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Overview

Eric LE GENTIL, Chairman and Chief Executive Officer

Mercialys: Resilience and growth



> Team and corporate governance in place



Robust fundamentals

Strategy confirmed



Mercialys business model proves resilient in the first half 2013



Further strong organic growth, driven by increasing rent levels, the attractiveness of L'Esprit Voisin and development of Specialty Leasing

Continued low recurring vacancy...

... and high recovery rate



+4.2%

Recurring vacancy rate**

2.6%

Recovery rate

97.6%



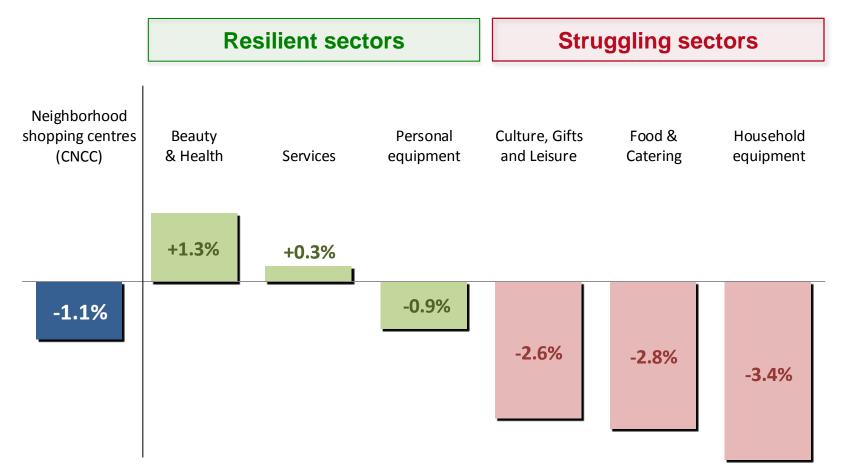
^(*) Includes 2.1 points related to indexation

^{(**) [}Annualized rental value of vacant units / (annualized minimum guarantied rent on occupied units + annualized rental value of vacant units)]

In a difficult environment, sales in some business sectors remain resilient



Performance index for neighborhood shopping centers at May 31, 2013 CNCC panel of neighborhood shopping centers in France, excluding large food stores (like-for-like sales growth, 12 months rolling)





In this environment, Mercialys drew the benefit of its lease portfolio mix...

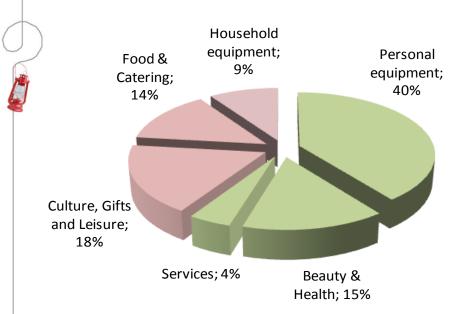
With its shopping centers mostly exposed to the resilient sectors, Mercialys enjoyed a positive trend in its retailers' sales

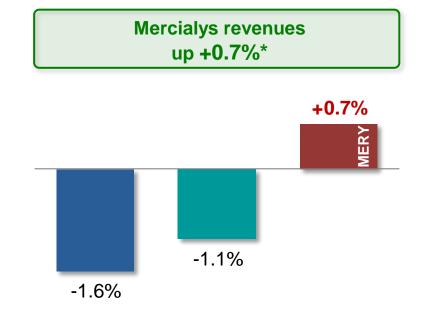


Weighting of business sectors at Mercialys (% of rental income)*



Retailers' sales growth
(To end May 2013, 12 months rolling, comparable scope)







(*) 12 months rolling – Large centers on a like-for-like basis

(**) Excluding food supermarkets and hypermarkets

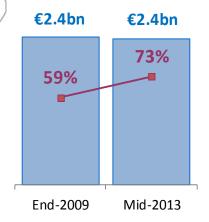
All shopping centers (source: CNCC)

Neighborhood shopping centers (source: CNCC)

Mercialys large shopping centers

... driven by our historical positioning in neighborhood shopping centers





- Market value incl. transfer taxes
- Share of large regional and large shopping centers**

