



3 startups win the first KlépierreID challenge run in partnership with Microsoft

Alcméon, Mapwize and Stimshop are the 3 startups announced as winners of the Let's Play With Mobile Shoppers challenge launched at Viva Technology by Klépierre in partnership with Microsoft.

The European specialist in retail real estate launched its digital innovation platform to identify the startups that will revolutionize the retail world of tomorrow.

The challenge set three goals:

- To add greater richness to the shopping experience
- To gather and make active use of center data
- To activate the levers that will develop Drive to Store

>> **Alcmeon**, headed up by Bertrand Stephann (former CEO of Allo Ciné and Aufeminin.com), has developed an algorithm for social media that can improve shopping center customer relations via Facebook, Twitter and Instagram, and identify the shopping desires of customers viewing these media to generate qualified traffic for retailers.

>> **Mapwize** is a technology solution that maps indoor spaces and provides a very user-friendly interface to help customers find their way around centers more effectively. This solution also offers the facility to insert push content - new store openings, promotions, new retailer services, etc. - into the maps generated.

>> **Stimshop** makes it possible to locate visitors, trace their route through physical spaces and send them targeted messages using ultrasound technology to communicate directly with their smartphones. The only infrastructure required to deploy this technology is the existing center sound system.

The 3 winning startups can now test their solutions in Klépierre centers, and will receive 6 months of support on the cloud technology via the Microsoft Azure business startup program.

The members of the judging panel for these first awards included the Klépierre operations management team, Anthony Virapin, Startup Go-To-Market Lead - Microsoft France, Sébastien Imbert, Chief Digital Marketing Officer – Microsoft France, Jérôme Léger, Vice-President of the Mobile Marketing Association France and Frédéric Roy, Editor of CB News.

À propos de Klépierre

A leading shopping center property company in Europe, Klépierre combines development, rental, property, and asset management skills. Its portfolio is valued at 22.1 billion euros on December 31, 2015. 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

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