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## Val d'Europe shopping center: celebrating 10 years of success.

*Marne-la-Vallée, October 25, 2010* – **The Val d'Europe shopping center today celebrates its 10<sup>th</sup> anniversary! A decade of success serving an increasingly broad and faithful customer base. In an environment characterized by constant development, the center is continuously evolving and innovating with the arrival of new concepts and exclusive services, new development projects under consideration, etc.**

**Val d'Europe is a center that knows how to cultivate its difference and its appeal!**

### **Retail mix always ahead of the curve**

With **145 retailers** spread over 100 000 sq.m. of GLA\* and **18 million visitors each year**, Val d'Europe ranks among France's largest and most dynamic shopping centers. Since its opening on October 25, 2000, the center has steadily grown, with **revenues rising every year for the past decade**. In the past 5 years, retail revenue growth has exceeded 18%. The facility's retail mix is supplemented by the 96 stores that make up Vallée® Village, which features major retail brands at discount prices (owned by Value Retail). In all, this retail hub generated more than 650 million euros in sales revenue in 2009.

Its success is attributable to **constant enhancement of the retail mix, which favors strong and innovative retail names**. And the facility's appeal is a magnet for major retail brands. Following the arrival of Mango, Desigual, Pull&Bear, Véro Moda and Jack&Jones a few months ago, another handful of new shops has joined the shopping center:

- **Geox** (117 sq.m.), since June 22: Men and women's shoes
- **G-Star** (345 sq.m.), since September 27: Men and women's ready-to-wear
- **Eden** (125 sq.m.), since October 15: Trendy footwear for women
- **Phone House** (75 sq.m.), opening soon
- **Mezzo di Pasta** (80 sq.m.), opening soon: a restaurant serving fresh pasta dishes, with takeout service available.

Among the new retailers:

- **Kiko** (71 sq.m.), opened on October 6: Italian cosmetic/beauty retailer **opens its first store in France**
- **Adidas Originals** (200 sq.m.), the new Adidas concept opened its store on October 20
- **Planet Jogging** (242 sq.m.) since October 20. This running specialist chose Val d'Europe as the location for its first mall outlet.

Val d'Europe also offers a unique blend of restaurant choices via its food court *Les Terrasses* (12 restaurants), and has an aquarium (Sea Life).

### **Unique architecture and 5-star services**

One of the defining features of Val d'Europe is its **unusual décor** and Baltard style architecture, directly inspired by late 19<sup>th</sup> century modernist trends in Paris, particularly the glass, steel and cast iron department stores of the period. The shopping center's evolving interior design keeps visitors enthralled, with every aspect of the layout created to appeal to the tastes and comfort of shoppers: plenty of rest and relaxation points, meeting places, animation, sound and lighting ambiance, etc.

To optimally satisfy the expectations of its clients, Val d'Europe has traditionally set itself apart by featuring **a very complete range of services** that make it a 5-star shopping center: internet, information and shopping assistance, childcare, VIP, wifi, newspapers, etc.

In addition, **hospitality, animation and entertainment** are offered throughout the year to make the shopping experience a pleasure for everyone. For example, every afternoon from 3 pm to 8 pm, visitors can stop for a moment and listen to a piano concert at the Seine Gate. To entertain young and old alike as they wander through the various alleys of the mall and also to reduce fatigue, a "little train" circulates within the center daily.

In the near future, the center will once again don its holiday season garb, and will feature gospel singers for the two weekends preceding Christmas.

### **Retail space as the defining element of a constantly evolving urban hub**

With Paris less than 25 minutes away, Val d'Europe is exceptionally easy to get to and from: the A4 freeway, the regional RER train service (A line), the TGV, proximity to the Charles de Gaulle airport, and free shuttle service to and from Disneyland® Paris. For ten years, the center has lived up to its **role as a catalyst in a rapidly developing urban basin**, successfully evolving in step with its environment.

**Co-owned by Klépierre (55%) and AXA (45%), and developed and managed by the Klépierre Ségécé Group**, Val d'Europe has accompanied Marne-la-Vallée's growth by expanding and refreshing its retail mix over time.

Last year, for example, a hub devoted to household goods was created with the arrival of retailers Habitat, Bo Concept and Roche Bobois, completed last March by the addition of Castorama's new "deco" concept (9 000 sq.m. sales area) within a superb Baltard style building that echoes the shopping center's architectural motif. Overall, the site now employs more than 2 500 people.