- ➤ Initiated with *L'Esprit Voisin...*
 - Based on a local presence and strong local roots
- ... continued with the Foncière Commerçante*** concept
 - Strengthening local ties by offering a package of services to retailers aiming to improve the attractiveness of our shopping centers
- > Improved resilience through the portfolio refocusing program initiated in 2010
 - Sale of 47 mainly small-sized assets for Euro 472m* over 2012 and H1 2013
 - After the disposals, large shopping centers represent 73%** of the portfolio



- (*) Including Euro 15m in estimated earn-out payments on vacant premises and Euro 463m incl. transfer taxes of assets already sold
- (**) Percentage calculated according to market value of assets including transfer taxes
- (***) Think and act as a Retailer

Our core strategy remains one of enhancing and differentiating our portfolio



Value creation

Making our shopping centers more attractive

Extracting reversionary potential

- Extensions
- > Redevelopments

- Renovations
- FoncièreCommerçante

- Increasing rent levels
- Developing Specialty Leasing





Projects and Development

Vincent REBILLARD, Chief Operating Officer

Thierry AOUIZERATE, Executive Vice-President

L'Esprit Voisin continues to fuel growth

Some ten projects are in progress or planned, including 8 scheduled for completion in 2013 and 2014













Euro +7.4m of additional rental income on a full-year basis

87 new stores / 22,200 m² created or redeveloped

Euro 94m invested

mercialys L'Esprit Voisin. First-half 2013 results

Completion in 2013 of mid-size stores at the Sainte-Marie Duparc site

Development of a 2,500 m² retail park:

4 new mid-size stores

✓ Total investment*: Euro 3.4m

✓ Gross annual rent: Euro +424k

✓ Yield on cost: 13%

Orchestra, La Halle aux Chaussures, Moving – Fitness Park

Average rent on mid-size stores: **Euro 172/m²/year**

Letting rate**: 108%









^(**) In terms of rental value, compared with estimated potential rents at the start of the development project

In the space of 5 years, Sainte-Marie Duparc has become one of Mercialys' major assets

June 30, 2013

Area: 20,800 m²

Annual rental income: Euro 4.9m

Market value: Euro 79.0m*

Investment: Euro 40m & value x5

2007 - Contribution

Area: 3,300 m²

Annual rent: Euro 1.1m

Total market value: Euro 17.4m*



Work in progress (1/3)



CLERMONT-FERRAND

35,000 m² shopping center 52 shops - 2 mid-size stores Major brands: H&M, Zara, Leroy Merlin

- 2,700 m² extension of the shopping mall
- 14 new shops and extension of H&M
- ► Letting rate*: **70%**
- Total additional net rental income per year**:
 Euro 1.0m
- Opening of H&M extension: November 2013 (work in progress)
- Opening of new shops: November 2014 (work due to begin in early 2014)



(*) In terms of rental value, compared with estimated potential rental income at the start of the development project – As at presentation date – On the extension of the shopping center and of the mid-sized store (**) Estimated amount

Work in progress (2/3)



LANESTER

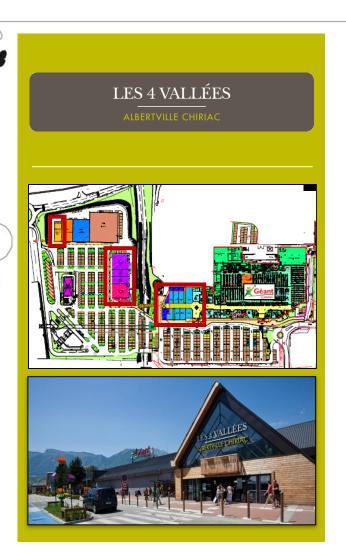
31,700 m² shopping center 64 shops - 1 mid-size store Major brands: Sephora, Celio

- **2,000** m² extension of the shopping mall
- 10 new shops and 1 mid-sized store
- Letting rate*: 62%
- Total additional net rental income per year**:
 Euro 0.7m
- Opening of extension: April 2014 (work in progress)



(*) In terms of rental value, compared with estimated potential rental income at the start of the development project – As at presentation date

