

**For immediate release**



## **Les Sentiers de Claye-Souilly—conquering East Paris**

Paris, December 6, 2012 – **Klépierre, a leading player in the European retail real estate sector, announces the metamorphosis of the Claye-Souilly shopping center (Seine-et-Marne) which, to mark the occasion, has taken on a new identity – Les Sentiers de Claye-Souilly – and acquired a BREEAM environmental rating of Very Good.**

### **At the heart of the Eastern Paris dynamic**

Located in the north of the Seine-et-Marne department, Les Sentiers de Claye-Souilly's 56 000 sq.m. state-of-the-art retail space lies in the heart of East Paris, a dynamic and demographically robust economic hub. The catchment area, which counts 665,000 inhabitants, is expected to swell to 715,000 inhabitants by around 2020 (according to the INSEE projections).

Les Sentiers de Claye-Souilly shopping center attracts 6 million visitors, thanks in part to its excellent accessibility and the immediate proximity of the highway known as the Francilienne (R104). Klépierre decided to leverage these strengths by completing a vast transformation program that gives Les Sentiers de Claye-Souilly genuinely regional reach.

An extension measuring 13,000 sq.m. of GLA, bringing the total floor area of the newly configured space to 56,000 sq.m. of GLA, has enhanced the retail mix with the arrival of some of the biggest names in retail, including H&M, Sephora and Zara, not to mention many concepts that previously were absent from or underrepresented in this part of the Ile-de-France region. The center now has 130 stores.

Work on the renovation/extension program began in 2010, and the newly born Les Sentiers de Claye-Souilly shopping center opened to the public on November 21, 2012. The program represents a total investment of 110 million euros, which has boosted to the region's positive dynamic, providing an additional 230 FTE jobs in the process.

*“Capitalizing on the center's already well-established position in the heart of its catchment area, we have transformed Les Sentiers de Claye-Souilly into a major regional center serving eastern Paris. This redevelopment program is yet another illustration of our allocation strategy focused on dominant shopping centers that are located in economically solid areas that are undergoing significant demographic growth,”* notes Laurent Morel, Chairman of the Klépierre Executive Board.

## **A metamorphosis that works for local consumers**

Inspired by the surrounding forest, the center's metamorphosis is a harmonious blend of nature, design and new technologies. The retail mix, the customer experience and the quality of the services on offer have been reinvented to address the needs of local consumers and transform Les Sentiers de Claye-Souilly into a modern shopping mecca—convivial and captivating for every generation.

- **An expanded retail mix, with an additional 52 retailers**, bringing the total number of stores to 130, including the most attractive in today's retail landscape: Arrow, Body Shop, Calzedonia, C&A, Geox, H&M, Izac, Kaporal, Kiko, Mango, Okaïdi, Promod, Sephora, Soleil Sucré, Undiz, Zara, etc.
- **The creation of a full-fledged food court with 14 restaurants** and a brand new concept: McDonald's, Mezzo di Pasta, Hippopotamus, La Brioche dorée, Pomme de pain, etc.
- **A fully modernized, 4,800 slot parking area**, revamped to provide better access and facilitate use. There are a number of places reserved for disabled patrons, families, two-wheeled vehicles and electric cars.
- **Original and innovative animations**: a giant interactive screen equipped with an enhanced reality system, a 12-meter long aquarium with more than 500 species of exotic fish, an aqua-terrarium for rescue tortoises from the SPCA, targeted audio and olfactory ambiances and a particularly fun space just for kids (featuring game screens, merry-go-round, etc.).
- **Connected spaces** with free access to the Wi-Fi network, recharging stations for telephones, tablets and laptops, and touchscreen directories. The center is also equipped with Clear Channel digital advertising screens.
- **Practical services that serve the needs of families**, like the use of free strollers, umbrellas and wheelchairs, not to mention the "SOS doudous perdus" lost and found service designed to reconnect small children and lost stuffed animals.

## **A consistent approach aligned with a square focus on nature that combines design with respect for the environment**

From the project's design phase onward, the goal was to create the conditions needed to bring about a real metamorphosis, putting sublimated nature at the heart of the customer experience.

Interior and exterior design, a visual identity, signage, animations and services: everything, right up to the new name, was chosen on the basis of this commitment to nature. Les

Sentiers de Claye-Souilly invites patrons to follow their natural instincts as they stroll through the mall, designed to resemble a stroll in the forest.

Les Sentiers de Claye-Souilly's features a planted façade measuring more than 850 sq.m., large outdoor and indoor ponds and a water wall. Surprising directional sounds and fragrances, as well as enhanced reality experiences, have been conceived around the theme of the forest. In addition, the shopping center features the remarkable **original works of the animal sculptor Gilles Pennaneac'h**.

The extension was designed and built in compliance with the highest environmental standards. The **BREEAM rating of Very Good** it received attests to Klépierre's determination to be on the forefront of sustainable development.

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## Les Sentiers de Claye-Souilly, larger than life

Floor area:	56 000 sq.m. GLA (+13,000 sq.m.)
Number of stores:	130 units (+52), a Carrefour hypermarket (16 400 sq.m. of sales area) and 14 restaurants
Parking capacity:	4 800 slots (+700)
Catchment area:	665 000 inhabitants, with growth of more than 50 000 inhabitants predicted between now and 2020
Total amount invested:	110 million euros
Additional net annual rents generated by the extension:	7.3 million euros
Duration of work:	2 years (October 2010 – November 2012)
Occupancy rate:	Financial: 98% Floor area: 99%
Number of jobs:	Around 1,500, of which 230 FTEs created by the extension

Annual visitors:	6 million in 2011
Location:	30 minutes from Charles de Gaulle Airport 3 minutes from freeway A104 via highway RN3
Access:	77410 Claye-Souilly RN3, D34E, D212 Optile bus lines 8,10,15,18,19, E
Certification:	BREEAM “Very Good”
Creation:	1972
Acquisition by Klépierre:	2001

### **About Klépierre**

*A leading player in retail real estate in Europe, Klépierre combines development, rental, property and asset management skills.*

*Its portfolio is valued at 16.4 billion euros on June 30, 2012 and comprises 265 shopping centers in 13 countries of Continental Europe (92.9%), retail properties via its listed subsidiary Klémurs (3.8%) and offices buildings in Paris (3.2%).*

*Klépierre holds a controlling stake in Steen & Strøm (56.1%), Scandinavia’s number one shopping center owner and manager.*

*Klépierre’s largest shareholder is the Simon Property Group (28.9%), world leader in the shopping center industry, along with BNP Paribas (22.5%), the number one bank in the Euro zone.*

*Klépierre is a French REIT (SIIC) listed on Euronext Paris<sup>TM</sup> and is included into the SBF 80, EPRA Euro Zone and GPR 250 indexes. Klépierre is also included in several ethical indexes - DJSI World, FTSE4Good, ASPI Euro Zone – and is a member of both Ethibel Excellence and Ethibel Pioneer investment registers. These distinctions mark the Group’s commitment to a voluntary sustainable development policy.*

*For more information, visit our website: [www.klepierre.com](http://www.klepierre.com)*

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