



Press release

## VINTERBRO: REINVENTION OF A SHOPPING CENTER IN ONE OF THE MOST PROMISING REGIONS OF OSLO

Paris, June 13, 2013

**Klépierre, a major player in the continental European retail real estate market, announces the inauguration today of the extension of the Vinterbro shopping center located in Norway, to the southeast of Oslo. Reinvented, dynamic and inspiring, the new center addresses the rising demands of a rapidly growing population. After 18 months of work, the shopping center offers visitors a totally new retail offering, with 60 new international and Scandinavian concepts, including several which are new to the region.**

**Designed by Arcasa, a Norwegian architectural firm, the new Vinterbro (40 000 sq.m GLA<sup>1</sup>) features clean design and fluid, modern lines inside and outside. With its 85 retail stores and a new façade that makes maximum use of natural light, Vinterbro becomes the retail core of an attractive region.**

**The shopping center was developed and is being managed by Steen & Strøm, Scandinavia's number one shopping center owner, developer and manager. Since 2008, Klépierre has been the majority shareholder of Steen & Strøm, with a 56.1% interest.**

### IN THE HEART OF A FAST-GROWING REGION

Located 25 kilometers outside the city of Oslo, in the Østlandet region, the Vinterbro shopping center attracted some 4 million visitors a year before the extension. At the crossroads of the country's major road infrastructure, in one of the most dynamic regions of Norway, Vinterbro is a structural component in the area's sustained and planned urban renewal program. It has a catchment area that currently encompasses around 200 000 inhabitants, and its demographic growth potential is estimated to be 56% between now and 2030.

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<sup>1</sup> GLA : Gross Leasable Area

## A REVITALIZED RETAIL MIX WITH GLOBAL AND LOCAL RETAIL LEADERS

The shopping center's metamorphosis was accompanied by a complete transformation of its retail offering: in addition to **25 new retail brands**, **35 existing retailers have rolled out new concepts**, including H&M, Benetton, G-Sport, Burger King and Carlings, to name just a few.

**The shopping center's mix of fashion retailers, home furnishings and services has been particularly strengthened.** Totally modified after the renovation of 3 restaurants and cafés, the shopping center's array of food choices includes 3 new names. One is the Italian restaurant Piemonte, which will stay open later in the evening for the convenience of visitors.

Visitors can take their time, relax and appreciate the space, its hospitality, as well as the design of the new Vinterbro. They will be able to take full advantage of the new services on offer: the medical hub, the public library and the 24/7 fitness center.



### 70% new retailers<sup>1</sup> and new concepts:

- Fashion and sportswear: Benetton, Bergans concept store<sup>1</sup>, Bik Bok, Carlings, Cubus, Dressmann, G-Sport, H&M, Herreavdelingen<sup>1</sup>, Lindex, Match House of Fashion<sup>1</sup>, Something New, Stormberg<sup>1</sup>, Vivikes
- Accessories, jewelry and gifts: Bagorama, Bijou Brigitte<sup>1</sup>, Bjørklund<sup>1</sup>, Brio toys, Floriss (florist), Gullfunn<sup>1</sup>, Telenor concept store<sup>1</sup>, Thune
- Footwear: Din Sko<sup>1</sup>, Eurosko, Skoringen
- Beauty and cosmetics: CoolCos<sup>1</sup>, Kicks<sup>1</sup>, Vita
- Home decoration and furnishings: Bedre Hjem by Jernia, Elkjøp<sup>1</sup>, Europris<sup>1</sup>, Kid, Kitch'n, Lampehuset, Mekk<sup>1</sup>, Nille, TGR<sup>1</sup>, Teknikmagasinet, Tilbords<sup>1</sup>
- Culture/Leisure: Nota Bene bookstore, Ark bookstore
- Restaurants and snacking: Burger King, Café Bella Royal, Jorbærpikene<sup>1</sup>, Piemonte<sup>1</sup> restaurant, Nordby bakery, Handverksbakeriet<sup>1</sup> (French pastries and breads)

<sup>1</sup> Retailers and brands which are new to the region

- Food: Rimi, Coop Obs, Black Cat tea/coffee
- Services: pharmacy, medical services (physical therapy, general medicine, nurse, dietician, acupuncture, etc.), Synsam optical, fitness center<sup>1</sup>, Mr Minit, alterations, Hairshop<sup>1</sup>, library, Handz on Car Wash<sup>1</sup>

## VINTERBRO: KEY FIGURES

- FLOOR AREA: 40 000 sq.m total, including the extension (+7 600 sq.m GLA<sup>1</sup>)
- Number of stores: 85
- Parking capacity: 1 300 free parking spaces
- Location: 33 km east of Oslo, in the greater urban area
- Catchment area: 200 000 inhabitants
- Visitors before extension: 4 million/year
- Global amount invested: 33.4 million euros
- Financial occupancy rate at opening: 96%
- Additional annual rents expected: +2.5 million euros

## 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 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 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 the website: [www.klepierre.com](http://www.klepierre.com)

### Steen & Strøm

Steen & Strøm is the leading developer, owner and manager of integrated shopping centers in Scandinavia. It owns 42 shopping centers in Norway, in Sweden and in Denmark. Steen & Strøm's main shareholders are Klépierre (56.1%) and ABP Pension Fund.

For more information, visit the website: [www.steenstrom.com](http://www.steenstrom.com)

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