Work in progress (3/3)



ALBERTVILLE

23,600 m² shopping center 33 shops - 3 mid-size stores Major brands: Intersport, La Halle aux Chaussures

- Extension of existing retail park (+2,200 m²) and shopping mall (redevelopment of cafeteria)
- +5 mid-size stores and 12 shops
- Letting rate of retail park*: 83%
- Total additional net rental income per year**:
 Euro 1.1m
- Opening of retail park: March 2014 (work in progress)
- Opening of shopping center extension: Nov. 2014 (work due to begin in February 2014)



(*) In terms of rental value, compared with estimated potential rental income at the start of the development project – As at presentation date







ANGERS ESPACE ANJOU

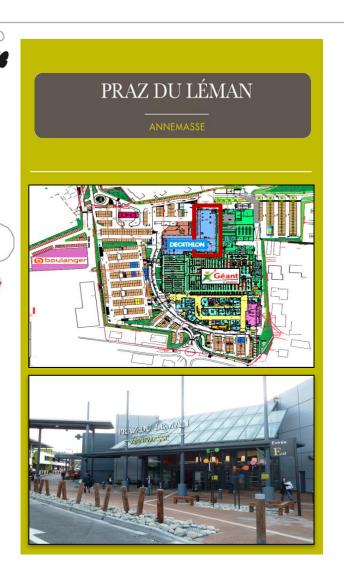
37,200 m² shopping center 92 shops - 5 mid-size stores Major brands: H&M, Zara, Sephora

- 5,000 m² extension of existing shopping mall (redevelopment of adjacent large specialty store)
- 16 new shops
- Letting rate*: 80%
- Total additional net rental income per year**: Euro 2.0m
- Opening of extension: November 2014



(*) In terms of rental value, compared with estimated potential rental income at the start of the development project – As at presentation date

Work due to start soon (2/4)



ANNEMASSE

25,000 m² shopping center 37 shops - 3 mid-size stores Major brands: Décathlon, FNAC, Boulanger

- Extension of Décathlon store
- **■** Doubling of store area (+2,000 m²)
- Letting rate*: 100%
- Total additional net rental income per year**:
 Euro 0.2m
- Opening of extension: November 2014 (work due to begin in October 2013)



(*) In terms of rental value, compared with estimated potential rental income at the start of the development project – As at presentation date





AGEN BOE

19,000 m² shopping center 24 shops - 1 mid-size store Major brands: Naf Naf, Nocibé, McDonalds

- 1,400 m² extension of the shopping mall
- **■** 11 new shops
- Letting rate*: 50%
- Total additional net rental income per year**:
 Euro 0.6m
- Opening of extension: September 2014 (work due to begin in January 2014)



(*) In terms of rental value, compared with estimated potential rental income at the start of the development project – As at presentation date (**) Estimated amount



BESANCON

58,200 m² shopping center 72 shops - 10 mid-size stores Major brands: H&M, Boulanger, Leroy Merlin

- **2,100** m² extension of the shopping mall
- **■** 14 new shops
- ► Letting rate*: 81%
- Total additional net rent**: Euro 1.2m
- Opening of extension: November 2014 (work due to begin in February 2014)



(*) In terms of rental value, compared with estimated potential rental income at the start of the development project – As at presentation date

Foncière Commerçante concept supports L'Esprit Voisin with a three-pronged strategy



- ✓ L'Esprit Voisin
- ✓ Geomarketing







Footfall

- Events
- ✓ Conversion





Offering

- Digitalization
- √ Specialty Leasing









Local presence: Geomarketing for more effective targeting and optimization of communications

Actions



Results



In Brest: geomarketing to better identify the key competitive area

- → Targeting city center communication networks and media
- → Street marketing actions

+4% in sales since January 2013

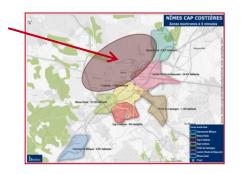


In Nîmes: targeting high purchasing power population

- → Change in choice of outdoor advertising channels
- → Bus advertising in the local area

