

PRESS RELEASE

# KLÉPIERRE ANNOUNCES ITS START-UP CONTEST WINNERS AT VIVATECH PARIS 2018

Paris, 30 May 2018

**Sky Boy, Pop'n Link, Watch and Give, and Deliver.ee are the four start-up winners of the Klépierre challenges, launched in partnership with Microsoft at the third edition of the VivaTechnology Paris show. Klépierre, a pan-European leader in shopping malls, received more than 200 applications from start-ups aiming to help Klépierre invent the retail world of tomorrow.**

For the third year in a row, Klépierre offered visitors a unique experience at the VivaTechnology show, which took place from May 24 to 26, 2018 in Paris. Over three days, visitors jammed Klépierre's stand to test futuristic innovations -- such as the virtual fitting room and the printed selfie on coffee foam -- and discover new start-ups.

In association with Microsoft, Klépierre once again illustrated its open innovation strategy by organizing 3 start-up challenges at VivaTech. The finalists for each contest presented their projects on May 25<sup>th</sup> before a jury comprised of Klépierre executives, representatives of Microsoft France, and Klépierre retail partners Etam, Uniqlo, Lacoste, Sephora and IDKids.

## AND THE WINNERS ARE...

**PITCH CONTEST #1:** Towards the most pleasant & entertaining shopping experience for shoppers & retailers

**Sky Boy** (<http://www.sky-boy.com/>)

This innovative start-up specializes in augmented reality technology. Thanks to its application, consumers can see virtual projections inside shopping malls to enhance the customer experience.

**PITCH CONTEST #2:** Shopping centers as value creators for local communities and the environment

**Watch and Give** (<https://www.watchandgive.co/>)

Watch and Give's founders decided to merge their passions for volunteer humanitarian projects and online advertising to reinvent the way donations are made. They developed a Social Impact platform which turns users' ad-watching into donations for Non-Profit Organizations.



PITCH CONTEST #3: Reinvent drive-to-store & real-time customer relationship thanks to data & new technologies

**Pop'n Link** (<https://popandlink.com/#>)

Thanks to its POP, an innovative device distinguished by the Innovation Award at CES Las Vegas 2017, Pop'n Link provides customers with access to pertinent services and content, without downloading any specific app. By just holding a smartphone on a POP for a few seconds, the user is offered digital services that are tailored and related to the POP location (restaurant, event, store, etc). Pop'n Link also provides secured features, including payment, access to verified reviews, and real-time user experience sharing.

The prize for each winning start-up is:

- €10,000
- special access to Microsoft's incubator partners
- pilot projects in Klépierre malls and special meetings with Klépierre's retailer partners

## AND THE SHOPPERS' AWARD GOES TO...

**Deliver.ee** (<https://www.deliver.ee/>)

Klépierre also allowed shoppers at *Passages*, its upscale mall in the Paris suburb of Boulogne Billancourt, to participate in the selection process. Voting for the start-up of their choice via Facebook, they chose Deliver.ee. This automated, same-day delivery service offers shoppers a hands-free shopping experience while allowing retailers to optimize their "phygital" offerings and reduce logistics costs.



*Photo credit: Klépierre*

Klépierre VivaTech Paris 2018 YouTube video: [https://youtu.be/Il6xl\\_LwtqE](https://youtu.be/Il6xl_LwtqE)

## ABOUT KLÉPIERRE

Klépierre, a pan-European leader in shopping malls, combines development, property and asset management skills. The company's portfolio is valued at €23.8 billion at December 31, 2017 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: [www.klepierre.com](http://www.klepierre.com)   

## MEDIA CONTACTS

**Helene SALMON**, Group Head of Corporate & Internal Communications  
+33 (0)1 40 67 55 16 – [helene.salmon@klepierre.com](mailto:helene.salmon@klepierre.com)

**Lorie LICHTLEN / Camille PETIT / Stephanie LASNEL**  
Burson-Marsteller i&e  
+33 (0)1 56 03 12 12 – [klepierre.media@bm.com](mailto:klepierre.media@bm.com)

This press release is available on the Klépierre website: [www.klepierre.com](http://www.klepierre.com)