

PRESS RELEASE

“CLICK AND COLLECT” SERVICE LAUNCHED AT THE ESP SHOPPING CENTER IN RAVENNA

ESP is the first shopping center in Italy to offer click and collect services to its shoppers

Bologna, 27 September 2016 **IGD - Immobiliare Grande Distribuzione SIIQ S.p.A. and the tenant consortium at the ESP Shopping Center (Ravenna)** are happy to announce the kick-off of the new “Click and Collect” service at the ESP Shopping Center, the first Italian center to offer this shopping option. The service is the product of an idea to blend e-commerce with the need to generate traffic in shopping malls based on the consumers’ openness to webrooming (gathering information online to then make purchases in stores).

More in detail, through the website of the ESP Center (<http://www.centrocommercialeesp.it/>), shoppers can access the “Click and Collect” portal where they will find all the products and services offered by the center’s tenants, trends and special offers available exclusively to portal users. Through the online portal customers may, therefore, reserve a product free of charge, pick it up and pay for it directly at the store at their convenience. Tenant participation has been good, with 40% of the retailers, both local partners and chains, on board.

This initiative is part of IGD’s broader innovation project, rooted in the need to transform the shopping experience in shopping centers leveraging on technology and multichannel strategies, exploring new formats and opportunities with a focus on the experience and convenience.



IGD - Immobiliare Grande Distribuzione SIIQ S.p.A.

Immobiliare Grande Distribuzione SIIQ S.p.A. is one of the main players in Italy’s retail real estate market: it develops and manages shopping centers throughout the country and has a significant presence in Romanian retail distribution. Listed on the Star Segment of the Italian Stock Exchange, IGD was the first SIIQ (Società di Investimento Immobiliare Quotata or real estate investment trust) in Italy. IGD has a real estate portfolio valued at circa €2,093.6 million at 30 June 2016, comprised of, in Italy, 25 hypermarkets and supermarkets, 21 shopping malls and retail parks, 1 city center, 2 plots of land for development, 1 property held for trading and an additional 6 real estate properties. Following the acquisition of the company Winmark Magazine SA in 2008 14 shopping centers and an office building, found in 13 different Romanian cities, were added to the portfolio. An extensive domestic presence, a solid financial structure, the ability to plan, monitor and manage all phases of a center’s life cycle: these qualities summarize IGD’s strong points.

www.gruppoigd.it

CONTACTS PRESS OFFICE

FABRIZIO CREMONINI

Head of Operative Marketing and Local Media Relations
+39 051 509248
fabrizio.cremonini@gruppoigd.it

CONTACTS MEDIA RELATIONS

IMAGE BUILDING

Cristina Fossati, Federica Corbeddu
+39 02 89011300
igd@imagebuilding.it