

MERCIALYS

Press Release
June 13, 2016

Stéphane Plaza, “G La Galerie” brand ambassador

Stéphane Plaza, the famous French TV presenter from M6, will be the “G La Galerie” brand ambassador for Mercialys shopping centers. This collaboration will be kicking off with this summer’s sales season.

A leading presenter from the French TV channel M6, Stéphane Plaza has hosted a number of hit shows in France for the past 10 years, including “Maison à vendre”, “Recherche maison ou appartement” and more recently “Chasseurs d’appart”. He is one of the most popular TV presenters in the country.

Stéphane Plaza, with his high popularity levels and his ability to be close to people, shares Mercialys’ values of proximity and engagement, making him the ideal ambassador for the “G La Galerie” brand.

He will be presented in a program of promotional campaigns in line with the brand’s key activities. These campaigns will be rolled out across all the “G La Galerie” brand’s communications media: displays, radio, online, press and direct marketing. They will be picked up on and highlighted in the cities where “G La Galerie” shopping centers are located.



* * *

Press Contact :

Communication

Tél : + 33(0)1 53 65 24 78

About Mercialys

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 Mercialys shelf registration document available at www.mercialys.com for the year to December 31, 2015 for more details regarding certain factors, risks and uncertainties that could affect Mercialys' 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.