

PRESS RELEASE

KLÉPIERRE UNVEILS ITS NEW CORPORATE TAG LINE: SHOP. MEET. CONNECT.™

Paris, February 1st, 2018

Klépierre, the leading European shopping center platform, today announced its new corporate tag line: Shop. Meet. Connect.™ The new tag line expresses Klépierre's commitment to playing a role in the transformation of retail, as well as its vision of shopping malls as lifestyle hubs offering more than just shopping to their surrounding communities.

Klépierre has been focusing on the business of owning and operating shopping malls since 2013. In that time, it has developed an offering and expertise to meet the aspirations of its retailer and consumer clients, promote operational excellence in its malls and create long-term value for all stakeholders.

Located in the heart of Europe's most dynamic and fast-growing cities, Klépierre's malls are veritable lifestyle hubs. They are places where communities of all kinds and those involved in the local economic, political and cultural scene come together. Klépierre develops and manages lively malls which promote social ties as well as an experience of discovery, emotion and entertainment. They are places to meet, interact, try new things and share special moments. In keeping with its Let's Play® marketing promise, Klépierre hosts a vast number of fun and festive events combining retail and entertainment, further enhancing the customer experience with new digital services. The Group is also bringing people together by developing innovative food and beverage concepts in line with its Destination Food® approach, and applying its sense of hotel-style hospitality throughout the customer journey in its malls.

The last step in Klépierre's new corporate brand platform, the new tag line represents Klépierre's brand values and commitment to all of its stakeholders: employees, consumers, national and international retailers, service providers, economic players and local authorities. Klépierre's malls play an important role in their communities. They promote a dialogue with local associations and institutions, help people to join the workplace, and apply environmentally responsible construction and day-to-day mall management practices. The malls are traditional marketplaces, where people meet to shop and get information, but also innovation labs, making it easy for consumers to shop responsibly while enjoying a unique experience.

Commenting on the new tag line, Jean-Marc Jestin, Chairman of the Klépierre Executive Board, said, ***"Shop. Meet. Connect.™ perfectly encapsulates the spirit of our malls, which welcome more than one billion visitors each year, and underscores the coherence of the path we have pursued since 2013. These three verbs together represent the customer experience we aim to provide: an experience where the act of shopping is no longer isolated but takes place within an increasingly rich journey. That journey can be digital as well as physically in the mall, starting or playing out on social networks, if that allows consumers in our malls to discover our retailers' new products, enjoy the encounter, and share a good experience. The tag line is also a reminder that our malls are part of local communities, which have their own distinctive features, histories and ambitions. By reinventing our malls, we pay tribute to the local character and authenticity of these communities and to the people living in them."***



ABOUT KLÉPIERRE

Klépierre, the leading European shopping center platform, 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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