



PRESS RELEASE

Boulogne-Billancourt, 13 September 2022

Elodie Arcayna appointed Communications Director of Carmila

Carmila, the third-largest listed shopping centre company in mainland Europe, announces the appointment of Elodie Arcayna as Communications Director.

A graduate of ESCP Business School, Elodie Arcayna began her career with the LVMH group in 2006 as Operational Marketing Coordinator at Sephora and later as Fragrance Category Manager.

Passionate about retail, she joined Unibail Rodamco in 2008 as Shopping Centre Manager (Cité Europe in Coquelles, Les Quatre Temps and CNIT in La Défense). In 2013, she was in charge of the opening of the Aéroville shopping centre adjacent to Roissy Charles de Gaulle airport.

In 2015, Elodie Arcayna joined Viparis, Europe's leading conference and trade show host, as Marketing and Communications Director. In the role, she oversaw all the company's marketing initiatives, from customer experience, marketing and sales to portfolio positioning, as well as heading up the group's communications.

In July 2022, she joined Carmila as Communications Director and member of the Executive Committee. Reporting directly to the Chair and Chief Executive Officer, Elodie Arcayna will steer Carmila's corporate communications to promote the Company's image and initiatives among its stakeholders, including retailers, the media, opinion leaders, institutions and employees.

"Elodie Arcayna will leverage her solid knowledge of retail and communications to strengthen Carmila's omnichannel communications strategy and amplify its impact," said Marie Cheval, Chair and Chief Executive Officer of Carmila.

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ABOUT CARMILA

As the third-largest listed owner of commercial property in continental Europe, Carmila was founded by Carrefour and large institutional investors in order to transform and enhance the value of shopping centres adjoining Carrefour hypermarkets in France, Spain and Italy. At 31 December 2021, its portfolio was valued at €6.21 billion, comprising 214 shopping centres, all leaders in their catchment areas. Driven by an ambition to simplify and enhance the daily lives of retailers and customers across the regions, the local touch is at the heart of everything Carmila does. Carmila's teams have a deeply-anchored retail culture, comprising experts in all aspects of retail attractiveness: operations, shopping centre management, leasing, local digital marketing, business set-ups and CSR. Carmila is listed on Euronext-Paris Compartment A under the symbol CARM. It benefits from the tax regime for French real estate investment trusts ("SIC"). Carmila has been a member of the SBF 120 since 20 June 2022.

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