



HAMMERSON SET TO LAUNCH LES TERRASSES DU PORT IN MARSEILLE

Les Terrasses du Port, Hammerson's new retail and leisure scheme in Marseille, will open to the public this Saturday (24 May 2014).

The 61,000m² scheme with 190 stores and restaurants is Hammerson's first retail development in France, and is set to transform the city's retail and leisure offer.

The scheme which is 97% let (by income) brings over 30 new brands to the city, including Ted Baker, Uniqlo and Citadium. Parisian department store Printemps opens its first new store in 30 years as the scheme's anchor retailer, and the impressive retail line up includes a mix of high-end brands such as Michael Kors and Hugo Boss, and well known fashion staples such as Superdry, Zara and H&M.

The ground floor of the scheme features La Grande Halle, a unique concept for a French shopping centre. The area includes 20 kiosks, designed in the style of an indoor food market, which offers a range of local produce, along with live cooking demonstrations from speciality chefs to inspire shoppers.

The scheme occupies a unique location for a shopping centre, overlooking the Mediterranean Sea and features a spectacular 260m restaurant terrace, on which diners and visitors can enjoy an unrivalled view of the Mediterranean Sea.

Part of the centre's ground floor level also acts as the passenger terminal for the passenger ferries to Corsica and Sardinia which transports around 600,000 passengers a year.

The scheme represents a £400m investment by Hammerson, and is a major part of the €7bn urban regeneration project Euroméditerranée, which is transforming Marseille by providing new offices, retail, residential units and public space.

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Les Terrasses du Port will be the first of Hammerson's centres to launch its customer experience initiative PLUS, which allows personalised content and offers to be delivered across all digital channels including the app, website and kiosks.

Marseille and the wider region attracts over 34million tourists a year with over 2 million cruise passengers visiting the city as part of Mediterranean trips. Marseille has a strong consumer catchment with a regional spend of €12billion and a retail market gap (for non-food) of €600million.

David Atkins, Hammerson Chief Executive, commented: "The launch of our first major retail development in France marks a significant milestone for Hammerson. Marseille has undergone a substantial transformation and Les Terrasses du Port delivers the major retail element of the €7bn investment in the Euroméditerranée regeneration project."

Jean-Philippe Mouton, MD of Hammerson France added: "The fact that such a large proportion of retailers opening today are new to both Marseille and shopping centres in France demonstrates huge confidence in Les Terrasses du Port. It is no longer necessary to travel out of Marseille for a first class shopping experience. The strength of the international brands in a striking new development will cement Les Terrasses du Port as the regional retail destination."

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Key Facts

The Scheme

- Hammerson's first major shopping centre development in France
- £400m development
- Opening 24 May 2014
- 61,000m² of retail
- 190 shops
- 97% let by income
- 260m restaurant terrace
- 2,600 parking spaces
- Open 7 days a week, stores open 10am – 8pm, restaurants until 1am

Retail and restaurants

- Luxury department store Printemps is taking its first new store in over 30 years outside of Paris
- Six brands opening their first store outside of Paris including Citadium, Printemps' sister brand
- 35 retailers are new to Marseille including Ted Baker and Uniqlo
- 28 of the retail brands are opening their first French shopping centre store, including Michael Kors and Havaianas
- Six pop-up stores for small brands who want to take space from between a week and 12 months
- The 'Grande Halle' is a unique concept and has been designed in the style of an indoor food market with 20 kiosks offering local produce and will host live cooking demonstrations
- 30 restaurants and catering units

Customer Experience

- Les Terrasses du Port will be the first of Hammerson's centres to launch its integrated digital system – allowing consumers to access real time content and offers via the app, website, and kiosks.
- The new system is the most integrated customer content initiative delivered by a landlord globally.
- Over 90 retailers have signed up to the app with over 30 retailers including Darty, Mango, H&M, Etam, Bose and Citadium offering bespoke offers for Plus customers
- A limited edition digital wall will provide information on Plus and entertainment for shoppers by broadcasting and sharing a selfie with an augmented and live interaction with social media.
- A limited edition digital wall will provide information about the Plus loyalty program and entertainment for shoppers by broadcasting and sharing a selfie or a product photo just bought with an augmented reality and live interaction with social media. Thanks to lower touchscreens, kids will be able to play with interactive games. The wall is also connected to the app.
- A children's area features tablets complete with digital games and activities
- An augmented reality animation linked to the social media will be part of the welcome desk

Marseille

- Les Terrasses du Port is in the heart of Marseille's €7bn regeneration area – Euroméditerranée

- The 480 hectare site is over four and half time the size of the Canary Wharf regeneration scheme
- Marseille has seen new civic and commercial buildings delivered by internationally renowned architects Norman Foster, Zaha Hadid and Rudy Ricciotti
- Major employers in Marseille include IBM, Expedia and EDF
- Marseille has a city population of 853,000
- 1.5 million residents live in the catchment area (less than 35 minutes by car)
- Marseille and the wider region attracts over 34 million tourists a year with over 2 million cruise passengers visiting the city
- Marseille has a regional catchment spend of €12billion and a retail market gap (non-food) of €600million

Employment

- 3,500 employment opportunities created (1,500 construction and 2,000 retail and operational jobs)
- Hammerson developed a unique partnership with Pôle Emploi, France's national employment agency, to recruit for positions with more than 120 retailers
- A dedicated employment office was created which was visited by over 6,000 people
- Over 1,000 jobs have already been filled by retailers using the initiative
- 30% of the new employees are from disadvantaged areas and 30% of the people who have secured jobs are under 25 years of age and are not currently in employment or education

Sustainability

- BREEAM Excellent rating
- 94.6% of construction site waste was recycled
- 92% of retailers signed Hammerson green leases to minimise impact during fit out
- The centre aims to recycle 75% of operational waste in the first year of trading
- A ecological garden which will open this autumn has been created on the roof to increase the biodiversity and for educational purposes