



HOOG CATHARIJNE

02/10/2018



SHOP. MEET. CONNECT.®

RETAIL FACE IS CHANGING

WITH A STRONG
IMPACT
ON SHOPPING
BEHAVIOURS



SHOPPING VALUES ARE SHIFTING

FROM TRANSACTION
(Individual)



TO EXPERIENCE
(Community)



SHOPPING VALUES ARE SHIFTING

FROM CONFORMITY
(Price)



TO CUSTOMIZATION
(Speed)



SHOPPING VALUES ARE SHIFTING

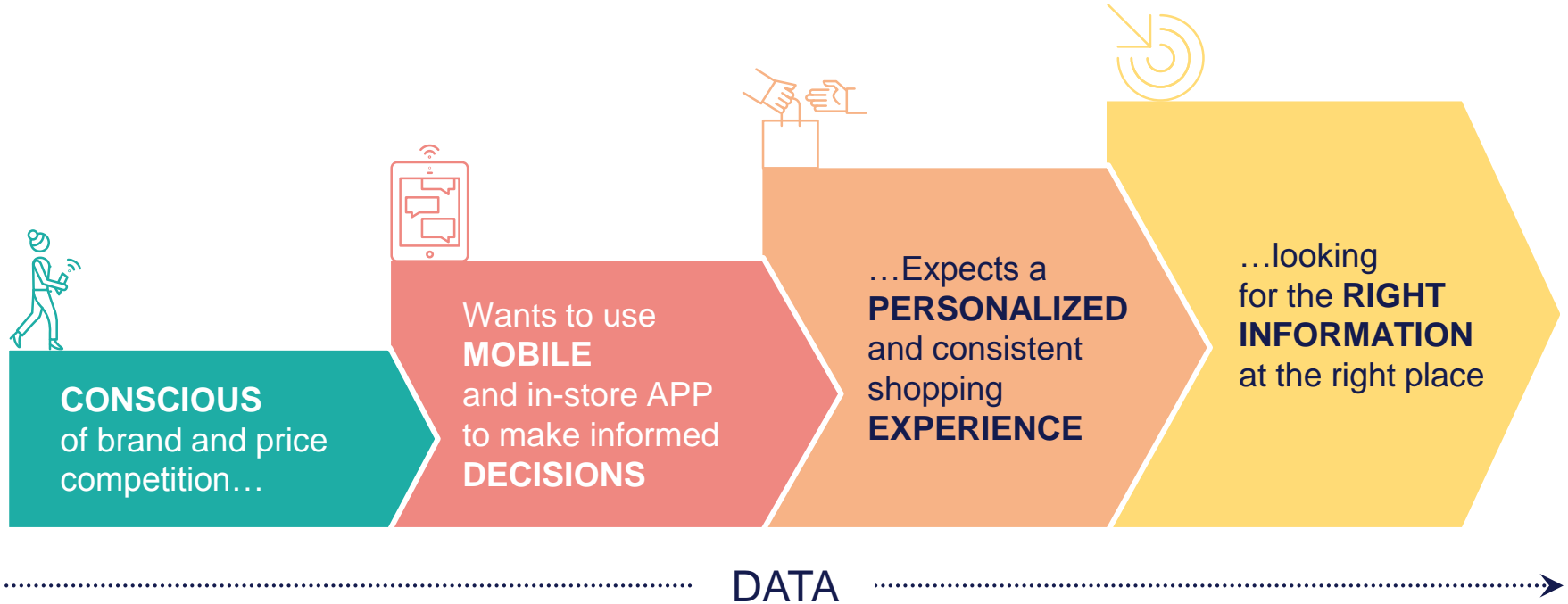
FROM OWNING
(Quality)



TO SHARING
(Meaning)



EVERYTHING IS GOING FASTER WITH A 7/7 CONNECTED AND EMPOWERED CONSUMER...

