

PRESS RELEASE

KLEPIERRE'S EXEMPLARY PRADO MALL OPENS IN MARSEILLE

Paris – March 28, 2018

The new Prado mall, developed jointly by Klépierre and Montecristo Capital, is officially opening in Marseille. Marseille Mayor Jean-Claude Gaudin will be on hand to inaugurate the new mall this evening. The result of a major two-and-one-half-year construction project, the Prado illustrates Klépierre's vision of the next-generation shopping center: it is an environmentally advanced mall that is perfectly integrated in the city and boasts a customized commercial offering. The Prado is a 23,000-square-meter jewel, notable for its unique architecture. Thanks to its immense glass canopy, four levels of restaurants and shops – including Galeries Lafayette, Repetto, Alain Figaret, Jacadi and Zara – benefit from natural sunlight and a spectacular showcase. Winner of the 2017 MAPIC Award for “Best Futura Shopping Center,” the Prado aims to provide a truly exceptional shopping experience in Marseille.



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STUNNING ARCHITECTURE THAT CELEBRATES MARSEILLE

Located near the Prado roundabout, Velodrome sports stadium, and *Chanot Parc des Expositions* exhibition center, the Prado is served by multiple forms of public transportation and connected to the highway network. The contemporary and audacious nature of the Prado's design and architecture makes it truly distinctive. Inspired by 19th century Italian covered galleries and designed by architectural firms Benoy and Rogeon to resemble a commercial street, this new shopping venue is covered by a canopy composed of 1,750 glass panels. It rests on monumental mesh structure which seems to be suspended in the air. A veritable work of art, the canopy constitutes a screen for the "mistral" wind and allows light in while protecting visitors from the sun.

Located in the must-see Prado quarter of Marseille, which has a population of 300,000 and 400,000 m² of office space, the new mall was designed to attract a clientele of local residents who, until now, have had limited retail and dining options.

Klépierre Executive Board Chairman Jean-Marc Jestin commented, ***"I am very proud to be in Marseille today to unveil the Prado. It illustrates the full range of our expertise and our vision of the new generation shopping mall, as expressed in our tag line: Shop. Meet. Connect.™ At all of our malls, including the Prado, we help brands adapt to changing retail trends and provide them with a fantastic showcase for their products and concepts. More than shopping, we offer visitors unique and entertaining places to meet and share experiences. The Prado's exceptional rooftop dining venues are just one example of this. The Prado is also an integral part of the community, involved with players in the local economy and connected to public transportation, as well as to its immediate neighborhood and digital communities. Last and most importantly, the Prado is remarkable in environmental terms, from its construction to its energy performance and small carbon footprint."***

AN UNRIVALLED COMMERCIAL OFFERING

Leasing of the Prado is nearly complete at 96%, and the mall's French and international brands will gradually open their locations between now and this summer. Whether in fashion, lifestyle, beauty or food services, all are premium brands in their categories.

The main anchor for this new lifestyle hub is the four-story, 9400m² Galeries Lafayette flagship, which is welcoming shoppers as of today. Other trendy fashion and lifestyle brands notably include Repetto, Tesla, Lacoste, Mon Petit Bikini, and Pellegrin & Fils, a prestigious, family-owned jeweler serving southern France for more than 175 years. In the next few weeks, Zara will open a 3300m² store -- its largest in the region -- to display its complete range of products.

Brands opening on March 29: Alain Figaret, Comptoir des Cotonniers, Courir, Emma & Chloé, Etam Lingerie, Fabuleux Shamann, Factory and Co., Galeries Lafayette, Gris Perle, Guess, Izac, Jacadi, Kusmi Tea, Lacoste, Lissac, Lush, Madeleine et Gustave, Mon Petit Bikini, Pandora, Pellegrin & Fils, Repetto, Salsa, Sweet Pants, and Tesla. The other retailers -- including jeweler Mauboussin and cosmetics brand Sabon -- are putting the finishing touches on their boutiques and will gradually open by this summer.

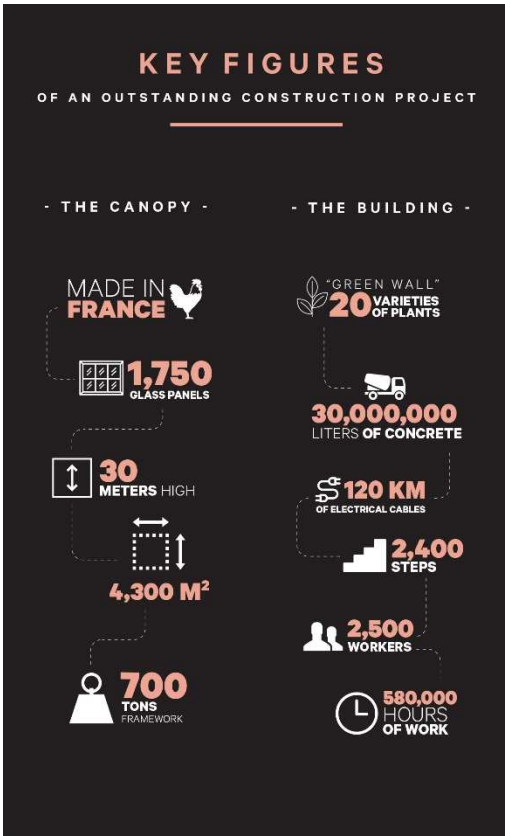
The Prado's innovative food and dining offering was developed in line with Klépierre's "Destination Food" approach, which aims to transform malls into lifestyle places where visitors can share a unique experience; places where they meet for dinner or for work, and share a special moment. Located on the rooftop terrace area, the Prado's offering includes trendy concepts such as La Villa's local Marseille specialties, Big Fernand's gourmet burgers, Factory and Co's homemade bagels, and the Cypriot cuisine of Mavromattis, the eponymous restaurant of three brothers whose Paris restaurant recently won its first Michelin star. The mall will also boast a 2300m² Auchan Gourmet, a food store concept developed exclusively for the Prado around local and regional products.

The customer experience will also include fun and cultural events inspired by Klépierre’s signature “Let’s Play®” style of retailtainment and “Clubstore®” approach to hospitality. These two concepts are behind initiatives which create a unique atmosphere of surprise and emotional connection throughout the customer journey at Klépierre’s malls.

AN ENVIRONMENTALLY INNOVATIVE PROJECT

In keeping with the environmentally responsible approach behind all Klépierre projects, the Prado was designed to provide visitors with a pleasant and seamless experience, without requiring air-conditioning in the summer or heating in the winter. As part of a major sustainable urban development program, the mall shares a hot water loop with the nearby Velodrome Stadium, offices and hotels, thereby saving energy. A 400m² “green wall” with live plants adorns the Prado, and beehives will be installed in the rooftop gardens, notably in view of educational activities.

The first shopping mall in Europe to earn “Cradle-to-Cradle™” certification, the Prado was built with recycled or recyclable construction materials and eco-responsible products, such as natural stone. It is also certified as a Low Consumption Building (based on the French “BBC” standard), and is “BREEAM Excellent” – the ultimate standard in terms of environmental performance, and a first for a shopping mall in France.



ABOUT KLÉPIERRE

Klépierre, the owner and operator of the leading shopping center platform in Europe, combines development, property and asset management skills. The company's portfolio is valued at €23.8 billion at December 31, 2017 and comprises large shopping centers in 16 countries in Continental Europe which together host 1.1 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 figures in CDP's "A-list". These distinctions underscore the Group's commitment to a proactive sustainable development policy and its global leadership in the fight against climate change.

For more information: www.klepierre.com  

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