

- For immediate release -



Corvin Atrium: inauguration of a new generation shopping center in Budapest



Budapest, October 26, 2010 – Corvin Atrium is inaugurated today. A prime location, avant-garde architecture, customized services, a highly varied and original retail mix, a commitment to responsible citizenship: these are the keywords driving this new shopping center, located in the heart of the Hungarian capital.

A unique location in the heart of an ambitious urban renewal program

In the center of a **catchment area that contains nearly 650 000 inhabitants**, Corvin Atrium enjoys a prime location in one of Budapest's most densely populated districts.

The center is perfectly accessible via existing **mass transport lines**. Two light rail stations and one subway station (and a second one under construction) provide a daily flow of an estimated **400 000 commuters**. **In addition, 87 000 vehicles** use the thoroughfares that take them past the shopping center daily.

Corvin Atrium is an integral part of the **largest urban renewal project currently underway in Central Europe**. The *Corvin Promenade Project* is being carried out in the district of the celebrated theater of the same name, which was recently transformed into a movie house (800 000 visitors a year). Covering 22 hectares, the global project also includes the construction of 2 800 new apartments, 150 000 sq.m. of office space, including a science hub, and 10 000 sq.m. of public space surrounded by 20 000 sq.m. dedicated to leisure and recreational pursuits.

Earlier this year, on September 25, the International Property Awards elected the *Corvin Promenade Project* the best mixed development project in Europe.

An unrivaled retail mix

Corvin Atrium offers its clients **an unrivaled range of retail choices** inside the Hungarian capital, spread over 34 600 sq.m. of GLA* that includes a supermarket, 9 mid-sized units and 90 smaller shops.

A **number of local and international retailers** have chosen Corvin as the focal point for their **expansion in Hungary**:

- CBA (3 600 sq.m.), Hungary's top supermarket chain, is opening the largest downtown city supermarket at Corvin, while the German group Müller (1 479 sq.m. drugstore) is inaugurating its first store in Budapest.
- H&M (1 738 sq.m.) is also present in the center, alongside Electro World (1 632 sq.m. appliance store), New Yorker (1 365 sq.m. clothing store), Hervis (1 136 sq.m. sporting goods store) and Alexandra (1 988 sq.m. café plus bookstore, a new concept)
- C&A, Mango, Levi's, L'Occitane, Yves Rocher, Subway and Jean's Club are also featured retailers at Corvin.

A new shopping experience for shopping center clients

The **client was the number one concern of the project's designers**, Mérték Studio Architects. *"The entire concept of the shopping center was conceived and developed with the aim of offering not only a unique retail experience to future shoppers but also an entertaining one. Our hope is to make the act of purchasing one activity among others instead of a strict necessity,"* commented Eva Nagy, who is the center's general manager.

Corvin Atrium offers its clients a full array of **free services**: childcare, wifi, computers connected to the internet, recharging stations for cell phones and laptop computers, etc. A number of rest areas line the 200 meter mall, which is lit from overhead by natural lighting via the glass roof.

The center faces the city

Corvin Atrium will be more than just a must-see retail destination; it will also offer the denizens of Budapest **numerous cultural and community events**.

For example, as of opening it will host X-Factor, a reality TV program based on a singing competition that is incredibly popular in Hungary. The candidates will train in the shopping center throughout the program and will give free concerts to the public every Wednesday. True fans can stay connected to the latest developments on the show via the shopping center's website (<http://www.corvinbevasarlokozpont.hu>) as well as via Facebook.

An art gallery covering nearly 300 sq.m. will exhibit work by contemporary artists.

Corvin has also forged relationships with **a number of local partners**: students from the Prater school will be planting vegetables and fragrant herbs in the garden installed on the center's vast terrace. The center will also host local community groups that work with adolescents and young adults, and a joint program has been launched by Corvin Atrium and the city to rehabilitate Orczy Park.

Klépierre Ségécé - which developed, owns and manages the center - has invested a total of 250 million euros in Corvin Atrium. More than 70% of the floor area is already leased-up and this rate will increase thanks to what is expected to be a successful opening of the center.

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

About

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 www.segece.com

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