

Pipeline

2022

IMMOCHAN
AROUND TH

2017

**IMMOCHAN YOUR PARTNER
AROUND THE WORLD**





8
Major projects

46
More than
40 years of
retail expertise

4 394 SHOPPING CENTRES IN 12 COUNTRIES

6 2022 - GLOBAL INVESTMENTS

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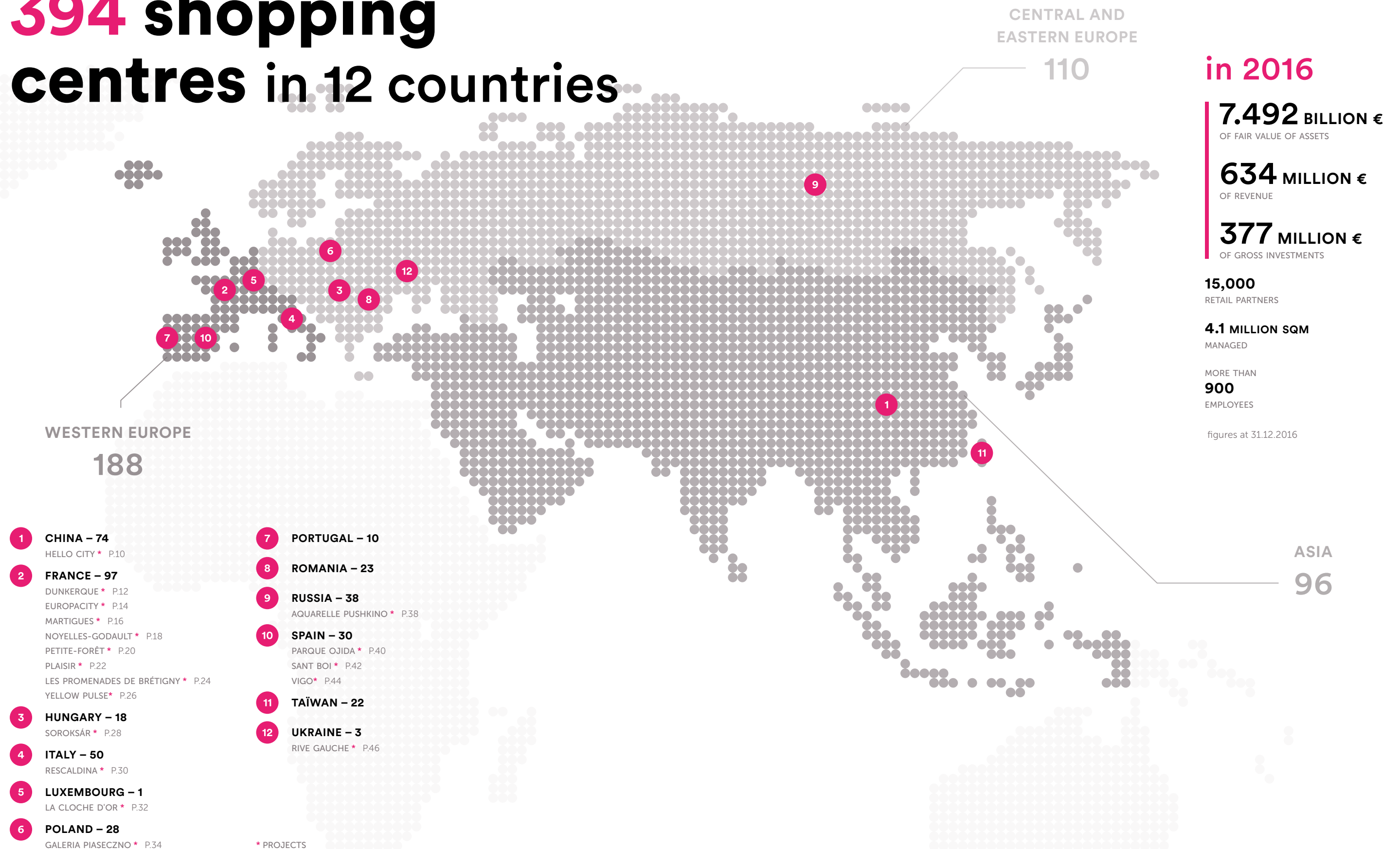
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394 shopping centres in 12 countries



2022 Global investments to support new ambitions

With the goal of becoming a Global Urban Player, **IMMOCHAN** will invest more than 3 billion euros in the development and improvement of its assets by 2022.

The company is accelerating its development by considering new areas of activity surrounding its retail core business such as leisure, housing and offices to create multifunctional living spaces with high added value. Places for meetings, social interaction and community.

These investments will be aimed at strengthening and diversifying its existing assets as well as developing new projects in the countries where the company is already present and also developing projects in new markets.

Discover your
opportunities



↓ Kecskemét, Housing project, Hungary



CHN	ZHEJIANG PROVINCE, HELLO CITY Extension – opening late 2018 + 27,000 sqm GLA + 135 shops <i>Know more p.10</i>
FRA	AUSHOPPING Nearly 65 shopping centres remodeled and labeled Aushopping by 2017 <i>Know more p.48</i>
	AVIGNON LE PONTET Creation (food court) – opening 2019 + 3,500 sqm GLA + 10 restaurants
	BORDEAUX LAC Extension (food court) – opening late 2017 + 2,000 sqm GLA + 7 restaurants
	CASTRES Extension – opening late 2018 + 2,778 sqm GLA + 7 shops
	DUNKERQUE GRANDE SYNTHÉ Creation (Retail park) – opening 2019 + 35,000 sqm GLA <i>Know more p.12</i>
	EUROPACITY, GREATER PARIS Creation – opening 2024 200 acres of culture, leisure & retail <i>Know more p.14</i>
	LE HAVRE MONTIVILLIERS Extension – opening 2018 + 15,000 sqm GLA + 26 shops
	MARTIGUES Extension – opening 2018 + 5,300 sqm GLA + 30 shops <i>Know more p.16</i>
	NOYELLES-GODAULT – Extension – phase 1 : late 2018 – 2 : late 2019 + 13,350 sqm GLA + 30 shops <i>Know more p.18</i>
	PERPIGNAN Extension – opening 2020 + 6,000 sqm GLA + 35 shops