Stabilized footfall

- → At end 2013, all of our main centers will have a geomarketing study, which will be the central pillar in building up action plans for each center:
 - 12 centers benefits from a geomarketing study
 - 5 other studies are planned out to end-2013





Footfall: events to develop footfall and make our centers more attractive



Actions



Results

Footfall: +65% over the event period



Quimper **GLANN ODET**

Grenoble

CASERNE DE BONNE

Family events

First anniversary of inauguration



Footfall: +9%

over the day



Fathers' Day linked to local landscape



Footfall: +8% over the day

→ Development of events kits based on best practices and rollout to all centers



Footfall: Conversion of footfall into additional sales for retailers



Actions

Results

Marionnaud

Additional non-adjacent shop windows



Week 20:

Sales +70% vs. 2012

Week 21:

Sales +160% vs. 2012

In Store Media

Dynamic display screens (Live Malls)



50% of display reserved for the center and its retailers

Jeu Gold Swiss Service

Awareness and profile raising event



50,000 participants in 10 centers

→ Rollout of these actions in the main Mercialys centers at end 2013



Digitalization and Web-to-Store: reinforcing the supply provided by our retailers



E-kiosks (<u>Muuu.fr</u>): online order screens with payment terminal, reserved for e-tailers

- → Round out the retail offering in our centers
- ✓ Currently being rolled out in Nîmes, Quimper, Angers, Toulouse and Marseille
- √ 1st e-tenant: "Oopshome.com" (broadening the culture/gifts/leisure offering)



A cheque book of multi-channel vouchers (mail, email, Facebook, Internet) to reach all customers of catchment area

- → Creation of traffic from web to stores
- ✓ Pilote site: Marseille La Valentine
 - 12,300 emails sent: 20% covering and 6% click conversion
 - 220 downloads on the mobile application « Mon Centre » and the center's website
 - Up to 80 coupon returned per shop
- ✓ Roll-out on 3 new shopping centers by Sep. 2013





Specialty Leasing: animate the centers, strengthen the offering and leverage communal areas

Actions

- → Development of exhibitions and roadshows
- → Push on mobile retailing (traders, etc.)
- → Provision of new services (buying gold, etc.)
- → Events marketing operations
- → 2013 target: +10% in revenue like-for-like

Results



H1 2012









H1 2013

Marguerite Du Pré

Coca-Cola

Gold Swiss Service

Hyundai



Development incorporating a CSR approach, initiated in 2010



Label "V", the cornerstone of Mercialys' CSR approach:

- A multi-criteria label developed by Mercialys
- Integration of the shopping center's urban design, landscaping and architecture into the local environment
- · Strengthening community ties
- Reducing the impact of shopping centers on the environment



16 solar power installations in service**

labeled

since 2010*

13 new sites planned for 2013-2014

A responsible investment policy:

- Photovoltaic power installations on shopping centers (*Green Yellow*)
- Energy performance audits and contracts (Green Yellow)
- Best practices charter and guides for construction sites
- Preservation of biodiversity
- Appropriate site accessibility, equipment and organization
- "Grenelle 2" compliant (CSR reporting, environmental appendix)





Results

Marie-Flore BACHELIER, Chief Financial Officer

Rental performance remains a key growth driver....





Organic growth in rents buoyed by resilient sales, high quality rental management and growth of Specialty Leasing activities





