

PRESS RELEASE

# - VIVATECH 2019 - KLÉPIERRE ANNOUNCES THE WINNERS OF ITS INNOVATION CHALLENGES

Paris, 21 May 2019

**Klépierre, the pan-European leader in shopping centers, launched two challenges in partnership with Microsoft at the fourth VivaTech event, where start-ups were invited to co-create the shopping center of 2030 using the themes of customer experience and CSR. Wishibam, Veertus and Zerowaste Biotech won this year's challenges out of a hundred applicants.**

The start-up challenges held each year by Klépierre represent an opportunity to find out about new innovative solutions and to enhance the Group's open innovation policy and commitment to co-constructing tomorrow's shopping center with all of its stakeholders (retailers, visitors, start-ups and tech partners). As in previous years, the challenges were organized in partnership with Microsoft and took place at VivaTech, the international innovation convention held on 16–18 May in Paris. For this year's challenges, Klépierre selected two strategic themes: renewing the magic of the customer experience, and corporate, social and environmental responsibility.

The finalists came to pitch their solutions at VivaTech in front of a jury comprising the Executive Board of Klépierre, Microsoft representatives and the Group's major partners such as Etam, H&M, Maisons du Monde, Lacoste, Sephora and Renault.

For the first time this year, digital communities from 20 Klépierre shopping centers in Europe were offered the possibility to elect their favorite start-up via Facebook—a co-creation approach with end customers in line with the Group's open innovation strategy.

Each winning start-up is awarded special access to Microsoft's incubator partners and special meetings with Klépierre's retailer partners. The two start-ups selected by the Klépierre jury also earned €10,000.

***“These challenges are a fantastic opportunity to co-create tomorrow's shopping center in contact with an ecosystem of start-ups that have so much to share with us thanks to their agility, creativity and understanding of the stakes and changes in retail,”*** added Élise Masurel, director for marketing, digital and innovation at Klépierre.



## AND THE WINNERS ARE...

### CHALLENGE #1

#### Customer journey: the Next Gen shopping centers

**Wishibam** (<https://business.wishibam.com>)

This start-up has developed an application allowing customers to click and reserve products offered by the retailers of any given shopping center, to try the products on site and eventually buy them—a solution that reconciles offline and online retail!

**Public prize: Veertus** (<https://veertus.com/>)

This prize is given to the start-up that won the most votes from end customers on Facebook. The solution from this start-up matches your silhouette with the latest fashion collections! Using a booth located in the aisles of the shopping center, the start-up scans visitors' silhouette and proposes clothing perfectly tailored to their body shape which they can immediately find in stores in the mall.

### CHALLENGE #2

#### Inclusive and positive: the shopping centers of the future

**Zerowaste Biotech** (<http://www.zerowastesolutions.co.uk/>)

A sustainable solution that makes it possible for shopping centers and retailers to convert their food waste into energy on-site in just 24 hours.

*“Zero Waste Biotech was very excited to be a chosen finalist for the Klépierre CSR Challenge at Vivatech2019 in Paris,”* said Stephen Beck, CEO, who presented the innovative solution to solve the world's food waste problem to the Klépierre jury and was overwhelmed when Zero Waste Biotech was declared the winner. *“The opportunity to work with a company like Klépierre is an amazing prize, and I look forward to working with them to become a Zero Waste business, solving food waste, and helping the environment together,”* added Stephen Beck on winning the challenge.

## ABOUT KLÉPIERRE

Klépierre, the pan-European leader in shopping malls, combines development, property and asset management skills. The company's portfolio is valued at €24.4 billion at December 31, 2018 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, please visit the newsroom on our website: [www.klepierre.com](http://www.klepierre.com)    

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