

Press release

## OPENING DAY FOR THE NEW JAUDE CENTER!

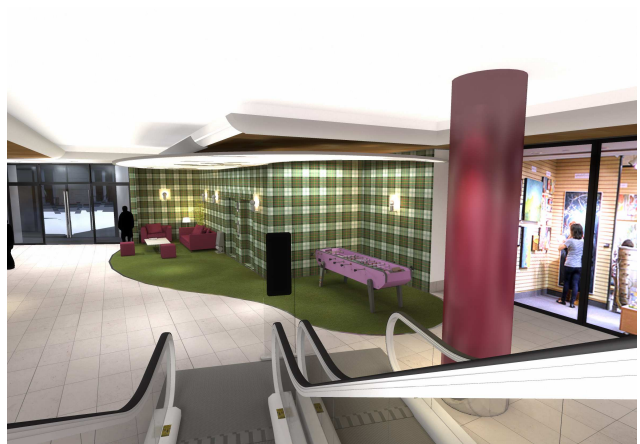
Clermont-Ferrand, November 13 2013

The new Jaude Center opens its doors today with 54 new retail brands and an interior design focused on shopping comfort. The residents of Clermont-Ferrand are discovering a new kind of shopping center, featuring several new retail brands that are among the most innovative on the market, perfectly attuned to the profile of its urban, connected customers. The Center, which already attracted 9.5 million visitors a year prior to the makeover, reinforces its position as a dominant facility in Auvergne.

### The ambitious renewal of the retail heart of Clermont-Ferrand

The vast extension/refurbishment program conducted by Klépierre, which owns and manages the center, has metamorphosed the retail heart of the city. Designed by the architectural firm Douat-Harland & Associés, the shopping center extension features a monumental silk-screened glass façade and is part of a broader effort to renovate the downtown area of Clermont-Ferrand. Spearheaded by Eiffage, it is known as the Grand Carré (<http://www.clermont-ferrand.fr/Grand-Carre-de-Jaude-le-projet.html>).

*“The Jaude Center opened 33 years ago and has become a central fixture for the residents of Clermont-Ferrand. Klépierre invested more than 100 million euros in this ambitious project, which is part of the major renewal of the downtown area. We wanted to achieve excellence, not only in terms of design but also in terms of the retail and service mix, in order to create a completely new and vibrant shopping space that reflects this city and its inhabitants: connected and open to the world and innovation,”* notes Laurent Morel, Chairman of the Klépierre Executive Board.



## One-of-a-kind retail offering in Auvergne

The Jaude Center and its 136 stores are THE shopping destination for the Auvergne region. More than just a shopping center, it brings together and builds an exceptionally loyal community: 52% of the center's customers do not shop anywhere else.

Featuring major international brands, exclusives, and novel concepts, the addition of 54 new **fashion and home deco** retailers further strengthens the **trend-setting retail mix**.

The newly refurbished and expanded center offers its customers:

- International brands that remain underrepresented in the shopping center setting, such as **Hollister**, **Lego**, and the jewelry retailer **Mauboussin**;
- Regional exclusives, like the red concept flagship of **H&M**, **Hema**, **Bershka**, **American Vintage**, and the limited series art photography gallery **YellowKorner**;
- Retailers new to the area: **Desigual**, the colored objects **Pylones**, **Kiko**, **Calzedonia**, **Little Marcel**, the **Levi's Store**, **Sud Express**, **Alice Délice** and **Bubble Break**, the first bubble beverages store.

*"Downtown is where trends and new retail brands emerge. We were very demanding and precise in building and enhancing the retail mix at the Jaude Center. We wanted to give Clermont-Ferrand's retail scene new impetus, offer a differentiating and exclusive mix to the city's inhabitants, and give retailers an exceptional space,"* explains Jean-Marc Jestin, Klépierre's Chief Operating Officer.

## A warm and fun design

The Jaude Center's innovative design reveals its exceptional strengths. Upon entering the center, the visitor is plunged into a fun, aerial universe. Behind the magnificent glass façade, the interior is all curves, opening onto bright malls and surprising features: hanging bubbles, an effervescent fountain, fluid lines, and tart colors.

The visitor is constantly surprised. Themed visits, color-coded signage, custom services and spaces throughout the mall: spaces for relaxing, indoor terraces, interactive hopscotch, a men's corner, a curiosity shop, and many other surprises to discover.

<http://www.centre-jaude.com/services>

Even more surprising, vibrant and dynamic, Klépierre has reinvented the downtown center.

A place for shared experiences, fun, and interaction, the Club Store is the Group's new concept, after Les Passages at Boulogne-Billancourt. It offers the concept store sense of belonging; the offering, services and excellence of a department store; and the drawing power of a regional shopping center.



The Jaude Center will be inaugurated on Monday, November 18, with a never-before-seen Bubble Show: the façade will be lit up and a music show is on the agenda for this bubbly evening. The singer Nolwenn Leroy, who is returning to her native Auvergne, will be featured in an exclusive private showcase.

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## The Jaude Center by the numbers

- Opened in 1980 by Klépierre, 100% owner and manager of the center
- The center's façade was renovated in 2008
- 37,000 sq.m. of retail floor area, of which 13,400 sq.m. added
- 136 stores, 54 of which are new
- A variety of dining options, with 15 restaurants
- Parking for 1,200 vehicles
- 9.5 million visitors a year
- The equivalent of 1,100 full-time jobs at the facility
- Financial occupancy rate: 92%

## A project that represented

- An investment of 104 million euros for Klépierre
- 3 years of work (August 2010 - November 2013)

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## ABOUT

Discover the list of retailers at Jaude: <http://www.centre-jaude.com/shopping>  
For more information, visit the website: [www.centre-jaude.com](http://www.centre-jaude.com)

### Klépierre

A leading shopping center property company in Europe, Klépierre combines development, rental, property and asset management skills. Its portfolio is valued at 16.2 billion euros on June 30, 2013 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 and Europe, FTSE4Good, STOXX® Global ESG Leaders, ASPI Euro Zone, Euronext Vigeo Eurozone 120 – and is a member of both Ethibel Excellence and Ethibel Pioneer investment registers. Klépierre is also ranked as a Green Star by GRESB (Global Real Estate Sustainability Benchmark). 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) [www.klepierre.com](http://www.klepierre.com)

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