Organic growth in invoiced rents

like-for-like before indexation

+2.1 points

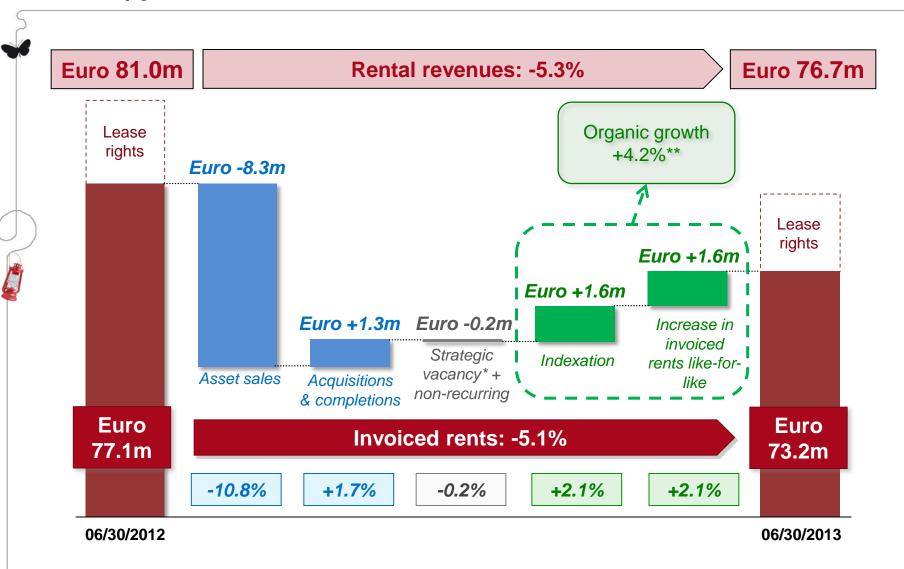


^{(*) 12} months rolling – Large shopping centers on a like-for-like basis

^(**) Average increase in rental values based on previous rental values prevailing

^(***) Short-term lets of communal areas (malls and car parks)

... driving organic growth in invoiced rents up by +4.2%





^(*) Relating to the L'Esprit Voisin program – Lots left vacant to facilitate future redevelopment works (**) Organic growth in invoiced rents including recurring vacancy, variable rents and indexation excluding the impact of recurring lease rights

✓ Recovery rate* still at a high level

Stable recurring financial occupancy rate**

✓ Occupancy cost ratios*** among the lowest in the sector





^(*) Rolling over 12 months of billings

^(**) Annualized rent on occupied units / (annualized rent on occupied units + rental value of vacant units)

^(***) Average rate on the portfolio = [Rent + service charges incl. VAT] / tenants' sales incl. VAT

Financial flexibility strengthened during first half...

Finalization of asset sale program

Repayment of Euro 250m of bank loans**

LTV ratio **below 40%**

Euro 472m*

L'Esprit Voisin

Residual debt drawn down**

Euro 750m

LTV ratio***

33.0%

^(*) Including Euro 15m in estimated earn-out payments on vacant premises and Euro 463m incl. transfer taxes of assets sold

^(**) Partial repayments of Euro 250m bank loans before July 6, 2013, bringing residual debt to Euro 100m of bank loans and Euro 650m of bonds

^(***) Net debt / market value excluding transfer taxes

... and by the payment of a dividend of Euro 1.31 per share on June 28, 2013

- ✓ A recurring dividend of Euro 0.93 per share (including the interim dividend of Euro 0.25 per share already paid in October 2012)
- ✓ A second exceptional dividend of Euro 0.63 per share related to the 2012/H1-2013 asset sale program





^(*) Including an interim dividend of Euro 0.25 per share paid in October 2012 – Paid on June 28, 2013

^(**) Including a 2013 interim dividend of Euro 0.34 per share – Paid on June 28, 2013

^(***) Closing stock price the day before the date of the detachment of the coupon

Operating cash flow down due to asset disposals...

Operating cash flow decreased by Euro 4.0m, mainly due to:

- fall in rental income following the asset sale program (Euro -4.3m)
- increase in property operating expenses due to vacancy (Euro -0.3m)
- fall in operating costs (Euro +0.5m)
- slight increase in fees charged (Euro +0.1m)

		06/2012	06/2013	% chg.
(In millions of euros)	Net rental income	76.3	71.7	-6.1%
	Net operating expenses*	-6.3	-5.7	
	Operating cash flow	70.0	66.0	-5.7%
	Union Investment partnership**	5.5	2.3	
	Non-recurring items	-4.7***	-1.4	
	Net financial items	-10.5	-16.5	
	Tax and minorities	-2.2	0.3	
	Funds from operations (FFO)***	58.2	50.6	-13.0%
	Depreciation	-13.0	-11.6	
	Net capital gains	2.4	48.3	
	Net income, Group share	47.6	87.3	+83.5%

(**) In 2012: percentage-of completion margin on Pessac extension; In 2013: earn-out payments on vacant units let + non-recurring dividends and fees received from the property mutual fund (OPCI)