FRA	PETITE-FORÊT Extension – opening 2020 + 55,000 sqm GLA + 45 shops <i>Know more p.20</i>
	PLAISIR Extension – opening 2020 + 14,000 sqm + 40 shops <i>Know more p.22</i>
	LES PROMENADES DE BRÉTIGNY Extension – opening late 2017 + 46,000 sqm + 20 shops <i>Know more p.24</i>
	VALENCE Creation (Retail park) – opening 2018 + 9,900 sqm GLA + 14 shops
	LYON, YELLOW PULSE Extension – opening 2022 + 27,700 sqm GLA + 200 shops <i>Know more p.26</i>
HUN	BUDAPEST, SOROKSÁR Extension – opening 2019 + 9,400 sqm + 25 shops <i>Know more p.28</i>
	ÓBUDA – Extension (food concept)
	SOLYMÁR – Stripmall creation
ITA	CAGLIARI MARCONI Extension & remodeling
	CEPAGATTI – Remodeling
	FANO – Extension
	RESCALDINA Extension – Q4 2019 45,000 sqm GLA 155 shops <i>Know more p.30</i>
	SAN ROCCO AL PORTO Extension & Retail park
	TARANTO – Extension

LUX	LUXEMBOURG, CLOCHE D'OR + 75,000 sqm GLA + 130 international brands <i>Know more p.32</i>
POL	HETMANSKA Extension & remodeling
	WARSAW, GALERIA PIASECZNO Extension – opening 2021 + 50,000 sqm GLA + 170 shops <i>Know more p.34</i>
RUS	MOSCOW, AQUARELLE PUSHKINO Creation – opening end 2018 52,000 sqm GLA 100 shops <i>Know more p.36</i>
ESP	LOGROÑO, PARQUE RIOJA Extension – opening 2018 + 8,000 sqm <i>Know more p.38</i>
	SANT BOI DE LLOBREGAT, SANT BOI Extension – opening 2018 + 14,000 sqm <i>Know more p.40</i>
	PONTEVEDRA, VIGO VIALIA Creation – opening 2019 60,000 sqm GLA of shopping mall <i>Know more p.42</i>
TAI	TAIWAN, NEIHU Remodeling
UKR	OVI, ODESSA Creation – opening 2018 94,000 sqm GLA 200 shops
	KIEV, RIVE GAUCHE Creation phase 1 : 2017 - 2 : 2019 72,000 sqm GLA 204 shops <i>Know more p.44</i>
	PETROVKA – Extension (Retail park)

MAJOR PROJECTS



CHN – HELLO CITY P.10



FRA – DUNKERQUE P.12



FRA – EUROPACITY P.14



FRA – MARTIGUES P.16



FRA – NOYELLES-GODAULT P.18



FRA – PETITE-FORÊT P.20



FRA – PLAISIR P.22



FRA – LES PROMENADES DE BRÉTIGNY P.24



FRA – YELLOW PULSE P.26



HUN – SOROKSÁR P.28



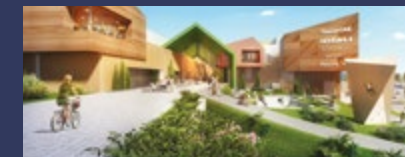
ITA – RESCOLDINA P.30



LUX – CLOCHE D'OR P.32



POL – GALERIA PIASECZNO P.34



RUS – AQUARELLE PUSHKINO P.36



SPA – PARQUE RIOJA P.38



SPA – SANT BOI P.40



SPA – VIGO VIALIA P.42



UKR – RIVE GAUCHE P.44

HELLO CITY Extension

1 CHINA
ZHEJIANG PROVINCE

4,990 sqm
GLA

57
SHOPS

1,100
PARKING PLACES

400,000
INHABITANTS WITHIN 5 KM

after
EXTENSION

40,000 sqm
TOTAL SURFACE AREA

27,000 sqm
GLA

1
HYPERMARKET

135
SHOPS

1,200
PARKING PLACES

CATCHMENT AREA :
400,000 sqm
INHABITANTS WITHIN 5 KM OF THE SITE

ARCHITECT :
GreenbergFarrow

Interior perspective view of Hello City's extension



- Aerial perspective view of Hello City project
- Perspective view of Hello City project's main entrance



DUNKERQUE GRANDE SYNTHE

Creation Retail Park

Opening 2019

2 FRANCE

DUNKERQUE

4,900 sqm

GLA OF SHOPPING MALL

13,300 sqm

SALES AREA OF HYPERMARKET

26

SHOPS

11

SHOPS ON THE RETAIL PARK

KEY TENANT: INTERSPORT, LEROY MERLIN

212.5 MILLION €

OF REVENUE (MALL + HYPERMARKET)

5.1 MILLION

VISITORS / YEAR

Creation Retail Park

+ 35,000 sqm

GLA OF RETAIL

+ 2

RESTAURANTS

23

ANCHORS

↓ Perspective view of Dunkerque Grande Synthe Retail Park



↓ Perspective view of Dunkerque Grande Synthe Retail Park



Perspective view of
EuropaCity's Water Park
Aerial perspective view
of EuropaCity project



EUROPACITY

Creation

Opening 2024

2

FRANCE

GREATER PARIS

EUROPACITY is a unique urban experience where everyone – creators, inhabitants, tourists, and operators – meets and exchanges ideas.

