



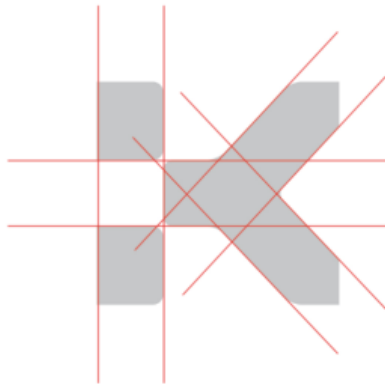
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KLEPIERRE SIMPLIFIES ITS BRAND POLICY AND ADOPTS A NEW LOGO.

Paris, 01/24/2013

Klépierre, a leading player in the retail real estate market in Europe unites all of its 100%-owned¹ subsidiaries under the single brand *Klépierre* and adopts a new logo that reinforces its positioning as a pure player in the shopping centers segment.

Klépierre: a creative, constructive and connected brand



Embodying both a legal identity that is grounded in the real estate business and a bold new image that is turned toward the future, the new logo capitalizes on the highly architectural letter K, as in Klépierre, evoking a set of building blocks and symbolizing movement toward the future, innovation and performance. Klépierre is a connected brand, plugged into the times, as illustrated by the plug shape, which underscores its role as a catalyst in the encounter between retail brands and consumers.

The color code expresses Klépierre's dual allegiance to the real estate and retail worlds: a brand that deploys its retail expertise to create, manage and develop attractive spaces, a luminous logo that highlights the emotional component of shopping and the particularly attentive focus on the consumers' experience.

¹ (1) In particular Ségécé and its affiliates

The rollout of Klépierre's new image is also built on an operational promise – “we make it better every day” – which serves as a strong motivational driver for the Group's teams. The challenges underlying this promise include keeping the retail mix relevant; improving the customer experience, in part through the use of digital technology; and developing both specialty leasing and partnerships with retail brands.

“With this new identity, we are declaring our place in the world of retail, we are getting involved to ensure the success of retailers present in our shopping centers, and to propose an ever more appealing offer to the consumers,” comments Laurent Morel, Chairman of the Klépierre Executive Board. “We carry a promise that mobilizes all of the business acumen and knowhow of our employees: we will constantly push for retail evolution in order to create the conditions that are conducive to a fully successful shopping experience.”

Interbrand Paris worked alongside Klépierre in the conduct of this change.

ABOUT KLEPIERRE

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 essentially comprises large shopping centers in 13 countries of Continental Europe. Klépierre holds a controlling stake in Steen & Strøm (56.1%), Scandinavia's number one shopping center owner and manager.

Klépierre's largest shareholders are Simon Property Group (28.9%), world leader in the shopping center industry, and 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.

For more information, visit our website: www.klepierre.com

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