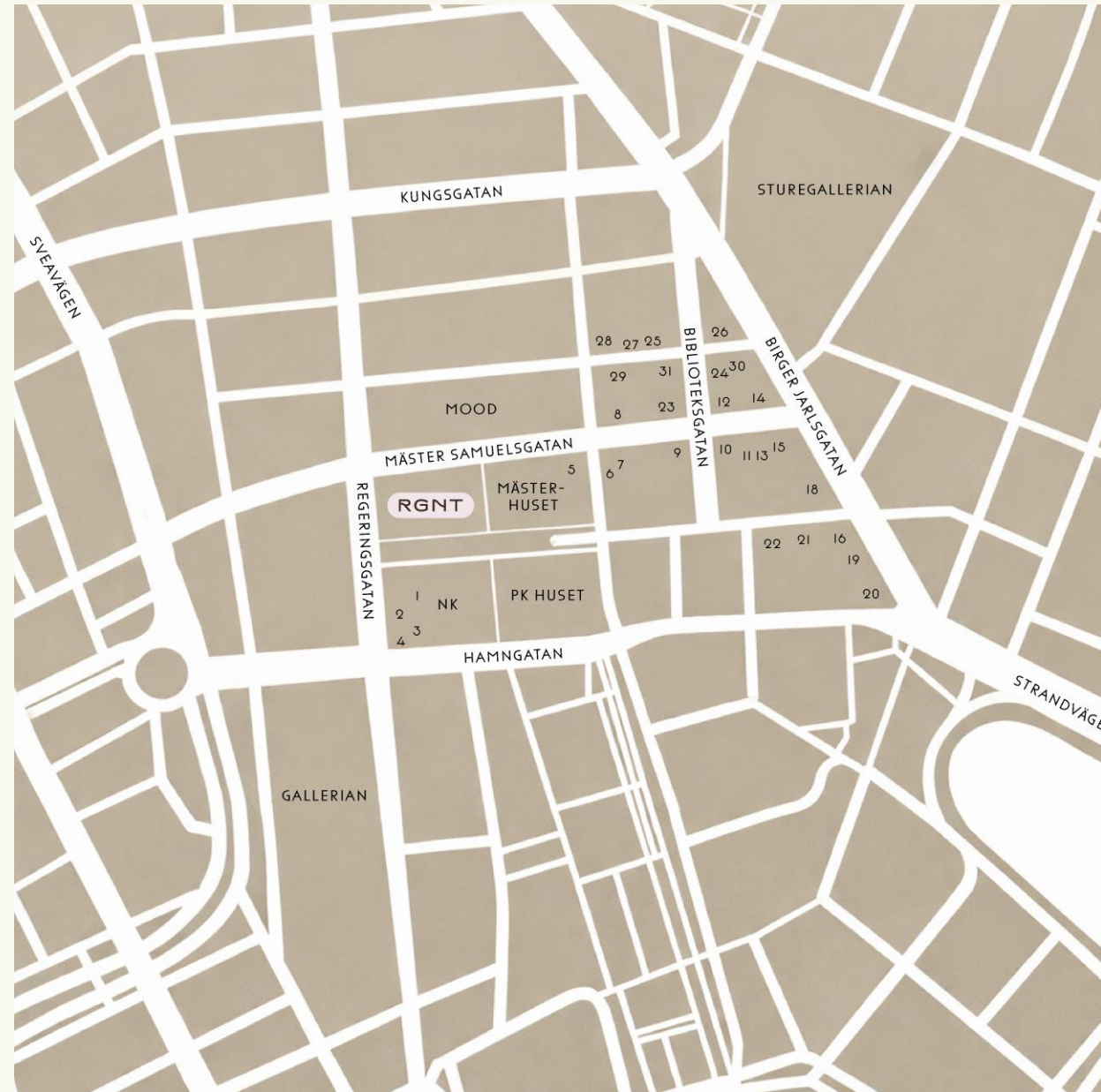
CATCHMENT

150,000 professionals are within the immediate catchment of RGNT and with 15.3m overnight stays reported in 2024 – footfall remains strong throughout the year.

