

PRESS RELEASE

KLÉPIERRE'S RETAILER DAY IN OSLO BRINGS TOGETHER 100+ RETAILERS TO BUILD THE FUTURE OF RETAIL

Paris, September 26, 2018

Klépierre, the pan-European leader in shopping malls, recently hosted a “Retailer Day” at the Opera House in Oslo, Norway, bringing together more than 100 retailers from across Scandinavia and Europe. The full day of meetings included highlights of development projects and deal signatures. The event provided the Klépierre and Steen & Strøm leasing teams an additional opportunity to enrich their relationships with retailers and co-create the future of retail.

Since Klépierre launched its *Retailer Days* in February 2016, the company has held five events in three countries attracting more than 800 retailers from across Europe. At the Oslo event, meetings and business discussions were organized throughout the day between representatives of 60 European and Scandinavian retailers, including Sephora, Søstrene Grene, H&M, Lindex, Inditex, Gina Tricot, Rituals and Nike, and leasing teams from Klépierre and Steen & Strøm, Klépierre's subsidiary in Scandinavia. The event constituted an opportunity to discuss, share perspectives and hear the latest about development projects in Oslo, but also to sign new deals.

Louis Bonelli, newly appointed CEO of Steen & Strøm after serving as Klépierre Group Head of Leasing for three years, commented: ***“We all share a passion for retail. We are all gathered here not only to discuss business, but also to build together the future of retail.”***

Klépierre notably presented development plans for Økern Sentrum, which is part of a major urban redevelopment area three kilometers from Oslo city. The project includes a cinema, a residential area, offices, cultural facilities and 60,000 sq. meters of modern retail. This development will transform the whole area into a vibrant urban hub, with Økern Sentrum serving as an international landmark in terms of design and architecture, as well as a unique shopping destination. This project is the result of the association of a European leader with local players. Klépierre is reinventing the way it manages its assets and shows its DNA by encouraging locally integrated shopping centers.

“Consumption, clients, patterns, expectations and retail formats have evolved. Shoppers are now hyperconnected and even more demanding, as they are prescribers, influencers and want to co-create. We must offer them a seamless experience in our malls which meets those needs. Our role is to provide a large offering, entertainment, emotion and a sense of a local community: this entails deep collaboration with our stakeholders to reinvent shopping destinations,” stated Beñat Ortega, Klépierre Chief Operating Officer.



The retailers took advantage of this day to discuss with Klépierre's European teams about how to enrich their relationships in terms of the future of retail, marketing initiatives, CSR and various operational topics. It was the opportunity to present and share Klépierre's four pillars for operational excellence: Retail First, Let's Play®, Clubstore® and Act For Good®.

The benefits of the event were attested by Tim Griggs, Head of Real Estate and Expansion Europe at Søstrene Grene: ***"We're a company busy expanding so we're quite interested in building face-to-face relationships with a Europe-wide group. Klépierre's Retailer Day provided a great chance to meet all the leasing teams from different countries. It's an effective way to meet all the key decision-makers and to learn more about ongoing projects."***

Jessica Syren, Head of Expansion at Gina Tricot, added: ***"My expectations and what I got out of the Retailer Day were the same! The event was very useful for networking and it was good to see the presentations of what's coming up at Klépierre. It was also interesting to hear the landlord's view on how to work in the future and how we're going to do retail together. Retail is changing, a new era is coming in the retail business, and I particularly appreciated the customer journey presentation today. It's very clear that we need this cooperation."***

ABOUT KLÉPIERRE

Klépierre, the pan-European leader in shopping malls, combines development, property and asset management skills. The company's portfolio is valued at €24.6 billion at June 30, 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



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