

# KLÉPIERRE BOLSTERS ITS MEDIA POSITIONING WITH BRANDS

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Thanks to the digital revolution, shopping centers are increasingly positioned as powerful media platforms, allowing retailers to convey both their physical and digital messages. Klépierre Brand Ventures, the Klépierre entity specializing in temporary retail, is enhancing this trend by offering brands campaigns whose effectiveness can now be measured.

Klöpierre Brand Ventures, a subsidiary of Klöpierre Group, the European leader in shopping centers with more than 100 malls in 16 countries, offers retailers multiple options for promoting their brands, including pop-up stores, roadshows and events in the heart of visitor traffic. Several pilot tests conducted with major brands, including Canal+ and Renault, demonstrate how complementary physical and digital communications approaches can be. These targeted activation initiatives, which are geo-located close to shops, are highly effective in generating drive-to-store consumer traffic.

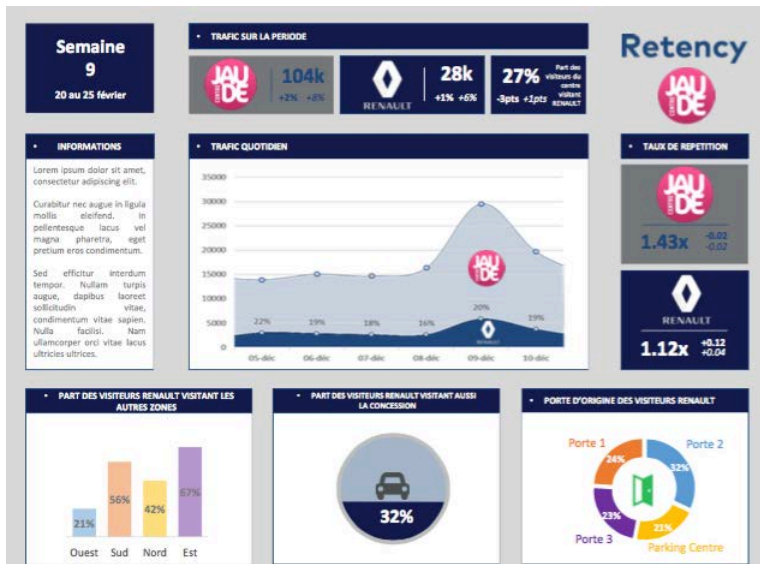
## KLÉPIERRE BRAND VENTURES AND START-UP COMPANY RETENCY: AN INNOVATIVE PARTNERSHIP

Brands taking the stage in Klöpierre shopping malls need to measure the revenue generated by their initiatives; they also need a reliable way to assess image items and the audience generated by their operations, with indicators such as reach, repetition and engagement. To measure the effectiveness of operations for brands, Klöpierre Brand Ventures has partnered with start-up company Retency to implement high-performance traffic analytics as major e-commerce players do. Retency has developed solutions for analyzing both indoor and outdoor

movements and is the first French start-up company to be approved by the French personal data watchdog CNIL for its universal audience measurement process in public places.

For more information, watch the [video](#) showing how to measure media impact.

In France, Klöpierre Brand Ventures offers brands access to 270 million contacts at 46 Klöpierre shopping malls, while allowing them to measure the effectiveness of their approach.



Graphic example



KLEPIERRE

## ABOUT KLÉPIERRE

The leading pure play shopping center property company in Europe, Klépierre 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 (SIC) 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](http://www.klepierre.com)

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