

PRESS RELEASE

# KLÉPIERRE PARTNERS WITH DATING APP HAPPN TO OFFER SHOPPERS A SWEETER VALENTINE'S DAY

Paris, 13 February 2019

**Why not meet your soulmate when shopping? Klépierre, the pan-European leader in shopping centers, has partnered with the *happn* geolocalized dating app to offer shoppers an original experience for Valentine's Day. "#shoppingisdating" will be rolled out in nine Klépierre malls across Europe. A concrete example of the Group's Shop.Meet.Connect.® promise to offer customers a visit that goes beyond simple shopping to include emotions and experiences, and propose them innovative ways of connecting.**

"#Shoppingisdating" combines the digital power of *happn* and its 60 million subscribers with the strong local positions of Klépierre's malls to offer visitors an unprecedented Valentine's Day. Following a very successful pilot project in June 2018 at the Passages shopping center near Paris, nine malls in France, Hungary, Italy, Spain and the Netherlands are promoting the co-branded initiative through their e-mail and to their respective digital communities.

*happn* is managing digital media around the event, with personalized push messages on the app to subscribers living near the participating malls.

For the in-mall experience, Klépierre is teaming up with retailers to give valentines the opportunity to discover new products, participate in taste tests, and more. They will also be distributing goody boxes to singles (with books, makeup, chocolate, etc.) to help them make their first date a success.

All of the participating malls will boast a "phygital" program, with social walls, parties and DJs, as well as local events varying by region:

- Speed dating events at Maremagnum and Principe Pio in Spain
- Free Hugs at Corvin Plaza in Hungary
- Flash make-overs, with Mac brand cosmetics at Hoog Catharijne in the Netherlands and Flormar products at Principe Pio in Spain
- An immersive experience for valentines with an unusual "Love Box" designed by Sergio Cascavilla at Le Gru in Italy
- And, for true sweethearts, the opportunity to get advice from Dr Love or to be married for a day at Markthal in the Netherlands

*"We want our shopping centers to be true living places. By partnering with *happn*, we provide our visitors with an experience that transcends shopping, to create emotions, encounters and memories. By bringing the city into our malls in collaboration with our retailers, we are engaging fully with our communities. We also hope the #shoppingisdating initiative generates some beautiful encounters,"* commented Klépierre marketing, digital and innovation director Élise Masurel.



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*“happn is pleased to repeat this in-app special operation with Klépierre following the success of the 2018 events. Bringing users together in a place that is suitable to meetings, where it is often difficult to approach a person, it's happn in all its complexity. Thanks to this type of entertainment set up with Klépierre shopping centers, we create for singles the opportunity to have a good time, to eventually break the ice in real life or even to start an in-app discussion if they still don't dare,”* says Eugénie Legendre, international press relation and communication manager at happn.

## KLÉPIERRE SHOPPING CENTERS TAKING PART IN #SHOPPINGISDATING:

### France

- Blagnac (Toulouse), 14 February
- Jaude (Clermont-Ferrand), 14 February

### ITALY

- Le Gru (Turin), 14 February
- Porta di Roma (Rome), 14 February

### SPAIN

- Principe Pio (Madrid), 15 February
- Maremagnum (Barcelona), 16 February

### NETHERLANDS

- Hoog Catharijne (Utrecht), 14 February
- Markthal (Rotterdam), 10 February

### HUNGARY

- Corvin Plaza, 14 February

## 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)    

## ABOUT HAPPN

happn is the first mobile dating app to use real-time geolocation to help you discover people you've crossed paths with in real life. Every time you cross paths with another happn user, his or her profile appears on your app. The app counts more than 60 million users today around the world and operates in 50 major cities spread across 40 countries.

## MEDIA CONTACTS

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