



For immediate release

RIVES D'ARCINS, AT THE VANGUARD OF MODERN RETAIL AND SUSTAINABLE DEVELOPMENT

Bègles, May 16, 2013

The new Rives d'Arcins shopping center was officially inaugurated today. On hand for the ceremony were Bègles mayor and Gironde regional MP Noël Mamère and Laurent Morel, who chairs the executive board of Klépierre, which owns and manages the center. The new Rives d'Arcins shopping center underwent a total transformation aimed at adapting it to the needs of the inhabitants of the Greater Bordeaux Area.

More retail options, more innovative, more modern and, above all, more refined with respect to the finest details of the customer experience—these are the core values that guided this ambitious refurbishment-extension.

Thanks to this global investment of 68 million euros, the Rives d'Arcins shopping center and its 87,000 sq.m. GLA¹ now feature 150 retail names, including 61 new stores, in an exceptional setting. In a warm architectural environment that opens out to the Garonne, the facility welcomes visitors into a fully modernized space that is ever more environmentally friendly. On the occasion of its inauguration, the center is also launching a new geolocation application for its patrons.



¹ *GLA : Gross Leasable Area = sales area + storage

Rives d’Arcins—unparalleled shopping offer for the Greater Bordeaux Area

“The new Rives d’Arcins shopping center, which has been fully transformed, today becomes a retail hub with regional appeal for customers and retailers. In addition, it is perfectly embedded within the catchment area serving the urban community of Bordeaux. This flagship project illustrates the Klépierre Group’s dedication to offering high-quality retail hubs with regional drawing power that are seamlessly integrated into their local setting. The leasing teams made sure that the final retail offering would be unprecedented,” notes Laurent Morel, Chairman of the Klépierre Executive Board.

To meet the needs of its clientele, mostly made up of families, Klépierre developed a unique retail offering that is diversified and offers a good fit with the retailers already present. Using its past experience as a guide, Klépierre strengthened the personal products offering and gave preference to retailers with novel concepts that are relatively new to the Greater Bordeaux Area. Open since 1995 and located to the south of the city of Bordeaux, the Rives d’Arcins shopping center and its Carrefour hypermarket now feature a selection of 150 retail names, including 61 new stores, making the expanded retail facility a choice destination.

15 entirely new retailers to the Bordeaux region:

- Fashion and accessories: Adidas Originals, Crocs, Eden Shoes, Harcourt, Intimissimi, Izac, Les Petites Bombes, Mango Touch, Pepe Jeans
- Restaurant-food: Cabiron chocolates, Joosbayoo, East 231, Flam’s
- Home furnishings: Du Bruit dans la Cuisine, Hema

12 new concepts:

- Fashion and accessories: Aigle, Bocage, Burton, Esprit, Lacoste, Mango (1^{er} flagship), One Step, Oxbow, Pimkie
- Gifts: Swarovski
- Restaurant-food: Colombus Café
- Home furnishings: Nature & Découvertes

Other retail newcomers to the center:

- Fashion and accessories: American Vintage, Aubade, Bizzbee, Calzedonia, Comptoir des cotonniers, Darjeeling, Du Pareil au Même, Foot Locker, H&M, Geox, G-Star, IKKS, Sud Express, Superdry, Sepia
- Beauty-Health: Jean-Claude Aubry, The Body Shop, Kiko, Lush, Marionnaud, Manucure Bar
- Gifts: Agatha, La Chaise Longue, Transparence
- Restaurant-food: Kusmi Tea
- Services: Promovacances
- Home furnishings: Comptoir d’Eden

The Rives d’Arcins retail hub is completed by the Les Arches de l’Estey retail park, which opened in June 2010, plus Cultura and Darty stores, which will soon be joined by the retailer Zodio (Leroy Merlin deco concept) set to open in the fall of 2013.



Rives d'Arcins, a responsible and innovative center

“The Rives d’Arcins shopping center has been committed to respecting the environment for a long time and takes its leading regional role in this area very seriously, through partnerships with local organizations and ecological groups as well as in its efforts to educate the public on these matters. From the design phase onward and thanks to the new center’s modern and luminous architecture, we have worked hard to create and execute a genuine innovation policy aimed at building an efficient and ecologically responsible center that aligns with the Klépierre Group’s sustainable development program,” explains Bernard Deslandes, Head of Development at Klépierre.

Awarded a **BREEAM environmental rating of Very Good**, Rives d’Arcins is particularly efficient in terms of energy use and the management of water and waste. Its bioclimatic architectural design features glazing on rooftops and building materials that reduce energy consumption by 28% compared with a conventional building. The center saves water thanks to the installation of special eco-equipment installed in the restrooms. During the construction phase, low noise guidelines were drawn up and used to monitor consumption and noise levels while ensuring that more than 50% of total waste was enhanced.

One of the distinctive features of the project was the care taken to ensure the protection and integration of biodiversity. An ecologist was hired to work on this goal from the design phase through actual production. In all, a total of 11,500 sq.m. of green space with trees was created and five beehives were installed onsite.