*Study carried out with manual people counters at 17 checkpoints in the block during four days in May 2025, between noon-1 pm or 1-2 pm.

** Statista 2021

*** Svensk Handel/Swedish Trade Federation and SCB, Statistics Sweden. Amount including VAT, fixed 2022 year's prices.



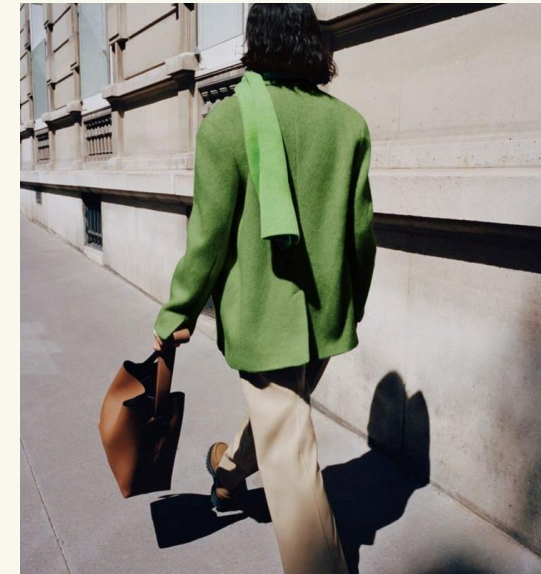
- 1 HERMES
- 2 SAINT LAURENT
- 3 BULGARI
- 4 LOEWE
- 5 GANNI
- 6 FLATTERED
- 7 CDLP
- 8 STYLEIN
- 9 COS
- 10 CELINE
- 11 BYREDO
- 12 RALPH LAUREN
- 13 MARIA NILSDOTTER
- 14 MONCLER
- 15 PRADA
- 16 LOUIS VUITTON
- 17 BOTTEGA VENETA
- 18 CHANEL
- 19 TIFFANY
- 20 GUCCI
- 21 PRADA
- 22 CARTIER
- 23 TOTEME
- 24 DAGMAR
- 25 CHANEL
- 26 MAXMARA
- 27 APC
- 28 ATP ATELIER
- 29 AESOP
- 30 DIOR
- 31 AXEL ARIGATO

WHERE STOCKHOLM'S NEW AFFLUENT CONSUMERS BELONG

PURCHASING POWER

Stockholm's economy is one of the fastest growing economies among the 20 most competitive metropolitan regions in Western Europe.

