

PRESS RELEASE

# KLÉPIERRE WINS TWO MAPIC AWARDS

Paris, 17 November 2017

**Klépierre, the European pure play leader in shopping centers with more than 100 malls in 16 countries, has received two MAPIC Awards at the 22<sup>nd</sup> MAPIC Awards ceremony, which took place during a gala dinner last night at the Palais des Festivals in Cannes. Klépierre's Hoog Catharijne extension was named "Best Urban Retail Project" while the Group's Prado mall, to open next year in Marseille, garnered "Best Futura Shopping Center."**

Created in 1996, the MAPIC Awards reward excellence, innovation and creativity in the retail real estate industry, recognizing the finest retailers and retail real estate projects. Winners are selected by an independent international jury of retail real estate professionals, which, this year, was presided by Primark Property Director, Tom Meager.

"It is a source of great pride for Klépierre to have the most prominent professionals of our industry pay tribute to two of our flagship projects this year. Hoog Catharijne embodies our vision of how malls must evolve and get more modern by mixing an unprecedented offer of retail, high street restaurants, offices hosting international headquarters and two hotels. Prado, which is fully integrated in the urban scheme, was designed with the idea of creating a social place marked by a spirit of openness, dynamism and benevolence, in an innovative and iconic architecture," **declared Jean-Marc Jestin, Chairman of the Klépierre Management Board.** "I would personally like to express my thanks to the MAPIC Awards jury for this distinction, which is an honor for the whole Klépierre Group. I would also like to take this opportunity to thank all our staff members and partners involved in the winning and finalist projects."

## FOCUS ON KLÉPIERRE'S AWARDED PROJECTS

### **Hoog Catharijne (Utrecht, Netherlands) – WINNER "Best Urban Retail Project"**

Hoog Catharijne is the most frequently visited shopping center in the Netherlands, with more than 26 million visitors per year. Forming the geographic axis between Utrecht's historic city center and Central railway station, it constitutes the shopping heart of the Netherlands. On April 6, 2017, Klépierre officially opened 16,000 sq.m. of new retail space at Hoog Catharijne, the first phase in a major expansion project. Since then Hoog Catharijne's footfall has increased by 6%. When the entire expansion project is completed, Hoog Catharijne will be among the top five malls in Europe in terms of visitor traffic, offering international brands flagship store opportunities in a state-of-the-art setting.

- Architect: STIR
- Number of visitors: 26 million
- Number of stores: 180
- Gross Leasable Area (retail): 78,000 sq.m.
- Planned opening date for complete expansion: end 2019



## **Prado (Marseille, France) – WINNER “Best Future Shopping Center”**

Klépierre’s flagship Prado project developed with Montecristo Capital is expected to open to the public in April 2018. Located in Marseille near the Prado roundabout, the Vélodrome stadium and the Chanot exhibition center, the Prado shopping center will boast unrivaled access and reflect the trends and tastes of a clientele appreciating great brands. With its spectacular design and immense glass canopy, the 23,000-square-meter Prado shopping center and its retailers — including Galeries Lafayette, Repetto and Zara — will charm shoppers at first sight. The rooftop terrace will illustrate Klépierre’s “Destination Food” approach with innovative concepts, such as Wagamama and *Les Petits Producteurs*.

- Architect: Benoy & Didier Rogeon Architecture
- Number of stores: 55
- Gross Leasable Area: 23,000 sq.m.
- Opening: April 2019

## **KLÉPIERRE SHOWCASED INNOVATIONS AT 2017MAPIC**

In addition to these two projects, Klépierre highlighted the extension and renovation of Val d’Europe as well as other development projects in Italy (Gran Reno, Bologna) and Norway (Økern, Oslo) on its stunning booth. Klépierre also attended two conferences, presenting expertise on the customer experience.

### **Destination Food**

Louis Bonelli, Group Head of Leasing participated in the panel discussion “Food & Beverage: From shopping malls to lifestyle.” He presented Klépierre innovative Destination Food approach transforming the mall experience for the customer from shopping to living place.

### **Customer experience**

Élise Masurel, Group Head of Marketing attended the panel discussion “The new seamless customer experience: Interact with your customers and grow your business”. She explained how digital innovation improve the customer path and detailed Clubstore®, Klépierre’s holistic approach in this domain.

## **ABOUT KLÉPIERRE**

The leading pure play shopping center property company in Europe, Klépierre combines development, property and asset management skills. The company’s portfolio is valued at €23.3 billion at June 30, 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)

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