

# MERCIALYS

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## Merzialys inaugurates Cap Sacré-Cœur, Reunion's largest shopping center

Merzialys is today inaugurating the extension of its Cap Sacré-Cœur shopping center, in Reunion's Le Port city. Thanks to a 9,200 sq.m extension welcoming 45 new stores and a full refurbishment of its existing sections, the site now has a completely new look and scale, effectively aligned with the needs of a strong catchment area. Fully let well before it opened, this project has attracted a number of national and international retailers that were not previously present on the island and now offers 85 stores and restaurants.



### **New identity and completely rethought experience**

Ideally positioned at the heart of a major residential hub with 400,000 inhabitants, the Cap Sacré-Cœur shopping center is in the island's northwest region, which is seeing strong demographic growth. Its **accessibility is excellent** and **its visibility** has been further strengthened by the renovation of all its facades. The exterior and interior architectural concept gives it an energy, character and modern look and feel which, combined with a full overhaul of its signage, ensure its strong commercial appeal and fluid buying experience.

In addition to the extension, the entire center has been refurbished and modernized with new spaces for cultural activities and events, its pedestrian pathways have been rethought, its ground-floor parking facilities have been renovated and extended, and a new 550-space multistory car park has been built with green walls.

### **Retail selection further enhanced to meet the expectations of customers on Reunion**

With its 85 stores and restaurants, including several brands that are completely new to Reunion, Cap-Sacré Cœur takes its customers on a journey to the “heart of shopping”. The 45 new stores opening in the extension will diversify the retail selection to specifically meet the expectations of the island’s consumers. From fashion to beauty, culture, leisure, household equipment and food and beverage, the retail mix has been developed with a balanced approach to complement the area’s other stores.

The project has attracted a number of national and international retailers, some of which have opened their first ever stores on the island, with an extensive, groundbreaking selection that includes: **Nespresso** and **Tally Weijl** (clothing) from Switzerland, **Inglot cosmetics** from Poland, **Flormar** (cosmetics) and **Koton\*** (clothing) from Turkey, **Muy Mucho\*** (decoration) and **Springfield** (clothing) from Spain, **Jack & Jones**, **Vero Moda** and **Pandora** from Denmark, **MAC\*** and **Levi’s\*** from the US, **Parfois** from Portugal, and also **Bonobo\***, **Undiz**, **Rouge Gorge\***, **American Vintage\***, **Palais des Thés**, **ID kids\***, **La Fée Maraboutée\***, **Courir** and **Columbus Café\***.

Over the next few months, a dining village with outdoor terraces, an indoor food court and a retail park with three mid-size stores will further enhance this retail mix and take the overall site up to around 100 stores and 15 restaurants. This will establish Cap Sacré-Cœur as the second largest shopping center in the Indian Ocean region.



### **Trend-setting center with customers at the heart of a unique omnichannel shopping experience for the region**

Cap Sacré-Cœur benefits from a powerful digital ecosystem making it possible to refine its customer knowledge and improve the site’s visibility and marketability in line with an omnichannel approach. For instance, the center’s latest news, activities and events are constantly promoted on social media and with the site’s specific digital tools, including the indoor screens, the 65 sq.m giant screen set up outside and the website.

A range of innovative services enable the center’s customers to prepare, simplify and enhance their visits: from lookbooks to fashion and beauty tips, gourmet or high-tech selections, events and activities for all ages, as well as a “Club Cap Gagnant” loyalty program to support their buying power.

### **More environmentally-responsible center with a strong commitment to local jobs**

With its rooftop photovoltaic units and the photovoltaic carports set up in the parking areas, the

center has an outstanding environmental approach. The LED lighting fitted throughout the center is also helping reduce its environmental impact by improving control over energy consumption. In addition to the multistory car park with green walls, 450 new trees have recently been planted around the center.

From the construction phase, Cap Sacré-Cœur also set out its commitment to promoting local jobs thanks in particular to its partnership with the region's construction firms and the Pôle Emploi employment center that provides support and training for jobseekers. Illustrating this, 400 people worked on the site during the construction phase and 350 direct jobs and 200 indirect jobs have been created thanks to the opening of the extension. Across the entire center, Cap Sacré-Cœur has made it possible to generate over 1000 direct and indirect jobs, consolidating its role as a key local employer.

#### **Key figures**

- 85 stores and restaurants
- 45 new stores
- 1,600 parking spaces
- 550 new direct and indirect jobs created

#### **Coming soon**

- Dining village with 6 restaurants
- Food court with 6 restaurants
- Retail park with 3 mid-size stores

*\*First opening on Reunion*

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

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#### **About Mercialys**

Mercialys is one of France's leading real estate companies, focused exclusively on retail property. At June 30, 2018, Mercialys had a portfolio of 2,130 leases, representing a rental value of Euro 178 million on an annualized basis. At June 30, 2018, it owned properties with an estimated value of Euro 3.8 billion (including transfer taxes). Mercialys has had "SIIC" real estate investment trust (REIT) tax status since November 1, 2005 and has been listed on Euronext Paris Compartment A (ticker: MERY) since its initial public offering on October 12, 2005. At June 30, 2018, there were 92,049,169 shares outstanding.

#### **IMPORTANT INFORMATION**

*This press release contains certain forward-looking statements regarding 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 registration document available at [www.mercialys.com](http://www.mercialys.com) for the year ended December 31, 2017 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 circumstances that might cause these statements to be revised.*