The project is designed to create a better living environment for inhabitants, to even out geographical inequalities and to build a sustainable city.

EuropaCity is the new destination of Greater Paris.

A unique 360° experience :

Snow resort, adventure park, fashion and shops for teenagers. Water park, boutique-hotels, restaurants, cultural center for children, department stores, international brand-name boutiques. Organic and responsible stores and restaurants, educational farm, fruit and vegetable-picking gardens and parks, media center, fitness and beauty center, spas. International exhibition hall, creators' workshops (fashion, design, artistic professions, etc.), prestigious restaurants, gastronomy workshops, signature hotels...

MORE INFORMATION ON :
WWW.EUROPACITY.COM

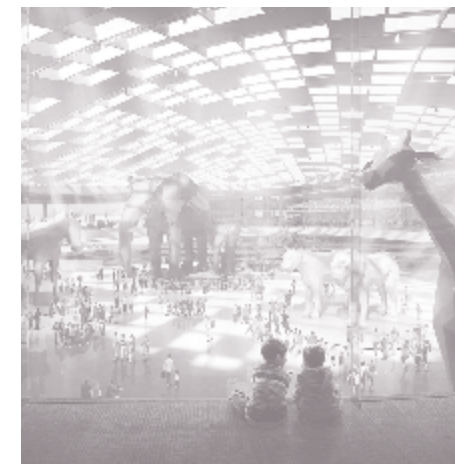
200 ACRES
TOTAL SURFACE AREA

37 ACRES
DEDICATED TO LEISURE

25 ACRES
OF PUBLIC SPACE

12 ACRES
DEDICATED TO CULTURE

5 ACRES
DEDICATED TO CONGRESS AND
BUSINESS EVENTS



Perspective view of EuropaCity's
international Exhibition Hall

MARTIGUES

Extension

Opening late 2018

2 FRANCE
MARTIGUES

6,300 sqm
GLA OF SHOPPING MALL

13,000 sqm
SALES AREA OF HYPERMARKET

46
SHOPS

6
SHOPS ON THE RETAIL PARK
KEY TENANT: MAISONS DU MONDE

5.5 MILLION
VISITORS / YEAR

154.8 MILLION €
OF REVENUE (MALL + HYPERMARKET)

Extension

+ 5,300 sqm
GLA OF SHOPPING MALL

+ 30
SHOPS

+ 1
FOOD COURT

↓ Perspective view of Martigues extension



↔ Perspective view of Martigues extension

2

FRANCE

NOYELLES-GODAULT

NOYELLES-GODAULT Extension

Phase 1 · opening 2018

Phase 2 · opening 2019

26,550 sqm

GLA OF SHOPPING MALL

21,850 sqm

SALES AREA OF HYPERMARKET

78

SHOPS

83

SHOPS ON THE RETAIL PARK

KEY ANCHORS : CASTORAMA, CULTURA,
DECATHLON, H&M, IKEA, KIABI, SEPHORA, ZARA

8 MILLION

VISITORS / YEAR

382 MILLION €

OF REVENUE (MALL + HYPERMARKET)

Extension

+ 13,350 sqm

GLA OF SHOPPING MALL

+ 6

ANCHORS

+ 30

SHOPS

+ 400

PARKING PLACES

+ 1

FOOD COURT

+ 10

RESTAURANTS

12 MILLION

VISITORS EXPECTED

Global interior perspective view of Noyelles-Godault extension



Perspective view of Noyelles-Godault extension



Outdoor perspective view of Petite-Forêt's extension



PETITE-FORÊT

Extension

Opening 2020

2	FRANCE	7,700 sqm
	PETITE-FORÊT	GLA OF SHOPPING MALL
		15,400 sqm
		SALES AREA OF HYPERMARKET
		40
		SHOPS
		44
		SHOPS ON THE RETAIL PARK
		KEY ANCHORS : KIKO, YVES ROCHER
		5.9 MILLION
		VISITORS / YEAR
		221.15 MILLION €
		OF REVENUE (MALL + HYPERMARKET)

Outdoor perspective view of Petite-Forêt's extension



Extension
+ 55,000 sqm
GLA OF SHOPPING MALL
+ 5
ANCHORS
+ 45
SHOPS
+ 4,418
PARKING PLACES
+ 1
FOOD COURT
1 LEISURE AREA OF
6,000 sqm

↓ Perspective view of Plaisir's main entrance



PLAISIR

Extension

Opening 2020

2 FRANCE

PLAISIR

12,800 sqm
GLA OF SHOPPING MALL

15,800 sqm
SALES AREA OF HYPERMARKET

65
SHOPS

95
SHOPS ON THE RETAIL PARK
KEY ANCHORS : ZARA, H&M

6.7 MILLION
VISITORS / YEAR

252 MILLION €
OF REVENUE (MALL + HYPERMARKET)

Extension

+ 14,000 sqm
GLA OF SHOPPING MALL

+ 3
ANCHORS

+ 40
SHOPS

+ 200
PARKING PLACES

1
FOOD HALL

↓ Outdoor perspective view of Plaisir's project



LES PROMENADES DE BRÉTIGNY

Extension Retail Park

Opening late 2017 (phase 1)

2

FRANCE

BRÉTIGNY

15,780 sqm

GLA OF SHOPPING MALL

11,600 sqm

SALES AREA OF HYPERMARKET

75

SHOPS

40

SHOPS ON THE RETAIL PARK

KEY ANCHORS : C&A, H&M, SEPHORA

4.8 MILLION

VISITORS / YEAR

232 MILLION €

OF REVENUE (MALL + HYPERMARKET)

Extension

+ 46,000 sqm

GLA OF SHOPPING MALL

+ 20

ANCHORS

+ 1,970

PARKING PLACES

+ 1

FOOD COURT

+ 10

RESTAURANTS

+ 1

LEISURE AREA

+ 1 KINEPOLIS

(10 SCREENS MOVIE THEATRE

- THE FIRST OPENING OF THE REGION)

Outdoor perspective view of Les Promenades de Brétigny



- Perspective view of Les Promenades de Brétigny (strip mall)
- Aerial view of Les Promenades de Brétigny



Interior perspective view of Yellow Pulse project

YELLOW PULSE

Extension

Opening 2022

2

FRANCE

LYON

Located in **LYON**, a dynamic European tourist capital, the **YELLOW PULSE** project is being developed on a prime location to the east of the metropolis, at the heart of an active eco-system with a campus of more than 15,000 students and a technology park of 135 companies and nearly 5,500 employees.

