

PRESS RELEASE

# KLÉPIERRE HOLDS THE 5<sup>TH</sup> EDITION OF ITS RETAILER DAY AT THE HEART OF ITS ICONIC SAINT-LAZARE SHOPPING MALL

Paris, 28 January 2020

**Klépierre, the European leader in shopping malls, was delighted to hold its 5<sup>th</sup> French edition of its Retailer Day at Saint-Lazare, a flagship asset of the portfolio. Over 200 retailers came to discuss with Klépierre teams and learn more about ongoing development projects.**

For this new Parisian edition, Klépierre hosted the retailers in one of its shopping centers and brought together the management, sales and operational teams to welcome its customers. The Group is committed to building with the retailers the shopping mall of the future by supporting their business transformation.

Throughout the day, many business meetings were organized, highlighted by speeches presenting the latest achievements of Klépierre's operational strategy, both on retail, environmental and social issues as well as ongoing development projects. Beñat Ortega, Group Chief Operating Officer, presented the Italian Milanofiori as an example of a successful repositioning of a shopping mall in a highly competitive environment. He reminded the importance of a "360° collaboration" between retailers and the Group in order to transform the customer journey and the stores, to enlarge the commercial offer, to propose new formats and to act jointly on environmental issues. Barthélémy Doat, Managing Director for France and Belgium, focused on the French market and presented Créteil Soleil as a typical case of how the Group is rethinking the customer journey in its shopping malls. Klépierre was also pleased to offer its retailers a glimpse of the retail innovations presented at the CES in Las Vegas and the Retail's Big Show in New York a few days earlier, presented by its partner Vincent Ducrey, President of the Hub Institute.

Among the many ongoing development projects showcased at the event were Grand Place in Grenoble and its 16,000 sq.m. expansion to welcome 30 new retailers; Gran Reno in Bologna, which began work in spring 2019 to extend its shopping mall by 25,000 sq.m. by 2021; and the pursuit of the renovation of Créteil Soleil near Paris. A diversity of assets and facilities that reflects the influence of the Group's CSR policy, Act For Good®, both in terms of territorial anchorage and the development of services with a strong local dimension, which are characteristic to Klépierre's portfolio. Retailer Day was also an opportunity to present the new shopping center campaign, Let's Play®, providing our visitors with a fun and colourful communication, reflecting both a personalized and experiential customer journey.

**"The Retailer Day is a major event that brings together retail stakeholders and our teams around shared topics. By sharing our vision of retail, our innovations for retailers, and ensuring this proximity, we are able to design together the shopping mall of the future. As an experiential and recognized place to live, it will be even more environmental, social and local,"** says Jean-Marc Jestin, Chairman of the Executive Board of Klépierre.



**“The Retailer Day is both a convivial and efficient moment that allows us to discuss current topics with different people, says Mathieu Raguet, Europe Property Manager at Lush. This is part of Klépierre’s commitment to quality of service. It is also an opportunity to meet other companies.”**

Snipes’ Europe Head of expansion Christine Freihart adds: **“it’s always nice to have all the Klépierre’s people in charge gathered for this event. Snipes has 12 stores in Klépierre’s malls across Europe and shall we have special topics to address, it’s immediate and it helps moving our process. We’re are very efficient here.”**

Launched in 2016, Retailer Day events have become a key event each year for Klépierre teams and retailers who make the most of these meetings to make plans for a shared future. A total of over 1,200 retailers have already participated to these events in France, Scandinavia, Italy or in the Netherlands. This is also a great opportunity for Klépierre to showcase its wide portfolio of shopping centers and the diversity of its activities.

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## ABOUT KLÉPIERRE

Klépierre, the European leader in shopping malls, combines development, property and asset management skills. The company’s portfolio is valued at €24.0 billion at June 30, 2019 and comprises large shopping centers in 16 countries in Continental Europe which together host 1.1 billion visits 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.

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