

PRESS RELEASE

# KLÉPIERRE GATHERS 200 MAJOR RETAILERS IN MILAN TO COBUILD THE FUTURE OF RETAIL

Paris, October 3, 2019

**Klépierre, the European leader in shopping malls, yesterday hosted the 7<sup>th</sup> edition of its “Retailer Day,” this time at the Villa Necchi Campiglio, in the heart of Milan. The event brought together Klépierre teams and some 200 retailers from Italy and across Europe, to discuss partnerships and development plans, as well as share perspectives and ideas for the future of retail.**

Since launching its Retailer Days in 2016, Klépierre has held seven events — in France, the Netherlands, Norway, Spain and now Italy for the first time — attracting more than 1,400 professionals from across Europe. These events provide retailers with a better understanding of Klépierre’s strategy, as well as of the scale and strength of its European platform. They also demonstrate how Klépierre offers its tenants more than simple square meters, by organizing jointly with retailers grand openings and other great events, by offering consulting services and KPI management tools to boost their performance. In sum, Klépierre is a major partner to retailers in the transformation of retail.

Jean-Marc Jestin, Chairman of the Klépierre Executive Board, and Gino Antonacci, Klépierre’s General Manager for Italy, welcomed the attendees for this special day of meetings.

For this Italian edition, Klépierre teams presented the Group’s strategy, its projects and Italian portfolio. The latter included Klépierre’s Milanofiori mall in Milan, but also Porta di Roma in Rome, the largest shopping mall in Italy, Le Gru in Torino, Nave de Vero in Venice and Gran Reno in Bologna. With the potential of the catchment area and the demand from retailers, Klépierre has launched a major extension at Gran Reno. The latter currently hosts 80 boutiques and 6 million visitors each year. Its 25,000-sq.m. extension will house 70 new retailers and restaurants, including a revamped with upgraded food offer as well as indoor and outdoor event areas, in keeping with Klépierre’s latest Clubstore® hospitality concept. The extension works began in April 2019 and are expected to be completed in the first half of 2021.

In addition, a representative of the Italian heritage foundation FAI (*Fondo Ambiente Italiano*) presented FAI’s recent partnership with the Group in Italy, further enhancing the way Klépierre works with its retailer partners. The partnership notably allowed Klépierre to hold its Retailer Day event at the Villa Necchi, which was exceptionally opened to the guests for the occasion.

Jean-Marc Jestin commented: ***“Klépierre’s Retailer Days have become an important component of our retailer relations, since they constitute a tailor-made forum for discussing challenges, strategies and visions for the future in an atmosphere of mutual trust. In this way we co-create the conditions for our mutual success.”***



The benefits of Klépierre's Retailer Day approach were attested by Claudio Petrella, Percassi global expansion director: ***“Percassi is currently developing a dozen of brands cross Italy and Europe. Klépierre is one of our strong partners and they are great supporters our brands. We now have more than 60 stores in their malls: we recently opened the first Victoria Secret full concept in continental Europe in Porta du Roma and are about to open the first Starbuck ever in a mall in Italy in Milanofiori. Retailer Day is for sure a major moment in our relationship.”***

Michele Groppo, Calzedonia Head of Development Italy added: ***“Our collaboration with Klépierre has continued successfully for decades: we are present in the Group's shopping centers with all our brands (Calzedonia, Tezenis, Intimissimi and the new Intimissimi uomo), in positions of great visibility, which allow us to better express the peculiarities of our concept stores.”***

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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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