

## **Sun Art Reopens Kunshan Auchan to Refresh Shopping Experience**

On January 19th, 2019, with approximately 120,000 traffic in two opening days and 90% brand adjustment rate in remodeling area, Sun Art Retail Group Limited reopened Kunshan Auchan to refresh shopping experience for local citizens. Ludovic HOLINIER, CEO of Sun Art Retail Group & President of Auchan China, Severine BODARD, Commercial Real Estate Director of Auchan China and senior managers from Auchan China presented the opening ceremony to witness the launch of the first remodeling project in 2019.

"As a decennial existing project, Kunshan Auchan is located at the junction of the old and new town area of the city, covering 500,000 population in the catchment area. "Ludovic HOLINIER, CEO of SUN Art Group & President of Auchan China said, " we renovated the 40,000 square meter in 1st and 2nd floors within six months, aiming to be the warm, happy, considerate, relaxed and comfortable shopping place for target local families with kids, aged from 26 to 40 years."

"We have achieved 90% brand adjustment rate in remodeling phase of Kunshan Auchan, "Severine BODARD, Commercial Real Estate Director of Auchan China expressed,"besides the anchor stores like Auchan hypermarket, Adidas, Nike, Skechers, Me&City, Starbucks, PULSE Fitness, the project also introduced plenty of trendy brands and star catering brands favored by young people. The number of F&B brand increased from 11 to 31, up to 29% of total, to further meet the dynamic shopping and living demands of local customers."

With its "Jiangnan water town" space design concept created by French architector (IDWAD), Kunshan Auchan does refresh shopping experience for customers. Step into Kunshan Auchan, the atrium of forest style comes into sight, surrounded with four gigantic symbolic white trees, tree houses, tree seats and slides to embrace children and families. While food court, inheritance of the design style of 'garden along the water',

creates open counters and connected eating area based on customers' shopping routes and tenant mix strategy. Kunshan Auchan also brings the Happy Life moments, new facilities and nursery room etc. to customers for more comfortable and fancy shopping experiences.

**Sun Art Retail Group:**

Sun Art Retail is a leading retailer with hypermarket and fast-growing E-commerce businesses in China. Sun Art Retail operates its hypermarket business under two recognized banners – “Auchan” and “RT-Mart”. As of 31 December 2017, Sun Art Retail had a total of 461 outlets in China with a total gross floor area (“GFA”) of approximately 12.46 million square meters, covering 226 cities cross 29 provinces, autonomous regions and municipalities. The Group reinforced the B2B business and O2O business by leveraging over 400 mortar stores which encompassed over 200 cities across the country.

For more information: <http://www.sunartretail.com/>

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