The new high-potential setting in Lyon

YELLOW PULSE is a multifunctional experience that blends commerce, leisure, culture and services, including tailor-made services for a convergence offer to support the development of your business. An innovative project to develop the Porte des Alpes shopping center.

27,700 square meters of retail space, unique brand names and seven environments in one shopping mall: **YELLOW PULSE** is Lyon's new showcase for enhancing your brand.

8 MILLION

VISITORS PER YEAR IN THE SHOPPING MALL

1st

AUCHAN HYPERMARKET IN THE LYON METROPOLITAN AREA

Extension

+ 27,700 sqm
GLA

+ 150 SHOPS

25,000 sqm

DEDICATED TO LEISURE AND CULTURE

3,000 sqm

OF FOOD HALL

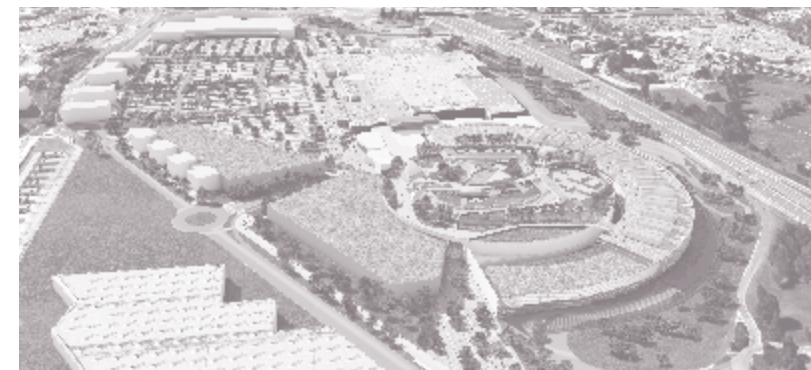
12 MILLION

VISITORS EXPECTED

1

URBAN FARM

Aerial perspective view of Yellow Pulse project





Perspective view of Soroksár's
main entrance →



SOROKSÁR

Extension

Opening 2019

3

HUNGARY

BUDAPEST

The **SOROKSÁR** shopping centre, which opened in 2000, currently offers the largest total retail space in Hungary. Its expansion will offer 25 new shops for its customers.

The largest retail
space in the country.

The retail park will stretch over more than 100,000 sqm and will have an Ikea store, which will complement the existing offering that includes : Decathlon, Obi, McDonald's, and KFC, along with other businesses.

+ 9,400 sqm

GLA OF SHOPPING MALL

15,500 sqm

TOTAL GLA AFTER EXTENSION

+ 25 SHOPS & RESTAURANTS

90 SHOPS

AFTER EXTENSION

A HYPERMARKET OF

14,000 sqm

SALES AREA

CATCHMENT AREA OF

621,700

INHABITANTS

↓ Perspective view of Soroksár's main entrance



RESCALDINA

Extension

Opening Q4 2019

4 ITALY

MILAN

Located in the dynamic **MILAN** region, the **RESCALDINA** shopping centre has numerous benefits. It can draw from a large customer base with high purchasing power and has one of the highest performing Auchan hypermarkets in the country. An additional 70 new shops and new personal and

An iconic shopping centre in Italy doubles its size.

household goods retailers will be added to the large existing restaurant area in the mall.

19,500 sqm
GLA OF SHOPPING MALL

77
SHOPS

CATCHMENT AREA OF
1.1 MILLION
INHABITANTS

**after
EXTENSION**

54,300 sqm
TOTAL SURFACE AREA

45,000 sqm
GLA OF SHOPPING MALL

155
SHOPS

5,500
PARKING PLACES

Interior perspective view of Rescaldina's extension



Interior perspective view of Rescaldina's extension
Aerial perspective view of Rescaldina's extension





CLOCHE D'OR

Creation

Opening Q2 2019

5

LUXEMBOURG

LUXEMBOURG

Astonishing and multi-faceted, **CLOCHE D'OR** is the reference in terms of shopping for premium brands for the entire "Grande Région" and is also the true heart of a new neighborhood.

An ambition reflected by a unique architectural style and interior designed to confer the warm, contemporary feeling of an open home so that the overall effect remains to human scale.

Cloche d'Or is destined to be more than a collection of shops, it is a place to meet, a place to shop, a place to be inspired !

An ambition reflected by the unique services that will be available, including parking valet, personal shoppers and nursery, dedicated to the comfort of our clients and will make **CLOCHE D'OR** the favorite destination for shopping in the "Grande Région".

1 SHOPPING CENTRE ON

3 LEVELS

75,000 sqm

GLA OF SHOPPING MALL

+ THAN

130

INTERNATIONAL BRANDS

12,500 sqm

FOR THE AUCHAN HYPERMARKET

15

RESTAURANTS

2,850

PARKING SLOTS

10.2 MILLION

VISITORS EXPECTED

1.7 MILLION

INHABITANTS IN 4 COUNTRIES
IN THE CATCHMENT AREA



Interior perspective view of Galeria Piaseczno's extension

GALERIA PIASECZNO

Extension

Opening late 2021

6 POLAND

WARSAW

Due to a prime location close to the capital city, **GALERIA PIASECZNO** can draw on a large customer base with high purchasing power. The shopping centre is located in a dynamic and concentrated business and retail area that is the most profitable in the entire country for all types of shops.

