



Press Release

## **KLEPIERRE'S MARKETING TEAM EXPANDS TO FUFILL THE AMBITIONS OF THE GROUP**

Paris, 29/01/2014

**The Marketing Department of the Klépierre Group, led by Sandrine Quesnel since 2012, is pleased to announce the appointment of Marc Thibaut as Marketing Director, France, and of Delphine Beer-Gabel, as Brand Development Director, Europe.**

*"I'm thrilled to welcome Delphine and Marc, two marketing experts who add their considerable talents to those of the team in place. They will be in charge of strengthening the image of our centers and creating customer preference,"* said Sandrine Quesnel.

Delphine Beer-Gabel is responsible for designing exclusive events and client experiences—which create value—with internationally renowned brands and partners drawn by the media power of Klépierre shopping centers.

Marc Thibaut is in charge of rolling out the marketing strategy for all of the Group's French shopping centers and will support the implementation of Club Store<sup>®</sup>, which redefines the customer experience and service quality at Klépierre centers.

*"We want to make our centers more upscale and add value for our customers at every step of the buying process,"* emphasizes Sandrine Quesnel. *"Customer loyalty is a priority. Like retailers who build brands, we are focusing on a level of experience that should make the difference. The goal we have set with Jean-Marc Jestin, the Chief Operating Officer of the Group, is to establish an innovative marketing framework for Klépierre, with digital solutions that respond to the new demands of retail, and a customer experience that fosters meaning interaction."*

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Sandrine Quesnel, 49, a graduate of Sciences-Po Paris, has been the Chief Marketing Officer and a member of the Executive Committee of Klépierre since February 2012. After 10 years at a communications agency working with large consumer brands, she joined GrandVision in 1998 as Head of Communications. In 2003, she was asked to manage the marketing strategy for GrandVision's central purchasing department on behalf of various international brands and, in 2007, joined the executive team of GrandOptical as Head of Marketing and Communication.

March Thibaut, 39, is a graduate of Rouen Business School. He began his career in consumer goods in 2001 and in 2002 joined TNS (Kantar), the world leader in market research, where he worked with major

international brands such as Coca Cola, Unilever, Wilkinson, and Renault, helping to define their media and marketing strategy.

Before joining Klépierre, Marc Thibaut worked for 7 years for the Hammerson Group, where he took on the successive roles of Marketing Development Manager, Marketing Manager of a Portfolio of Assets and Projects, and, since the beginning of 2013, Head of Digital Strategy for defining the group's new platform.

Delphine Beer-Gabel, 45, is a graduate of ESSEC. She began her career in 1990 with the agency Lintas, working with the brands Unilever and Coca Cola, where her achievements included the international launch of Coca Cola Light. In 1998, she joined the Group DDB, where she created the subsidiary DDB Entertainment, focused on the development of web and audiovisual content for brands in new media.

Before joining Klépierre in 2014, Delphine managed the Brand Event department from 2010 to 2012, dedicated to experiential marketing in Unibail shopping centers.

Headshots available on request.

## **ABOUT KLEPIERRE**

A leading player in retail real estate in Europe, Klépierre combines development, rental, and asset management expertise. Its portfolio is valued at 16.2 billion euros as of June 30, 2013, and is primarily composed of large shopping centers in 13 countries across continental Europe. Klépierre is a majority shareholder in Steen & Strøm (56.1%), Scandinavia's number one shopping center owner and manager. Klépierre's primary shareholders are Simon Property Group (28.9%), world leader in the shopping center industry, and BNP Paribas (21.9%), the number one bank in the euro zone. Klépierre is a French Real Estate Investment Trust (SIIC) listed on the Euronext Paris<sup>TM</sup> index, and is a member of the indexes SBF 80, EPRA Euro Zone, and GPR 250. Klépierre is also a member of several sustainable development indexes: DJSI World, FTSE4Good and ASPI Euro Zone, as well as the Ethibel Excellence and Pioneer investment registers. These distinctions indicate the Group's commitment to a voluntary policy of sustainable development.

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

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