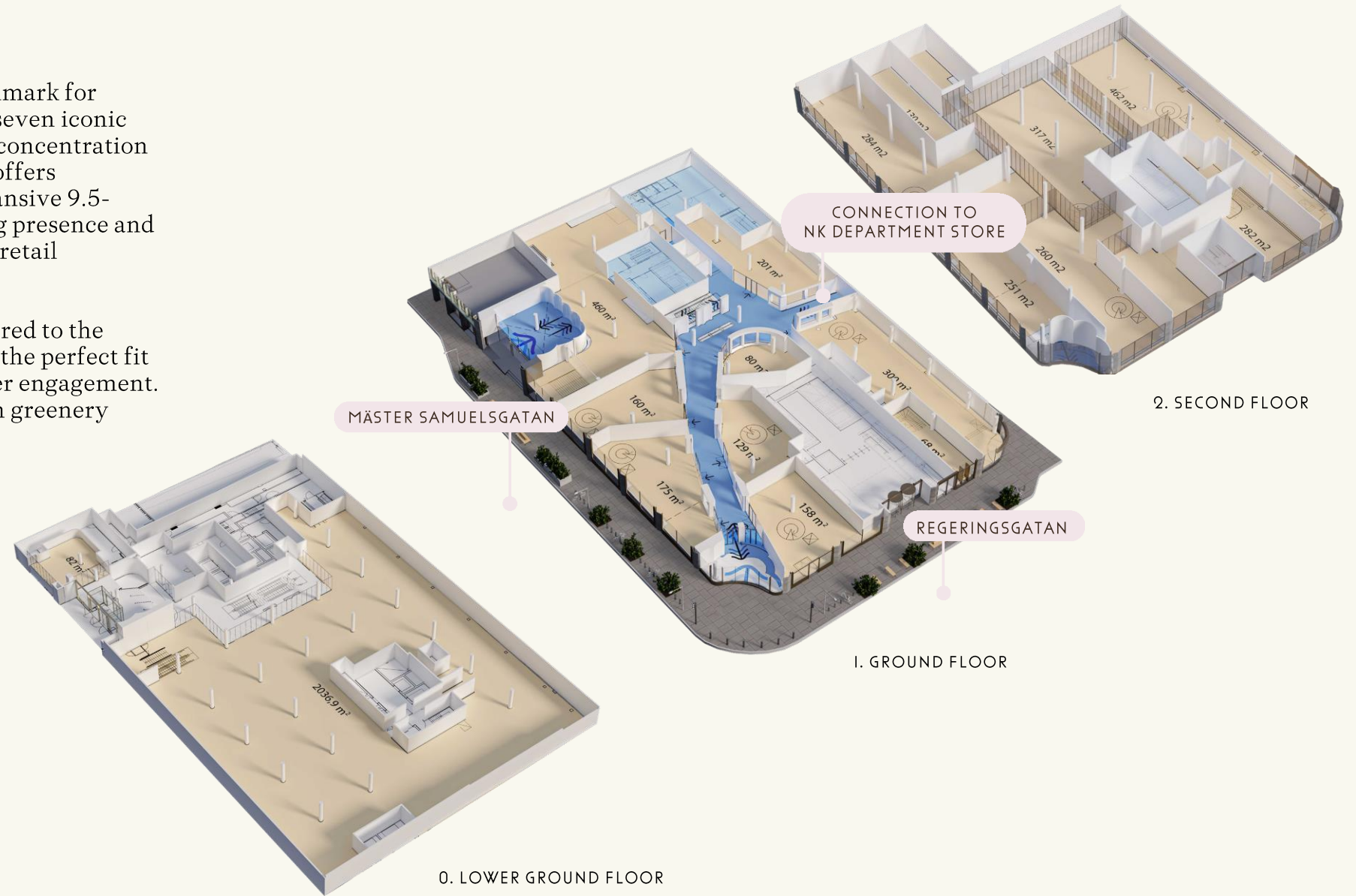
- \$69,404 – highest GDP among Scandinavian cities**
- Almost \$27bn in spend potential on retail goods***
- In the top 25 of global prime high streets**:
 - Copenhagen – \$63,702
 - Helsinki – \$58,697
 - Vilnius – \$48,122
 - Oslo – \$65,600



FLOOR PLANS

RGNT sets a new international benchmark for luxury retail in Stockholm. Home to seven iconic flagship maisons – the city's highest concentration of prestige brands – this destination offers unmatched visibility and allure. Expansive 9.5-meter window fronts create a striking presence and an inviting showcase for world-class retail experiences.

Flexible, premium spaces can be tailored to the needs of discerning brands, ensuring the perfect fit for elevated storytelling and customer engagement. Enhanced by widened sidewalks, lush greenery and seating.



CONSUMER ARCHETYPES

Our consumer research has revealed five distinct archetypes that define the RGNT audience. Each plays a vital role in driving sales and brand engagement. This strategic understanding empowers tenants to connect with the right audiences effectively and with purpose.

