



## PRESS RELEASE

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Paris, March 20, 2015

### **ALTAREA COGEDIM NOW OWNS 100% OF QWARTZ, FRANCE'S 1<sup>ST</sup> CONNECTED REGIONAL SHOPPING CENTER**

**Altarea Cogedim has just signed an agreement with an entity held by Orion European Real Estate Fund III CV, a fund managed by Orion Capital Managers. Altarea Cogedim Group now owns 100% of the Quartz regional shopping center located in the *Département des Hauts-de-Seine* (Paris Greater Area). The transaction was carried out based on a 100% market valuation of approximately €400 million.**

Quartz was created following more than 10 years of thought and planning. With its singular positioning combining of brick-and-mortar and digital retail, the center effectively embodies shopping center revitalization. Featuring a multitude of innovative concepts specifically developed for Quartz, the regional shopping center located in the *Département des Hauts-de-Seine* offers customers a unique range of products and services for a new kind of shopping experience.

An exceptional showcase for retailers, Quartz has been taken up at 100%. Its 165 national and international retailers spanning a surface area of 925,750 ft<sup>2</sup> (86,000 m<sup>2</sup>) include a Carrefour hypermarket featuring the latest digital innovations developed to facilitate customers' purchasing itinerary, and 15 mid-sized stores including the brand new duo of Marks & Spencer and Primark, each covering 53,750 ft<sup>2</sup> (5,000 m<sup>2</sup>).

Since it opened less than a year ago, the shopping center's unique positioning has been recognized on several occasions: Quartz won a MAPIC Award for the category of "Most Innovative Shopping Center," as well as the "*Janus du Commerce*" label in the fall of 2014. The center was also awarded the Prize for the Most Connected Catchment Areas at the first annual *Nuit du Commerce Connectée*, organized by Retail Networks.

Footfall at Quartz is expected to exceed 7 million visitors in its first year, with a long-term goal of 9 million visitors.

#### **About Altarea Cogedim – [www.altareacogedim.com](http://www.altareacogedim.com)**

*Altarea Cogedim is a leading property group. As both a commercial landowner and developer, it operates in all three classes of property assets: retail, residential and offices. It has the know-how in each sector required to design, develop, commercialize and manage made-to-measure property products. With operations in France, Spain and Italy, Altarea Cogedim manages a shopping center portfolio of €4 billion and ranks among the leading e-commerce sites in France thanks to its subsidiary, Rue du Commerce. Listed in compartment A of the NYSE Euronext Paris, Altarea had a market capitalization of €1.6 billion at December 31, 2014.*

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