



Press Release

Brussels - 29/11/2021

Things are moving at Galeries St Lambert!

AG Real Estate confirms its intention to diversify its commercial offering within the shopping centres that it owns and manages, and is taking up the various challenges in attracting the retail sector by housing a brand new leisure centre at Galeries St Lambert, among other concepts!

The Galeries St Lambert are being completely revitalised thanks to the arrival of several brands that will bring new life to this shopping centre in the heart of the city of Liège.



Orbis Aventures, 1,200 m² devoted to leisure activities in a unique setting combining adventures with fun and immersive experiences. A genuine hub bringing together augmented reality, virtual reality, immersive theatre, a board game bar (with over 500 games) and a themed restaurant in a 500 m² space. Orbis Aventures has extended opening hours (especially on Sundays), and will remain accessible via the Galeries.

Standard de Liège supporters welcome the opening of the only fan shop in the heart of Liège, in a pop-up format for several months.

INNO, the flagship store of the Galeries, also has some nice surprises in store for us. As of today, the store's exterior facade has a new look, including a sleek new logo and the return of the name 'INNO'. This makeover is part of a complete strategy and rebranding of the department store chain. This will soon become visible and tangible to customers.

The revitalised shopping centre also hosts an additional food offer. The recent installations of **Black & White Burger** and **Dunkin' Donuts** expand the F&B- sector in this shopping centre to 11 brands representing 25% of the offering. Something for every food lover.

These various initiatives demonstrate the positive impetus infusing the Galeries St Lambert. This economic recovery is reflected in both job creation and turnover.



Sam Perneel, Head of Asset Management Retail confirms: “We are especially pleased to see an upward trend in retail during the continuing challenges of this complicated sanitary situation. The residents and the city of Liège alike need positivity and renewal. Our perseverant and dynamic teams have succeeded in letting no less than 1,450 m² of space. We are pleased to be able to offer the people of Liège some relaxing and fun times during the festive season. The shopping centre's turnover is currently comparable to that of 2019, which is cause for celebration for all stakeholders, the retailers in the first place.”

“The residents and the city of Liège alike need positivity and renewal. Our perseverant and dynamic teams have succeeded in letting no less than 1,450 m² of space.”

- SAM PERNEEL, HEAD OF ASSET MANAGEMENT RETAIL



About AG Real Estate

AG Real Estate, a wholly-owned subsidiary of AG Insurance, is an integrated property operator active in Belgium, France, Luxembourg and on certain select European markets with expertise in different lines of business: Asset & Property Management, Development & Construction Management, PPP and real estate financing, as well as in Car Park Management through its subsidiary Interparking. A company active in urban real estate, AG Real Estate has more than 250 employees with varied profiles and areas of expertise.

With a portfolio of more than €6.5 billion under management for its own account and on behalf of third parties, AG Real Estate is endeavoring to provide a responsible response to new urban needs and to implement a sustainable development policy as to make its projects even more meaningful.

For more information, please go to: www.agrealestate.eu

PRESS CONTACTS

Aurore Moens
Communication & PR Manager
+32 (0)2 609 66 03
aurore.moens@agrealestate.eu

Roxane Decraemer
Strategic Marketing,
External Communication & PR Manager
+32 (0) 2 609 67 37
roxane.decraemer@agrealestate.eu

AG REAL ESTATE