

**Mercialys launches its innovative Village.services concept in Clermont-Ferrand**

Mercialys specializes in active asset management with respect to its shopping centers, and is taking a dynamic approach to value creation through an ambitious program to transform its shopping-center portfolio. The approach consists of taking a holistic view of each center, using both internal and external space to maximize its commercial potential. Mercialys' efforts in this area have resulted in the innovative Village.services concept, which has been applied for the first time at the Nacarat shopping center in Clermont-Ferrand.

The Nacarat.services village offers a new, distinctive form of retailing, consisting of a retail walkway located in the center's outside car park, opposite the center's main entrance. The village creates over 300m2 of additional retail space, and gives shoppers renewed exposure to service outlets.

The concept has several aims:

- create around 10 additional small retail units;
- maintain traditional service activities on the site: dry cleaners, florist, delicatessen, automobile services etc.;
- introduce distinctive activities: parcel locker services for online purchases (e.g. InPost), food trucks etc.;
- provide growth opportunities for independent local entrepreneurs;
- enable centers to further their social commitments by housing "Maison des Associations" charity centers;
- enhance the retail experience with a new format that creates a link between the space outside the center and the main shopping area.

Mercialys opened its first Nacarat.services village on November 19. The shopping center has also been extended and now features 13 new stores. Two more Village.services are scheduled to open by the end of the year, and the roll-out will continue in 2015 across around 10 more sites.

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This press release is available on [www.mercialys.com](http://www.mercialys.com)

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## **About the Nacarat center**

As of November 19, 2014, the Nacarat shopping center now features 70 stores in its main shopping area – including 13 new ones – along with around 10 service and food outlets.

Nacarat is a major shopping and services destination in Clermont-Ferrand, and was fully refurbished and extended with the addition of 20 stores in 2006.

## **About Mercialys**

Mercialys is one of France's leading real estate companies, solely active in retail property. At June 30, 2014, Mercialys had a portfolio of 2,170 leases representing a rental value of Euro 137.5 million on an annualized basis.

At June 30, 2014, it owned properties with an estimated value of Euro 2.6 billion (including transfer taxes).

Mercialys has benefited from "SIIC" tax status (REIT) since November 1, 2005 and has been listed on compartment A of Euronext Paris, symbol MERY, since its initial public offering on October 12, 2005. The number of outstanding shares was 92,049,169 as of June 30, 2014.

## ***IMPORTANT INFORMATION***

*This press release contains forward-looking statements about future events, trends, projects or targets.*

*These forward-looking statements are subject to identified and unidentified risks and uncertainties that could cause actual results to differ materially from the results anticipated in the forward-looking statements. Please refer to the Mercialys shelf registration document available at [www.mercialys.com](http://www.mercialys.com) for the year to December 31, 2013 for more details regarding certain factors, risks and uncertainties that could affect Mercialys' business.*

*Mercialys makes no undertaking in any form to publish updates or adjustments to these forward-looking statements, nor to report new information, new future events or any other circumstance that might cause these statements to be revised.*