

PRESS RELEASE

KLÉPIERRE CONVENEDED 200+ CLIENTS TO CO-CREATE THE FUTURE OF RETAIL

Paris, January 25, 2018

Klépierre, the leading pure play shopping center property company in Europe, hosted its 3rd annual “Retailers Days” in Paris on January 18 & 19. More than 200 guests from 120 retailers in Europe converged at Klépierre’s headquarters office for the event, with a view to talking about their challenges and needs. Klépierre updated its BtoB clients with its strategy and projects. For all, it was an opportunity to share ideas on the future of retail.

Meetings and business discussions were organized throughout the day between retailers’ real estate managers and Klépierre’s leasing teams, giving them the opportunity to talk about development opportunities. In his welcome speech, Klépierre Executive Board Chairman Jean-Marc Jestin presented the key development projects that will further enhance Klépierre’s portfolio of shopping malls across Europe.

A major focus was made on Créteil Soleil, a world class mall near Paris. Its extension and refurbishment will provide visitors with 11,000 sq meters of additional retail space by 2019. Créteil Soleil will soon boast 235 stores, and more than 40 restaurants and kiosks for a completely new food experience: #FoodAvenue. Six new movies screens will be added to the existing 12-screen cinema, which already attracts 20.3 million visitors each year. And by the end of 2019, the shopping center’s extension will notably enhance Créteil Soleil’s connection to public transportation networks (bus and metro).

ID Group Real Estate Director Laurent Depinoy noted, **“This is my second Retailer Day with Klépierre. We have more than 60 stores in the shopping centers of this leading retail real estate company! The Klépierre Group knows us well and helps us to reach our development targets in the different countries as efficiently as possible. What I appreciate most here is the opportunity to network but also to discuss our development and our portfolio of stores.”**

Immediately following this *Retailer Day*, Klépierre held its first ever *Retailer Marketing Day* on Friday, January 19, with more than 30 marketing peers from major brands meeting to discuss marketing synergies in malls. As an introduction, retail and digital expert Catherine Barba gave an outstanding speech about innovations and initiatives to align and leverage retailers’ physical stores and e-commerce platforms to get the best out of “phygital” retail. Two workshops followed, on new trends in “retailtainment” to create an emotional connection with shoppers and digitalization to ease customers’ journeys in malls.

Klépierre Chief Operating Officer Beñat Ortega noted: **“Consumption and retail have evolved. Our shoppers are now overconnected and even more demanding. We must offer them a seamless experience in our malls. Our role is to provide a larger offering, entertainment and emotion: this entails deep collaboration with our retailer counterparts.”**



KLEPIERRE

ABOUT KLÉPIERRE

The leading pure play shopping center property company in Europe, Klépierre combines development, property and asset management skills. The company's portfolio is valued at €23.3 billion at June 30, 2017 and comprises large shopping centers in 16 countries in Continental Europe which together host 1.1 billion visitors per year. Klépierre holds a controlling stake in Steen & Strøm (56.1%), Scandinavia's number one shopping center owner and manager. Klépierre is a French REIT (SIIC) listed on Euronext Paris and included in the CAC Next 20, EPRA Euro Zone and GPR 250 indexes. It is also included in ethical indexes, such as DJSI World and Europe, FTSE4Good, STOXX® Global ESG Leaders, Euronext Vigeo France 20 and World 120, and figures in CDP's "A-list". These distinctions underscore the Group's commitment to a proactive sustainable development policy and its global leadership in the fight against climate change.

For more information: www.klepierre.com  

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