

PRESS RELEASE

RESOUNDING SUCCESS FOR KLÉPIERRE'S FIRST PUBLIC CAMPAIGN TO *ACT FOR GOOD*®

Paris, November 28, 2018

In the context of its CSR policy and as part of European Waste Reduction Week, Klépierre, the pan-European leader in shopping centers, today announces the results of its first #ActForGood campaign to raise public awareness about the circular economy. Held in six Klépierre malls in Europe in September and October 2018, the campaign brought together retailers, shoppers, local artists and charities to promote the second life of products and encourage everyone to take action to preserve the environment.

The six participating Klépierre shopping centers were chosen for their environmental and social performances. In each mall, the campaign encompassed four major initiatives:

- **Plastic-bag-free day**, during which 130 partner stores replaced their disposable plastic bags with re-usable tote bags made from 100% natural cotton
- **Events and workshops** focusing on the second life of products (clothing, food, home appliances, etc.)
- Exhibitions of **art works made from recycled materials**, by local artists
- **Digital community engagement**, with visitors sharing their best practices to preserve the planet on their local mall's Facebook page. The best initiatives were featured on tote bags and digital screens in the participating centers.

Each of these initiatives highlighted simple and creative ways to reduce day-to-day waste and become better consumers, such as customizing clothing, making re-usable bags more prevalent, recovering and transforming old objects into artworks or jewelry, and designing furniture from recyclable materials (pallets, cardboard boxes, etc.).

These are all initiatives reflecting the projects implemented throughout Europe during the European Week for Waste Reduction (November 17-25 2018).

FIRST #ACTFORGOOD CAMPAIGN HIGHLIGHTS

- Over **130 participating retailers** in six malls across Europe, including H&M, Etam, Levi's, Bershka, Calzedonia, Sephora, Mango, Nature et Découverte, Undiz, Uniqlo, Yves Rocher, Max & co, Lindex, Pimkie and Disney Store



- **28,000 pure cotton tote bags** handed out over six plastic-bag-free days
- **20 workshops and exhibitions** featuring local influencers, specialists and artists (On closet clear-outs, sculptures from recycled materials, customization workshops, recycled furniture, and more)
- **1,200 ideas shared in the Facebook competition**
- **One million people reached** through social media

Klépierre malls participating in this first campaign:

- Blagnac (Toulouse, France), September 8-15
- Campania (Naples, Italy), September 17-23
- Alexandrium (Rotterdam, the Netherlands), September 29
- Nový Smíchov (Prague, Czech Republic), October 2
- Duna Plaza (Budapest, Hungary), October 15-21
- Nueva Condomina (Murcia, Spain), October 22-28

For more information about Klépierre's Act for Good CSR policy

For more information about the event, visit our Newsroom

ABOUT KLÉPIERRE

Klépierre, the pan-European leader in shopping malls, combines development, property and asset management skills. The company's portfolio is valued at €24.6 billion at June 30, 2018 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 (SIIC) 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, please visit the newsroom on our website: www.klepierre.com



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