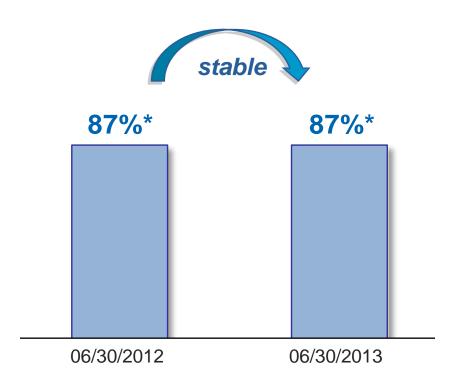
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^(*) Net of fees charged

... and continued high EBITDA margin



Trends in EBITDA to Rental Revenues margin

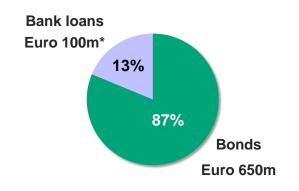






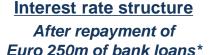
Euro 250m of bank loans repaid*

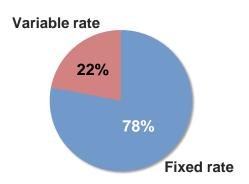
A conservative debt structure:



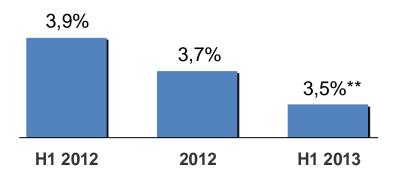
At 06/30/2013:

- ✓ Liquidity facility: Euro 250m
- ✓ Unused commercial paper program: Euro 500m
- √ S&P rating: BBB





Average cost of debt down:



Conservative debt ratios:





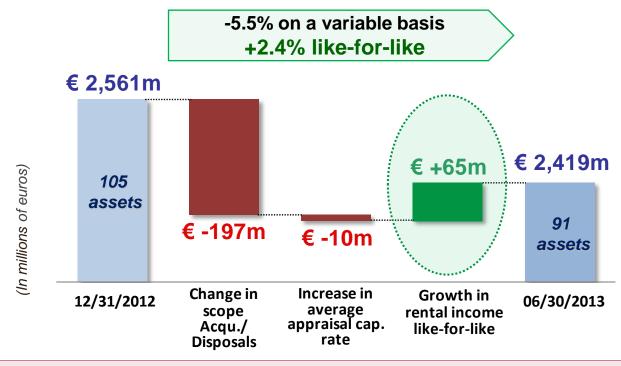
(*) Partial repayments totaling Euro 250m before July 6, 2013, bringing bank loans to Euros 100m (**) Before exceptional amortization of financial expenses related to repayments made in first half of 2013 (***) Net debt / market value excluding transfer taxes

(****) EBITDA / net cost of debt (including capitalized interest)

With stable average capitalization rates, portfolio value continues to grow like-for-like



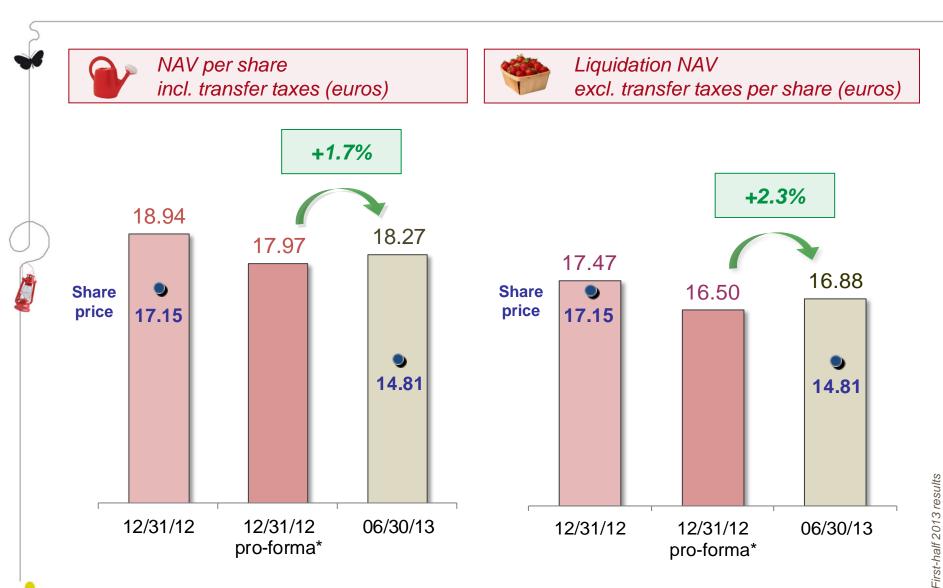
Breakdown of change in portfolio appraisal value, including transfer taxes*