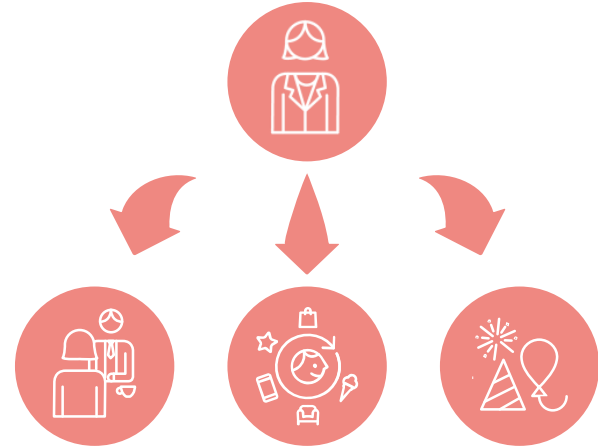


...LOOKING FOR A COMPLETELY FLUID BUT ALSO VERY EMOTIONAL JOURNEY

STRONG CUSTOMERS EXPECTATIONS
REGARDING SIMPLICITY & EFFICIENCY

&

EMOTIONS THAT ONLY PHYSICAL
SHOPPING CAN OFFER



KLÉPIERRE IS OFFERING A UNIQUE EUROPEAN MALLS PLATFORM



+100
leading malls



In **16**
countries



A portfolio of
22 mds €¹



KLÉPIERRE

SHOP. MEET. CONNECT®



1.1BN consumers
in the most dynamic
places in Europe



4M of Facebook fans
1M visits per month
on our websites



8,5/10
of customers satisfaction



KLÉPIERRE

SHOP. MEET. CONNECT®



TO SUPPORT OUR RETAILERS AND ANSWER CUSTOMERS EXPECTATIONS, WE HAVE BUILT 4 DIFFENCIATING & COMPLEMENTARY PILLARS



RETAIL FIRST

To modernize the offer



ACT FOR GOOD®

To improve our social footprint



LET'S PLAY®

To increase footfall and time spent through enriching experience



CLUBSTORE®

Reinforce customers loyalty

RETAIL FIRST ... BUT MORE THAN RETAIL

Brands
going retail



Right
sizing



Destination
food



SHOPPING AS AN
EXPERIENCE

ADAPT TO THE
RETAILERS

DEEPER
ENGAGEMENT
WITH
CUSTOMERS



**BRANDS GOING
RETAIL**

**DESTINATION
FOOD**

RIGHT SIZING

ACCELERATING “RIGHTSIZING” TO SUPPORT RETAILERS DIGITALIZATION AND INCREASE THEIR SALES

BY INCREASING STORE SIZE
TO MAXIMIZE MERCHANDIZING
AND STOCKS

ZARA PRIMARK®

+49%

Average sales **increase**
for rightsized stores

IT ALSO WORKS
THE OTHER WAY AROUND!



Decrease
in size



Digitalization



Emotional
Experience

NEW RETAILERS
IN SHOPPING
MALLS

IKEA®

fnac CONNECT

DECATHLON

NESPRESSO®

KIABI
LA MODE A PETITS PRIX®

LE ROY MERLIN

Cultura
l'esprit jubile

DESTINATION FOOD: THE WAY TO INCREASE DWELL TIME



Farm to table dining
and fresh food



Monoproduct



Gourmet
democratization
Flexible: anytime,
anywhere



Fast food revolution

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OUR CSR COMMITMENTS



LET'S COMMIT AND INNOVATE ALL TOGETHER TO CREATE VALUE

ACT FOR THE PLANET

- Act for a **LOW CARBON FUTURE**
- Strive **FOR A CIRCULAR ECONOMY**
- Develop a fully **CERTIFIED PORTFOLIO**
- Innovate towards **GREEN MOBILITY**

ACT FOR TERRITORIES

- Enable **LOCAL EMPLOYMENT** around our centers
- Open our centers to **LOCAL INITIATIVES**
- Pursue **CITIZEN ENGAGEMENT**
- **INVOLVE LOCAL STAKEHOLDERS** in designing new developments

ACT FOR PEOPLE

- Increase continuously our **VISITORS SATISFACTION**
- Promote **HEALTH & WELLBEING** in our centers
- Offer a positive **EMPLOYEE EXPERIENCE**
- Support a **BETTER EMPLOYABILITY**

- World's biggest underground bike parking center in Hoog Catharijne
- Ability to stow away 12 500 bicycles
- Electronic signage shows which spaces are available

Haircut for charity

- On Sunday, September 9th, visitors could get a haircut in exchange for a donation to the foundation KiKa (Children Cancer Free).
- People could decide for themselves what they wanted to donate in exchange for a haircut.



Urban Culture Run

- A yearly event organized by the city center to promote health.
- The participants run a 5KM or 10KM Cultural tour through the city center of Utrecht and through Hoog Catharijne
- In 2018: 1000 people joined
- Goal → Promote health and well-being

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ACR FOR GOOD®

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Reinforce customers loyalty

15 STEPS FOR CLUBSTORE 2.0



HOSTING CUSTOMERS IN THE MOST ENTERTAINING SHOPPING PLAYGROUNDS

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CLUBSTORE®

Reinforce
customers loyalty



OUR MALLS' DISTINCTIVE PROMISE

LET'S
PLAY

OUR MALLS DISTINCTIVE PROMISE



Klepierre malls are market places
**WHERE THERE IS ALWAYS
SOMETHING TO DO AND SEE**

THEY DON'T JUST SELL GOODS,
they offer **HAPPY MOMENTS**
full of energy

CUSTOMER EXPERIENCE IS
seamless, playful and so
fashionable

LET'S PLAY INFUSES

OUR GLOBAL MARKETING ECOSYSTEM



ENTERTAINMENT
& SOCIAL SHARING



DIGITAL
& CUSTOMIZATION



DEEPER ENGAGEMENT WITH
CUSTOMERS & NOWISM





THROUGH EVENTS

WE ACTIVATE AND BRING TOGETHER LOCAL COMMUNITIES IN OUR MALLS



FASHION

Attracting powerful
& distinctive brands
and co-building
memorable animations



MUSIC



FAMILIES

KLEPIERRE DIGITAL PLATFORM DEPLOYED IN 11 COUNTRIES



WAYFINDERS



NEWSLETTER

WEBSITE



MOBILE WEBSITE
+ MOBILE APP



SOCIAL
MEDIA



THANK YOU!