

- For immediate release -



Icade and Klépierre confirm Le Millénaire shopping center letting success.

- Opening on April 27th 2011 -

LE MILLÉNAIRE
LE SHOPPING AU BORD DE L'EAU

Paris March 9th 2011 – **Two months before the grand opening, 112 retailers have opted for a waterfront shopping experience by leasing floor space at Le Millénaire, at the gateway of Paris, and 10 others are confirming their contracts. 94% of the available retail space has currently been reserved.**

Exclusive retailers and innovative concepts make for a unique offer at Le Millénaire

To ensure the Millénaire's success, **Icade and Klépierre, 50/50 joint-investors in the project**, have designed **a customized and unique offer consisting in international, national and local retailers, a balanced marketing mix suited to the shopping centre's future clientele.** Thus, alongside leading retailers in each sector, Le Millénaire will welcome new and innovative concepts or ones that are still blooming in France.

"Le Millénaire will stand out with its attractiveness and rich commercial offer. The arrival of exclusive retailers, for France or the Paris region, and the originality of several concepts will arouse curiosity and attract consumers from Paris and the surrounding area," ensures Marc Maheut, Leasing Manager for Klépierre Ségécé in France.

Among the innovations at Le Millénaire, some key points include:

First outlets or creations in France

- **OVS industry** is the latest concept by Oviessa, with 1,133 sq.m. GLA* featuring ready-to-wear fashion for Men, Women, Children and Infants. The retailer belongs to the Italian group Coin, a leader in quality clothing at affordable prices, with 300 outlets, including 25 outside Italy. It is launching development in France with Le Millénaire and will offer fashion apparel at reasonable prices, an offer constantly renewed with collections created in partnership with designers.
- **A Loja do Gato Preto** (599 sq.m. GLA), a Portuguese retailer offering designer home furnishings at affordable prices
- **Decimas** (329 sq.m. GLA), a Spanish retailer dedicated to sportswear and sporting equipment from leading brands and its own private mark
- **Polinesia** (244 sq.m. GLA), a new Spanish concept which sells multiple brands in ready-to-wear sportswear designed for young urban consumers
- **Jean-Claude Aubry shopping** (81 sq.m. GLA), a new concept by the JC Aubry group dedicated to hair styling products

- **Fascination** (44 sq.m. GLA), an independent concept featuring a range of recycled, organic or eco-friendly items and fair trade fabrics

Exclusive in Ile-de-France (Paris surroundings)

To attract Parisian consumers, several retailers have chosen Le Millénaire for their first outlet in Ile-de-France. For example, the Italian retailer **Alcott** will be targeting the 15-25 age group with its trendy, low-priced range (415 sq.m. GLA). A second example is the home furnishings concept store **ConfoDECO** (1094 sq.m. GLA), which will be opening their second store in France at Le Millénaire.

As for food services, Le Millénaire will welcome, among others, a healthy, light and tasty fast food concept from Marseille, **Dubble** (103 sq.m. GLA), as well as the **Brasserie des Docks**, which will move from Neuilly-sur-Seine to the shopping center.

First store in shopping center

The commercial potential of Le Millénaire has convinced rapidly expanding retail chains that are quite new in France. Among the promising retailers that have opted for Le Millénaire for their first outlet in a shopping center we can find the attractively priced fashion designers **Les Filles aux Longs Bras** (129 sq.m. GLA) and the nail bar **Culture of Color**, which will offer more than 200 shades of O.P.I. nail polish within 54 sq.m. GLA.

Certain rising stars in the retail world will also be present for the center's grand opening. Among these are the Spanish retailer in women's apparel Desigual (533 sq.m. GLA), which is known for its lush decor and colourful products, the German brand New Yorker (1089 sq.m. GLA), which is becoming a leader in fashion for young people, and the Italian cosmetics brand Kiko (100 sq.m. GLA).

A unique offer of medium sized units

An essential point for Le Millénaire is that it houses **18 medium sized units**, all rented, therefore creating **one of the most attractive offers within a single shopping center**. For ten of these retailers, this is their closest outlet to Paris or even their first location in France: Carrefour, Boulangier, Fnac, Toys'R'us, Zara, C&A, H&M, Kiabi, Marmon Sport, OVS industry, New Yorker, ConfoDECO, Hema, A Loja Do Gato Preto, Sephora, Desigual, Alcott, Bershka.

To consult the complete list of retailers who will be opening outlets in Le Millénaire, visit:

www.lemillenaire.fr

* GLA (Gross leasable area): sales area + storage

About

Le Millénaire

Ideally located just a few metres from Porte d'Aubervilliers, the Le Millénaire office and retail development was designed by the architect and planner Antoine Grumbach as a neighbourhood, a section of a town and a place for living. This urban site, bordered by the canal Saint-Denis and the dock of the former Magasins Généraux de Paris, has been subject of particular attention to its environment with a proactive sustainability approach.



- Catchment area: more than one million inhabitants located less than 30 minutes away
- A few yards from the Paris ring road (1 million vehicles per day)
- Served by 2 bus lines, 3 river buses and 1 operational Vélib' bicycle rental station, with the forthcoming extension of line 12 of the Paris metro, the creation of a multimodal hub at Evangile station on the RER E line in 2015 and T8 in 2016/2017
- 56,000 sq.m. GLA of retail: some 140 boutiques and restaurants
- 17,184 sq.m. of office space
- 2,800 parking spaces
- HQE Commerce and BREEAM Certification for the shopping center upon its opening

Icade

Icade is a real-estate company listed on the stock market, a subsidiary of France's Caisse des Dépôts, which operates in the fields of property holding, development and related services in such segments as offices, business parks, shopping centers, public infrastructure, health and housing. Thanks to full control over its various areas of operation, Icade can provide solutions that are suited to the requirements of its clients and apply a global approach to the current problems facing real estate. In 2010, Icade had a consolidated turnover of 1,432 million euros with a net current cash flow of 175 million euros. As at 31 December 2010, the net liquidation value of its assets was 4,187 million euros, i.e. 81.4 euros per share.

For more information, go to: www.icable.fr

Klépierre Ségécé

Klépierre, a listed real estate investment company (SIIC), held assets valued at 15.1 billion euros on December 31, 2010. Its shopping center assets comprise 92.5% of its holdings (it owns **273 shopping centers in 13 continental European countries**). It also owns retail properties (3.9%) via Klémurs and office properties in Paris (3.6%). 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.

Klépierre is listed on the Euronext ParisTM stock exchange and member of the SBF 80, CAC NEXT 20, EPRA Eurozone and the sustainable development indices DJSI World and Europe, FTSE4Good, ASPI Eurozone, Ethibel Excellence, Ethibel Pioneer and Kempen/SNS European SRI Universe. This presence demonstrates the Group's commitment to a strong sustainable development policy.

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

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