APPRAISALS:	End-2008	End-2009	End-2010	End-2011	Mid-2012	End-2012	Mid-2013
Market value incl. transfer taxes	Euro 2.1bn	Euro 2.4bn	Euro 2.6bn	Euro 2.6bn	Euro 2.7bn	Euro 2.6bn	Euro 2.4bn
Average cap. rate	5.8% /	6.1%	5.8% →	5.8% —	→ 5.8% /	▼ 5.85% —	5.85%



Organic growth also supports NAV







Outlook

Eric LE GENTIL, Chairman and Chief Executive Officer

First-half 2013 results

2013 target: growth and profitability...



2013 TARGETS

Further robust organic growth

1.5 points growth in invoiced rents on top of indexation

Continued strong operating performance

EBITDA to Rental Revenues margin > 84%

Further value creation at our shopping centers

Around ten sites undergoing works (extensions/renovations)

Continuation of partnerships

Asset management and letting fees

Roll-out of Foncière Commercante

Some twenty shopping centers rolled out at end-2013



... leveraging Mercialys' fundamentals



Growth and robust business model

- Favorable product mix
- Potential for increasing rent levels
- Secure acquisition-led growth



- L'Esprit Voisin...
- ... strengthened by the *Foncière Commerçante* concept
- > A dedicated team of specialists





Questions



Appendices

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Income statement

mercialys L'Esprit Voisin.

	n millions of euros)	06/30/12	06/30/13	% chg. 13/12
Invoiced rents		77.1	73.2	-5.1%
Lease rights		3.8	3.5	
Rental revenue	es es	81.0	76.7	-5.3%
Non-recovered	property tax	0.0	-0.1	
Non-recovered	service charges	-2.1	-1.8	
Property opera	ting expenses	-2.6	-3.1	
Net rental inco	ome	76.3	71.7	-6.1%
Management, a	dministrative and other activities income	1.8	2.1	
Depreciation an		-13.3	-11.6	
Staff costs		-4.7	-4.3	
External costs		-3.0	-3.3	
Property develo	pment margin	5.5	1.6	
Other income		-	0.5	
Recurring oper	rating income	62.6	56.7	-9.4%
Exceptional inco	ome	-2.3	46.9	
Net financial ite	ms	-10.5	-16.5	
Tax		-2.2	0.3	
Net income, Gr	oup share	47.6	87.3	83.5%
EPS (euros pe	share)*	0.52	0.95	83.1%

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Condensed balance sheet

(In millions of euros)			
Assets	12/31/11	12/31/12	06/30/13
Investment property Financial assets Other assets Total non-current assets Cash and cash equivalents Trade and other receivables Investment property held for sale Inventories Financial assets (hedging instruments)	1,624.8 13.6 0.8 1,639.2 47.5 51.3 8.9 9.0	1,414.0 27.0 1.4 1,442.4 206.7 46.0 143.0	1,409.5 20.3 15.1 1,444.9 87.5 43.7 31.8
Total assets	1,756.0	1,841.9	1,613.2
Equity and liabilities	12/31/11	12/31/12	06/30/13
Equity attributable to Group Minority interests Total equity Financial liabilities Deposits and guarantees Trade and other payables	1,679.4 0.5 1,679.9 11.6 23.7 40.8	737.5 0.4 737.9 1 027.2 23.6 53.2	703.5 0.4 703.9 849.3 22.3 37.7
Total equity and liabilities	1,756.0	1,841.9	1,613.2



