



PRESS RELEASE

# KLÉPIERRE RECEIVES THE AECC "BEST REFURBISHMENT" AWARD FOR ITS MERIDIANO CLUBSTORE®

ClubStore® is an exclusive concept created by Klépierre, and one that the Spanish Association of Shopping Centers (AECC) has recognized with the top prize in the 'Shopping Center Refurbishment' awards category at its 15th annual conference in Alicante

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The 15th annual Shopping Centers & Retail Parks conference held in Alicante between September 28 and 30 was the most important event of 2016 for the Spanish shopping center and retail parks sector. Hosted by the Spanish Association of Shopping Centers, the program included conference sessions, a marketing exhibition, technical tours of shopping centers around the region, networking opportunities and the AECC 2016 Awards ceremony.

As one of Europe's leading shopping center operators, Klépierre was in attendance, and was one of the companies in the retail sector to receive an AECC award. The **ClubStore®** concept created by Klépierre and introduced at the Meridiano center in Tenerife following its complete refurbishment received the top award for the best project in the **Shopping center refurbishment category**.

Following the announcement of the award, Klépierre Iberia Director Luis Pires made the point that the combined change of image and adoption of the ClubStore® project *"have given Meridiano a completely new ambience that achieves the perfect balance between customer experience and the irresistible retail offer of fashion and leisure showcased by the shopping center."* As Luis Pires went on to emphasize, the Meridiano transformation *"has been achieved thanks to the commitment and involvement of everyone in the Klépierre team, and the result is a completely new Meridiano that our customers are really enthusiastic about, and which consolidates its status as the island's epicenter of shopping and leisure."*

Klépierre ClubStore® is a way of adding new richness to the shopping experience, and generating new emotions and feelings amongst customers through a uniquely interactive experience designed to make them feel more relaxed and enjoy their visit even more. The Klépierre Iberia refurbishment of Meridiano has resulted in a spectacular transformation, creating an interior flooded with natural daylight and enhanced with brand-new furniture, as well as green open spaces, break zones and a magnificent summer terrace. Everything has been designed to surprise and attract customers, who are now central to an experience that encourages them to visit the new shopping center more often, and to spend more time in it.

As owner and manager of Spain's leading FASHION and LEISURE shopping centers, Klépierre will continue to deliver projects on this scale to ensure that each of its premium shopping centers offers a unique and exclusive shopping experience that appeals to all five senses.

## **ABOUT KLEPIERRE**

A leading shopping center property company in Europe, Klépierre combines development, rental, property, and asset management skills. Its portfolio is valued at 22.6 billion euros on June 30, 2016. It comprises large shopping centers in 16 countries of Continental Europe. Klépierre holds a controlling stake in Steen & Strøm (56.1%), Scandinavia's number one shopping center owner and manager.

Klépierre's largest shareholders are Simon Property Group (20.3%), world leader in the shopping center industry and APG (13.1%), a Netherlands-based pension fund firm. Klépierre is a French REIT (SIIC) listed on Euronext ParisTM and Euronext Amsterdam included the CAC 40, EPRA Euro Zone and the GPR 250 indexes. Klépierre is also included in several ethical indexes - DJSI World and Europe, Euronext Vigeo France 20 and World 120, Euronext Low Carbon 100 Europe - and is also ranked as a Green Star by GRESB (Global Real Estate Sustainability Benchmark). These distinctions mark the Group's commitment to a voluntary sustainable development policy.

For more information, visit our website: [www.klepierre.com](http://www.klepierre.com)

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