

Bezannes, Wednesday 21 September 2022



FREY wins the CNCC 2021 Trophy for its Shopping Promenade® Cœur Alsace



Each year the Conseil National des Centres Commerciaux CNCC (the National Council of Shopping Centres) recognises the most outstanding French shopping centres. On this occasion, FREY was awarded the CNCC 2021 Trophy in the "Creation of a retail park" category for its Shopping Promenade® Cœur Alsace (North of Strasbourg).

Shopping Promenade Cœur Alsace opened in March 2021. The opening of this open-air shopping centre was the first component in the vast urban renewal project of the North Commercial Zone of Eurometropolis of Strasbourg led by FREY, as a developer, investor and manager. A unique operation on a European scale. Throughout its 65,000m², Shopping Promenade offers its visitors a unique experience and a multi-faceted offer combining shops, restaurants, leisure facilities, medical services, as well as social and solidarity concepts.

"This trophy is more than an award, it is recognition of an asset that fully illustrates our societal, social and environmental trajectory and ambitions. It demonstrates the long-standing commitment of FREY and its teams to support increasingly sustainable retail," said Antoine Frey, Chairman and Chief Executive Officer of FREY.

Shopping Promenade Cœur Alsace is **FREY's first "centre of collective interest"**. As a committed company on a mission, FREY has developed this new "marker" to fully express the meaning of its overarching purpose of **restoring retail as a service for the common good**.

A SHOPPING PROMENADE WITH A MISSION

To enhance the role of the retail as a vector of social cohesion, local economic resilience and environmental transition, FREY has developed several **impactful concepts** within its Shopping Promenade:

- Collaboration with a collective of 30 local producers and livestock farmers to provide them with a **5-hectare agripark** to the cultivation of market garden produce. Processed on site, produce is sold over an ultra-short supply-chain by these local producers in the shop **Le Sillon**. This collaboration is based on a strong conviction: to restructure the commercial landscape at the edge of the city by highlighting the opportunities offered by the surrounding land and to restore the link between local agriculture and consumers, without middlemen.
- Committed to promoting, through second-hand goods, more responsible consumption, and in support of those involved in the Social and Solidarity Economy (SSE), FREY has created the **Social Market**. This 1,000m² space is run by SSE associations and local traders specialising in the second life of goods and has been designed to facilitate recycling and support integration through employment.
- Having become the social cornerstone of the programmes developed by FREY, the **Social Club** is a true cultural and community place, designed as a multi-purpose and user-friendly space. This social venue is open to the city and all its components to celebrate local communities and belonging from all angles. It is a free and open space for non-profits to use. It is also a place where cultural events and festivals (exhibitions, conferences, concerts, etc.) are regularly held.
- Shopping Promenade Cœur Alsace also features a large range of commonly used services including **2 health centres** (one Point Vision ophthalmologist and one SoMed medical practice with 20 practitioners spread over more than 1,000 m², including GPs, dentists, radiologists and various specialists).

A testament to its exemplary approach to sustainable development, **Shopping Promenade Cœur Alsace is certified BREEAM Very Good for its design and construction aspects**. The site is in the process of certified BREEAM in use.

A UNIQUE SETTING FOR AN ENHANCED EXPERIENCE

Shopping Promenade Cœur Alsace offers open-air shopping in an outstanding environment. The site offers multi-faceted designs with an experience punctuated by diversity and breaks in its buildings as well as by the various materials used in façades, including wood, brick, stone and metal. Nature has its rightful place here, with many green spaces laid out with local plant species. Within this surprising and lively customer itinerary, there are user-friendly features: fountains, picnic and party tables, terraces and a plant maze for children. The two amazing playgrounds, a free and unusual leisure facility, are also a must for families.

With the aim of making urban art accessible to everyone, **monumental works by street artists** (Speedy Graphito, Skio, Lady M, Kalouf, Onie Jackson and Hopare) adorn the façades of Shopping Promenade Cœur Alsace. Numerous artistic installations are found scattered across the entire site.

Shopping Promenade

COEUR ALSACE



Key figures

65,000 m² GLA consisting of:

- 50 shops
- 15 restaurants
- 1 leisure concept (go-karting - bowling - laser game) and 1 large gym
- 7 kiosks
- 2 health centres
- 1 agripark of 5 ha including a shop and a restaurant, *Le Sillon*
- 1 Social Market
- 1 Social Club
- 2,200 parking spaces (with dynamic guidance)
- 500 Full-time equivalent jobs created
- €133 million investment

Including the following brands: Adidas, Big Fernand, Cultura, Decathlon, Etam, Haribo, Kiabi, Leroy Merlin, Levi's, New Yorker, Nike, One Fitness Club, Pitaya, Rituals, Speed-Park, etc.

Architect: L35

Design agency: Minale Design Strategy

About FREY

Developer, investor and manager, FREY is a real estate company specialising in the development and operation of open-air shopping centres in Europe. A pioneer in environmentally-friendly retail parks with its Greencenter® concept and inventor of next generation open-air shopping centres Shopping Promenade®, “entreprise à mission”, B Corp™ certified 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 retail is to urban diversity, social link, local economic resilience and environmental transition, its mission is restoring retail as a service for the common good. FREY also conducts major urban renewal operations and mixed-purpose projects.

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

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