



New shopping center dedicated to the Home opens its doors in the South of Paris



Paris – October 22, 2008 – Born of the partnership between Klépierre-Ségécé and Immochan, the new shopping center Maisonément—dedicated to home decoration and fittings—is being **inaugurated today and will officially open its doors to the public tomorrow.**

Maisonément is located 35 km from Paris in the new city of Sénart along departmental highway 306. It is serviced by a well-developed transportation network: the regional train RER D and three freeways (A6 to Evry or A4 to Lognes, then Francilienne, or direct access via A5).

Everything for the home just south of Paris

Maisonément boasts an exceptional retail mix. Covering 42 000 sq.m., it offers the visitor a **varied and full range of 35 retailers specializing in home fittings and decoration**, including:

- 4 very large retail anchors – Alinéa, which opened on August 23 of this year, covers more than 10 000 sq.m., Boulanger (4 000 sq.m.), Aquamondo (2 000 sq.m.) and a planned retail outlet, Zôdio (3 200 sq.m.), which offers a new decoration concept from the Adeo group (which includes Leroy Merlin, Weldom, Bricoman, Aki and others) and is scheduled to open in the first quarter of 2009.
- More than 30 mid-sized outlets and shops: Geneviève Lethu, Laura Ashley, Home Center, Sia, Gautier, Bo concept, Vogica, Toulemonde Bochard, Compagnie du lit, Hémisphère Sud, Des Airs d'Orient, Etoffes & Maison, Bois & Chiffons, Agapia, Terra Nova, etc.
- A food court covering more than 2 000 sq.m.: Hippopotamus, KFC, Pasta Select, Quick and Sushi Club are the major restaurants.
- Visitors also have access to a range of services, including a 220 sq.m. space dedicated to sustainable building renovation. Some ten independent artisans have been combined in the BATIR-Eco network to respond to customer questions on issues related to home restoration, energy efficiency and home insulation.

An open air shopping center that respects its environment

In a high-quality landscaped environment designed by the **Neveux-Royer** team, the **architectural firm CVZ** designed **an open air shopping center that is conducive to family outings combining shopping, leisure and walking.**

The construction work took 14 months to complete and was carried out in compliance with green building principles. The creation of Maisonément is fully aligned with the broader environmental quality approach conducted by the city of Sénart.



Maisonément is also subject to the set of quality demands and criteria known as the **Valorpark®** label, which it has just been awarded. The various spaces—pavilions, kiosks and shops—are structured harmoniously within a carefully crafted environment

around squares and streets. Avoiding a density effect, Maisonément stands out from the more traditional shopping centers, blending architectural finesse and modernity into a landscaped approach that offers visitors a tranquil setting.

In keeping with this aim, enclosures are made of stone, the traffic routes are partly paved, and individual buildings are low, can be modulated, were constructed using light and natural materials, and are clad in wood (7 000 sq.m. of poplar treated using the patented retification® process) and planted walls (1 000 sq.m.). Nearly 2 000 trees, 24 000 shrubs and 18 000 sq.m. of grass give the site plenty of green spaces. There is also covered parking for bicycles, reserved slots and special access ways for people with reduced mobility, four stations for charging electrical vehicle batteries, and systems for recovering rainwater. A study is under way to equip the roofs of the buildings with photovoltaic cells.

Boisséart, a major retail hub as of 2008

Maisonément reinforces the appeal of a retail hub that already exists. Its specialist focus will attract visitors from more than 45 minutes away by car and hence act as a magnet for consumers from a surrounding area with close to 657 000 inhabitants.

The Boisséart facility will be composed of more than 100 000 sq.m. of retail spaces, including the **Boisséart shopping center** (34 500 sq.m. GLA, an Auchan hypermarket with sales area of 14 000 sq.m. and 55 shops), **Maisonément** (42 000 sq.m. GLA and 40 shops and restaurants), the transfer-enlargement of **Leroy Merlin** (15 000 sq.m.), and other retailers are already present (Décathlon, Kiabi, Kiloutou, etc.).

