

## SHOPPING PROMENADE CLAYE-SOUILLY: THE 3<sup>RD</sup> INSTALMENT OF THE FREY OPEN-AIR SHOPPING CENTRE CONCEPT OPENS ITS DOORS



On Wednesday 10 March 2020, FREY Group opened its new Shopping Promenade in Claye-Souilly in Seine-et-Marne (77). This open-air shopping centre is a real new-generation, mixed-use complex composed of 66 units including 55 stores, restaurants and leisure concepts (which will open once the health situation permits), as well as a medical services centre.

### SHOPPING PROMENADE: CONCEPT AND OFFER

Shopping Promenade Claye-Souilly is the 3<sup>rd</sup> instalment of the open-air shopping centre concept developed by FREY, following the opening of Shopping Promenade d'Amiens in October 2017, Shopping Promenade d'Arles in October 2019 and, coming soon on 17 March 2020, Shopping Promenade Cœur Alsace in Strasbourg - Vendenheim.

In line with the new aspirations of consumers and changes in retail codes, Shopping Promenade is based on three founding pillars:

- **A REWARDING ENVIRONMENT:** offering an open-air shopping stroll in an environment inspired by urban architecture, characterised by the diversity of its buildings and of the materials used (wood, stone and metal), and by an exceptional amount of greenery (1,285 trees planted, including 195 standard trees). The project is certified BREEAM Very Good.
- **A MULTI-FACETED OFFER:** at the heart of a must-see shopping and leisure destination, **the merchandising mix** combines the major worlds of retail (fashion, furniture and decoration, culture and leisure) through 55 stores, cafes and restaurants and 9,000 m<sup>2</sup> of leisure activities (cinema, indoor go-carting, bowling, laser game, etc.).



*Including the following brands: Adidas/Reebok, Vib's, Intersport, Boulanger, Besson Chaussures, Gemo, Maxi Bazar, 4 Murs, Levi's, Pimkie, Superdry, Damart, La Chaise Longue, Monceau Fleurs, Afflelou, Leonidas, etc.*

*Note that FNAC and Nature & Découvertes are scheduled to open in May.*

*Including the following catering brands: La Côte et l'Arête, Pitaya, IT Trattoria, Au Bureau, Ayako Sushi, Factory & Co, Del Arte, Hippopotamus, Burger King, Crêpe Touch, Old Wild West and the Mos Eisley Bar (an original concept based on the Star Wars universe)*

*Including the following leisure brands: Speed Park (indoor go-carting, bowling, laser game, etc.), Virtual Center and the My Ciné cinema.*

*Including the following services: Gym Place, Yogi Spa, Denteka (dental practice with 10 chairs) and Eye Clinic (ophthalmology practice - opening in May).*

- **AN ENHANCED EXPERIENCE:** within a surprising and lively customer journey, creating connections and positive emotions, the site boasts **two large free playgrounds** for children as well as convivial areas throughout the site (fountains, picnic and birthday party tables, boules courts, etc.). Several services are available to visitors: high speed Wi-Fi and a dynamic guided parking solution. Above all, however, it is through its conceptual living space, **LE SOCIAL CLUB**, that FREY is increasingly engaged at the local level.

### **LE SOCIAL CLUB: A UNIQUE SPACE SERVING THE ENTIRE LOCAL ECOSYSTEM**

This gathering place has become the societal cornerstone of the projects developed by FREY, designed as a multi-functional and welcoming space, open to the town and all its components, celebrating proximity and local roots in a multi-faceted way. It is free of charge and freely accessible for non-profit organisations. It also provides a venue for regular cultural events (exhibitions, conferences, concerts, etc.).

**Other highlights of this experience:** large works of street art. Created by artists from all walks of life under the patronage of Speedy Graphito (who has created 2 monumental works on the facades as well as 3 walls in the pedestrian street), these works are installed throughout the site and give the Shopping Promenade a unique splash of colour.

## **SHOPPING PROMENADE CLAYE-SOUILLY: A MAJOR PROJECT FOR THE REGION**

Situated at the heart of the leading retail park in northern Seine-et-Marne, alongside one of the largest Carrefour hypermarkets in Ile-de-France, Shopping Promenade Claye-Souilly provides this unique catchment area with a new offering. Access to the site has been facilitated by the creation of a special junction on the N3 (60,000 vehicles/day).

Shopping Promenade is fully engaged in developing local employment:

- Almost 100 firms and up to 500 workers worked on the site over the 24 months of its construction.
- The installation of 40 stores and 15 restaurants will ultimately create around 400 full-time equivalent jobs. Thanks to the signing of an Employment Agreement (an agreement entered into between FREY and Pôle Emploi, the French unemployment agency), the vast majority of these jobs will benefit the inhabitants of the surrounding area.

*“At a time of considerable change in brick-and-mortar retail with a need for renewal, our ambition is to use our expertise to restore meaning and values to the retail trade, by building and managing welcoming, resilient, multi-purpose sites that are profitable to regions, such as Shopping Promenade Claye-Souilly. This project provides a perfect framework for our new status as a mission-driven company and with our mission statement: to restore retail as a service for the common good.” Antoine Frey, Chairman and Chief Executive Officer, FREY.*

### **KEY INFORMATION:**

- **40 stores**
- **15 restaurants**
- **11 leisure and services units, including a 3-screen cinema (400 seats in total), a Speed Park leisure complex (go-carting, bowling and laser game) and a medical services centre**
- **Greenery: 1,285 trees planted, including 195 standard trees**
- **Parking: 1,450 spaces (dynamic guiding)**
- **Investment: €99 million**
- **400 full-time equivalent jobs**
- Architects: CHAPMAN TAYLOR / EREME
- Landscape gardener: NEVEUX ROUYER
- Design agency: MINALE

[shoppingpromenade-clayesouilly.fr](http://shoppingpromenade-clayesouilly.fr)

## About FREY

A planner, developer, investor and manager, FREY is a real estate investment company specialising in the development and operation of open-air shopping malls. A pioneer in environmentally-friendly retail parks (with its Greencenter® concept) and inventor of next generation “Feel Good” open-air shopping centres (Shopping Promenade®), the mission-driven company FREY is fully engaged in a more responsible, greener society that is socially beneficial to its ecosystem and its stakeholders. As the company knows just how essential it is to urban diversity, social contact, local economic resilience and environmental transition, its mission is to restore retail as a service for the common good. FREY also supports major urban renewal operations and mixed-purpose projects through its dedicated subsidiary CITIZERS.

FREY is listed on compartment B of Euronext Paris. ISIN: FR0010588079 - Mnemo: FREY

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