



PRESS RELEASE

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CARMILA UNVEILS THE WINNERS OF THE 2ND DNVB READY PRIZE

Winning brands: Merci Handy, Sport à l’Affiche and Waekura

Carmila, the third-largest listed shopping centre company in Europe, today revealed the winners of the second DNVB Ready Prize, recognising three digital brands for their achievements and their innovation work. Carmila will draw on its retail expertise to support these brands as they roll out their concepts in its shopping centres.

2nd DNVB Ready Prize: combining the strengths of physical and digital retail

The second 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 144 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; Lyly Wu, co-Founder of DNVB Flotte and winner of the first DNVB Ready Prize; Sophie Darriere, co-Founder of Label Experience; Clotilde Chenevoy, Editor-in-Chief of Republik Retail; and Guillaume Alcan, co-Founder of M. Moustache; awarded prizes to **Merci Handy, Sport à l’Affiche and Waekura.**

“The contest was a tremendous success once again this year. Carmila is proud to support ambitious and passionate entrepreneurs as they get set up and grow their businesses in our shopping centres. A total of 144 brands were in the running, testifying to the dynamism of the DNVB space and validating the Group’s omnichannel strategy,” said Marie Cheval, Chair and Chief Executive Officer of Carmila.

Together, Carmila and the DNVBs are developing synergies between brick-and-mortar and digital retail, spurring change and shaping the future of the industry. 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 Cité Europe.



Dynamic and innovative prize-winning brands

The first prize was awarded to Merci Handy, which markets practical and colourful everyday cosmetics made with naturally-sourced ingredients. Merci Handy will receive support from a team of professionals in setting up a store or kiosk in a Carmila shopping centre (worth €100,000).

The second prize was awarded to Sport à l’Affiche, which designs eye-catching sporting posters so sportsmen and women and their fans can proudly display their passion and achievements at home. The brand will be provided with retail space in the Marquette concept store for six months (worth €30,000).

The third prize was awarded to Waekura, which is modernising the world of jewellery by offering a premium experience without the high price tag. Its designs are water-resistant, hypoallergenic, fashion-forward and above all very affordable. Waekura will receive support from a team of professionals in setting up a store or kiosk in a Carmila shopping centre (worth €20,000).

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ABOUT CARMILA

As the third-largest listed owner of commercial property in 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 2022, its portfolio was valued at €6.16 billion, comprising 208 shopping centres, leaders in their catchment areas.

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

Carmila has been a member of the SBF 120 since 20 June 2022.