The perspectives and green pathways of Maisonément were designed and built to open out to and offer a view of the other elements of the facility. The liaisons between the various venues are natural. The parking lots, foot and automobile pathways and signage were planned to work as a seamless whole.

The partnership formed by the Klépierre-Ségécé group and Immochan was chosen in September of 2003 by the Sénart EPA to ensure the design, production and operation of a retail space dedicated to home furnishings and decoration in the community of Cesson, within the retail area known as Plaine du Moulin à Vent. This facility contributes to the vibrancy of the new city and balances the development hubs within its territory in terms of retail equipment. **Klépierre, the parent company of Ségécé, and Immochan, a 50/50 partnership, are investing 63.5 million euros in this project**, for expected annual net rents of 5.8 million euros.

About ...

Immochan

Co-owner with Klépierre, Immochan designed, developed and managed the Maisonément project with Ségécé. It is also the co-lease-up agent with Ségémurs, a branch of Ségécé, and will be the future manager of the center.

A specialist in urban retail planning, Immochan masters every aspect that contributes to the creation or enhancement of retail spaces thanks to the multiple areas of expertise of its people: survey and research, design, development, lease-up, rental and property management, retail animation, renovation, etc.

For more than 30 years, Immochan has acquired unrivaled general expertise in shopping centers and retailing and works non-stop to bring new concepts to life, making it one of Europe's leading owners and managers of shopping centers today. The expertise it has built up over the years in urban retail planning and its develop-invest-manage strategy make Immochan a preferred and long-standing partner of local communities.

Key figures:

- 272 shopping centers
- 12 countries around the world
- More than 1.5 million sq.m. leased in shopping centers
- 10 000 retail partners

For more information, go to: www.immochan.com

Klépierre

Klépierre is a listed real estate investment company and co-owner of Maisonément. It owns real estate assets valued at 12 billion euros on June 30, 2008. Its portfolio is 86% composed of shopping center properties (242 shopping centers located in 10 different countries), while 5% of its real estate assets are retail properties owned via Klémurs, and 9% are office properties.

On October 8, 2008, Klépierre acquired Scandinavia's number 1 shopping center owner Steen & Strøm, which has 30 shopping center properties located in Norway, Sweden and Denmark with a value of nearly 2.5 billion euros in total share. Steen & Strøm also manages 26 shopping centers on behalf of third party clients. This acquisition extends the European presence of Klépierre to 13 countries.

The parent company of Ségécé, Klépierre's biggest shareholder is BNP Paribas, which has a 50.7% equity interest.

While Ségécé designs, leases up and manages shopping center properties, Klépierre is positioned as a long-term investor. Combining these strengths, these two players are key partners to cities and retailers as they work toward the lasting success of their commercial projects. Klépierre has a potential development pipeline worth nearly 3 billion euros between now and 2012, including committed projects valued at 1 billion euros.

For more information, go to: www.klepierre.com

Ségécé

Already has more than 50 years of expertise in urban retail planning, making it a partner with a global understanding of the objectives and concerns of cities. It designed, developed, leased up and managed this project in collaboration with Immochan. Ségécé maintains control over all of the interventions contributing to the creation and value enhancement of retail facilities: surveys, design, development, lease-up, rental and asset management, shopping center management, etc. It guarantees durability thanks to a disciplined long-term management focus and by taking the need for change over time into account. It has created a special branch, Ségémurs, with expertise in the lease-up and management of retail property assets located in outlying retail areas, retail parks, and downtown street-level storefronts.

Today, it is one of the top managers of shopping centers in Europe, with nearly 400 facilities under management. Between now and 2012, it has more than 1 million square meters under development, including downtown shopping centers, extension-restructuring projects, retail parks and new projects in greater urban areas.

To attract and retain more than 1 billion visitors annually, the shopping centers it manages are obliged to meet its aspirations. Attentive to the consumer, Ségécé cares about architectural quality, providing a relevant retail mix and constantly improving client care and services.

For more information, go to: www.segece.com

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