



The Blagnac shopping center soaring high.

Blagnac

Blagnac, 15 October 2009 – Located near to the airport, on the northeast outskirts of Toulouse in a flourishing business district, the Blagnac shopping center is modernizing and expanding over 11,304 m² GLA*, thus doubling the retail space of its mall.

This extension adds **50 new stores** to the site, mostly selling personal goods, with **several retailers that are new to France** and/or to the Toulouse region. At the same time, access to and routes around the center have been redesigned and improved with the construction of an above-ground car park, the addition of new entrances and a third mall**.

A regional shopping center and a catchment area with great potential

Opened in 1993 and owned by Klépierre (53.6%) and BNP Paribas Assurance through its life insurance company Cardif (46.4%), the Blagnac shopping center now has an E. Leclerc hypermarket with 14,300 m² of retail space, 3,450 parking spaces and, with its extension, 118 stores and a total surface area of 24,000 m² GLA. Its new entrance leads to a 15-screen CGR cinema.

The shopping center is located in an extensive catchment area to the northwest of Toulouse, one of the most dynamic cities in Europe with 650,000 inhabitants and a sustained growth in population: the city pulls in 15,000 new residents each year.

The shopping center also benefits from traffic created by the 6 million passengers who pass through the neighboring airport each year, as well as from the presence in this area of many international businesses which have foreign clients and employ a large number of managers and engineers.

Ségécé, which is responsible for the management and marketing of the center, has been successful in attracting many retailers and offering a high quality sales mix in line with customer expectations.

118 stores with an extensive and varied range

Amongst the new names in the Blagnac center, some are making their first appearance in France:

- **He by Mango**, the new men's collection from Mango (120 m² GLA);
- **Arena** with 60 m² GLA, the first store opened by the water sports brand.

The Blagnac center also brings retailers not seen before in Toulouse to the shopping environment, such as **Le Temps des Cerises** (men's and women's ready-to-wear with 159 m² GLA), **Desigual** (men's and women's ready-to-wear with 355 m² GLA),

Passionata with 69 m² GLA (lingerie) and **Les P'tites Bombes** with 103 m² (women's ready-to-wear).

Blagnac has also got some exclusives with original, independent shops:

- **Victoria Magdalena**, a fancy jewellery (117 m² GLA), selling mostly the Pandora, Nomination and Tahizea brands;
- **Lola Espeleta**, women's clothing store with 103 m² GLA.

The center also welcomes several leading retailers to expand the range of clothing stores in the center: **H&M** (1,450 m² GLA) and **Zara** (1,600 m² GLA) as well as **Pull&Bear**, **Stradivarius**, **Cop Copine**, **IKKS Femme et Enfants**, etc.

Last but not least, the extension has meant the introduction of a food hall leading to the cinemas with 8 restaurants, including **Le Paradis du Fruit** (268 m² GLA) and **Tokami**, a fantastic, independent Japanese restaurant concept with 300 m² GLA.

Three outstanding malls

The extension and the renovation, designed by the **Cardete & Huet architecture firm**, were rolled out in 4 major phases.

A multi-storey car park with 1,650 spaces, bringing the total capacity for the center to 3,450 spaces, was opened in December 2007; its location provides direct access to the very heart of the shopping mall. The outside walls of the car park are made up of blue and green metal strips, which cast calming shadows and light inside the building. The third mall was created in 3 stages, which were completed in July 2008, March 2009 and May 2009 respectively.

The building's architectural design **pays homage to the aeronautics industry**, which has a strong presence on the site with, on the one hand, the airport and, on the other hand, the proximity of several companies from this sector, such as Airbus Industrie and Air France Industries. The materials used for the mall (steel, wood and glass) retrace the technical developments in the world of aircraft.

Imposing 16-metre high awnings hang over the colored glass entrances, letting in the light and brightening up the arrival of visitors with their vibrant colors: blue, green, yellow, orange and pink. The five entrances now in place make it easier for visitors to get around the whole site.

Inside the mall, large windows act as real skylights. Making customers feel welcome and comfortable is key to the project with the creation of rest and relaxation areas.

This huge extension and renovation operation has strengthened the Blagnac center regional status: it now has considerable attractions to encourage customer loyalty and to draw in new visitors.

The work, which began in May 2007, represents a **total investment of 117.1 million euros** for the center's owners and has led to the creation of 200 full-time equivalent jobs. **The anticipated additional net annual rents are 7.4 million euros.**

** GLA (Gross Leasable Area): sales area + storage.*

*** mall: walkway in a shopping center*

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, Lomme and Blagnac shopping centers.

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

Press contacts HDL Communication

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

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