

Press alert

## EXCLUSIVE AND ORIGINAL, THE GIANT FERRERO ROCHER® CHRISTMAS TREE INSTALLED AT ST.LAZARE PARIS

Paris – December 10, 2013

A stone's throw from the display windows of the major department stores of Paris, Klépierre proudly hosts a unique Christmas tree in France in the heart of ST.LAZARE PARIS. It's the giant Ferrero Rocher® Christmas tree.

Installed atop an impressive gift box, this 12-meter high Christmas tree is hung with nearly 3,000 gold ornaments that represent the famous Ferrero Rocher® individually-wrapped candies. A large circular mirror reflects this gleaming gourmet sculpture, around which is wrapped a 15-meter chocolate-colored ribbon.

Visible from each of the shopping center's three levels, this impressive tree is designed to astonish and awaken the taste buds of the 450,000 travelers who come through the station each day.

*"To bring the magic of Christmas to our shopping centers and awaken the imagination of our visitors, we seek out exceptional decorations. The ST.LAZARE PARIS retail space is ideal for large-scale, original creations that are always a hit with the public, as was the case with the luminous reproduction of the Eiffel Tower last year. This year we are presenting the Ferrero Rocher® Christmas tree, never before seen in France,"* explains Sandrine Quesnel, Chief Communication and Marketing Officer for the Klépierre Group.



## ABOUT KLEPIERRE

A leading shopping center property company in Europe, Klépierre combines development, rental, property and asset management skills. Its portfolio is valued at 16.2 billion euros on June 30, 2013 and essentially comprises large shopping centers in 13 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 (28.9%), world leader in the shopping center industry, and BNP Paribas (21.9%). Klépierre is a French REIT (SIIC) listed on Euronext Paris<sup>TM</sup> and is included into the SBF 80, EPRA Euro Zone and GPR 250 indexes. Klépierre is also included in several ethical indexes – DJSI World and Europe, FTSE4Good, STOXX® Global ESG Leaders, Euronext Vigeo France 20 and Eurozone 120 – and is a member of both Ethibel Excellence and Ethibel Pioneer investment registers. Klépierre 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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