

Paris, January 15, 2013

Press release

Unibail-Rodamco partners with Socri to develop Polygone Riviera, the first open air shopping centre in France that brings together art and shopping

For the first time in France, a green and open air centre will offer to take visitors on a real journey around art, shopping and leisure. Polygone Riviera will open to the public in the fall of 2015. With a construction cost estimated at €350 Mn, the project will create 1,500 jobs and have an environmental performance on par with the international standards of BREEAM.

The design of Polygone Riviera was entrusted to a team of renowned architects, under the direction of José Ignacio Galán Martínez, the architect of La Maquinista in Barcelona. The landscape artist Jean Mus drew his inspiration from the ‘French Riviera’, a Mediterranean spirit and ambiance that has contributed to the success of this region for over a century. Sacha Sosno, a famous visual artist from the region will select and display original art from renowned artists in order to give visitors a unique experience with fashion and contemporary art.

Polygone Riviera is a mall offering visitors for the first time a place for a scenic stroll by the river, surrounded by works of art, or a place to lounge around the many different fashion, beauty and home decoration brands, as well as shops revolving around culture. The mall will also include a movie theatre with ten screens and a casino. Polygone Riviera represents a collection of brands and a concentration of possibilities, never seen in the region before.

30 years after Nicetoile, Unibail-Rodamco again partners with Socri to build the largest shopping centre in the South of France. With 75,000 m² of retail space, restaurants, art and culture, Polygone Riviera will allow visitors to shop for all their needs in one place.

Polygone Riviera is organised around four districts:

- The ART DE VIVRE district: a haven for interior design and nature ;
- The LIFESTYLE district: the largest retail and entertainment offer in the South of France ;
- The PREMIUM district: a collection of iconic brands and fashion ;
- The LUXURY district: offering an array of prestigious brands.

Polygone Riviera is located in a region with 1.1 million inhabitants, of which 28% of households have above average wealth. The region attracts 14 million tourists per annum, including 20% from business tourism. The shopping centre targets a local and international demand: a place that is easy to access, in a scenic environment, where the mix of premium brands includes the best of those found in international capital cities.

Polygone Riviera will also have the recognition of Unibail-Rodamco’s highest quality standards: the 4 Star Label, which welcomes visitors with a range of innovative services that match the standards of a luxury hotel. Furthermore, The Dining Experience will also be implemented, a unique concept that offers a collection of the best restaurateurs and new international food brands.

Polygone Riviera is part of the ‘New Art of Shopping’ revolution in the French Riviera.

About SOCRI

The SOCRI Group, owned by the Chambon family, has two complementary activities: luxury hotels and commercial real estate. The Group owns a number of palaces and luxury hotels in France, including the Mas de Pierre in Saint-Paul-de-Vence (5 star spa and luxury hotel) and the Grand Hotel Loreamar Thalasso Spa in Saint-Jean-de-Luz close to Biarritz. SOCRI developed a number of shopping centres including Polygone Montpellier and Polygone Béziers. Opened in 2010, Polygone Béziers was awarded the CNCC (National Council of Shopping Centres) best shopping centre trophy.

About Unibail-Rodamco

Created in 1968, Unibail-Rodamco SE is Europe's largest listed commercial property company, with a presence in 12 EU countries, and a portfolio of assets valued at €27.5 billion on June 30, 2012. As an integrated operator, investor and developer, the Group aims to cover the whole of the real estate value creation chain. With the support of its 1,500 professionals, Unibail-Rodamco applies those skills to highly specialised market segments such as the large shopping centres of major European capital cities, and large offices and convention & exhibition centres in the Paris region.

The Group distinguishes itself through its focus on the highest architectural, city planning and environmental standards. Its long term approach and sustainable vision focuses on the development or redevelopment of outstanding places to shop, work and relax. Its commitment to environmental, economic and social sustainability has been recognised by inclusion in the DJSI (World and Europe), FTSE4Good and STOXX Global ESG Leaders indexes. The Group is a member of the CAC40, AEX25 and EuroSTOXX 50 indices. It benefits from an A rating from Standard & Poor's and Fitch Ratings. For more information, please visit our website: www.unibail-rodamco.com.

For further press information, please contact:

SOCRI

Florence Salvador

Florence.salvador@socri.com

+33 4 67 99 89 36

Unibail-Rodamco

Camille Delomez

camille.delomez@unibail-rodamco.com

+33 1 76 77 57 94