

- For immediate release -



Pescara Nord reinforces its regional hold



Pescara, Italy – December 1, 2010 – **The extension-renovation of the Pescara Nord shopping center was inaugurated today after one year of work.**

This completed project marks the opening of a new era for the center.

A leading retail hub for the Abruzzo region

With a **catchment area of more than 400 000 inhabitants** and a **prime location** near the A 14 freeway, Pescara Nord has become over the years the key shopping center in the Abruzzo region.



For its fifteenth anniversary, the shopping center's **existing mall was extended** by an additional **7 000 sq.m. GLA* of sales area**, bringing the total floor area to nearly 34 000 sq.m.

This extension project, **which is fully leased up**, was also an opportunity to give the entire shopping center a **renovation, which also included the reconfiguration of the existing double mall.**

The exterior façades were reinvented and a new LED lighting system was installed, making the shopping center more visible from the freeway.

The shopping center has also now been made more **accessible** by the reorganization of road access points and the creation of **150 additional parking spots.**

An expanded retail offering and a repositioned mall

Already a dominant retail hub in the region of Abruzzo, in particular thanks to the presence of a **powerful supermarket IPER**, which features sales area of 14 600 sq.m. GLA, Pescara Nord now boasts **30 additional stores**, including many retail newcomers with original concepts that **enhance the retail mix** of the shopping center, in particular in the **personal product segment**. The extension welcomes **OVS Industry** (a particularly efficient value for money concept of the ready-to-wear brand Oviessa), **Piazza Italia**, **Tally Weijl**, **Stradivarius**, **Cache Cache** (ready-to-wear), **Geox**, **Scarpe&Scarpe** (shoes) and **Kiko** (cosmetics), notably. All of these stores and more combine to make Pescara Nord a genuine shopping destination.

A shopping center on the cutting edge for services and customer care



Pescara Nord is one of the Group's most advanced shopping centers in terms of **USE (Unique Shopping Experience®)**. This approach, being deployed across Europe, is designed to **guarantee that clients receive an optimal level of service quality by making shopping center facilities as user-friendly as possible, with client well-being and comfort the top priorities** (fluidity, ambiance, ergonomics, etc.).

As soon as they reach the center, clients discover an **entirely renovated parking lot**, with more and wider parking spots reserved for the disabled, spots reserved for pregnant women and bicyclists, etc. **Circulation within the center has also been facilitated** thanks to a **revised signage system**. And **entrances** are now more visible and distinct thanks to the construction of glass and steel structures.



Inside, designated **rest areas and wifi access** encourage clients to surf the internet. A space for families (nursery, breast-feeding, etc.) and a kid's play corner round out the services on offer. Special animations have also been planned for the future.

A new visual identity and a new logo for the center's transformation

The development and enhancement project for the Pescara Nord site is part of a broader **architectural project that is perfectly embedded in its environment**. The new visual and architectural identity capitalizes on the name *Pescara* and nautical elements. The use of materials such as lamés and backlit Plexiglas on the exterior façade marks a break with the standards of traditional retail architecture; their alliance suggests the keel of a boat.



Inside the mall, the use of materials such as wood and the predominance of the color blue evoke the galley of a boat and the proximity of the Adriatic Sea. And last but not least, the center's logo has the shape and color of a wave. This stronger visual identity is intended to serve as **new anchor in a region that has contributed to the center's success for more than 15 years**.

Altogether, this renovation-extension project represents **an investment of 35 million euros, for expected net rents of 2.6 million euros full year**.

*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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APPENDIX: Location of Pescara Nord shopping center

