



The Lomme shopping center reveals its new look.



centre commercial

Lomme, September 3rd 2009 – Northwest of Lille, **the Lomme shopping center**, located in a suburban town of the same name, **is inaugurating 3,300 m² of its interior, which has just been renovated and restructured.**

This new configuration, which is part of a larger urban renewal scheme of the Tournebride area, will provide a response to the town's needs and considerably **improve access to the shopping center via a new entrance facing the end station on Line 2 of Lille's subway system and the future parvis Saint-Philibert.** The shopping center will be enriched with **10 new outlets.**

A new shopping area and home for 10 new retailers

The Lomme shopping center was created in 1984. Today it includes a Carrefour hypermarket (10,700 m² sales area), two anchor medium-sized units, Devianne (1,000 m GLA*) and H&M (900 m² GLA), as well as 35 smaller shops and services and a parking lot with 3,200 spaces. Located next door to a large cinema complex for the Lille region, the Kinépolis (23 theaters and more than 2 million spectators a year), the center is in a busy commercial area with an IKEA, Intersport, etc.

Now completely reorganized, the site of the former Planète Saturn, which closed in June 2007, has been converted to house 10 new retailers and a new 510 m² mall** that leads to the future parvis Saint-Philibert.

These new outlets are in response to the desire of existing customers to have access to a wider range of clothing, beauty and leisure goods. Retailers in food services, well-being and fitness will soon complete the offer.

Among the new shops, five have already opened:

- **Armand Thiery**, with its **new megastore concept** – the first one in France – that combines men's and women's ready-to-wear offers as well as the Toscane plus sizes line – 800 m² GLA,
- **Sephora** – 250 m² GLA,
- **Cache Cache**, a Beaumanoir group brand in women's ready-to-wear – 230 m² GLA,
- **Sergent Major**, specialised in children's apparel – 110 m² GLA,
- **Julien Dorcel**, jeweller – 76 m² GLA.

* GLA : Gross Leasable Area (sales area + reserves)

** mall : pedestrian area inside a shopping center

Three retailers that have not yet opened their doors will welcome the public by the end of the year:

- **Sushi Bar**, Japanese restaurant – 240 m² GLA,
- A tanning center – 150 m² GLA,
- **Curves**, women's fitness center – 150 m² GLA.

A para-pharmacy – 270 m² GLA – is planned for the ninth shop. The last shop – 350 m² GLA devoted to ready-to-wear – is currently being commercialized.

A shopping center integrated in an urban development scheme

With ideal access via line 2 of the Lille metro system, the Lomme shopping center is evolving in harmony with an overall urban modernization and development scheme called Tournebride: creation of an eco-neighborhood covering over a hundred hectares and the development of the Saint-Philibert hospital complex (Humanité project, 41,000 m² of new housing, public facilities...).

Klépierre and its subsidiary Ségécé, respectively owner and manager of the center since 2001, have designed this reconstruction project with the town of Lomme and communities of the Lille metropolitan area. To reach their goal of successfully integrating its architecture in the urban environment, the **MAES agency**, an architecture and urban design studio based in Lille, was entrusted with the design of this new space. The agency is also in charge of creating the new Saint-Philibert neighborhood.

The northern façade of the shopping center has been completely redesigned to improve access to the mall thanks to a new entrance directly on the future parvis Saint-Philibert across from the subway stop. Entirely enclosed in glass to provide a maximum amount of light, the new entrance is perfectly integrated in the brick façade, which now houses the windows of the new shops.

The restructuring project is part of the Klépierre-Ségécé global policy of enhancing existing real estate assets. The global budget for this center represents **an investment of €4.5 million**. Additional annual net rents resulting from this operation are expected to reach €370,000.

About:

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

- **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 inaugurations of the Nîmes Etoile and Lomme shopping centers, soon to be followed by one in Blagnac.

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

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