

- Press release -



## The Klépierre Ségécé group welcomes KIKO, the Italian make-up brand, to France.

**KIKO**  
MAKE UP MILANO

Paris, the 16<sup>th</sup> of July, 2010 - Kiko, the specialist chain of make-up shops, is coming to the Klépierre Ségécé shopping centres in France. The Italian retailer will open the doors of its first three shops in the group's iconic shopping centres: Val d'Europe, Belle Epine and Le Millénaire, the future Porte d'Aubervilliers shopping centre scheduled to open to the public in April 2011.

### An innovating and creative concept at reasonable prices

Created in 1997, Kiko is a mono-brand, make-up tradename belonging to the Italian group, Percassi. It currently exists in Italy, Spain and Germany with 104 shops and the brand is continuously developing and increasing its presence in Europe.

In its shops, based on a clean-cut, uncluttered design, Kiko exclusively offers a wide and creative range of make-up products and accessories, all with the "made in Italy" stamp. Its speciality lies in being able to satisfy all types and all ages of clients due to its huge variety of products (800 in total, 600 of which are permanently in stock), colours, textures and effects - all at very reasonable prices.



The Klépierre Ségécé group and Kiko are already partners in Italy and Spain. The first three French shops will open soon in the flagship shopping centres in the Paris region:

- Val d'Europe at Marne la Vallée (77) over 71 m<sup>2</sup> GLA (autumn 2010)
- Belle Epine at Thiais (94) over 83 m<sup>2</sup> GLA (autumn 2010)
- Le Millénaire at Aubervilliers (93), when the centre opens in April, 2011

These three regional shopping centres, based in optimal trading and living venues, offer the Italian brand all the essentials necessary to successfully set itself up in France.

The fact that Kiko is opening its doors in the Klépierre Ségécé shopping centres only goes to prove once more the French group's desire to attract new tradenames and concepts as well as brands as yet unknown in France. It follows in the footsteps of recent arrivals in France such as Hema or Natura. Moreover, Kiko, alongside Decimas and Polynesia, will be the third retail brand, as yet unheard of in France, to choose to open its doors in Le Millénaire.

*"We are happy to welcome Kiko to France in three of our figurehead shopping centres in the Paris region. We are convinced that Kiko will contribute greatly to our shopping center mix-marketing and will easily win over our clientele",* said Marc Maheut, Leasing Director France, of Klépierre Ségécé.

\*GLA : Gross Leasable Area (sales area + stock rooms)

## More about:

### ***Klépierre Ségécé***

**Klépierre**, a listed, French real estate investment company, has an asset base valued at 14.7 billion Euros as at 31 December 2009. This asset base is composed of 90.5% shopping centres (i.e., **274 centres spread over 13 countries in continental Europe**), 4.2% businesses via Klémurs and 5.3% office buildings.

Klépierre's leading shareholder is BNP Paribas, with a 51.0% shareholding. The company is a long-term investor and controls the conception, management and assessment of its asset base through its subsidiaries **Ségécé** and **Steen & Strøm**, the leading Scandinavian property owners with shopping centres acquired in October 2008. The combination of these market players within the same group makes it the essential partner for towns and brands to ensure lasting success of commercial projects.

For more information visit: [www.klepierre.com](http://www.klepierre.com) [www.segece.com](http://www.segece.com)

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