

- For immediate release -



Toys'R'Us and Klépierre create a buzz at St-Lazare Paris with the Christmas Box'R'Us

Paris, Monday, December 10, 2012 – With Christmas just a few weeks away, Klépierre, a leading player in the European retail real estate business, and Toys'R'Us, a leading global toy retailer, have come together to install the Toys'R'Us box, Box'R'Us, which makes its début in France. Throughout the month of December, visitors to St-Lazare Paris, the retail space located in the St.Lazare train station, can discover and purchase, via a QR Code system and instant online buying capability for mobile phones, the Best Of Toys'R'Us, which brings together the most popular Christmas toys.

A one-of-a-kind concept in France

Installed on the Paris *Métro* level of the St-Lazare Paris retail space, this new concept, which has been introduced and tested by Toys'R'Us in both the United States and Japan, makes its first appearance in France, in the heart of the Saint-Lazare train station in Paris.

"This launch is part of the multichannel approach adopted by Toys'R'Us," notes Gilles Mollard, CEO of Toys'R'Us France. In connection with this multichannel approach, Toys'R'Us has developed a panoply of services: a fidelity card (known as Carte'R'Us) allows customers to take advantage of special and exclusive offers, an in-store order service, home delivery, etc. *"We wanted to offer our customers new buying experiences that facilitate their day-to-day life. Today, consumers want to buy where they choose and when they choose. The Box'R'Us concept allows them to do just that by offering the most popular Christmas toys. Toys'R'Us offers a novel and efficient solution for its customers just a few weeks before the big day,"* he explains.

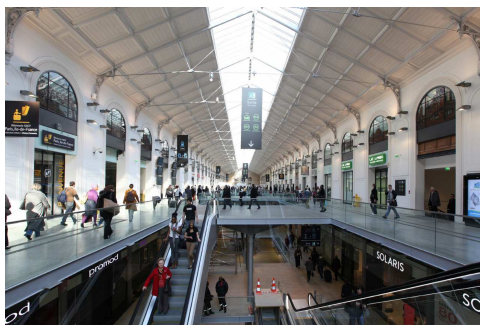


Photo: Frédérique Thomas

A new purchase experience for the consumer

Getting the Christmas toys shopping done while waiting for the train or while getting off the train is now possible thanks to Box'R'Us. Buyers need only scan the QR code of the product they want to order it from their smartphone.

The Box'R'Us concept also simplifies decision-making for parents who aren't sure, by presenting the season's hottest items, i.e., 34 products divided into various categories: girls, boys and outdoor toys, plus items for baby.

"This innovative and interactive initiative illustrates Klépierre's desire to address changes in consumer behaviors, as the latter become increasingly mobile in their buying patterns," explains Sandrine Quesnel, head of Marketing and Communications for the Klépierre Group. "We like initiatives of this kind, which help to create novelty and buzz in our shopping centers and offer a real answer to the changing face of retail."

Visuals, interviews and videos on demand

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About Toys'R'Us

Toys'R'Us is currently the world's leading toy retailer, with 1,653 stores worldwide. The retailer has been present in France since 1989 and today has 47 stores that carry more than 10 000 references and employ more than 1,500 people. French consumers elected Toys'R'Us 2011's Retailer of the Year in the toy category.

For more information on Christmas 2012 trends, the following link takes you to the Toys'R'US trends notebook: <http://www.flipbook.pro/tendancestoy2012/>

About ST.LAZARE PARIS

Ideally located in the heart of one of the French capital's largest retail and business hubs, the ST.LAZARE PARIS retail space offers 3 mid-sized units, around 80 stores, services and restaurants, as well as parking for 250 vehicles. Located in an exceptional architectural setting, the retail complex covers 10 000 sq.m. GLA,¹ totally integrated over the station's 3 levels (train, street and subway). The gateway to one of Europe's busiest retail neighborhoods, Saint-Lazare is Europe's second largest train station, with 450,000 train passengers a day, most of them commuting to and from Paris and its suburbs.

Klépierre has just been awarded the SIIC prize "Ville et Avenir" 2012 for St.Lazare Paris, as a recognition of the successful integration of a retail space within the second largest train station in Europe.

Want more information? Visit the website: www.stlazareparis.com

¹ GLA (Gross Leasable Area): sales area + storage

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 ParisTM 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.

Want more information? Visit the website: www.klepierre.com