

Paris, Amsterdam, November 30, 2015

**Press Release**

**Polygone Riviera: 1 million visitors in less than 1 month  
Mall of Scandinavia: 1 million visitors in only 17 days  
Unibail-Rodamco celebrates the success of its two new shopping centres**

Unibail-Rodamco, Europe's leading listed commercial property company, successfully delivered in the second half of 2015 two emblematic shopping centres, both changing the face of retail in their respective markets and benefiting from the Group's latest concepts and innovations, including "The Designer Gallery™", "The Dining Experience™" and the "4-Star" Label.

Polygone Riviera and Mall of Scandinavia have welcomed their one millionth visitor in less than 1 month and only 17 days of operation respectively. These results affirm the success of Unibail-Rodamco's strategy of concentrating on large shopping centres providing a unique experience to customers through innovative design, differentiating retailers and services exceeding expectations of both retailers and visitors.

Polygone Riviera, opened on October 21, 2015 in Cagnes-sur-Mer (France), is Unibail-Rodamco's first open-air lifestyle shopping centre in the country. With 71,000 m<sup>2</sup> GLA, it features 150 shops, 26 restaurants, a 10-screen multiplex and a permanent contemporary art exhibition, offering an experience of the "New Art of Shopping" to visitors from the French Riviera. Its mobile app incorporates the Group's latest digital innovations, including Meet My Friends, Smart Map, Smart Park and an artwork audio guide. This unique asset has attracted international premium retailers such as COS, & Other Stories, Uniqlo, Le Printemps and a Primark store (to be opened soon).

Mall of Scandinavia, opened on November 12, 2015 in Stockholm (Sweden), is the largest shopping centre in Scandinavia with 101,000 m<sup>2</sup> GLA and welcomed an enthusiastic crowd of 51,000 visitors on the opening night. This 224-store shopping centre combines a spectacular indoor design inspired by the Nordic landscape, a 240-metre long and 8-metre high "Flagship Avenue" offering an unprecedented location for international premium retailers and "The Designer Gallery™" new concept. Exclusive brands such as Oysho, Intimissimi, Kiko, Nike, Pull&Bear, Disney and Lego have chosen Mall of Scandinavia to open their first store in the Nordic region or in Sweden. Mall of Scandinavia also hosts the first commercial IMAX<sup>®</sup> cinema in Sweden and The Dining Experience™ concept with more than 40 restaurants and cafés under a spectacular ceiling replicating an aurora borealis, offering an exceptional leisure and food journey to visitors.

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**About Unibail-Rodamco**

Created in 1968, Unibail-Rodamco SE is Europe's largest listed commercial property company, with a presence in 12 EU countries, and a portfolio of assets valued at €35.7 billion as of June 30, 2015. As an integrated operator, investor and developer, the Group aims to cover the whole of the real estate value creation chain. With the support of its 1,980 professionals, Unibail-Rodamco applies those skills to highly specialised market segments such as large shopping centres of major European cities, and large offices and convention & exhibition centres in the Paris region. The Group distinguishes itself through its focus on the highest architectural, city planning and environmental standards. Its long term approach and sustainable vision focuses on the development or redevelopment of outstanding places to shop, work and relax. Its commitment to environmental, economic and social sustainability has been recognised by inclusion in the DJSI (World and Europe), FTSE4Good and STOXX Global ESG Leaders indexes. The Group is a member of the CAC 40, AEX 25 and EuroSTOXX 50 indices. It benefits from an A rating from Standard & Poor's and Fitch Ratings.

For more information, please visit our website: [www.unibail-rodamco.com](http://www.unibail-rodamco.com)