

PRESS RELEASE

# VAL D'EUROPE MALL BECOMES BIGGER AND BETTER

Paris – April 11, 2017

**With more than 17 million visitors per year and 17 years after opening, Val d'Europe is once again at the forefront of retail innovation with an expansion bringing (opening April 12) its total sales area to more than 105,000 sq.m. The extension features 30 new brands and an even more tailor-made customer path.**

## **A three-year, €100 million investment**

Klépierre, the leading pure play shopping center property company in Europe, and AXA IM – Real Assets – acting on behalf of one of its clients – have built an exceptional extension, which will open to the public tomorrow. The construction project, which took place over TGV high-speed rail lines, required the use of the largest crane in Europe. The crane's boom towered at 126 meters to put in place the extension's glass roof 24 meters above ground. The "Place des Étoiles," a spectacular glass-and-steel canopy inspired by the architecture of the "Grand Palais" in Paris, boasts the biggest OLED lighting fixture in Europe: 65 meters long, with more than 6,000 light spots. Shop windows stretch nine meters high, allowing brands to offer shoppers entirely new customer experiences.



## **Emotion and surprises**

With 30 new stores – including some flagships – Val d'Europe gives pride of place to brands such as Uniqlo, Nike, Rituals, H&M, Bershka, NYX Professional Makeup, and Primark. In addition, this extraordinary mall offers unique events and services throughout the year.

In line with Klépierre's "Destination Food" approach to its malls, Val d'Europe's focus on the customer experience extends to its refreshing food offering in a unique setting and atmosphere. This focus also extends to fun and entertaining events inspired by Klépierre's Clubstore® concept. This notably involves a redesigned welcome experience with more mobile teams (hostesses on Segways, for example, and a tricycle



delivering drinking water to shoppers), time-saving services (gift parcel shipping using the express Colissimo service directly from the mall), an enhanced and customised mobile app, and bigger and more interactive play areas for children.

Jean-Marc Jestin, Chairman of the Klépierre Executive Board, commented: *“Val d’Europe is one of the most important projects for Klépierre this year, along with Hoog Catharijne in Utrecht and Prado in Marseille. Our team has worked very hard and I am proud of the results they have achieved. Val d’Europe epitomises the best of what Klépierre can offer our retailers and consumers.”*

## VAL D’EUROPE HIGHLIGHTS

### New brands in the extension

- **New stores:** Primark (7,480 sq.m.; the 5<sup>th</sup> largest store in France), Uniqlo (1,603 sq.m.), JD Sports (1,146 sq.m.), Nike (803 sq.m.), Zing (223 sq.m.), Rituals (82 sq.m.), Kusmi Tea (76 sq.m.), O’bag (88 sq.m.), Lipault (76 sq.m.), Kickers (165 sq.m.), What For (108 sq.m.), NYX Professional Makeup (78 sq.m.), Havaianas (58 sq.m.), Sabon (75 sq.m.), Pylones (88 sq.m.), Lola Jones (106 sq.m.) and Alice Délice (200 sq.m.).
- **Food kiosks:** Illy, Mon Chou, Gagao, Grom, Italian Trattoria, La Cantine Libanaise, Les Petits Producteurs.
- **Stores already at the mall which have transferred to the extension:** Bershka (1,339 sq.m.), H&M (3,282 sq.m. of total retail space, including 527 sq.m. in the extension), Lush (153 sq.m.), Springfield (273 sq.m.), Jennyfer (403 sq.m.) and Articles de Paris (59 sq.m.).

Currently all brands are opening to visitors on 12 April, except Primark, JD Sports and Jennyfer, which are scheduled to open this summer.

### Val d’Europe key figures

- **Number of visitors:** 17 million visitors per year; 20 million expected in 2020
- **190 brands in the mall:** 160 brands before the extension + 30 brands in the extension
- **Gross Leaseable Area (GLA):** 105,000 sq.m. in total; 88,000 sq.m. initial GLA + 17,000 sq.m. GLA in the extension
- **Architects:** BENOY (design firm), Lobjoy Bouvier Associés and Dominique Hertenberger (architectural firm)
- **Catchment area:** 1.4 million inhabitants less than 30 minutes away
- **Car park:** 6,000 parking spaces

## ABOUT KLÉPIERRE

The leading pure play shopping center property company in Europe, Klépierre combines development, property and asset management skills. The company's portfolio is valued at €22.8 billion at December 31, 2016 and comprises large shopping centers in 16 countries in Continental Europe which altogether welcome 1.2 billion visitors per year. Klépierre holds a controlling stake in Steen & Strøm (56.1%), Scandinavia's number one shopping center owner and manager. Klépierre is a French REIT (SIIC) listed on Euronext Paris and included in the CAC Next 20, EPRA Euro Zone and GPR 250 indexes. It is also included in ethical indexes, such as DJSI World and Europe, FTSE4Good, STOXX® Global ESG Leaders, Euronext Vigeo France 20 and World 120, and is ranked as a Green Star by GRESB (Global Real Estate Sustainability Benchmark). These distinctions underscore the Group's commitment to a proactive sustainable development policy.

For more information: [www.klepierre.com](http://www.klepierre.com)

## ABOUT AXA INVESTMENT MANAGERS – REAL ASSETS

AXA Investment Managers - Real Assets has over €70 billion in assets under management, including €53.4 billion in direct property & infrastructure and €14 billion in real asset finance as of end of December 2016. We offer a 360° approach to investing in real assets, which comprises opportunities in both equity and debt, across different geographies and sectors, as well as via private and listed instruments. We are a global leader in real assets investment, the number one property portfolio and asset manager in Europe(1), and one of the largest worldwide. Our teams have been managing funds and mandates for over 30 years and comprise about 600 people in 15 offices that operate in 24 countries around the world, which provide us with in-depth knowledge of countries, cities and sectors.

1) Source: IP Real Estate Top 100 Investment Management Survey – Nov/Dec 2016

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