

PRESS RELEASE

LAR ESPAÑA organises the first Shopping Centre Innovation Event

- The winner of the Wonderful project announced as the Beabloo project, the candidate for the Ànec Blau shopping centre in Barcelona
- The project's aim is to promote innovation and entrepreneurship in the retail sector in Spain

Madrid, 03 July 2017 – Today, LAR ESPAÑA REAL ESTATE SOCIMI, S.A. (LRE), the listed real estate investment company, has organised the First National Shopping Centre Innovation Event.

The event, which was held at the Banco Sabadell Auditorium, brought together more than one hundred real estate professionals, who attended five different round tables on trends in the retail sector and its adaptation to new technologies.

Some of the speakers at this event included Paulo Da Silva, Business Solutions Specialist at Microsoft, who spoke about the importance of information as a decision-making tool in the shopping centre sector; Antonio Fontanini, Customer Experience Officer at Opinno, that addressed the role of robots, while Diego de Vicente, CEO and founder of Moddo, gave a talk on “How to digitally transform yourself and not die in the process.”

He was followed by Ángel Alonso, CEO of Gwella, who presented a panel on “mobile engagement” in the shopping centre sector, and Carmen Artigas, CEO of Synergycs Partners, who shared her views regarding big data and the retail sector.

The Wonderful project awards were also given at the event. The eight finalists were presented with their prizes at the beginning of the event and just before the encounter drew to a close, Beabloo was announced as the winner.

The project, presented by the Ànec Blau shopping centre, comprised gaining an insight into client behaviour, customising shopping experiences, creating high impact interactions and optimising the use of space, in order to make a return on marketing investment.

The winner will be provided with all of the tools required to implement their initiative and launch it onto the market. The prize includes €5,000 of financing provided by LAR ESPAÑA, as well as the opportunity to access alternative forms of financing via the Banco Sabadell's BStartup programme, technological support and access to Microsoft Bizspark IT products and other support resources, such as legal advice and training courses.

The aim of the Wonderful project, which launched in May of this year, was to drive innovation and entrepreneurship in the shopping centre sector. A total of more than 120 initiatives were entered into the competition, with participants coming from some of the provinces where the SOCIMI has a centre: Albacete, Alicante, Barcelona, León, Lugo, Pontevedra, Vizcaya and Valencia.



Miguel Pereda, CEO of LAR ESPAÑA, recognized all of those that took part in the competition and highlighted that *“thanks to initiatives as these we can help drive action aimed at creating employment and improving the local communities where we operate.”*

About Lar España Real Estate SOCIMI S.A.

LAR ESPAÑA REAL ESTATE SOCIMI S.A. is a Spanish company that trades on the Spanish Stock Market, incorporated as a SOCIMI "*Sociedad Anónima Cotizada de Inversión en el Mercado Inmobiliaria*" (Listed Corporation for Investment in the Real Estate Market).

The company, whose objective is to invest in the Spanish real estate sector, particularly in the retail sector, raised EUR 400 million in initial capital from its IPO and in January 2015 completed the first bond issue carried out by a SOCIMI in Spain for EUR 140 million. In August 2015 it successfully completed a EUR 135 million share capital increase, and another EUR 147 million one in August 2016.

On 4 June 2015, LAR ESPAÑA REAL ESTATE SOCIMI was included on the FTSA EPRA/NAREIT Global index, a select global index designed to showcase the general trends of listed real estate companies around the world. On 7 September 2016, for the second year running, the company was awarded the 'Gold Award' from the European Public Real Estate Association (EPRA), in recognition of the quality of the information provided by LAR ESPAÑA within the Index standards framework. The inclusion of LAR ESPAÑA REAL ESTATE on the index and the award received is a clear demonstration of the Company's current positioning, which after carrying out the first listing of a SOCIMI on the Spanish Stock Exchange, has created a highly attractive real estate portfolio and continues to forge ahead with its ambitious acquisitions plan.

The company is managed by a highly-experienced independent Board of Directors, which combines renowned Spanish and international professionals from the real estate and finance sectors. The management of LAR ESPAÑA has been solely mandated to GRUPO LAR based on a 5 year management contract.

For more information please contact:

Luis de Lojendio, Tel: 91 308 36 57 llojendio@eurocofin.com

Santiago de Juan, Tel: 91 702 68 08 sdejuan@eurocofin.com