*"I am really proud today as we celebrate the tenth anniversary of Val d'Europe, a shopping center that in one decade has made a significant contribution to enhancing the appeal of this area while also becoming the undisputed leading retail hub in the region,"* commented Christian CHARRE, who is managing director of the center. *"In this sector, which continues to see strong demographic growth, the challenges that lie ahead remain numerous and we are determined, along with the owners and all of our retailers, to continue to develop Val d'Europe and its capacity to innovate,"* he concluded.

Indeed, **a number of projects are currently under consideration**, one of which would extend the shopping center by adding 21 000 sq.m. of space that would provide a new link between the center and the city. Discussion also focuses on bringing totally new retail concepts to the adjacent land.

## Services offered at Val d'Europe

- **Hospitality:** Training in hospitality is offered to all shopping center personnel (information, security, janitorial, etc.), and special uniforms are worn by all staff. Since many tourists visit Val d'Europe, shopping center employees are expected to be able to provide information and give directions in English. The information stand includes touch screens where visitors can access information about the center and numerous services (plug-ins for recharging cell phones, free calls for taxis, strollers on loan, wheelchairs, electrical scooters for individuals with limited mobility, etc.). The center has innovated with its **mobile Segway welcome service:** All day, two hostesses meet and greet visitors using this original and practical mode of transport. In the afternoon, visitors to Val d'Europe are offered a cup of coffee from a rolling tray service.
- **Internet:** Coming soon, a mobile version of the website [www.valdeurope.fr](http://www.valdeurope.fr) and an iPhone app.
- **Serenity services:** The shopping center's new **Espace Zen** includes a massage chair that is available to visitors free of charge.
- **Bout'Choux services:** Three nurseries, strollers on demand, a play area for kids, free diaper dispensers, etc. The more recently added **Baby Break** space allows moms to breastfeed in peace and privacy, with high chairs for feeding older toddlers, plus microwave ovens, bottle warmers, etc. the *SOS Doudous perdus* service recovers around a hundred lost stuffed animals and other toys every year.
- **VIP services:** For just 2 euros (or 25 euros/year), clients are offered valet parking and the services of a steward, who picks up their purchases in-store and delivers them to their car.
- **Practical services:** Restrooms, elevators, ATM machines, telephone booths, drinking fountains, shoeshine and free, unlimited access to **Wifi** throughout the center.
- **Newspapers:** France's major daily newspapers are made available at all meeting points for visitor convenience. Soon, international newspaper service will be offered.

## A few milestone dates

**October 25, 2000:** Grand opening of the shopping center designed by Graham Gund Architects, Chapman Taylor Partners and Lobjoy & Bouvier.

### 2002:

- Procos Award for shopping center design
- Major European center award from the International Council of Shopping Centers Europe

### 2003:

- Opening of Delbard gardening unit
- Innovative Design and Construction award from ICSC International

### 2006:

- Opening of *Les Terrasses*, the food court extension (+ 1 000 sq.m.)
- Inauguration of the Toscana Square

### 2009/2010:

- New household goods hub opens, featuring Habitat, Bo Concept, Roche Bobois and then Castorama (12 000 sq.m. GLA)
- Mall GLA extended by more than 2 000 sq.m.
- 700 parking slots added, bringing total capacity to 6 000.

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

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## About

### ***Klépierre Ségécé***

***Klépierre***, a listed real estate investment company (SIIC), held assets valued at 15.1 billion euros on June 30, 2010. Its shopping center assets comprise 90.9% of its holdings (it owns **272 shopping centers in 13 continental European countries**). It also owns retail properties (4.1%) via *Klémurs* and office properties in Paris (5.0%). *Klépierre's* majority shareholder is *BNP Paribas* (50.9%). A long-term investor, *Klépierre* specializes in designing, managing and enhancing the value of its real estate assets via its subsidiaries ***Ségécé*** and ***Steen & Strøm***, Scandinavia's number one owner and manager of shopping centers. The combination of these specialists within a single group has made the latter the partner of choice for cities and retailers seeking the lasting success of their commercial projects.

For more information, go to: [www.klepierre.com](http://www.klepierre.com) [www.segece.com](http://www.segece.com)

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