

PRESS RELEASE

# KLÉPIERRE MIXES INNOVATION WITH THE MAGIC OF CHRISTMAS IN ITS SHOPPING CENTERS

Paris, 20 December 2018

**Klépierre, the pan-European leader in shopping malls, is showcasing its vision by teaming up with SkyBoy, a start-up specializing in virtual reality technology, to offer shoppers an enchanted—and augmented—Christmas! A complete Shop. Meet. Connect.® experience.**

In December, 13 Klépierre shopping centers are adding virtual reality to the magic of Christmas by inviting visitors to enjoy a new, immersive experience. Created by SkyBoy, the “Enchanted Bubble” plunges participants into a magical world just by means of a single smartphone. As they progress in the experience, visitors are tagged with a “magic sticker”; pointing their smartphone at it transforms it into a 360° animation. They are then transported into the heart of a magical snowball, where they can win gifts by taking part in a Christmas quiz.

Founded in 2013, SkyBoy uses cinema techniques to create a virtual 360° universe. The start-up company won the “enhance and enchant the customer experience” challenge organized by Klépierre in May in partnership with Microsoft at the VivaTechnology show in Paris. Thanks to the prize winnings from the challenge, Skyboy developed the Enchanted Bubble project.

This initiative is part of Klépierre’s approach to open innovation. Klépierre works with many start-ups to offer visitors unique experiences in its shopping centers. For example, the Group has teamed up with Wakatoon, a start-up it hosted at VivaTechnology, whose technology allows children to bring their Christmas drawings to life by animating them. Such experiences underscore the Group’s motto, Shop. Meet. Connect.®: Klépierre’s shopping centers are lifestyle places, generating emotional as well as physical and digital connections.

***“This partnership is a perfect illustration of Klépierre’s strategy of harnessing innovation to enhance and amplify the customer experience,”*** commented Élise Masurel, Klépierre Group Marketing Director. ***“And what better time than Christmas to offer our customers all the magic of augmented reality and the chance to discover completely new experiences!”***

***“We were lucky enough to win the pitch contest ‘towards the most pleasant & entertaining shopping experience’ organized by Klépierre at VivaTech this year,”*** added François-Xavier Goemaere, co-founder of SkyBoy. ***“This success led to a first partnership with Klépierre around this Christmas project. The holiday season is a wonderful opportunity to deploy events in shopping centers and we hope to renew our partnership on a wider scale.”***



**KLEPIERRE**

\* Participating shopping centers include: Claye-Souilly, Mondeville 2, Belle Epine, Blagnac and Rives d'Arcins in France; Boulevard Berlin and Forum Duisburg in Germany; Markthal and Hoog Catharijne in the Netherlands; Poznan Plaza, Lublin Plaza and Sabyda Best Mall in Poland; and Corvin in Hungary.

## 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](http://www.klepierre.com)



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