

Boulogne-Billancourt, November 7, 2017

Les Bouchardes shopping centre at Crêches-sur-Saône (Mâcon) welcomes 20 new stores

The extension at Les Bouchardes shopping centre, located in Crêches-sur-Saône at the southern entrance to Mâcon (Saône-et-Loire department), was inaugurated today by Carmila, together with local officials and partners. The new-look shopping centre will give the region a revitalised shopping experience with a retail line-up enriched by the addition of 20 new stores, and a more contemporary and welcoming architectural design.



A longstanding shopping centre located in a leading retail area

The shopping centre in Crêches-sur-Saône has a first-class location in the south of Mâcon in the stand-out leading Les Bouchardes retail area, with close to one hundred stores. It originally opened in 1981. The centre, which serves a catchment area of 245.000 local inhabitants, previously housed 35 stores in a 4,100 sqm mall anchored by a Carrefour hypermarket, attracting over 2.4 million shoppers each year.

To revitalise the entire retail area and better meet the local population's expectations, Carmila conducted a complete refurbishment of the site and an extension to bring in new brands.

20 new brands

After 14 months of work, the centre is today unveiling its **4,200 sqm extension**, increasing **the mall's total sales space to 8,300 sqm**. Shoppers will find 20 new stores in the extension, complementing the 30 or so existing retail tenants and the hypermarket.

The opening of the extension is also significant for Mâcon and the surrounding area because store chains, including Ambiance & Style, Darjeeling, H&M, La Barbe de Papa and Moa, are opening up for the first time in the area and even in the department (such as the Decitre bookshop and Indigo).

From today, shoppers will enjoy the benefit of the centre's revamped line-up featuring:

- Personal goods stores **Christine Laure, Darjeeling, H&M, Indigo, Moe, Okaidi, Promod** and **San Marina**,
- Home furnishings and entertainment specialists **Ambiance et Style** and **the Decitre bookshop**,
- A **Colombus** restaurant
- Health and beauty stores **Grand Optical, La Barbe de Papa, La Boutique du Coiffeur, Oïa** and **Yves Rocher**,
- Specialised retailers **Clopinette** and **Welcom**.

In parallel, the mall and the existing outside amenities were refurbished, and some of the existing store chains – Adopt', Carador, Générale d'Optique, Alain Afflelou and the drugstore – took the opportunity to carry out a makeover or an extension.

Contemporary design with a nod to the local environment

Carmila, retained architects from ArchiGroup and Grand A to oversee the project. The extension was designed to occupy land to the north of the existing site, with the addition of a new shopping mall parallel to the line of checkouts, accommodating 20 new stores on both sides. With the centre advancing into this area, a new façade was designed that is visible from the parking area. Its 1,500 spaces were also redeveloped to improve traffic flows.

The new shopping centre will focus on achieving great customer service, a smooth shopping experience and a warm and friendly atmosphere. The region's wine-making heritage has also been recognised. The façade's design is reminiscent of vine shoots, with the revolving entrance doors decked out with lichen and the internal décor based on different shades of green. Green areas account for 18% of the centre's total space.

It houses generous activity areas, plus picnic tables and secure, tree-lined pedestrian alleys. Dedicated parking places for car-sharing and bike shelters are now provided.

Welcoming meeting points, leisure areas, children's play areas and even a nearly 5m-long picnic table have also been added, so visitors can take a relaxing break from their shopping.

Lastly, new digital services have been developed on the centre's website, app and Facebook page to highlight the best bargains available at the stores. In addition, a high-speed Wifi++ (broadband internet) service is available at the centre to all visitors free of charge.

A shopping centre that contributes to the region's vibrant economic and social performance

The shopping centre has embraced an environmentally friendly and ecologically sound approach, as proven by its **BREEAM certification from the design stage**. This international standard assesses the environmental performance of existing shopping centres. Its "very good" rating covers both the building's intrinsic qualities and the site management. What's more, the building's energy performance was reviewed to achieve a 15% improvement – above and beyond the regulatory obligations.

Carmila, the company that owns the shopping centre and is a committed supporter of biodiversity, has also forged a partnership with Reforest'Action, France's leading replanter of trees using private funds. Trees will be planted under this initiative to offset the carbon footprint of the centre's activities. One new tree will be planted for each square meter of new retail space added in Crèches-sur-Saône. Overall, 4,803 new trees will be planted at Saint-Marcelin de Cray.

The centre's economic and social contribution has also increased, with 100 new full-time positions lifting the total number of employees across all the stores and the Carrefour hypermarket to 500 employees.

The work undertaken by the centre as part of the extension project benefited the local economy, as 60 workers from businesses based in the department were employed as a result of it.

Key figures for the Les Bouchardes centre after the extension

- 8,304 sqm in GLA (gross leasable area)
- 55 stores and restaurants
- Over 2 million visitors p.a.

Next events and publications:

February 14, 2018 (After market close): 2017 Annual Results
February 15, 2018 (8:00 Paris time): 2017 Annual Results - Investors and Analysts meeting
April 19, 2018 (After market close): Q1 2018 activity
May 16, 2018 (8:30 Paris time): Shareholders' Annual General Meeting
July 27, 2018 (After market close): 2018 Half Year Results
July 30, 2018 (9:00 Paris time): 2018 Half Year Results - Investors and Analysts meeting
October 24, 2018 (After market close): Q3 2018 activity

About Carmila

Carmila was founded by Carrefour and large institutional investors in order to develop the value of shopping centers anchored by Carrefour stores in France, Spain and Italy. Its portfolio after the merger with Cardety effective as of June 12, 2017, consists of 205 shopping centers in France, Spain and Italy, mostly leaders in their catchment areas, and was valued at Euro 5.6 bn as at June 30,, 2017. Inspired by a genuine retail culture, Carmila's teams include all of the expertise dedicated to retail attractiveness: leasing, digital marketing, specialty leasing, shopping centre management and portfolio management. Carmila is listed on Euronext-Paris market under the ticker CARM and benefits from the "SIIC" real estate investment trust (REIT) tax status.

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