



Press Release

Brussels, 8 September 2017

AG Real Estate, co-owner of Woluwe Shopping, took advantage of the summer lull to revamp the inside of the shopping centre. Three big brand clothiers followed suit, giving their stores a complete facelift.

The Woluwe Shopping Centre had a makeover this past August, upon orders by co-owner AG Real Estate to revamp the interior and create a more cohesive look and feel in the section between Zara Home and WE. Completed in record time, the main changes include increasing shopfront window size by an additional 41-72 m², the new predominantly black and white colour scheme, the black aluminium finish on the trumeaux, and resizing the logos to similar dimensions.

With its modern, minimalist design, the end result is resolutely contemporary, and the straight line concept better channels customers, driving foot traffic throughout the entire shopping centre.

Retailers Esprit, H&M and WE also took advantage of the opportunity to give their stores a facelift, adding capacity and tweaking the layout to reflect their latest store concept. An exciting initiative is that H&M will be welcoming H&M Home, its home decor collection, to Woluwe and has expanded its retail space by another 400 m².

The Expansion team at H&M Belgium explained the reasons behind this strategic choice: "*To round out our offer, we've decided to put our appealing H&M Home concept on the shelves in our flagship stores. Woluwe Shopping was an obvious choice given its popularity, handy location for Brussels and suburban shoppers, and strong repeat visitor base. We've also optimised the retail space allocated to each sub-collection, adding more capacity to the Kids' and Men's departments.*"

The main motivator for the management at WE was to introduce a new store concept that would better showcase the brand's latest collections. Joris Aperghis, CEO of WE Europe, highlighted the main features: "*There has been a dramatic shift in the retail landscape, where stores are increasingly expected to provide an inspirational customer experience, both creatively and in terms of service. We designed our new concept to capitalise on these trends. We now have clearly defined, separate Men's, Women's, Boys' and Girls' departments. With*

the use of natural materials such as wood, metal and concrete, we've given the shop interior a sleek, modern twist. And with its characteristic blue panelling and rugged yet refined furniture, the new Blue Ridge section displays our denim offer in all its glory. The Women's collection and Suits department have also been revamped to capture the essence of the WE brand."

Ann Schryvers, Commercial Relations Manager at AG Real Estate, added: "*The W Shopping has a bright future ahead of it. The latest makeover reflects the agility of both partners to adapt to changing consumer tastes and the growing demand for new shopping experiences.*"

The remodel is on track for completion in early September. AG Real Estate will then shift its focus to other Brussels-based projects, including the renovation of City 2, scheduled to begin mid-September, and the inaugural store openings at the newly overhauled The Mint (the former Centre Monnaie) in mid-October.

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AG Real Estate

AG Real Estate, a wholly-owned subsidiary of AG Insurance, is Belgium's largest real estate group with specialised expertise in the following core real estate activities: Asset & Property Management, Development & Construction Management, PPP & Real Estate Finance and Car Park Management via its subsidiary Interparking.

Since May 2017, after absorbing the operations teams for the shopping centres that it owns, AG Real Estate has become an integrated player in the retail sector, covering all areas from concept design to the management, development and operation of its eight shopping centres. Attracting nearly 45 million visitors per year, AG Real Estate's shopping centres offer 225,000 m² of GLA on the Belgian market.

AG Real Estate also has assets under management, both for itself and for external investors, currently valued at nearly EUR 6 billion.

The company employs a staff of nearly 300 with a wide range of skills and profiles, with another 2,300 employed in Car Park Management across nine different European countries.

For more information, go to www.agrealestate.eu.

The W Shopping

The W Shopping, home to 130 exclusive brands, offers shoppers a wide range of retail outlets to choose from, constantly challenges itself to deliver increasingly better customer service, and differentiates itself from the competition by organising events that leave visitors with a lasting impression.

Ideally located in the southeast of Brussels, the Woluwe shopping centre is easy to reach by car and public transport and has over 1,900 spaces in the surface parking lot.

The W Shopping attracts close de 7 million visitors per year.

For more information, go to www.thewshopping.be.