



Introducing the brand new Chalon Sud 2 shopping center



Chalon-sur-Saône - 1st of September 2009 - Official inauguration of the open air shopping center Chalon Sud 2. This convivial shopping area spread over 10,000 square meters GLA* is situated at the southern entrance to the city and welcomes 8 new retailers to Chalon-sur-Saône. This project was taken over and financed by **Klémurs** in 2008 and represents an investment of **14.3 million euros**.

Ségécé, a subsidiary of Klépierre, was responsible for the project management and commercialization of the center.

Enhancing the city's commercial offer

The site is a new asset for the Chalon Sud zone, which is the most attractive commercial district on the outskirts of Chalon-sur-Saône with a catchment area with 250,000 inhabitants. It occupies part of the land owned by the La Bruyère family, which also owns the neighbouring Carrefour shopping center.

The center is called **Chalon Sud 2** and has been designed to be a pleasant and easily accessible open air shopping area.

The range of shops aims to complement those in the city center and the nearby Carrefour shopping center which houses 50 retailers.

It welcomes **8 retailers that are completely new to Chalon-sur-Saône**, several of which already opened their doors this summer:

- **Boulanger**, the electrical goods retailer of the Auchan Group (3250 sq. m GLA*),
- The department store **Tati** (2 275 sq. m GLA*),
- **Top Office**, the specialist in office supplies (1050 sq. m GLA*),
- **Maxizoo**, a supermarket proposing "everything for your pets" (685 sq. m GLA*),
- The optician **Grand Optical** (260 sq. m GLA*).

The retailer **Milonga**, subsidiary of the Cultura Group, specialising in musical instruments and music lessons, is opening the largest music store in Burgundy to the public (1020 sq. m GLA*).

Two other retailers will complete this offer in October:

- The top-of-the-range health, beauty, and well-being center and spa **Passage Bleu**, which will take up residence in 220 sq. m GLA*,
- **Relais de la Fête**, specialist in the arts of the table and party accessories, which will propose its products in a surface area of 1080 sq. m GLA*.

* GLA: Gross Leasable Area: sales area + reserves

Chalon Sud 2, a convivial and up-market first impression of the city

To ensure that people entering the city via this route continue to have a pleasant and qualitative image of the city outskirts, a great deal of work went into the visual identity of Chalon Sud 2 center and how it blends into the surrounding environment.

The Sud Architectes firm was responsible for the entire architectural design of the center: the façades of the buildings present a dark, elegant and discreet surfacing in keeping with the urban project seeking to **modernise this approach route into the city**.

Meanwhile the visual identity of the center, designed by the communications agency Outsign, recalls the city's key feature, the nearby river Saône winding through the heart of the city.

Another of the center's key strengths is its accessibility and particular emphasis was placed on ensuring that the center is extremely well signposted, using a colour scheme that echoes the visual identity of the center itself. **237 parking spaces** are available to welcome visitors as well as an equivalent number of spaces in the bicycle parks for those preferring to use the cycle lanes that link up the shopping center and the city center in hardly any time at all.

The Chalon Sud 2 shopping center has led to the creation of around **a hundred full-time equivalent jobs**. The annual net rents are estimated at **1.1 million euros**.

Competition in association with the retailers from the 1st to the 5th of September

To mark the inauguration, the retailers are proposing a competition** for visitors to the center with hundreds of prizes to be won. From the 1st to the 5th of September, by inserting the coupons - available in all stores - in the Competition terminal located at the heart of the center, they will instantly find out whether it is their lucky day and they have won one of the many prizes on offer. A mountain bike, digital cameras, "Oriental Dreams" beauty care gift sets, guitars, and music lessons are just some of the prizes up for grabs.

** Free entry competition with no obligation to purchase

About

Klémurs is a listed property investment company **with holdings valued at 614.2 million euros at June 30, 2009** spread over the entire French territory. These holdings mainly concern property assets intended for commercial premises on city outskirts and retail facilities on the ground floor of buildings in city centers.

Since entering the stock exchange in December 2006, Klémurs has created partnerships with major national retailers and proposes, by becoming the owner and manager of their commercial real estate, to assist them in outsourcing their assets and in their development projects.

Klémurs benefits from the expertise and experience of a leading shopping center management company, Klépierre, which holds 84.1% of the company's capital, and from its presence in 13 countries in continental Europe.

For more information, go to: www.klemurs.fr

Klépierre is a listed property investment company **with assets valued at 14.4 billion euros at June 30, 2009**. 89.3% of these real estate assets are shopping centers (some **275** centers in 13 countries), 4.3% are retail properties via Klémurs and 6.4% are office properties.

Klépierre is the parent company of Ségécé and BNP Paribas is its number 1 shareholder with 52%. While Ségécé handles design, commercialization and management, Klépierre positions itself as a long term investor. The combined expertise of these two players makes them a first choice partner for cities and retailers seeking to ensure the lasting success of their commercial projects.

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

Ségécé proposes a complete range of services linked to the creation, management and development of commercial facilities: studies, design, promotion, commercialization, leasing and real estate asset management, shopping center management, etc. It is currently one of the leading names in shopping center management in Europe with **320** centers under its management. It develops facilities in city centers, retail parks, new projects on city outskirts and can also be relied upon for extensions or restructuring of existing assets.

- **Rethinking the commercial heart of cities**

It creates unique premises, well-integrated into the urban fabric and complementing the existing commercial offer, which it manages in the long term. It has become a specialist in complex projects. Since 2000, it has opened centers in urban hearts of Annecy, Boulogne-Billancourt, Poitiers, Valenciennes and Angoulême. Ségécé is currently developing projects in France in Aubervilliers, Besançon, the Saint-Lazare railway station in Paris, Vannes, in Budapest in Hungary and in Portimao in Portugal...

- **Reinventing existing retail sites**

The teams at Ségécé propose tailor-made solutions to modernize outdated sites or sites where the offer is no longer adapted. The objective in such cases is to transform the layout of the site, design a complete architectural project, renovate and attract pertinent retailers to create a new destination that people will want to visit. 2008 saw the opening of completed extension projects at the Beaulieu center in Nantes, the Romanette center in Laon, the Villejuif 7 center, the Jaude center in Clermont-Ferrand and Saint-Orens near Toulouse. 2009 has already seen the inauguration of the Nîmes Etoile shopping center, soon to be followed by those in Lomme and Blagnac.

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

Press Contacts:

Klépierre Ségécé

Camille Delomez
+33 (0)1 58 65 20 18
codelomez@hdlcom.com

Violaine Danet
+33 (0)1 58 65 00 77
ydanet@hdlcom.com