

PRESS RELEASE

KLÉPIERRE LAUNCHES “GOOD MORNING RETAIL!” ITS PODCAST SERIES ON THE LATEST TRENDS IN RETAIL

Paris, 19 June 2019

Klépierre, the pan-European leader in shopping centers, today launched its “Good Morning Retail!” podcast series to present to the company’s various stakeholders new trends and insight into the future of retail. For the series, Klépierre is drawing on the expertise of its teams but also inviting external authorities in their field, to offer theme-based segments on the innovations, practices and fundamental trends contributing to the transformation of retail.

EPISODE #1—FOCUS ON “RETAILTAINMENT”

The first episode of “*Good Morning Retail!*” focuses on one of the major trends in the evolution of shopping centers: Retailtainment—and is available on all the platforms.

Klépierre recently teamed up with INfluencia, a French publication devoted to innovation and future trends, to produce a special issue called “*Retailtainment: The New Art of Retail.*” An inspiration for this first podcast episode where INfluencia editor-in-chief Isabelle Musnik interviewed Élise Masurel, Group Head of marketing at Klépierre, digital and innovation, Julien Goubault, Chief Communications Officer at Klépierre and Vladislava Iovkova, director at PwC Strategy&. Together they analyze the drivers of this trend, which caters to consumers wanting to add leisure and services to their shopping experience.

Shopping centers and their retailers continue to attract customers today, because they stimulate emotion and engagement. To meet this requirement, Klépierre is implementing a complete strategy involving sports, music, art and games, to transform its shopping malls into genuine lifestyle hubs. Concerts, e-sport tournaments, virtual events with major licensees, art galleries and modeling contests are a few examples of Klépierre’s approach to retailtainment.



Discover episode #1 of the podcast
Good Morning Retail!



AN EXCLUSIVE PwC Strategy& REPORT ON MAJOR SHOPPING CENTER TRENDS IN A CONNECTED WORLD

The podcast episode also features an exclusive report by PwC Strategy& for Klépierre on major shopping center trends.

Presented by PwC Strategy& director Vladislava Iovkova, and based on a survey of 1,890 end customers in seven countries across Europe, the report confirms the prevailing preference for physical retail, with just 8% of consumers preferring to shop exclusively on-line. This is particular the case for millennials, 88% of whom intend to increase their store patronage. Retailers have confirmed this trend, most of them saying shopping malls are still their favorite location. The reasons? Malls guarantee significant customer footfall, offer services and events to keep consumers coming back, and allow better use of surface areas.

Discover the 10 key findings
of the PwC Strategy& report

Klépierre Chief Communications Officer Julien Goubault added, *“This exciting podcast series complements our comprehensive offer of communication tools designed to help all our stakeholders better understand our new challenges and the way our business evolves. Thanks to our leading role in Europe, we are well positioned to analyze the trends in retail with the help of our business partners and external experts.”*

CONTACTS

Hélène SALMON, Group Head of Corporate and Internal Communications
+33 (0) 1 40 67 55 16 — helene.salmon@klepierre.com

Lorie LICHTLEN/Camille PETIT/Benjamin GANDOUIN,
Burson Cohn & Wolfe
+33 (0) 1 56 03 12 12 — klepierre.media@bcw-global.com

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    