

- For immediate release -



**Klépierre inaugurates ST.LAZARE PARIS,  
the new Saint-Lazare train station's retail space:  
80 retailers sharing an exceptional facility  
in the very heart of Paris**



Paris - Wednesday, March 21, 2012 – Today, Klépierre and its partners, SNCF and Spie batignolles, inaugurate ST.LAZARE PARIS, the Saint-Lazare train station's brand new retail space. It will open to the public at the end of March 2012.

Ideally situated in the heart of one of the largest retail and business neighborhoods of the French capital, ST.LAZARE PARIS features 3 mid-sized units and around 80 shops, services and restaurants. Located in an exceptional architectural setting, the new complex covers 10 000 sq.m. of GLA<sup>1</sup>, totally integrated over the station's 3 levels (train platform, street and subway). ST.LAZARE PARIS also offers underground parking for 250 vehicles.

Investor, developer and manager of shopping centers, Klépierre is the artisan of this new retail space in the heart of Paris. After winning the competition among retail real estate specialists launched by SNCF in 1996 as part of the metamorphosis of the oldest train station in Paris, the Group will have invested almost **160 million euros in this project**. In July 2008, it signed a 40-year temporary occupation permit (AOT - *Autorisation d'Occupation Temporaire*) with SNCF, going into effect on the retail space's opening date. Klépierre handled the leasing of the space and is managing it via its subsidiary Ségécé.

**The space was fully leased up** several months before the doors were ready to open, attesting to its appeal for retailers, won over not just by design and conception factors but also by its exceptional potential—the result of the combined effect of the commuter traffic flow, the catchment area and the location.

*"Commuter hubs and structural elements of urban planning, train stations shopping centers have certain things in common. Saint-Lazare train station is truly exceptional, in terms of the number of visitors it attracts daily as well as its location in the heart of Paris,"* commented Laurent Morel, Chairman of the Klépierre Executive Board. *"Thanks to the singular nature of the site and the architectural qualities of the historic edifice, we were able to **create a magnificent retail space** and design a retail mix made of brands that respond to different buying preferences of the thousands of visitors the station draws each day. ST.LAZARE PARIS features **a retail offer that combines utility**—composed of food shopping and services—with **pleasure**, including a culture and leisure retailer, and a broad range of retail names in ready-to-wear and beauty",* he adds, concluding that *"this is also the story of a successful partnership with SNCF and Spie batignolles, which*

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

*spanned more than fifteen years and ensured the success of this complex and ambitious project.”*

## **An exceptional retail space in the heart of Paris**

DGLa and AREP were the architects of the full reconfiguration of the station and the creation of its retail space. Spie SCGPM, a subsidiary of the Spie batignolles group, carried out the construction work on this unusual project, without ever closing the station, which continued to operate normally throughout.

Modern, comfortable, functional and opening out to the city, the new Saint-Lazare train station is more transparent, offering greater insight into its spaces and their functions and a more fluid traffic flow thanks to **new vertical liaisons**: 4 vast shafts house 20 escalators (compared with the 8 that existed previously) and allow **the natural light** to bathe the entire space, all the way down to the subway level.

The entryway to one of Europe’s largest downtown retail districts, Saint-Lazare train station is a major convergence hub (trains, buses, subway lines and RER regional trains). Europe’s second-largest station, it welcomes **450 000 travelers** a day, most of them daily commuters to and from Paris and its suburbs to the west, and a total of **1.2 million visitors**, for all means of transportation combined.



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## **A quality retail mix for everyone**

A preferred partner of major retailers, Klépierre has put together, for this atypical space, a mix of 80 shops that combines **convenience retailers, well-known concepts** for which ST.LAZARE PARIS is an excellent opportunity to gain a retail toehold in the heart of Paris, and **a new generation of retailers** providing quality, style and price in perfect accordance with customers’ new expectations. The broad and original mix will appeal to **a multi-faceted clientele** – commuters and travelers, people who work in the surrounding office buildings, neighborhood residents, shoppers and tourists – who will appreciate this beautiful and convenient place which permits people to save time, to make daily life easier, to mix utility and pleasure or to window shop, grab a bite to eat or take the time for a fun break from the routine.

ST.LAZARE PARIS is in line with changing patterns of consumption. The space was designed to meet the needs of consumers who are increasingly mobile and are optimizing their time, looking for efficiency and so willing to **transform time constraints into time that is useful or pleasurable**.

Photos available on demand  
[www.stlazareparis.com](http://www.stlazareparis.com)

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### ST.LAZARE PARIS

Floor area	10 000 sq.m. of retail stores
Number of stores	80 units, including <ul style="list-style-type: none"><li>▪ 3 mid-sized units</li><li>▪ 13 restaurants with a food court</li><li>▪ 10 newsstands/bookstores and/or tobacco shops</li></ul>
Parking	250 parking spaces
Long and convenient hours	<ul style="list-style-type: none"><li>▪ 7:30 am to 8:00 pm from Monday through Friday</li><li>▪ 9:00 am to 8:00 pm on Saturday</li> <li>▪ Virgin Megastore</li><li>▪ 7:00 am to 9:00 pm, Monday through Saturday</li> <li>▪ Carrefour City</li><li>▪ 7:00 am to 10:00 pm, Monday through Saturday, and Sunday morning</li> <li>▪ Monop'</li><li>▪ 7:30 am to 10:00 pm, Monday through Saturday</li></ul>
Daily traffic	450 000 commuters and travelers, and 1.2 million visitors
Investment	around 160 million euros, 100% Klépierre
Financial occupancy rate at opening	100%

#### About

##### ***Klépierre Ségécé***

*A player of the first rank in retail real estate in Europe, Klépierre, a listed real estate company (SIIC), held assets valued at 16.2 billion euros on December 31, 2011. Its property portfolio comprises **271 shopping centers in 13 countries of Continental Europe** (92.7%), retail properties via its listed subsidiary Klémurs (3.9%) and offices buildings in Paris (3.4%). 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 Klépierre Ségécé the partner of choice for cities and retailers seeking the lasting success of their commercial projects.*

*Klépierre is listed on Euronext Paris<sup>TM</sup> and is included into the SBF 80 and EPRA Euro Zone indexes. Klépierre is also included in several ethical indexes - DJSI World and Europe, FTSE4Good, ASPI Euro Zone – and member of both Ethibel Excellence and Ethibel Pioneer investment registers. Klépierre was also ranked seventh among listed real estate companies in Europe by GRESB (Global Real Estate Sustainability Benchmark) in 2011, in the Green Stars compartment. This distinction marks the Group's commitment to a voluntary sustainable development policy. For more information, visit our website: [www.klepierre.com](http://www.klepierre.com)*