



## PRESS RELEASE

Boulogne-Billancourt, 18 May 2021

# REOPENING: CARMILA REOPENS ITS SHOPPING CENTRES IN COMPLIANCE WITH THE HEALTH MEASURES IN PLACE AND WELCOMES NEW RETAILERS

On Wednesday 19 May, Carmila – continental Europe's third largest listed commercial property owner – is set to reopen its shopping centre stores and restaurant terraces in France after several weeks of closure in compliance with the government's health measures. With retail in its very DNA, the group has announced it is to open nearly 130 new stores, and will be continuing to roll out its digital support initiatives to help its tenants.

## HEALTH MEASURES VERIFIED BY THE AFNOR

In line with the tried and tested health measures that have been in place for more than a year now, granting people uninterrupted access to Carrefour hypermarkets and other essential stores, Carmila's 128 French shopping centres are set to reopen all of their stores this Wednesday, as well as their restaurant terraces.

Since the health of its tenants and customers is a priority for Carmila, the group has successfully implemented an initiative to get its health measures verified by AFNOR Certification. On 12 May 2021, all Carmila France shopping centres were awarded the "Covid-19 health measures checked by AFNOR Certification" label, certifying that their health measures had been properly applied.

## 130 NEW STORES STARTING ON 19 MAY

Despite the pandemic, Carmila has continued its leasing activity at a steady pace – thanks to the appeal of the assets it owns in medium-sized cities and the commitment of its local sales teams.

As evidence of positive momentum and the confidence of retailers and tenants, **130 new stores** will open in Carmila France's shopping centres starting on 19 May.

These openings include **50 new retailers and restaurants at the Nice Lingostière shopping centre**, which feature 40% local retailers and franchise stores. These will be opening on Wednesday in an extension that was built in partnership with local stakeholders as part of the Eco-Vallée urban development project.

Find out more at [www.carmila.com](http://www.carmila.com)





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**Cité Europe** (Calais-Coquelles), in which a **Primark** store opened on 29 January, has announced that it is getting 7 new stores and restaurants in its fully renovated “**Cité Gourmande**” restaurant and leisure area.

Carmila is increasing the support it gives to up-and-coming retailers in its co-investment entity **Carmila Retail Development**: Three **Barbe de Papa** hairstylists and barbers, six **Indémodable** shoe shops and three **Cigusto** electronic cigarette shops will open between now and the end of June. The Group is also continuing to roll out its health strategy by opening a number of **Vertuo** dental care centres: following the first successful openings in Athis-Mons in January and then in Perpignan Claira in April, new centres are set to open this summer in Sartrouville, Nantes Beaujoire and Tournefeuille (Toulouse).

*“We have been eagerly awaiting this reopening and are delighted to be reopening all of our stores in compliance with the AFNOR Certification-approved government health measures. This reopening is evidence of just how agile and dynamic our teams are – they will be welcoming 130 new stores in the coming days. More than ever before, we are committed to helping our tenants and customers ensure that this reopening is a success”.* Marie Cheval, Chief Executive Officer of Carmila.

### **A DAY-TO-DAY SUPPORT STRATEGY FOR OUR TENANTS.**

To enable this reopening, Carmila is providing retailers with its digital expertise.

To ensure information is correct and coherent in real time with all search engines, Carmila helps its tenants with their **local listings** and their **presence management** via a partnership with start-up **Partoo**, which specialises in online visibility and reputation.

The group also helps its tenants with their digitalisation initiatives, leveraging its digital communities – such as its network of local influencers, for example, or by staging a national challenge over **Tik Tok**. A **#dansmaboutique** campaign has been launched over the social networks designed to showcase bricks-and-mortar retail and encourage communities to return to stores.

Carmila also gives its tenants access to the **Kiosque** – a service which provides them with targeted, omni-channel turnkey marketing solutions to enhance their appeal and boost sales. For example, Carmila has entered into a partnership with start-up **Malou** which helps restaurant owners raise their profile and online appeal through a series of webinars tackling topics such as delivery websites and e-bookings.

Carmila also supports its tenants by helping them to recruit staff via start-up **Student Pop** – which uses local students to bolster sales teams – or **Extracadabra** – which helps recruit qualified personnel for short projects or on fixed-term contracts.



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### PRESS CONTACTS:

Morgan Lavielle – Communications Director <a href="mailto:morgan_lavielle@carmila.com">morgan_lavielle@carmila.com</a> +33 6 87 77 48 80	Kenza Kanache – Marie-Antoinette Agency <a href="mailto:kenza@marie-antoinette.fr">kenza@marie-antoinette.fr</a> +33 6 35 47 82 08
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### FINANCIAL CALENDAR

**28 July 2021** (after market closure): Publication of results of the first half of 2021

**29 July 2021** (2:30 PM): Financial information meeting

### 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 31 December 2020, its portfolio comprised 215 shopping centres in France, Spain and Italy, all leaders in their respective catchment areas and valued at a total of €6.1 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 falls under 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.