

PRESS RELEASE

# - VIVATECH 2019 - KLÉPIERRE INVITES VISITORS TO DISCOVER THE MALL OF 2030

Paris, 9 May 2019

Klépierre, the pan-European leader in shopping malls, will be taking part for the fourth year running in VivaTech on May 16<sup>th</sup> – 18<sup>th</sup>, 2019. Stand E37 will reflect the group signature line of “Shop. Meet. Connect.®” and make it possible for visitors to enjoy a genuine customer experience 3.0 full of technological innovation, which was jointly developed with major retailers operating in Klépierre shopping centers such as H&M, Lacoste and Maisons du Monde. Klépierre has also teamed up with Renault for the latest VivaTech event to focus on the strategic issue of new forms of mobility, and with Microsoft for its start-up challenges about putting enchantment back in the experience and social and environmental footprint.

## SHOP.

The Klépierre stand has been designed as a genuine shopping center and reproduces all the steps in the customer experience with unprecedented events in partnership with major retailers, including:

- New ways of choosing and trying clothes: thanks to the creation of a virtual avatar built up using a face and body scan, **H&M** makes it possible to “virtually try out” clothes via smartphone or tablet PC and enjoy an augmented reality experience.
- Customization: **Lacoste** is a perfect illustration of this aspect with its sneakers customization experience thanks to an agile robot. Visitors can choose from three designs offered by “La Main Gauche” artist and be able to leave with a unique pair of sneakers. There will be 25 pairs up for grabs each day during VivaTech
- A reinvented and inspiring shopper experience on decoration: **Maisons du Monde** is offering to VivaTech a 3D immersive experience called ‘The Door’ – a door opens on a digital screen and reveals a stylish interior. A genuine way to model rooms in one’s home! The retailer will also be presenting its decorating service, in partnership Rhinov: customers can contact an interior decorator through [the retailer’s website](#).

## MEET.

Klépierre at VivaTech, the meeting point for visitors and start-ups to focus on solutions for tomorrow’s shopping center.

Although innovation is often a matter of technology, it has no value without emotional content. Klépierre and **Terres de Café** will be demonstrating this with an exclusive innovation developed for VivaTech. The high-end coffee retailer will be offering chocolate lollipops that reproduce visitors’ scanned faces as a fun and tasty experience.



**Pop'n link**, the start-up that won one of the Klépierre challenges in 2018, makes it possible to connect a smart phone to a 'pop' button and thereby access many services. In a food area, a customer can order and pay directly from a table using his or her smartphone. Customers can also order cinema tickets, book a taxi or provide coloring pictures to their children.

## CONNECT.

**A shopping center brings together the best of both worlds – digital and physical – and connects with regions. Local jobs, new forms of mobility and virtual reality all have pride of place this year!**

**Huclink** is a station that showcases geo-tagged local job offers in the shopping center or outside it, with which hopefuls can apply for jobs in two minutes without a résumé.

Put on your **HoloLens** helmet! Our partner **Microsoft** makes it possible to visit the development project of the Økern shopping center in Oslo using hybrid reality. This technology can prompt interest in projects even before they are completed.

Discover the latest forms of mobility at Klépierre “powered by Renault” including car-pooling using the new **Renault Mobility** service and **Renault** charging stations in Klépierre shopping center car parks.

*“Our involvement in VivaTech for the fourth year running demonstrates the continuous investment made by Klépierre in reinventing tomorrow’s retail and our attachment to supporting innovation that positively transforms the consumer experience”,* stated Jean-Marc Jéstin, CEO of Klépierre. *“This approach is part of our open innovation strategy which we are pursuing working hand-in-hand with our partner retailers, tech start-ups and customers and which makes it possible for us to respond with great agility to the new requirements of all our local stakeholders.”*

*“We are delighted to be alongside Klépierre once again at the latest VivaTech event,”* added Cathy Mauzaize, director of the Microsoft France commercial enterprise division. *“It is an opportunity to offer our HoloLens technology to further the customer experience and discover the future Økern shopping center project in Oslo, at the Klépierre stand. We will also be supporting them in the open innovation approach through challenges aimed at start-ups, as member of the jury.”*

## TWO CHALLENGES TO CO-BUILD TOMORROW’S RETAIL

Following on from previous VivaTech events, Klépierre has launched a new call for projects focusing on two major themes:

### CHALLENGE #1: CUSTOMER EXPERIENCE

Reinvent the customer experience in shopping centers before, during and after the visit.

### CHALLENGE #2: CSR

Tomorrow’s shopping center will be inclusive with a positive impact on its environment.

The winning start-up from each challenge will be awarded:

- A €10,000 prize
- A special access to Microsoft partner incubators
- The possibility to test experiments in Klépierre centers and take part to personalized meetings with the Group’s major partner retailers.

The jury will consist of Klépierre and its tech partner Microsoft along with retailers: H&M, Maisons du Monde, Etam, Lacoste, Sephora and the Renault Group. Voting will also be opened for the first time to digital communities from twenty Klépierre shopping centers which will choose their favorite start-up. This is an innovative approach in line with our open innovation policy and our aim to co-build tomorrow’s shopping center with our stakeholders.

## ABOUT KLÉPIERRE

Klépierre, the pan-European leader in shopping malls, combines development, property and asset management skills. The company's portfolio is valued at €24.4 billion at December 31, 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](http://www.klepierre.com)



## MEDIA CONTACTS

**Helene SALMON**, Group Head of Corporate  
& Internal Communications  
+33 (0)1 40 67 55 16 – [helene.salmon@klepierre.com](mailto:helene.salmon@klepierre.com)

**Lorie LICHTLEN/Camille PETIT/Stephanie LASNEL**, Burson-  
Cohn & Wolfe (BCW)  
+33 (0)1 56 03 12 12 – [klepierre.media@bcw-global.com](mailto:klepierre.media@bcw-global.com)