



PRESS RELEASE

Boulogne-Billancourt, 23 September 2021

## **CARMILA UNVEILS THE WINNERS OF THE DNVB READY PRIZE**

Winning brands: Flotte, Le Beau Thé, Baya and Bandit

**Carmila, the third-largest listed shopping centre company in mainland Europe, is revealing the winners of the inaugural DNVB Ready Prize. At the Carmiday\* conference in Paris on 23 September, four digital brands were recognised for their bold and innovative work. Carmila will be supporting these brands as they roll out their concepts in its shopping centres.**

### **DNVB Ready Prize: combining the strengths of physical and digital retail**

**The DNVB Ready Prize**, organised by Carmila in partnership with Digital Native Group, **seeks to support DNVBs with their omnichannel strategy** by giving them access to Carmila's shopping centre customers.

**A total of 71 DNVBs were vying for the top prize.**

Further to their deliberations, the **expert panel**, comprising Marie Cheval, Chair and Chief Executive Officer of Carmila, Vincent Redrado, Chief Executive Officer of Digital Native Group, Bastien Valensi, co-Founder of Cabaia, Camille Kriebitzsch, co-Founder of Eutopia, and Dalila Bouaziz, editor-in-chief of E-commerce Mag and Relation Client Mag, awarded prizes to Flotte, Le Beau Thé, Baya and Bandit.

*"Carmila is delighted to be supporting passionate entrepreneurs and innovative, committed brands. The popularity of the contest reflects the strong appetite and prevailing need among DNVBs for access to brick-and-mortar retail. Establishing a physical presence in shopping centres is a crucial stage in their development. Our goal is to support them through this process,"* said Marie Cheval, Chair and Chief Executive Officer of Carmila.



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Together, Carmila and the DNVBs are developing synergies between brick-and-mortar and digital retail, spurring change and shaping the future of retail. This transformation has already been pioneered by Marquette, the concept store for French DNVBs co-founded with Digital Native Group, which has been hugely successful at Toulouse Labège and Calais Cité Europe.

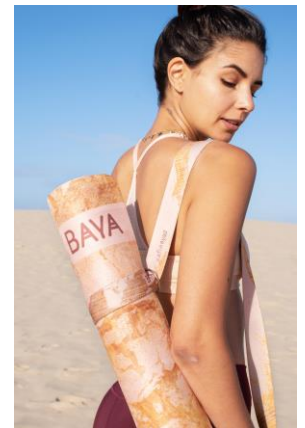
### Innovative and committed prizewinning brands



**First prize: Flotte**, a French rain gear brand committed to responsible and sustainable fashion picked up the main award at the inaugural DNVB Ready Prize. Flotte will be receiving bespoke assistance in setting up a store in a Carmila centre (worth €100,000).

*"This prize is a great opportunity to meet our fellow rain lovers face to face. Carmila is helping us gain brand exposure and attract new customers from among its regular shopping centre visitors,"* commented Michaël, co-Founder of Flotte.

The second prize was awarded to **Le Beau Thé**, a designer tea shop offering personalised infusion and teabags made from muslin, with the **third prize** going to **Baya**, a yoga gear and activewear brand. Both brands will be given retail space in Marquette, respectively for six and three months.



The **Panel's Choice Prize** went to **Bandit**, a brand offering latest-generation accessories for dogs and cats, which will be benefiting from pop-up retail space in a Carmila shopping centre.



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### \* What is Carmiday?

The Carmiday conference is a networking event bringing together over 380 retailers and franchisees, where Carmila is presenting its shopping centres and digital and marketing solutions.

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#### **ABOUT CARMILA**

As the third-largest listed owner of commercial property in continental Europe, Carmila was founded by Carrefour and large institutional investors in order to transform and enhance the value of shopping centres adjoining Carrefour hypermarkets in France, Spain and Italy. At 30 June 2021, its portfolio was valued at €6.13 billion, comprising 214 shopping centres, all leaders in their catchment areas. Driven by an ambition to simplify and enhance the daily lives of retailers and customers across the regions, the local touch is at the heart of everything Carmila does. Carmila's teams have a deeply-anchored retail culture, comprising experts in all aspects of retail attractiveness: operations, shopping centre management, leasing, local digital marketing, business set-ups and CSR.

Carmila is listed on Euronext-Paris Compartment A under the symbol CARM. It benefits from the tax regime for French real estate investment trusts ("SIIC").

Carmila became part of the FTSE EPRA/NAREIT Global Real Estate (EMEA Region) indices on 18 September 2017.

Carmila became part of the Euronext CAC Small, CAC Mid & Small and CAC All-tradable indices on 24 September 2018.