



THE KLEPIERRE GROUP STRENGTHENS ITS DIRECTION OF OPERATIONS

Paris, September 28, 2015

Klépierre announces that three new talents have joined its teams

Elise Masurel, Daniela Iancu Lauret and Louis Bonelli will combine their expertises and spirit of initiative to valorize the retail offering, the customer experience, and the marketing approach implemented by the shopping centers of the Group.

- **Elise Masurel, Group Head of Marketing**

Elise Masurel's main responsibilities will be to pursue and develop the Clubstore® program, which reinvents the customer experience at Klépierre shopping centers. She will continue to modernize the marketing and event practice by rolling out the Let's Play® advertising concept, as well as setting up an innovative digital strategy for the Group.

After graduating in Business Management and Marketing at Paris Dauphine University and the IAE of Aix en Provence, **Elise Masurel** began her career in 2003 with Kraft Foods as a Product Manager, and then became the Business Manager for the chocolate and coffee brands. She joined Club Méditerranée in 2006, as a Project Manager, then Head of Marketing and Sales for France, and eventually Head of Marketing and Sales for EMEA.

- **Daniela Iancu Lauret, Group Head of Design**

The role of **Daniela Iancu Lauret** will be to define, develop, and coordinate the architectural and interior design of Klépierre shopping centers. She will offer her expertise in design and her creativity to assist operational teams at Klépierre in Europe. Her objective will be to improve the customer experience within the framework defined by the exclusive Clubstore® program, owned by Klépierre.

After she finished her studies in architecture and urban planning (at the Universities of Bucharest and Lyon), **Daniela Iancu Lauret** began her career as an architect in 1998, working for firms including DMS, Wilmotte & Associés, Diener Guirard Architecture, and finally Chapman Taylor as their Managing Director for France and international since 2008.

- **Louis Bonelli, Group Head of Leasing**

The mission of **Louis Bonelli** will be to build long lasting relationships with the leading European retailers for Klépierre. As Group Head of Leasing, he will take part in the animation and coordination of the Group's network of retail partners, will identify promising concepts that will differentiate and renew the retail offering of Klépierre, thus helping to develop the merchandising mix in development projects.

After graduating from EDHEC in 2006, **Louis Bonelli** began his career with Unibail-Rodamco as Leasing Manager for a portfolio of French shopping centers. He became Deputy Head of Leasing (the Nordic countries and the Netherlands), and then Senior International Leasing Manager, before joining Estée Lauder in 2013 as Real Estate Director for EMEA.

The three of them will report directly to **Jean-Marc Jestin, Chief Operating Officer, member of the Group Executive Board**. Jean-Marc Jestin declares: "I am pleased to welcome Elise, Daniela, and Louis who, thanks to their energies and talents, will bring their full contribution to Klépierre strategy and help us meet our ambitious challenges: modernizing our retail offering and improving the customer experience in our shopping centers, while integrating their specific locations, features, and their catchment areas."

ABOUT KLEPIERRE

A leading shopping center property company in Europe, Klépierre combines development, rental, property, and asset management skills. Its portfolio is valued at 21.9 billion euros on June 30 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, APG (13.5%) and BNP Paribas (6.6%). Klépierre is a French REIT (SIIC) listed on Euronext ParisTM and Euronext Amsterdam and is included in the CAC Next20 and CAC Large 60 indexes, the SBF 80, the EPRA Euro Zone, and the 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