

MERCIALYS

Press release
July 20, 2016

MERCIALYS ROLLS OUT ITS NEW DIGITAL LOYALTY PROGRAM “LE CHALLENGE FIDELITE” AT 16 OF ITS LEADING “G LA GALERIE” SHOPPING CENTERS

The Challenge Fidélité loyalty challenge, available exclusively with the free “G La Galerie” app (iOS and Android), aims to build up a community of loyal customers as ambassadors for “G La Galerie” shopping centers.

Rewarding loyal customers for their physical and digital interactions with La Galerie

Customers who have downloaded the app are detected by very small beacons deployed in the stores and communal areas at the various sites. As customers go to stores and share content on Facebook, they build up visits and increase their chances of winning vouchers. A customer league table is drawn up based on their levels of physical and digital interactions with La Galerie. Customers can work their way up through the levels and achieve different statuses - Challenger, Fan or Ambassador – that enable them to receive rewards.



Generating qualified traffic in La Galerie stores

CHALLENGE FIDÉLITÉ

TÉLÉCHARGEZ L'APPLICATION « LA GALERIE »

Participez au Challenge Fidélité

VENEZ DANS LA GALERIE

Cumulez des visites en vous rendant dans les boutiques de La Galerie

GAGNEZ DES BONS D'ACHAT

40 € BONS D'ACHAT SOUS-BOITES
20 € BONS D'ACHAT RESTAURANTS
10 € BONS D'ACHAT SOUS-BOITES

Toute l'année les offres fidélité de vos commerçants *

* Offres disponibles aux clients inscrits au Challenge Fidélité disponibles sur application mobile, tablette > Max offres fidélité > en respectant les conditions de validité de vos commerçants.

Every four months, depending on their status, customers can win vouchers for use in participating stores and restaurants. They also receive exclusive commercial offers with these retailers.

Enabling a more fluid customer and retailer journey

Thanks to the system for automatically detecting customers and paper-free vouchers on their smartphones, it is easier to build customer loyalty. Alongside this, for Loyalty Challenge member stores, the process is simple, without any extra costs or steps involved. They simply validate customers' vouchers in their stores before being automatically reimbursed within 48 to 72 hours.

The Loyalty Challenge is part of the dynamic range of services launched for “G La Galerie” center customers. Following its deployment in three pilot centers in 2015 (Clermont-Ferrand, Grenoble and Poitiers) and six centers in spring 2016 (Nîmes, Niort, Lanester, Brest, Quimper and Angoulême), the Loyalty Challenge has been a big success with retailers and customers. More than 85% of the stores in these centers have signed up, with strong levels of interest among customers (6,500 downloads and 26,000 visits since May 2016). It will be rolled out at a further six centers at the end of this summer (Angers, Besançon, Fréjus, Istres, Marseille La Valentine and Tours), as well as at Toulouse Fenouillet when its extension opens in November. Its deployment will continue moving forward for new centers in 2017.

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This press release is available on www.mercialys.com

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About Mercialis

Mercialys, one of France's leading real estate companies, owns, manages and is constantly transforming a portfolio of 59 shopping centers throughout France. Through their proximity, human scale, innovative features and local engagement, the centers represent a different way of looking at retail, with agility and pragmatism, creating value for all the stakeholders involved.

IMPORTANT INFORMATION

This press release contains certain forward-looking statements about future events, trends, projects or targets.

These forward-looking statements are subject to identified and unidentified risks and uncertainties that could cause actual results to differ materially from the results anticipated in the forward-looking statements. Please refer to the Mercialis registration document available at www.mercialys.com for the year ended December 31, 2015 for more details regarding certain factors, risks and uncertainties that could affect Mercialis' business.

Mercialys makes no undertaking in any form to publish updates or adjustments to these forward-looking statements, nor to report new information, new future events or any other circumstances that might cause these statements to be revised.