



Carmila has created Carmila Event, an integrated events agency for brands and advertisers

Paris, October 29th 2019 – **Camilla, Europe's third largest listed shopping centre management company, has launched Carmila Event: an events agency for brands and retailers. A local, integrated events management company, its purpose is to create meeting points between advisers wishing to raise their visibility and boost their sales... and the millions of customers who visit Carmila shopping centres.**

Carmila Event: bespoke support

When it comes to rolling out campaigns at local level or promoting product launches, Camilla Event can now offer a bespoke events management service that brands and retailers can use to access Carmila's 129 shopping centres in France, 87% of which are leaders or joint leaders in their respective catchment areas. With its complete coverage of the regions in which it operates and its comprehensive knowledge of (multi-) local retail issues, Camilla Event is the solution to advertisers' needs at national, regional and local level. It is evidence of our "strong desire to speed things up in terms of events", as Alexandre de Palmas pointed out at Carmiday on 3 October.

Carmila Event can draw on a whole arsenal of solutions – such as pop-up stores, cultural events, showrooms, samplings and window stickers – and use them in the common areas or car parks of Carmila shopping centres. Each challenge is carefully studied by a single project manager who coordinates all of the local initiatives to ensure optimised management of the event. Carmila Event's strength also lies in the storytelling that it offers for each campaign. It is implemented along the entire length of the customer purchase route in the form of communications on social networks or the shopping centre's website, or the installation of digital totems in the shopping malls.

A tried and tested service

A number of brands, including Samsung, Tesla, BeyBlade Burst and Fuze Tea have already tried the omni-channel solution that Camilla Event provides and have found that it works. Fuze Tea, for example, asked Camilla Event to organise a tasting campaign that required a panel of centres representing a selection of women and men aged between 20 and 40 years old. Between 25 June and 9 August 2019, nearly 500,000 samples were distributed across 10 shopping centres.

The campaign resulted in a 78% increase in sales in the shopping centres concerned.

As Bérénice Brunet, director of Carmila Event emphasised: *"What we want to do is bolster our relationship with retailers, so they can optimise their campaigns across a given shopping centre. This involves sharing our expertise in retail and shopping centres with advertisers so as to create synergies, enhance the customer experience and improve the purchase route".*

ABOUT CARMILA

Carmila was founded by Carrefour and a number of major institutional investors in order to increase the value of shopping centres adjoining Carrefour stores in France, Spain and Italy. As of 30 June 2019, its portfolio is made up of 215 shopping centres in France, Spain and Italy, all leaders in their respective catchment areas, and valued at €6.4 billion. Inspired by a genuine retail culture, Carmila's teams include all of the expertise needed to ensure commercial appeal: sales, digital marketing, specialty leasing, shopping centre management and asset management.

Carmila is listed in Compartment A of the Euronext Paris Stock Exchange under the CARM symbol. It benefits from the specific tax regime for listed property investment companies ("SIIC").

On September 18, 2017, Carmila joined the FTSE EPRA/NAREIT Global Real Estate (EMEA Region) indices.

On 24 September 2018, Carmila joined the Euronext CAC Small, CAC Mid & Small and CAC All-tradable indices.

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