Leading regional shopping centre near the capital city.

The site will be significantly expanded and will feature 220 brands and a large restaurant area along with a children's leisure activities space of nearly 800 sqm.

CATCHMENT AREA OF
2.1 MILLION
INHABITANTS

Extension

+ 50,000 sqm
GLA

+ 170 SHOPS

83,000 sqm

TOTAL GLA OF SHOPPING MALL & HYPERMARKET

60,000 sqm

TOTAL GLA OF SHOPPING MALL

220

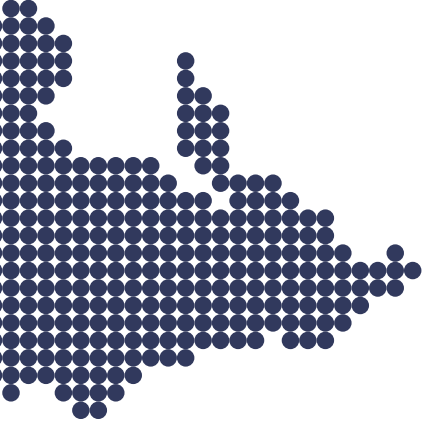
SHOPS AFTER EXTENSION

3,300

PARKING PLACES

Global perspective view of Galeria Piaseczno's extension





AQUARELLE PUSHKINO

Creation

Opening End 2018

9

RUSSIA

PUSHKINO, MOSCOW AREA

The shopping and entertainment center in **PUSHKINO** is a new high quality project developed by Immochan in **MOSCOW** region. The 28 Ha land plot is situated in **PUSHKINO** region which has a huge development potential. The project will benefit from a good transport accessibility. The situation of the land plot on the right of Yaroslavskoye shosse helps to capture the clients coming back home from work in **MOSCOW** : average

A modern
shopping center
close to Moscow.

traffic flow on Yaroslavskoye shosse on a working day is around 54,000 and on a weekend day around 65,000 vehicles.

111,170 sqm

TOTAL SURFACE AREA

52,000 sqm

GLA OF SHOPPING MALL

A HYPERMARKET OF
17,000 sqm
SALES AREA

+ 100 SHOPS

- SPORT ANCHOR
- ELECTRONICS ANCHOR
- FOODCOURT AND RESTAURANTS
- ENTERTAINMENT ZONE
- STAND-ALONE DIY

2,900

PARKING PLACES

CATCHMENT AREA OF
1,4 MILLIONS
INHABITANTS

17 KM

FROM MOSCOW

↓ Perspective view of Aquarelle Pushkino project's main entrance



- ↑ Aerial perspective view of Aquarelle Pushkino project
- ⌚ Night perspective view of Aquarelle Pushkino project

MAJOR PROJECTS



Today's Parque Rioja entrance



PARQUE RIOJA

Extension

Opening 2018

10	SPAIN	18,000 sqm
	LOGROÑO	SALES AREA OF HYPERMARKET
		17,000 sqm
		TOTAL GLA OF SHOPPING MALL
		70
		SHOPS
		4,5 MILLION
		VISITORS PER YEAR

Extension

| + 8,500 sqm

THE BUILDING NEXT TO THE CENTER WHICH WILL BE DEDICATED TO :

- TRADITIONAL RESTAURANTS
- FOOD COURT
- GYM
- CINEMAS
- CHILDREN'S RECREATION
- VIRTUAL ENTERTAINMENT

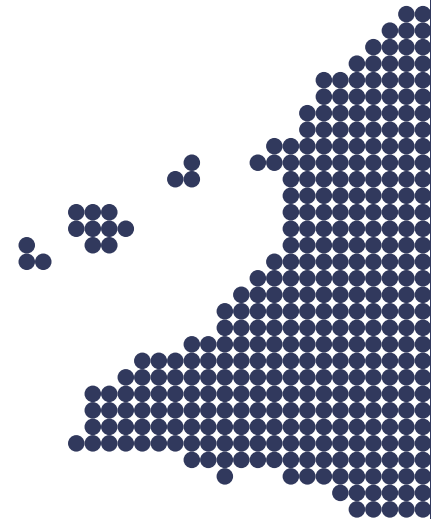
Today's Parque Rioja exterior



SANT BOI

Extension

Opening 2018



10

SPAIN

SANT BOI DE LLOBREGAT

69,500 sqm

TOTAL PROJECT AREA

23,700 sqm

OF HYPERMARKET SALES AREA

7,200 sqm

OF MALL

5 MILLION

VISITORS PER YEAR

60

SHOPS

KIABI :

2,000 sqm

(PREMISES INCLUDED IN THE MALL
WITH INSIDE AND OUTSIDE ACCESS)

Extension

+ 14,000 sqm

GLA OF SHOPPING MALL

GROUND FLOOR :

- TWO LARGE SURFACES
- TWO OTHER SMALLER

FIRST FLOOR :

- SURFACE AREA DOUBLED
- TRADITIONAL RESTAURANTS AND A FOOD COURT
- INTERIOR AND EXTERIOR TERRACES

SECOND FLOOR :

- 4,200 SQUARE-METER GYM
- DIRECT ACCESS TO THE TERRACE
- PADDLE COURT AND SOLARIUM



Today's Sant Boi shopping mall



VIGO VIALIA

Creation

Opening 2019

10 SPAIN
PONTEVEDRA

Train stations play a strategic role as one of the important factors in sustainable regional growth. Sitting on a new high-speed rail line linking Madrid to Galicia, the new **VIALIA VIGO** high-speed rail station will provide a critical transport hub for the city of **VIGO** and the surrounding region. Immochan is presently designing solutions for the creation of this high-speed rail station, especially through the addition

A new way to go further...
without moving away
from here !

of commercial functions. **VIALIA VIGO** will include public infrastructure and spaces, and host a range of public services, retail, commercial and transportation options. With the support of the local authorities, our goals are to increase density, improve the userfriendliness and quality of public spaces, and facilitate access. The shopping centre will transform the area into a lively cosmopolitan centre, with its plaza serving as both connective social fabric and a vibrant public space.