The customer experience reinvented to meet the Klépierre standard

Taking the time, breathing, feeling welcomed, appreciating the quality of the setting and its design features... these are a few of the things that await visitors to the new Rives d’Arcins. Klépierre was particularly attentive

to the need to create a calm and yet stimulating atmosphere that facilitates the purchasing process for customers. Each point of contact is an opportunity to strengthen the bond of attachment to the center:

- The mall entrance and visitor information center, with a giant, 6,000 liter aquarium in which 200 cichlid fish from Lake Malawi swim
- Designated rest areas inspired by nature for relaxing between two purchases
- For female customers, a private boudoir lounge offering complete privacy
- Free Wi-Fi stations and the geolocation application for the highly connected
- Two nurseries for shoppers with small children, featuring free diaper changes and jars of baby food
- Touchscreen directories that ease navigation and make it possible to discover retail brands and services available at the center in just a few clicks.

The center's natural environment, along the banks of the Garonne, reinforces this impression, creating the ideal conditions for a return visit.

More fluid access, more green space

- A new roundabout serves as a detour around the center's original main entrance and makes access to roads and mass transit links more fluid.
- A walkway along the banks of the Estey creates a link for visitors on foot and bicyclists between the center, the Arches de l'Estey and other nearby retail hubs.
- A new multi-level covered parking area for 800 vehicles brings total parking capacity to 4,200 spots.
- 50 parking spots reserved for car poolers, 4 spots for electric car recharging and 80 slots set aside for bicycles encourage visitors to opt for soft transportation.



Eco-citizen initiatives

The Aqua-forum, an avant-garde system created by Rives d’Arcins in 1995, offers educational workshops each week for children and adults, as well as lectures and public discussions pertaining to the natural habitat surrounding the Garonne. In partnership with the Terre & Ocean Association, Klépierre co-funded the creation of the new Aqua-forum, also located at Rives d’Arcins, in a building that meets the European “passive houses” standard, a showcase for energy performance.



Digital innovations



Since December 2012, the center hosts the Indoor Lab, the first global laboratory for the research and development of geolocation services. The lab is supported by Klépierre, the Aquitaine regional council and Insiteo.

Rives d’Arcins is launching its first geolocation application as well, which guides shopping center visitors via an interactive map, personalized alerts pertaining to promotions and in-store specials, and a search engine. An exclusive game is being conducted around this application through May 26, 2013.

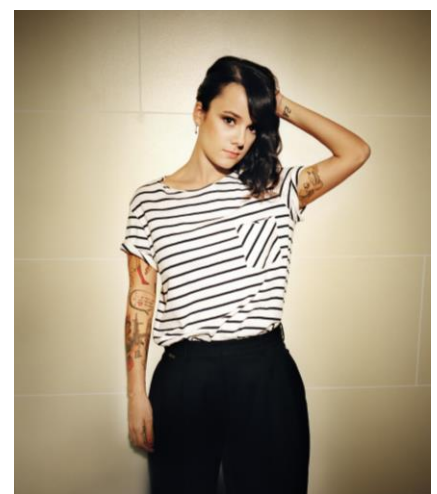


New jobs

This project, whose scope is regional, contributes to the economic and commercial strength of the Greater Bordeaux Area. The extension of Rives d’Arcins led to the creation of 330 jobs on a full-time equivalent basis, in addition to the 1,200 jobs that already existed on the site. In this way, the center contributes to the broader public plan for boosting employment locally.

A festive launch

The official inauguration of the center is a chance to offer visitors to Rives d’Arcins a festive and exclusive event. The artist Alizée, official sponsor of the event, will sing a few of her most well-known as part of a free showcase open to the public.



ABOUT:

Rives d’Arcins shopping center

Located in Bègles, the Rives d’Arcins shopping center defines itself as the shopping center that is different by nature. It aspires to respect six core principles (preserve its site, conserve its quality of life, share its knowledge, perpetuate its traditions, take advantage of a great setting, create a destination of choice) in its quest to become an ever more responsible shopping center. The design phase of its extension and refurbishment project was awarded a BREEAM environmental rating of Very Good.

In addition to the 150 stores and the Carrefour hypermarket (11 800 sq.m. of sales area) that comprise the Rives d’Arcins shopping center, the adjoining retail park Les Arches de l’Estey, which opened in June 2010, features 13 retail stores, for a total floor area of 18 300 sq.m. GLA. The center is completed by a 7 000 sq.m. GLA Cultura and a Darty store that measures 2 200 sq.m. GLA. The retailer Zodio plans to open a 5 000 sq.m. GLA store in the fall of 2013 and an auto center that includes France Pare-Brise and an emissions testing facility.

The entire facility is managed by Klépierre, which owns 52%.

For more information, visit the website: www.rivesdarcins.com

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 December 31, 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 (21.9%), 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 the website: www.klepierre.com

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