



PRESS RELEASE

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Mercialys' latest innovation with the creation of a single brand name for its shopping centers:



Remaining loyal to its strategy of ongoing innovation, Mercialis has launched the first universal shopping center brand for all of its shopping centers in France - **LA GALERIE**. This strong identity enables it to stand out from the crowd and makes life easier for customers, highlighting the strengths of the group's partner retailers and making its shopping centers clearer and more visible.



A SINGLE BRAND NAME

In order to meet new customer expectations, Mercialis is continually making changes to its shopping center network. The company is now taking the next step in its development with the creation of a universal brand name for all of its shopping centers. **LA GALERIE** is a strong, direct and modern brand name that makes an impact. It is currently being rolled out across the entire network.



ALWAYS INNOVATIVE

With the "L'Esprit Voisin" concept, Mercialis came up with a major innovation in the retail property sector in France, taking an informal architectural approach on a human scale and with a customer-centric focus, which over the years became the foundation for value creation. Always the pioneer, Mercialis is now proposing a revised identity that reflects its DNA as a partner of day-to-day life. This highly innovative brand name is a structural move for the company's development strategy, which aims to continually update its properties and make them more attractive.



A CUSTOMER-CENTRIC APPROACH

Use of digital tools is now commonplace and has changed consumer behavior considerably. Mercialis is evolving with their needs in order to stand out in a highly competitive landscape to be able to speak loudly and clearly to its customers and come up with a targeted and unique response to their demands by rolling out an effective and pragmatic policy of services. This is the aim of the **G LA GALERIE** concept, which reflects a different way of looking at retail. In concrete, this entails an architecture that creates a sense of preference by putting the emphasis for customers on clarity of retail services, ease of moving around, access and finding services.

CONTEMPORARY ARCHITECTURE

This new identity is accompanied by a contemporary architectural style constituting the shopping centers' visual signature. While the **G LA GALERIE** name will go up on shopping center facades in full size, the color red will be used all over the building and to mark out entrances. The red stands out in more than one sense and reinforces the visibility of the site giving it character, energy and a feeling of modernity. Shopping centers are therefore used in their entirety to convey the brand image.

On the facade, retailers are shown clearly, while inside the shopping center the straightforward and unfussy concept allows partner retailers to speak for themselves. The customer experience has been made clearer thanks to improved permanent and easy to identify signage and clearly marked entrances, with a chamber that provides a gentle transition into the white-lined shopping mall and efficient signage highlighting essential services.

RESPECTING INDIVIDUALITY

The **G LA GALERIE** concept will be applied to the entire portfolio, conveying a consistent and clear offering. Mercialis' shopping centers will adopt the new signature between now and the end of July 2015. However, the concept leaves plenty of room for the refined materials and historic constructions of each site, as well as specific internal features. The new identity is adapted to each shopping center, with parking layouts and the internal layout of the shopping mall addressed on a case-by-case basis depending on renovation needs.

This new image will be accompanied by a new name. For some, the concept will capitalize on their established reputation, associating the brand name with the name of the regional shopping center. For others, the brand name will replace the center's existing name, with the name of the town in which it is located creating its distinctive signature.



BRING THE COMPANY'S VALUES TO LIFE

G LA GALERIE fits in with the values that drive Mercialys and underpin everything it does. It focuses on flexibility in terms of positioning and real estate strategy, adjusting its offering to specific local requirements, creating new forms of retail such as the innovative villages.services concept and the growing momentum of “pop-up” shops. And also proximity, by forging close ties with retailers and rolling out initiatives, services and concrete actions tailored to customers’ actual needs, such as immediate collection of products ordered on the Cshopping by Cdiscount Marketplace. Proximity is and remains one of the key strengths that makes Mercialys’ shopping centers stand out. And lastly, commitment, by establishing its presence in a way that respects the local region, greater collaboration with local associations and obtaining environmental certification for its shopping centers.

ABOUT MERCIALYS

Mercialys, one of France’s leading real estate companies, owns, manages and continually transforms a portfolio of 59 shopping centers across France. This portfolio of one-stop shopping destinations presenting a unique retail offering is characterized by the richness of local life, as well as a strong attachment to ties with the local community, value creation and proximity.

Find out more at www.mercialys.fr

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