MORE THAN
125,000 sqm
TOTAL SURFACE OF THE PROJECT'S AREA

43,000 sqm
OF SHOPPING MALL LOCATED ABOVE THE STATION

1
UNDERGROUND PARKING

30,000 sqm
OF PUBLIC SPACE ON THE ROOF

AREAS DEDICATED TO DIFFERENT ACTIVITIES :

- SPORT, FITNESS AND ZEN AREAS
- SENIOR AREA
- INNOVATION AREA
- FUN AREA ...

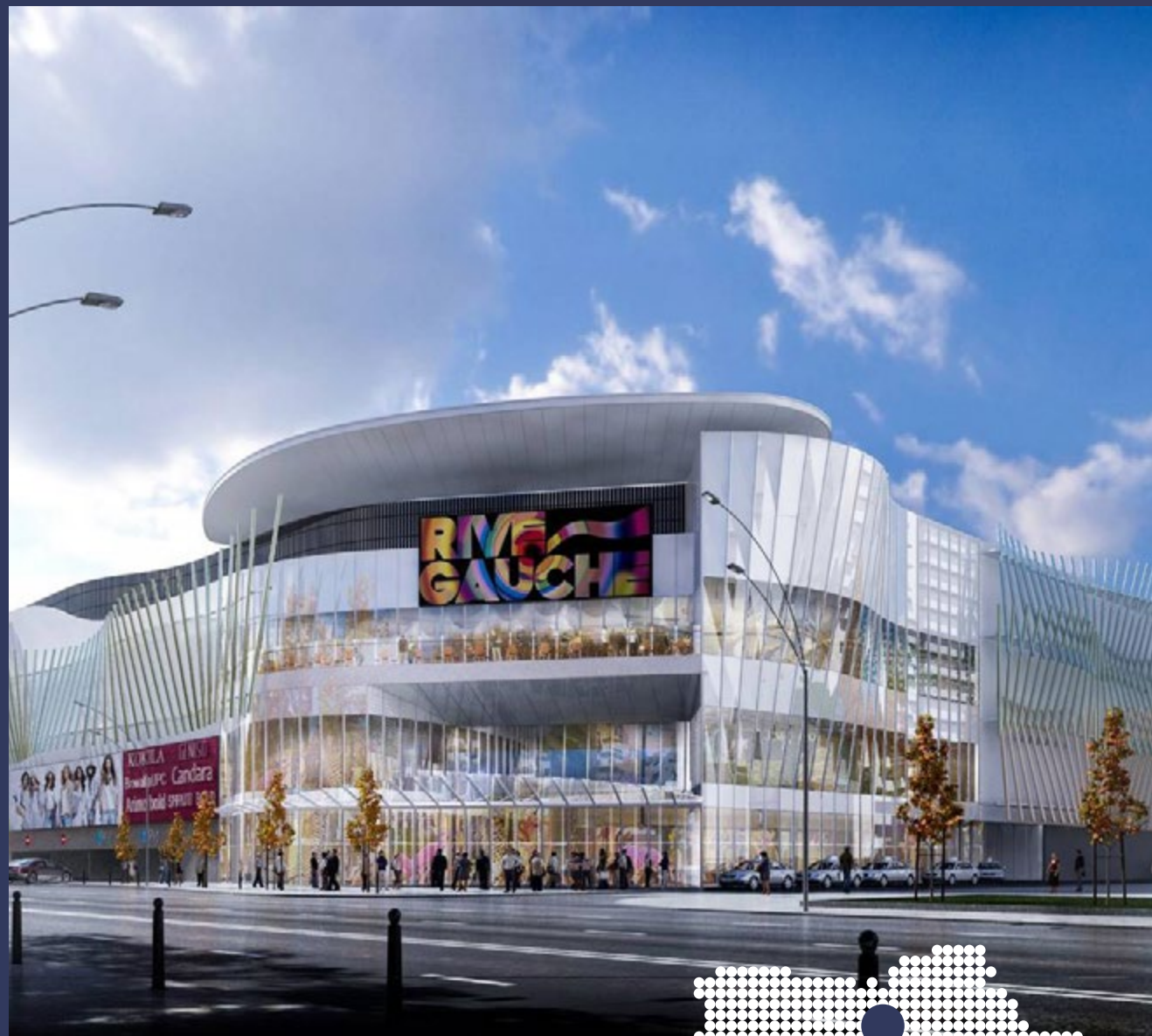
ARCHITECT :
Thom Mayne and L35

Interior perspective view of Vigo Vialia project



- ⬆ Aerial perspective view of Vigo Vialia project
- ⬇ Interior perspective view of Vigo Vialia project

↓ Perspective view of Rive Gauche's main entrance



RIVE GAUCHE Creation

12

UKRAINE

KIEV

Phase 1 · 2017
Phase 2 · 2019

SEC **RIVE GAUCHE** is a unique project in Kiev that will become a vitrine of 40 years of experience of Immochan Company and a flagman project of the new development strategy. Its commercial program creates a platform for welcoming new brands and provide best services, so business/store located in **RIVE GAUCHE** will be the best in your chain.

