



Press release

## OPENING OF LES PASSAGES PASTEUR: THE SHOPPING CENTRE IN THE HEART OF BESANÇON

Besançon, November 17, 2015

Tomorrow, Klépierre, the leading European shopping center specialist, opens **Les Passages Pasteur**, a brand new shopping destination. Located in the heart of the main downtown street and integrated into the urban renewal project spearheaded by the city of Besançon, **Les Passages Pasteur** center is part of the broader rehabilitation of a historic neighborhood and the metamorphosis of the city's downtown retail hub.

### The must do shopping trip in the heart of Besançon, the capital of Franche-Comté

With **Les Passages Pasteur (15,000 sq.m. GLA)**, the residents of Besançon will be able to visit the **major retailers that lead their sector**, including **H&M, Monoprix, Mango, Kiko and Marionnaud**. The ready-to-wear retailer **Bershka** is opening its **first retail outlet in Franche-Comté**. **New concepts** like **Spartoo, the online shoe retailer**, which has only recently started to open physical stores in France, will make a notable entry at the shopping center and will certainly be a big hit with local Franche-Comté residents. **Monoprix**, a major downtown retailer across France, has leased a 5 000 sq.m. space where it will roll out its full offering (groceries; ready-to-wear fashion for men, women and children; and homeware).

### Les Passages Pasteur, a shopping center, anchored between tradition and modernity

The cornerstone of the downtown upgrade program, **Les Passages Pasteur gives the region the shopping center it has long been waiting for**. The Klépierre group, partnering with Eiffage, conducted a complex operation combining the creation of a shopping center and 70 residential units with the rehabilitation of historically classified premises (the Rosières townhouses and the old intendance).

Designed by Chapman Taylor, the shopping center's architecture was crafted to blend seamlessly into the existing buildings, combining the old renovated façades with resolutely modern lines. With its entirely open spaces, the interior architecture created by the Carré Noir agency takes its inspiration from the modern spirit of the loft.

*“We are delighted to inaugurate Les Passages Pasteur and thus offer Besançon’s dynamic urban clientele new retailers! To support the ambitious renewal of this downtown area, we were very demanding in terms of the retail mix as well as in terms of the center’s design. Clients will be able to take full advantage of an exceptional setting in a shopping center, anchored between tradition and modernity, for a high-quality shopping experience,”* **says Laurent Morel, Chairman of the Klépierre Executive Board.**

## **Official inauguration on Thursday, November 26, with L.E.J, the musical phenomenon of the year**

For its official inauguration ceremony on **Thursday, November 26, 2015 at 6 pm**, in the presence of **Jean-Louis Fousseret, the mayor of Besançon, and Laurent Morel, Chairman of the Klépierre Executive Board**, the center will showcase L.E.J, an exceptional musical group.

The three childhood friends who make up the group – Lucie, Elisa and Juliette – are creating lots of buzz with their mash-ups and mischievous videos, which have garnered more than 8 million views on YouTube. A genuine musical phenomenon on the global stage, they opened for Pharrell Williams. They will be in Besançon for this exceptional opening.

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## **Key facts about Les Passages Pasteur**

- The Klépierre group, which owns and manages the center, specializes in leading shopping centers in Europe.
- Investment: 48 million euros for Klépierre
- 6 years of work, including an archeological dig (September 2009 to October 2015)
- 15,000 sq.m. GLA\*
- 140 full-time jobs created upon opening and 175 employees when the center is operating at full speed.
- Eventually, around 5 million consumers expected annually
- 5 mid-sized units, including a Monoprix covering 4,800 sq.m. and 16 other stores.
- 250 underground parking spaces
- Catchment area: +400, 000 inhabitants (220,000 in the area surrounding the city and 110,000 living within the city limits).

## **Practical information**

- Hours of operation: 8:30 am to 8:30 pm for Monoprix // 9:30 am to 7:30 pm for all other stores
- Parking Pasteur, Rue Claude Pouillet // Light rail stations: Battant and Révolution.

For year-end shopping, the center will be open on the following Sundays: November 29 and December 6, 13 and 20.

\* Gross Leasable Area

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## **ABOUT KLEPIERRE**

A leading shopping center property company in Europe, Klépierre combines development, rental, property, and asset management skills. Its portfolio is valued at 21.9 billion euros on 30 June 2015 and essentially comprises large shopping centers in 16 countries of Continental Europe. Klépierre holds a controlling stake in Steen & Strøm (56.1%), Scandinavia's number one shopping center owner and manager.

Klépierre's largest shareholders are Simon Property Group (20.3%), world leader in the shopping center industry, and APG (13.6 %), a Netherlands-based pension fund. Klépierre is a French REIT (SIIC) listed on Euronext Paris<sup>TM</sup> and Euronext Amsterdam and is included in the CAC Next20 and CAC Large 60 indexes, the SBF 80, the EPRA Euro Zone, and the GPR 250 indexes. Klépierre is also included in several ethical indexes - DJSI World and Europe, FTSE4Good, STOXX® Global ESG Leaders, Euronext Vigeo France 20 and Eurozone 120 - and is a member of both Ethibel Excellence and Ethibel Pioneer investment registers. Klépierre is also ranked as a Green Star by GRESB (Global Real Estate Sustainability Benchmark). These distinctions mark the Group's commitment to a voluntary sustainable development policy.

For more information, visit our website: [www.klepierre.com](http://www.klepierre.com)

## **MEDIA CONTACTS**

Marie-Antoinette Agency

**Delphine Sacleux – Tifenn CASTREC** - 01 55 04 86 40 - [klepierre@marie-antoinette.fr](mailto:klepierre@marie-antoinette.fr)