Number of shares

	2011	2012	2013
Number of shares outstanding			
. As at January 1	92,000,788	92,022,826	92,022,826
. As at June 30	92,010,013	92,022,826	92,049,169
. As at December 31	92,022,826	92,022,826	
Average number of shares outstanding	92,011,241	92,022,826	92,041,884
Average number of shares (basic)	91,865,647	91,884,812	92,041,884
Average number of shares (diluted)	91,892,112	91,953,712	92,130,869



Partnership Agreement: grid remains unchanged

➤ Grid of capitalization rates applicable to reiterations in the second half of 2013 under the current Partnership Agreement with Casino

	Shopping malls			Retail	City center	
Type of property	Mainland France	Corsica and ODT*		Mainland France	Corsica and ODT*	
Large regional/large shopping centers over 20,000 m ²	6.3%	6.9%	-	6.9%	7.3%	6.0%
Neighborhood shopping centers 5,000-20,000 m ²	6.8%	7.3%		7.3%	7.7%	6.4%
Other o/w under 5,000 m ²	7.3%	7.7%		7.7%	8.4%	6.9%



Portfolio valued at Euro 2,419 million including transfer taxes

(As at 06/30/2013)	Number	Appraisal value incl. TT		Gross leasable area		Appraised net rental income	
Type of property	of assets In Euro millions		%	m²	%	In Euro thousands	%
Large regional and large shopping centers	25	1,774.6	73%	360,200	62%	97.7	69%
Neighborhood shopping centers	36	559.3	23%	179,300	31%	37.4	26%
Total shopping centers	61	2,333.9	96%	539,500	93%	135.0	95%
Other assets	30	85.3	4%	42,600	7%	6.7	5%
Total portfolio	91	2,419.2	100%	582,100	100%	141.7	100%

> Average yield: 5.85% at 06/30/2013, stable since 12/31/2012



L'Esprit Voisin concept continues to fuel growth

	Project	Project surface	Project description	Start of the works	Opening date*	Letting rate**	Mercialys net total cost***	Cap rate	Net additional annual rent*
	Ste-Marie Duparc (La Réunion)	2,500 m²	+ 1 retail park of 4 MSS	Aug-12	May-13	106%	€ 3m	N/A	€ 0.4m
	Clermont- Ferrand (MSS)	1,000 m²	Extension of H&M	Mar-13	Nov-13	100%	€ 2m	6.3%	€ 0.1m
	Lanester	2,000 m²	Extension: +10 shops, +1 MSS	May-13	Apr-14	62%	€ 12m	6.3%	€ 0.7m
	Albertville (RP)	2,200 m²	Extension: + 4 MSS	Jun-13	Mar-14	83%	€ 5m	6.3%	€ 0.3m
/	Albertville (SC)	1,900 m²	Redevelopment: +12 shops +1 MSS	Apr-14	Nov-14	23%	€ 4m	N/A	€ 0.8m
	Angers Espace Anjou	5,000 m²	Redevelopment: +16 shops	Oct-13	Nov-14	80%	€ 22m	N/A	€ 2.0m
	Annemasse (Décathlon)	2,000 m²	Extension of Décathlon	Oct-13	Nov-14	100%	€ 4m	N/A	€ 0.2m
	Agen Boé	1,400 m²	Extension: +11 shops	Jan-14	Sep-14	44%	€ 8m	6.8%	€ 0.6m
	Clermont- Ferrand (SC)	1,700 m²	Extension: +14 shops	Feb-14	Nov-14	67%	€ 15m	6.3%	€ 0.9m
	Besançon	2,100 m²	Extension: +14 shops	Feb-14	Nov-14	81%	€ 19m	6.3%	€ 1.2m
	TOTAL	21,800 m ²	87 new retailers				€ 94m		€ 7.4m

^(*) Forecast for projects not delivered yet

Delivered project

Project in progress

Project to be launched soon



^(**) In rental value, compared to estimated potential rents at the beginning of the project - At the presentation date

^(***) Forecast for projects not delivered yet - Net of lease rights received for projects conducted by Mercialys