

PRESS RELEASE

Paris, 13 May 2013

Lego flagship store to be Promenade Sainte-Catherine landmark

Redevco has signed a lease with Danish construction toys brand Lego, which is to create a 700 sq.m. flagship store in the Promenade Sainte-Catherine project in Bordeaux.

The Lego store will occupy three levels at the heart of the centre, which has been designed and developed by Valode & Pistre. With its striking glass façade, the store promises to be the architectural landmark of the project.

Lego, the well-known brand established in more than 130 countries, aims to offer Bordeaux consumers the Lego Experience, based on the brand's key values – creativity, unlimited construction possibilities, imaginative appeal and fun.

Fans young and old will be able to immerse themselves in the Lego universe, living new experiences, stepping into the virtual world of their heroes and giving free rein to their imagination at the play tables or in the digital corner, or buy Lego pieces from the “Pick a Brick” wall.

Located in the historical centre of the Gironde capital, on the corner of Rue Sainte-Catherine and Rue Porte-Dijeaux, Promenade Sainte-Catherine combines residential and retail space in an open-air architectural design comprising more than 28,000 sq.m.

This urban renewal project, developed on the site of the former Sud-Ouest printing works, aims to offer an innovative retail proposition, supplementing the existing offer. Structured around a fountain in a leafy square, there will be several restaurants with outside terraces, shops, and concept stores. Work on this urban oasis started in July 2012.

In addition to Lego, Monop, Swarovski and C&A have already signed leases for the Promenade Sainte-Catherine centre, which will welcome its first customers in April 2015.

“The Redevco team is very proud to welcome this new French Lego store as an anchor in Promenade Sainte-Catherine. The commercial and leisure ambitions of Promenade Sainte-Catherine are a perfect match with those of the world's third largest toy manufacturer,” says Thierry Cahierre, Managing Director of Redevco France.

For this lease, Redevco was advised by RCG and Lego by Cushman & Wakefield.

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The central square in Promenade Sainte-Catherine, Bordeaux

ABOUT REDEVCO:

Redevco is an independent real estate company, managing and developing one of the largest retail portfolios in Europe. The portfolio comprises more than 600 properties, most of them in top locations in major European cities. Redevco focuses on prime retail in good locations offering high growth potential. Redevco is owned by COFRA Holding AG, a Swiss-based holding company.

For further information please contact:

Farisa El Moussaoui
PR & Corporate Communications Officer
Redevco B.V.
Wibautstraat 224
1097 DN Amsterdam, The Netherlands
Tel.: +31 20 599 6262
Fax: +31 20 599 6263
Email: farisa.el.moussaoui@redevco.com
Website: www.redevco.com

Service de Presse Redevco France:
Treize Cent Treize
Tel.: +33 1 53 17 97 13
Contacts:
Marie-Hélène NEEDHAM
mh.needham@treizecenttreize.fr
Alain N'DONG
alain.ndong@treizecenttreize.fr