



Marseille
King Jouet – Rue de la
République

Paris, July 05, 2016

ANF Immobilier announces the arrival of King Jouet on rue de la République in Marseille



ANF Immobilier announces the arrival of a 900 sq.m King Jouet toy store, at 29-31 rue de la République in Marseille. King Jouet is the 3rd largest toy and game distributor on the French market.

This store will help to promote business growth in Marseille

With the arrival of this destination brand, which is a big draw for families, ANF Immobilier is helping to breathe new life into Marseille city center, and rue de la République in particular. Consumers in Marseille will now find that rue de la République offers an increasingly wide range of national chains aimed at children and families. These stores have opened with the support of ANF Immobilier.

The business strategy adopted by the King Jouet Group is entirely consistent with ANF Immobilier's aim to revive the heart of Marseille city center. The arrival of King Jouet in Marseille has enabled the King Jouet Group to expand its regional coverage, which now comprises 240 points of sale and one website. The child-centered brand achieves revenues of €250 million under this brand name.

A real estate offer focused on the economic challenges faced by the businesses that help to drive the local economy

This operation has enabled ANF Immobilier to further its involvement in the life of the local economy by seeking destination brands that can draw in the general public. The arrival of King Jouet will make a significant contribution to the growth of the local economy by attracting more than 35,000 customers a year to the store. King Jouet has over 1,000 employees in France.



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King Jouet was able to develop its new store as a result of the real estate development work carried out by ANF Immobilier on rue de la République.

For Alain Giraud, Director of business development at the King Jouet Group: *"We had been looking for a new site in Marseille for a number of months. We are happy to be opening a store on rue de la République. With ANF Immobilier, we have found a company that is ready to listen to our business problems, that is aware of the economic challenges that we face, and is willing to support us in our future business successes."*

For Ghislaine Seguin, Deputy Chief Operating Officer of ANF Immobilier: *"We are extremely happy to see King Jouet's arrival in Marseille. Our made-to-measure real estate offer, which is aimed at promoting business development, is helping to breathe new life into rue de la République. We hope that the arrival of this brand will add to the number of attractive, high-quality stores on offer to consumers on rue de la République"*.

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About ANF Immobilier	
2016 first half results	July 27, 2016 (Webcast)
2016 third quarter revenues	November 10, 2016
<p>ANF Immobilier (ISIN FR0000063091) is a French listed real estate investment company which owns a diversified portfolio of French office, retail, hotel and residential property worth €1,107 million. The Company is transforming and is oriented toward commercial properties, value creation and the growth of dynamic regional metropolises. It currently has offices in Bordeaux, Lyon and Marseille. Listed on Eurolist B of Euronext Paris and included in the EPRA real estate index, ANF Immobilier is a company of the Eurazeo Group.</p> <p>http://www.anf-immobilier.com</p>	
<p>ANF Immobilier contact: Laurent Milleron, Tel: +33 1 44 15 01 11 investorrelations@anf-immobilier.com or Press contact: Renaud Large, Tel: +33 1 58 47 96 30 renaud.large@havasww.com</p>	