



Press release |

PRIMARK OPENING CONFIRMED IN SAINT-SEVER

Rouen, February 09th 2021

It's official! Rouen Saint-Sever shopping centre will welcome the second Primark store in Normandy. This opening will expand the offer and reinforce the excellent dynamic of the shopping centre, which has been undergoing major changes since 2018.

Primark arrival confirmed

Indeed, it's in the Saint-Sever shopping centre that the second Primark store will open in Normandy, after a first successful opening in 2018 at the Docks Vauban in Le Havre.

After major works in the former Duchamp-Villon theatre, the Amazing Fashion at Amazing Prices of the leading international fashion retailer will be available on almost 5,000m² of sales area over two floors: The store will feature the latest trends in women's, men's and children's fashions, including footwear and accessories, as well as lingerie, beauty and homeware.

Reward for a winning strategy

The signature of Primark confirms the relevance of the strategy pursued by Wereldhave, Saint-Sever shopping centre's owner. Since its acquisition in 2015 by the Dutch landlord, the shopping centre has benefited from an unprecedented development plan that has successfully enabled:

- The opening in 2018 of a modern and dynamic food & beverage area (12 restaurants: VaPiano, KFC, B-Chef, Hayashi, etc.) & 15 shops for services (Cher Monsieur, Press, extended pharmacy, etc.).
- The refurbishment of the 14-screen Kinopolis cinema in 2019
- The complete renovation of the shopping centre, which will be completed by end of 2021
- The redevelopment of the former Duchamp-Villon theatre, which will start in 2021 to welcome Primark

Convinced of the strong potential of Rouen's most established shopping centre, Wereldhave has made major investments to position Saint-Sever as the leading shopping and leisure destination of the left bank of Rouen.

After having received over 9.5 million visitors a year, it is now the turn of the brands to make Saint-Sever a favourite destination with this structuring signature of the international fashion value retailer.

In the short-term, the range of services will be expanded by opening a dental practice on the first floor and a doctor's office nearby.

Tom Meager, Property Director for Primark said: 'We are looking forward to working with Wereldhave and are delighted to be opening a second store in Normandy, as part of Primark's expansion in France. The Saint-Sever Shopping Centre has provided us with a great opportunity to be located in the heart of Rouen'.

Olivier Mourrain, CEO for France said: "We would like to thank Primark, for choosing Saint-Sever shopping centre and thus validating the long-term strategy initiated by the property company in 2018. Primark's attractivity, which will extend well beyond the city of Rouen, will bring new visitors for the benefit of both the people of Rouen and the shopping centre's tenants".

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About Wereldhave - make every day count

Wereldhave Full Service Centers contribute to a more joyful and comfortable everyday life. A one-stop location for groceries, shopping, leisure, relaxation, sports, health, work and other daily needs – all supported by smart concepts and digital services. By investing sustainably to meet the needs of customers and local areas, we enrich communities, while caring for the environment, and have a positive effect on the way people live, work and shop. Wereldhave Full Service Centers play a vital role in people's everyday lives in leading regional cities in the Netherlands, Belgium and France.

Pour plus d'informations : www.wereldhave.com

About Primark:

Primark is an international retailer that offers the latest fashion, beauty, and homeware at the best value on the high street; put simply, Amazing Fashion at Amazing Prices. First established in Dublin in 1969, we currently have over 385 stores, with over 16 million square foot of selling space, across 13 countries: the Republic of Ireland, the UK, Spain, Portugal, Germany, the Netherlands, Belgium, Austria, France, the US, Italy, Slovenia and Poland. We employ over 70,000 people and in our last financial year (FY 19/20) we opened 12 stores and created over 2,800 new jobs, receiving over 48,000 job applications

People often ask how we can offer great products while keeping prices so low. It's because we run Primark a bit differently to other businesses. We do very little advertising, so no big TV ads. Only selling our products in-store – so no online shopping or delivery network. And always saving on the small stuff – like simple hangers and price tags to keep costs low. That means we can offer great prices while always taking care of the things that really matter. We have been working hard for many years to make sure our products are made with care and respect for workers' rights and the environment. The work of Primark's Ethical Trade and Environmental Sustainability team, made up of over 120 experts, based in key sourcing countries covers a wide range of issue from the sourcing of raw materials such as cotton, the environmental impact of manufacturing processes in factories and checking the standards we expect in our supply chain are being met. More information on Primark's ethical trade and environmental sustainability programmes can be found on our website [here](#).

Wereldhave

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