

# MERCIALYS

Press release  
September 11, 2015

**Mercialys is renewing its visual identity, in line with its genetic makeup as the partner for day-to-day life. Its new logo highlights the importance of the retail industry, at the heart of its business.**

Mercialys has always seen proximity as a key foundation for building its business strategy. By refreshing its identity, Mercialys is accompanying changes in the consumer market, while setting out its commitment to be...

- **agile**, creating “living” centers that are increasingly adapted to their environment,
- **innovative**, making day-to-day life easier for its consumer and retailer customers,
- **engaged**, effectively supporting retailers and store owners as a professional and responsive trusted partner,
- **responsible**, helping drive the development of the regions and their inhabitants’ quality-of-life.

Mercialys, working with the creative team from the agency Elan, has chosen a graphic identity that reflects the company’s dynamic and pragmatic approach. The new logo, which combines a modern design with simple lines, clearly highlights the link that is constantly being built between the company, its customers and its partners. The contemporary, refined typeface and the round curves of the “M” symbolize the company’s close day-to-day relationships.

Following the launch of the national “G La Galerie” brand, which is currently being rolled out across all its centers, Mercialys is completing the effective realignment of its strategy, tailored to its customers’ changing needs.

\* \* \*

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

**Analysts / investors :**

Elizabeth BLAISE  
Tél : + 33(0)1 53 65 64 44

**Press Contact :**

Communication  
Tél : + 33(0)1 53 65 24 78

**About Mercialys**

Mercialys, one of France’s leading real estate companies, owns, manages and is constantly transforming a portfolio of 59 shopping centers throughout France. Through their proximity, human scale, innovative features and local engagement, the centers represent a different way of looking at retail, with agility and pragmatism, creating value for all the stakeholders involved.

**IMPORTANT INFORMATION**

*This press release contains certain 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, 2014 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.*