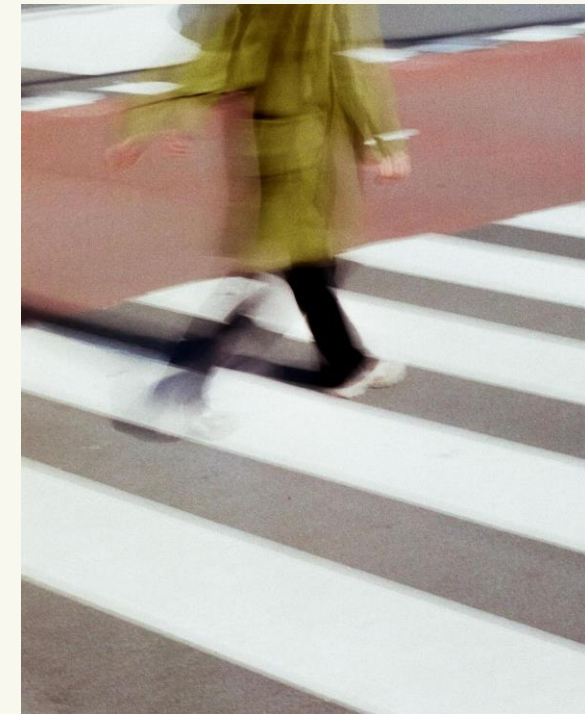
CONSUMER ARCHETYPES	VISITS %	VALUE %
WEEKDAY EXECUTIVES	10-15	40-50
WEEKEND DISCOVERERS	15-20	20-25
ELITE LEISURE SHOPPERS	25-30	15-20
INTERNATIONAL VISITORS	15-20	20-30
ASPIRATIONAL SOCIALISERS	10-15	5-10

WEEKDAY EXECUTIVES

This demographic, with a 55:45 male to female gender split, will typically venture to the office at least three times a week and reside in affluent suburbs. Seeking luxury goods and experiences when shopping, prioritizing sustainability and timeless design, they seek spaces that reflect their values and aesthetics. RGNT's luxury retail spaces are designed to provide executive services such as tailoring and private fittings, whilst also having the space for click and collect shopping.

WEEKEND DISCOVERERS AND INTERNATIONAL VISITORS

Visiting from other Nordic cities, European capitals, the US, and Middle East, these shoppers are looking for discovery. Staying in designer hotels, they expect places to feel fresh, intuitive and photo-worthy. The location near leading hotels makes RGNT accessible for travelers. These visitors typically take 2-4 days city breaks and value appointment shopping, queue-free execution, same-day delivery, and experience adjacency.



ELITE LEISURE SHOPPERS

As one of Europe's most advanced digital markets, Sweden's wealth is evolving - blending legacy family capital with new fortunes from tech, finance and entrepreneurship new affluent class, aged 28-45, has emerged, and a luxury consumption is shifting, becoming digital, designed and value-driven. They want a curated lifestyle under one roof, social immersion with soft exclusivity, and an elegant escape without hassle.

PEMBROKE'S GLOBAL PORTFOLIO

Over the past 29 years, Pembroke has carefully built a 915,000 sq. m diverse portfolio that spans office, residential, luxury retail and mixed-use environments across 14 of the world's leading cities.

Pembroke takes a considered and forward-thinking approach to creating exceptional retail environments. Through innovative design, a strong commitment to sustainability and deep insight into evolving consumer experiences, we deliver destinations that elevate every brand. Our dedication to world-class quality has made Pembroke the preferred choice for some of the world's leading brands, who have selected our properties as the homes for their flagship stores.

Pembroke has been present on the Nordic market since 2010 with its Nordic portfolio comprising approximately 220,000 sq. m.



BACKED BY FIDELITY

Pembroke manages real estate investments funded by private capital from our parent company, FMR LLC (Fidelity Management & Research), and we engage in investment activities with a long-term perspective, carefully assessing market cycles to maximize portfolio performance.

FMR LLC is the parent company of a group of U.S. companies commonly known as Fidelity Investments. Fidelity Investments is one of the world's largest providers of financial services, with assets under administration of more than US\$16.4 trillion, including managed assets of over US\$6.4 trillion (as of June 2025).

Founded in 1946, the firm is a leading provider of investment management, retirement planning, portfolio guidance, brokerage, benefits outsourcing and many other financial products and services.





TAILORING BESPOKE EXPERIENCES

Maximilianhöfe is Pembroke's world class mixed-use office and retail scheme. It is home to luxury brands as well as the popular restaurant and meeting place, Brenner's Grill. Its latest arrival Gucci worked closely with Pembroke's in-house asset management and development teams to deliver their flagship vision. A sophisticated space across two floors which makes guests feel part of a luxury home, combined with eco-friendly initiatives and energy-efficient technologies to align with Gucci's global sustainability commitments.