The project is surrounded by the fast growing residential zone with good income per family, well-deserved transport connection with the city center.

An immediate catchment of 80 000 people in 2 minutes from the main entrance.

The positioning of **RIVE GAUCHE** can be transmitted by means of slogan "Be our guest". It will be realized by organization of comfortable rest areas, services and social spaces according to the corporate label **AUSHOPPING**.

↓ Interior perspective view of Rive Gauche project



150,000 sqm

TOTAL SURFACE AREA

72,000 sqm

GLA OF SHOPPING MALL

A HYPERMARKET OF

15,000 sqm

SALES AREA

204

SHOPS

2,500

PARKING PLACES

CATCHMENT AREA OF

800,000

INHABITANTS

13 MILLION

VISITORS EXPECTED PER YEAR

MORE THAN 40 YEARS OF RETAIL EXPERTISE



RETAILING DNA P.48



THE CUSTOMER IS UPPERMOST IN OUR THOUGHTS P.50



AUSHOPPING, RELATIONSHIP QUALITY LABEL P.52



AUCHAN RETAIL'S MAIN PARTNER P.54

RETAILING DNA

Immochan is today one of the leading European commercial real estate companies for shopping centres.

MORE THAN
40
YEARS

OF GLOBAL EXPERTISE

For more than 40 years **IMMOCHAN** has been developing its global expertise in commercial real estate and mastery of the whole value creation chain from investment to dynamic asset management via the design, marketing, management and promotion of shopping centres.

With its history and its values, **IMMOCHAN**'s retailing DNA runs deep. Physical, emotional and connected, retail underpins all our business initiatives.



- Coresi Shopping Resort, Romania
- Zenia Boulevard, Spain
- Alegro Setúbal, Portugal



394
SHOPPING
CENTERS

MANAGED IN

12
COUNTRIES

ACROSS EUROPE AND ASIA

Creating relationships with retailers, brands and new concepts is key to the success of the **IMMOCHAN** centres. They have an attractive commercial mix: strategic location, balance between sectors of activity, leading retailers, original concepts and high quality independent retailers, synergy between the brands etc.

IMMOCHAN brings to life a relationship of collective and shared intelligence with its retail partners and works each day towards their sustainable development, in this period of changing trends and patterns of consumption.

THE CUSTOMER IS UPPERMOST in our thoughts

For Immochan, each shopping centre is unique. From the architecture to the commercial mix, not forgetting the marketing plan, everything is thought out to meet the expectations of the community, the region and the customers.



THE PROMISE OF A HIGH QUALITY CUSTOMER RELATIONSHIP

IMMOCHAN aims to become the best catalyst for customer traffic and customer satisfaction. This happens with a tailor made offer, but also with a high quality shopping environment. To ensure that each customer takes full advantage of their trip, **IMMOCHAN** pays careful attention to the quality of the customer's cross-channel journey and improves the shopping experience with tailor made services which are close at hand.

📍 Coresi Shopping Resort, Romania

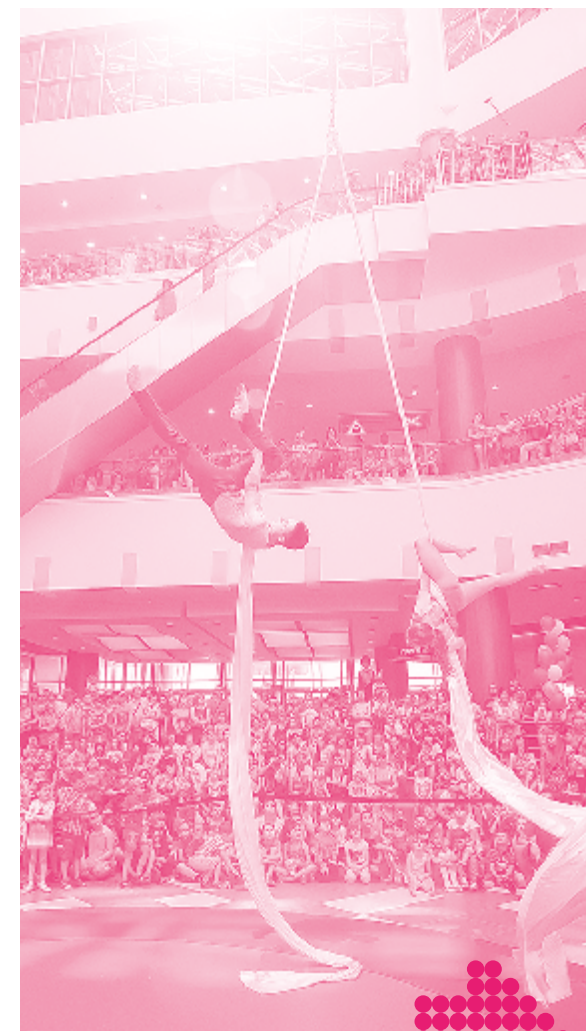


BRINGING EXPERIENCES TO LIFE AND SHARING MEMORIES

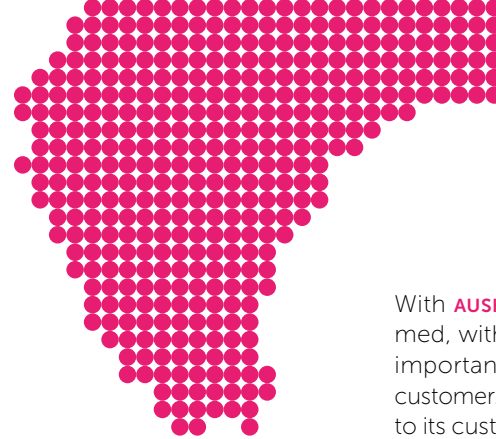
IMMOCHAN surprises its customers with moments of friendliness and innovative experiences.

