

PRESS RELEASE

# KLÉPIERRE UNLEASHES ITS NEW COMMUNICATION CAMPAIGN IN SHOPPING MALLS

Paris, October 16, 2023

**Klépierre, the European leader in shopping malls, is rolling out its new BtoC communication campaign, “Always something to discover,” in its shopping malls.**

The new campaign reaffirms Klépierre’s commitment to designing lifestyle and experienced-based venues for its customers, retailers and host regions, and to building on its strengths of proximity, authenticity and discovery.

The “Always something to discover” campaign is the result of a collaborative process involving representatives of all the Group’s stakeholders, with 3,600 customers and prospects, 11 leading international retailers and around 100 Klépierre employees.

Designed by TBWA, “Always something to discover” is a testament to Klépierre’s strong local presence. The modular content can be adapted to local needs across all channels, with messages able to be customized to fit the key events, dates and themes of each catchment area.



The clean graphic style and direct, customer-oriented tone of the campaign highlight the different retailers’ identities. The visuals by Tom Van Schelven capture candid, spontaneous moments of life at the mall, including people trying on new clothes, the bustle of busy shopping seasons (Christmas, Valentine’s Day, back-to-school, etc.), sales, events, and store and restaurant openings.

In line with the Group’s commitment to authenticity and a strong local presence, the entire campaign is being produced in stores and restaurants at Klépierre shopping malls, using local talent. Several photo shoots will take place in the different geographies where the Group operates to illustrate the diversity of Klépierre customers, communities and retailers. Créteil Soleil (France), for example, hosted the first shoot and Hoog Catharijne (the Netherlands) the second.



*“I’m very proud to be rolling out this new campaign. It reflects our commitment to new and shared experiences and helps renew our relationship with visitors. ‘Always something to discover’ showcases both how dynamic our malls are and how they form the economic, social and cultural heart of our regions. This pan-European campaign focuses on what unites our different markets, all while enabling each mall to express its own identity and respond to local needs. Campaign events will be held across Europe to forge even closer ties with visitors, retailers and the communities that host our malls. The campaign is also in tune with our ambition to build the most sustainable platform for commerce by 2030: it has been designed responsibly using our own malls and retailers – meaning no staging – minimal travel, and local talent,”* said Marie Caniac, the Group’s Chief Operating Officer.



**MEDIA CONTACTS**

Helene Salmon, Group Head of Communications  
 +33 (0)6 43 41 97 18 — [helene.salmon@klepierre.com](mailto:helene.salmon@klepierre.com)

Wandrille Clermontel, Taddeo  
 +33 (0)6 58 53 45 91 — [teamklepierre@taddeo.fr](mailto:teamklepierre@taddeo.fr)

**ABOUT KLÉPIERRE**

Klépierre is the European leader in shopping malls, combining property development and asset management skills. The Company’s portfolio is valued at €19.4 billion at June 30, 2023, and comprises large shopping centers in more than 10 countries in Continental Europe which together host hundreds of millions of visitors per year. Klépierre holds a controlling stake in Steen & Strøm (56.1%), Scandinavia’s number one shopping center owner and manager. Klépierre is a French REIT (SIIC) listed on Euronext Paris and is included in the CAC Next 20 and EPRA Euro Zone Indexes. It is also included in ethical indexes, such as CAC SBT 1.5, MSCI Europe ESG Leaders, FTSE4Good, Euronext Vigeo Europe 120, and features in CDP’s “A-list”. These distinctions underscore the Group’s commitment to a proactive sustainable development policy and its global leadership in the fight against climate change.

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