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## MEDIA RELEASE

Olten, 14 December 2016

### **Swiss Prime Site opens doors to new Jelmoli stores at Zurich Airport**

- **Developing the international Zurich Airport location**
- **Underpinning the business model through sustainable expansion**
- **Innovations at three attractive floor spaces**

#### **Developing the international Zurich Airport location**

Swiss Prime Site is expanding its presence in the retail business with Jelmoli – The House of Brands. In this context, Switzerland's leading premium department store has signed a rental agreement with Zurich Airport AG. Jelmoli will now expand its presence at three attractive spaces at Zurich Airport with various formats in stages starting from 2019: at Airside Center (airside), Airport Center (landside) and «The Circle».

#### **Underpinning the business model through sustainable expansion**

In addition to the high quality of the location – with more than 26 million passengers in 2015, a workforce of 26,000 and 25,000 daily commuters – the expansion harbours significant potential for sustainable reinforcement of the business model too. On the one hand, opening the doors to another location in the Zurich region provides noticeable economies of scale and synergy effects. On the other, Zurich Airport's growing frequency rates can also be exploited to underpin Jelmoli – The House of Brands' market presence and positioning relative to international and Swiss clientele.

#### **Innovations at three attractive floor spaces**

Jelmoli's presence in «The Circle» will comprise more than 2,000 square metres of fascinating retail concepts situated in three central «brand houses». Interactive «shoppertainment» elements will be realised in the landside area through state-of-the-art technologies in a digital concept store spanning roughly 200 square metres. The pop-up space will set attractive accents with various product placements. Shop-in-shop concepts will be implemented in the airside space in an area consisting of more than 400 square metres. At the same time, the main focal point is directed at premium shopping with globally established luxury brands.

Swiss Prime Site and Jelmoli are convinced regarding the attractiveness of the international location. According to René Zahnd, CEO of Swiss Prime Site: «Zurich Airport offers the ideal platform, infrastructure and location to underpin Jelmoli with an international clientele as a brand as well as premium department store». Franco Savastano, CEO of Jelmoli, adds: «We are proud to be able to realise such growth potential at this additional location with our attractive brand mix and innovative retail concepts, amid a challenging retail market».



**Should you have any questions, please contact:**

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**Swiss Prime Site**

Swiss Prime Site AG is Switzerland's leading listed real estate company. The Group's portfolio is valued at CHF 9.9 billion and comprises value-retaining and high-quality properties with primarily office and retail floor space situated in prime locations. The real estate investments, coupled with the real estate services provided by group company Wincasa AG, make up the Real Estate business field. The Retail business field consists of Jelmoli – The House of Brands premium department store with the [jelmoli.ch](http://jelmoli.ch) online shop. The Assisted Living business field comprises the senior residences and geriatric care facilities provided by Tertianum Group.

Swiss Prime Site is distinguished by its experienced management team, considerable earnings continuity and excellent risk/return profile. The Company has been listed on the SIX Swiss Exchange since 2000 and reports market capitalisation of CHF 6.1 billion as at the balance sheet date of 30 September 2016.

SIX Swiss Exchange / symbol SPSN / securities number 803 838

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