Out of the ordinary events help to make dreams come true.

Other, simpler activities, are a testimony of how much we think of everyone. With this mix of major operations and friendly surprises, **IMMOCHAN** makes it a point of honour to develop free and intergenerational promotions, open to as many people as possible. So many reasons above and beyond shopping to keep coming back.



AUSHOPPING : RELATIONSHIP Quality Label



Immochan has adapted to the changing world.

This is why the company launched **AUSHOPPING**, an ambitious quality label to transform its network of shopping centres. The ambitious transformation programme relies on quality criteria that are based on four levers : atmosphere, retail, events and services. Compliance with the specifications determines if a centre obtains the **AUSHOPPING** label.

These levers revisit all aspects of customers' stay to make a real qualitative leap that's visible to visitors.

This label is a commitment to relationship excellence that is bringing visible changes felt by everyone. Concrete improvements are taken to expand and colour the shopping experience by offering renewed commercial offerings and revisiting all aspects of the customer stay to make it more fun, surprising and emotional. **AUSHOPPING** is coming to life through new signage affixed on centres meeting required quality criteria.

With **AUSHOPPING**, **IMMOCHAN** has reaffirmed, with simplicity and conviction, the importance of the relationship with the customer. **IMMOCHAN**, therefore, is speaking to its customers, but the label also directly benefits retailers and brands. **AUSHOPPING** is the promise of enhanced attractiveness, better promotion of sales outlets and products, more impact and higher visibility for commercial operations, and, therefore, a more dynamic business.



📍 Book corner, Pôle Europe, France

📍 Gourmet corner, Englos les Géants, France



Aushopping is the concrete translation of Immochan's customer vision. It's based on one major conviction : physical retail has a future if it is relationship orientated and connected.

Advanced roll-out ACROSS THE NETWORK

The **AUSHOPPING** approach will concern all 394 centres in the **IMMOCHAN** communication network. In 2017, the **AUSHOPPING** project had already been applied to 65 centres all over the world. **IMMOCHAN** is giving itself 3 to 5 years to reach the quality level in all its centres.

📍 Digital corner, Les Saisons de Meaux, France



AUCHAN RETAIL'S MAIN PARTNER

Historical partners, Immochan and Auchan Retail work together to offer customers a unique shopping experience.

A SHARED PROMISE TO CUSTOMERS

Carried along by their complementary expertise and a shared promise to customers: to make shopping fun for families, **AUCHAN RETAIL** and **IMMOCHAN** unite all the factors of success: they offer the most attractive retail spaces.

Overview of key figures



AUCHAN RETAIL

3,175
POINT OF SALES
WORLDWIDE

- **1,003** HYPERMARKETS UNDER BANNERS
- **2,541** SUPERMARKETS AND CONVENIENCE STORES UNDER BANNERS
- **171** DRIVE OUTLETS AUGMENTED BY E-COMMERCE

51,7 BILLION €
IN REVENUE EXCLUDING TAXES

11TH
LARGEST FOOD RETAILER IN THE WORLD

35TH
LARGEST GLOBAL EMPLOYER

📍 Auchan Curno, Italy



📍 Auchan Curno, Italy



CONTACTS

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China
France
Hungary
Italy

65

Luxembourg
Poland
Portugal
Romania
Russia
Spain
Taiwan
Ukraine



A team
to support
you in your
development

CHINA



VIANNEY DUMAS
Chief Executive China
MOB. + +86 21-2505 2903
vdumas@immochan.com

FRANCE



LAURENT BONNET
Commercial Director
MOB. + 33 3 20 81 68 00
lbonnet@immochan.com



YVELINE DEPASSE
Leasing Director
MOB. + 33 3 61 76 32 48
ydepasse@immochan.com

HUNGARY



BALÁZS GÁBOSY
Leasing Director
MOB. + 36 18 87 45 28
b.gabosy@auchan.hu

ITALY



CLAUDIO GHIDOTTI
Commercial Director
MOB. + 39 02 57 58 24 20
claudio.ghidotti@gcispa.com



GIAMPIERO DI MAIO
Leasing Director North
MOB. + 39 02 57 58 24 20
giampiero.dimaio@gcispa.com



ETTORE PAPPONETTI
Leasing Director South
MOB. + 39 335 277 593
ettore.papponetti@gcispa.com

ELISE THIBERT
Leasing Director
MOB. + 352 27 48 22 46
ethibert@immochan.com



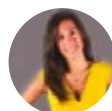
LUXEMBOURG

ADA WALENTEK
Leasing Director
MOB. + 48 502 446 758
awalentek@immochan.com



POLAND

FILOMENA CONCEIÇÃO
Leasing & Marketing Director
MOB. + 351 21 712 54 03
fconceicao@immochan.com



PORTUGAL

ANCA-MARIA POP
Leasing Manager
MOB. + 40 3 748 051 274
ampop@immochan.com



ROMANIA

ALEKSEY IONOV
Commercial Director
al.ionov@auchan.ru



RUSSIA

TERESA VERDUGO
Commercial Director
MOB. + 34 9 17 30 66 66
tverdugo@immochan.com



SPAIN

SUE SU
Gallery Director
MOB. + 88 62 27 95 28 88
dr09@art-mart.com.tw



TAIWAN

GANNA KORYAGINA
Leasing Director
MOB. + 38 044 593 23 05
gkoryagina@immochan.com



UKRAINE



Rue du Maréchal de Lattre de Tassigny
BP 159 - 59 170 CROIX | FRANCE
TEL + 33 (0)3 20 81 68 00
www.immochan.com

Immochan_Corp
 Immochan

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Rue du Maréchal de Lattre de Tassigny
BP 159 - 59 170 CROIX | FRANCE
TEL + 33 (0)3 20 81 68 00
www.immochan.com