

PRESS RELEASE

KLÉPIERRE PRESENTS INNOVATIONS FOR THE MALL OF THE FUTURE AT VIVATECH PARIS 2018

Paris, 18 May 2018

Klépierre, the pan-European leader in shopping malls, will be offering a unique experience at its stand (E19 in the Hall of Tech) at the VivaTechnology show, which runs from May 24 to 26, 2018 in Paris. With a visitor journey designed around its signature “SHOP. MEET. CONNECT.” philosophy, Klépierre is inviting visitors to test innovations for the shopping malls of the future, discover start-up partners, and encounter original customer experiences with well-known brands. In association with Microsoft, Klépierre has also developed a start-up challenge with three pitch contests to identify creative ideas, deploy them in its shopping malls and support the transformation of the retail industry.

A THREE-STEP CUSTOMER JOURNEY

The “SHOP.” area focuses on the customer experience and partner brands

Here, visitors can discover **the “Happiness Index.”** Jointly developed by Microsoft and Clear Channel, this facial recognition mirror analyzes visitors’ smiles to assess their degree of happiness. This unique feature will be deployed for the first time in a mall at Klépierre’s Val d’Europe shopping center near Paris, during the summer sales.

At VivaTech, the Klépierre experience will continue with **the “Sweet Fit” virtual fitting room**, in partnership with Uniqlo, 1.2.3 and Etam. With the help of Microsoft’s Kinect camera, this solution makes it possible to visualize how new clothes fit in a fun way without having to try them on.

“MEET.” is a lifestyle area, where social bonds are forged

Under its “Destination Food” banner, Klépierre is developing innovative concepts in its shopping centers for a diversified and high-quality food and beverage offering. Visitors to the stand will be able to enjoy a free **coffee from Factory&Co with personalized foam.** Thanks to Ripples technology, messages, selfies and logos can be printed on the coffee! Visitors will also have the opportunity to try the application developed by Lineberty, a partner and winner of a Klépierre start-up contest in 2017. **Lineberty’s app issues virtual tickets** so visitors don’t have to wait in physical lines.

The “CONNECT.” area will showcase Klépierre’s ecosystem of start-up partners

Klépierre is notably hosting three partners on its stand this year: WAKATOON, YES ‘N’YOU and STEP IN:



- **WAKATOON** offers coloring book images which change into animated drawings thanks to a free application that visitors can try on the stand. This innovation was deployed in Klépierre's shopping centers in Spain over the Christmas season and proved to be a big hit.
- Digital training start-up **YES'N'YOU** will provide VivaTech visitors with 360° virtual reality tours of Klépierre's flagship Val d'Europe mall.
- Meanwhile, **STEP IN** offers a mobile application which rewards consumers for their shopping journey by transforming their in-mall footsteps into gifts. This application is currently being tested in four Klépierre malls.

In this area of the stand, visitors can also try **the mixed-reality technology of Microsoft's Hololens helmet**, for an immersion in one of Klépierre's major developments: **the extension of the Créteil Soleil mall near Paris**.

The stand visit will conclude with an exclusive experience, created by **upscale brand Lacoste for its 85th anniversary**. Through a virtual reality headset and console, visitors will travel back in time to the brand's workshops and find themselves in the shoes of founder René Lacoste. This experience will be rolled out at Klépierre's shopping malls later this year.

"VivaTech gives us the opportunity to illustrate our approach to innovation – both internal and external – while giving start-ups the chance to work with real-life situations," stated Jean-Marc Jestin, Chairman of the Klépierre Executive Board. "In our malls, we can test and deploy services and events for our retailers and consumers quickly, and then measure their impact and concrete benefits. By partnering with start-ups, we gain fresh perspective on how we do things, becoming more agile and better able to meet the current and future needs of our clients. Internally, our teams are also engaged in innovation programs involving operational activities and new ways of working, as well as corporate social responsibility initiatives. At VivaTech, they also conduct 'sourcing expeditions' to identify promising start-ups to help us invent the future of retail."

Microsoft France Enterprise Commercial General Manager Cathy Mauzaize adds: *"We are very glad to support Klépierre in transforming the customer experience in their shopping centers with our virtual intelligence and mixed reality solutions. VivaTech is a great opportunity to showcase Microsoft and Klépierre's partnership on open-innovation topics particularly through the start-ups Pitch Contest."*

KLÉPIERRE'S OPEN INNOVATION APPROACH LIVE FROM VIVATECH

For the third year in a row at the VivaTech Paris show, Klépierre has launched three pitch contests related to key business challenges:

PITCH CONTEST #1 (SHOPPING EXPERIENCE): SHOP.

Towards the most pleasant & entertaining shopping experience for shoppers & retailers

PITCH CONTEST #2 (CSR): MEET.

Shopping centers as value creators for local communities and the environment

PITCH CONTEST #3 (DATA&INTERACTIONS): CONNECT.

Reinvent drive-to-store & real-time customer relationship thanks to data & new technologies

The start-up contests have been a great success, attracting 209 applications. The finalists for each contest will present their projects at VivaTech on May 25, 2018 between 10:00 a.m. and 1:00 p.m. to a jury comprised of Klépierre executives, representatives from Microsoft France, and Klépierre retail partners Etam, Uniqlo, Lacoste, Sephora and IDKids.

Each winning start-up will receive:

- €10,000
- special access to Microsoft's incubator partners
- pilot projects in Klépierre malls and special meetings with Klépierre's retailer partners

INVESTOR RELATIONS CONTACTS

Helene SALMON

+33 (0)1 40 67 55 16 – helene.salmon@klepierre.com

MEDIA CONTACTS

Lorie LICHTLEN / Camille PETIT, Burson-Marsteller i&e

+33 (0)1 56 03 12 12 – klepierre.media@bm.com

ABOUT KLÉPIERRE

Klépierre, the owner and operator of the leading shopping center platform in Europe, combines development, property and asset management skills. The company's portfolio is valued at €23.8 billion at December 31, 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 (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: www.klepierre.com



This press release is available on the Klépierre website: www.klepierre.com