



Euro Disney Associés S.C.A.



- FOR IMMEDIATE RELEASE -

## **The Val d'Europe shopping center welcomes Castorama in an original architectural setting.**

Paris, March 1<sup>st</sup>, 2010 – **Castorama is opening a new shop at the Val d'Europe shopping center, completing the center's household equipment offer. Located in an outstanding Baltard style building, the retailer will open its doors to shoppers on Tuesday 2 March, offering selling space of 9,000 square meters on three floors dedicated to four Castorama departments: decoration, DIY, building materials and gardening.**

### **Val d'Europe: a still more varied offer for household enthusiasts**

After three leading household equipment retailers - Roche Bobois, Habitat and BO Concept - opened at the center in early 2009, Castorama is taking its turn to inaugurate its Val d'Europe unit.

Just steps away from the RER express train station, the new Castorama shop, with its new "déco" concept, offers a full range of products for fitting out the home. These are available in four styles: contemporary, multicolor, traditional charm and authenticity.

With this retailer's arrival, the Val d'Europe has expanded its household equipment offer to a full range of products and services from DIY to decoration and interior fittings.

### **A unique architectural setting**

The Klépierre Ségécé group developed and manages the Val d'Europe shopping center. Under a public-private partnership concluded in 1987 with the French state and local authorities (the only one of its kind in France), Euro Disney is the area's developer.

Named after the community in which it is located, the shopping center opened in 2000. Its Baltard style architecture - directly inspired by 19<sup>th</sup> century Paris trends - makes it distinguishable. The well-known DIY chain will occupy a building that combines cast-iron, iron and glass under a dome and a vast glass roof, designed to continue a tradition of quality architecture reminiscent of the late 19<sup>th</sup> century department stores. It offers shopping space of 9,000 sq.m. (12,000 sq.m. GLA<sup>1</sup>) on three stories, including a terrace on the top floor to shop for outdoor items and enjoy the fine panoramic view. The building was designed by a firm of architects, Lobjoy & Bouvier, one of the designers of the Val d'Europe center. With its glass canopies, architectural details and quality materials, it is an exceptional site for Castorama.

### **Val d'Europe, a constantly dynamic shopping center**

In the past 10 years, Val d'Europe has become its region's commercial heart, ranking

<sup>1</sup> GLA (Gross Leasable Area): sales area + reserves.

among France's most dynamic shopping sites. The center (100,000 sq.m. GLA) currently houses 145 stores and welcomes more than 18 million visitors each year, 10% of them from the Disneyland® Paris park.

The Val d'Europe shopping center is located on land owned by Euro Disney and is co-owned by Klépierre (55%) and AXA (45%).

Castorama's arrival will create some sixty new jobs in addition to the 2,500 currently existing on the site.

*"We are delighted to welcome an outstanding retailer, Castorama, to Val d'Europe. It enables us to offer an exhaustive range in home equipment and gives us a chance to please new customers,"* says the director of Val d'Europe, Didier Ribierre. *"The Klépierre Ségecé group is determined to continue to develop this shopping center, one of the most attractive in the Ile-de-France region."*

*"Placing a retail chain as popular as Castorama at the heart of Val d'Europe gives great pleasure to all of those who have been striving for twenty years to make Val d'Europe a dynamic, economically balanced community,"* says Francis Borezée, Euro Disney's Executive Vice President of real estate and tourism development. *"Euro Disney has been very involved in the creation of the Val d'Europe shopping center and is today very pleased to see that it is developing at a sustained pace. This new generation Castorama store will help it to stay on the cutting edge of urban innovation, which we ourselves seek to promote at Val d'Europe."*

\*\*\*\*\*

#### **About:**

#### ***The Val d'Europe shopping center***

To better meet its customers' expectations, ***the Val d'Europe shopping center*** constantly undergoes renewal. It carried out numerous projects in 2009:

- a new household equipment area including Habitat, Bo Concept, Roche Bobois and, now, Castorama;
- an extension of more than 2,000 sq.m. GLA to house innovative personal products retailers Véro Moda, Jack & Jones, Desigual, Mango and Pull & Bear;
- 700 additional parking spaces for total capacity of 6,000 spaces.

The Val d'Europe site's offer is completed by the 96 stores in the Vallée® Village outlet center with well known brands at cut prices.

In addition to its architecture and various atmospheres that visitors find highly welcoming, Val d'Europe also stands out for its restaurants at Les Terrasses (12 restaurants) and the Sea Life aquarium.

To find out more: [www.valdeurope.fr](http://www.valdeurope.fr)

#### ***Klépierre Ségecé***

**Klépierre**, a listed real estate investment company (French REIT), one of the key retail real estate developers in continental Europe, held assets valued at €14.7 billion at December 31, 2009, comprising shopping centers (90.5%), including 274 centers held in Europe, commercial premises via Klémurs (4.2%) and office properties (5.3%).

Positioned in the most resilient segment of the commercial real estate market, Klépierre has a presence in 13 European countries, in particular since the takeover in October 2008 of Steen & Strøm, Scandinavia's leading shopping center company. Klépierre has BNP Paribas as its majority shareholder, with a 51.0% stake.

Klépierre is a long-term investor that specializes in designing, managing and optimizing its real estate assets through its subsidiaries Ségecé and Steen & Strøm. Combining these players within a single group has made it an indispensable partner for municipalities and retail chains in achieving the long term success of commercial developments.

**Ségécé** redesigns the commercial centers of municipalities and reinvents existing shopping centers. It brings a skilled approach to all the actions that help to create and enhance the value of shopping facilities, e.g. surveys, design, promotion, marketing, rental and estate management and shopping-center management.

To find out more: [www.klepierre.com](http://www.klepierre.com)    [www.segece.com](http://www.segece.com)

### **Euro Disney Associés S.C.A.**

The Group operates the Disneyland® Paris site, comprising the Disneyland® Park, the Walt Disney Studios® Park, seven theme hotels with total capacity of around 5,800 rooms (not counting around 2,400 hotel rooms on the site operated by third-party partners), two conference centers, the Disney® Village amusement park and a 27-hole golf course. The Group's activity also includes the development of a 1,943 hectare site, almost half of which remains to be developed. The Euro Disney S.C.A. share is listed on the Euronext Paris stock market.

### **The town of Val d'Europe**

The result of a private-public partnership that is unique in France, Val d'Europe forms part of a General Interest Project to be completed in an area of 1,943 hectares over 30 years to develop Europe's prime tourist attraction, Disneyland® Paris, and a town to help re-establish a balance in the eastern part of the Greater Paris Area. Val d'Europe offers all the advantages of a large economic hub, with 24,000 inhabitants, 21,000 jobs, a host of stores and amenities, 224,000 sq.m. offices and activities, either developed or under way. In addition, Euro Disney has built 136,000 sq.m. offices for its own use. The area also benefits from vast transport infrastructure giving it international reach (France's largest TGV hub, two RER train stations, and three entrances to the A4 highway). With its combination of city and country life, controlled urbanization and innovative spirit, Val d'Europe is today proud to be one of the major economic and urban hubs in the eastern Greater Paris Area.

#### **Klépierre Ségécé Press Contacts**

HDL Communication  
Camille Delomez  
+33 (0)1 58 65 20 18  
[cdelemez@hdlcom.com](mailto:cdelemez@hdlcom.com)

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

#### **Euro Disney Associés S.C.A. Press Contact**

Nadim Tawil  
+33 (0)1 64 74 59 50  
[nadim.tawil@disney.com](mailto:nadim.tawil@disney.com)