

- For immediate release -



Steen & Strøm opens the last phase of Sollentuna shopping center extension-renovation



Stockholm – March 25th, 2010

Last piece in place at Sollentuna center

Sollentuna center is set to open the "Market Hall" with its specialist meat, fish and delicatessen outlets on 25 March, putting the last piece in place in the remodeling of Sollentuna center into a unique, modern shopping center.

"Sweden's first design-oriented shopping center" has been very positively received by customers, stores and the media. The concept of building a different center has been much appreciated.

Focus on experience and details

The center is Sweden's first design-oriented shopping center and the main focus has been on creating a relaxed shopping center in which the customer can enjoy the retail experience. Great care has gone into the choice of materials and design to create a totally unique shopping environment. The centre's layout comprises four different shopping streets, which all have an individual style with regard to colour, design and range of stores. The different shopping streets have been inspired by different lifestyles and the way in which these affect the customer's shopping behaviour.



The premium shopping street, clad entirely in wood from floor to ceiling, is located on level 2. The floor is in solid Jatoba and meets walls and ceiling in cherry panelling. The walls also provide a number of built-in seating areas, offering a moment's rest and relaxation. The heart of Sollentuna center is the Oasis, with around 20 giant palms from Florida, hundreds of exotic plants and a large waterfall. Here the visitor can relax and enjoy a meal at one of the restaurants located around the Oasis.

The architect John R Johanson at thorbjörnsson+edgren together with White arkitekter has designed the whole Sollentuna center. Steen & Strøm's brand promise for the new center – "Imagination, finesse and well-being. A shopping oasis to return to" – has characterised the work of the architect and all those involved in the project, and the customer experience was central to the design process.

New Sollentuna Centre lauded by Stockholm Beauty Council

When the secretary of the Stockholm Beauty Council* and former Sollentuna resident Martin Rörby visited Sollentuna center, he was pleasantly surprised by the new shopping center and considers it to be one of the very best in Scandinavia.

The attention to both internal and external details in which nothing has been left to chance is one of the reasons why the new Sollentuna center was lauded by the Stockholm Beauty Council, when its secretary Martin Rörby commented on the good and the ugly in Sollentuna in a TV programme.



With a total area of approximately 50 000 sq.m. and around 130 stores, Sollentuna shopping center is expected to have over 6 million visitors in 2010.

*The Stockholm Beauty Council (also called the Council for Protection of Ecological and Aesthetic Matters) is in charge of protecting the city and its important features; its artistically or culture-historically important townscape, new buildings or areas planned for development as well as the aesthetic and environmental values of the city and its surroundings.

About :

Klépierre

Klépierre, a listed real estate investment company (French REIT) held assets valued at €14.7 billion at December 31, 2009, comprising shopping centers (90.5%), including **274 centers held in continental Europe**, commercial premises via Klémurs (4.2%) and office properties (5.3%).

Focused on the most resilient segment of commercial real estate, Klépierre is a long-term investor that specializes in designing, managing and optimizing its real estate assets through its subsidiaries **Ségécé** and **Steen & Strøm**. Combining these players within a single group has made it an indispensable partner for municipalities and retail chains in achieving the long term success of commercial developments. Klépierre has BNP Paribas as its majority shareholder, with a 51% stake.

Steen & Strøm

Steen & Strøm, 1st integrated shopping center company in Scandinavia, owns 30 shopping centers and manages an overall of 56 shopping centers in Norway, Sweden and Denmark. Steen & Strøm has Klépierre as its majority shareholder (56.1%) with ABP Pension (43.9%).

For further information: www.klepierre.com

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