



**Press Release**  
**January 15, 2019**

## **The New Landmark of Jiaxing: Hello City Grand Opening launched by Sun Art**

On January 11th, 2019, Hello City, the third super mall of Sun Art Retail Group Limited, announced its grand opening. Ludovic HOLINIER, CEO of Sun Art Retail Group & President of Auchan China, Severine BODARD, Commercial Real Estate Director of Auchan China and government officers from Nanhu District of Jiaxing City presented the grand opening and witnessed the launch of the new landmark of Jiaxing.

As an expansion project based on the original Auchan Hypermarket, Hello City is located in the center of Nanhu District, Jiaxing, with the total gross floor area (GFA) of 140,000 square meters. After in-depth study and understanding of local needs, Hello City has positioned itself as "Discover a Magic Life and Fun " to promote a new lifestyle. At present, 118 brand shops have settled in the mall with 100% signing rate, 98% opening rate, and 25% brands' first presence in Jiaxing. Besides the anchor stores like Audastore piloted by Auchan, Hello City is a brand treasure trove of young fashion trends, popular catering, parent-child retail and training, and new experience format that enrich the shopping experience for local citizens.

To enhance the project positioning, Hello City firstly introduced the Magic Box concept which offers diversity innovative formats or refresh commercial spaces inside 13 individual but linked boxes located at the atrium inside shopping mall. On the roof, a positioning-oriented garden was customized to promote the new lifestyle. Moreover, the 3,000-square-meter children's theme block was designed to bring different parent-child formats to meet the full consumer needs of children age 2-12.

Audastore, one of the anchor stores of Hello City piloted by Auchan, targets families and children, which is a combination of 'Low Price', 'Eat Better Live Better' and 'New Technology & New service' to provides innovative shopping experience and upgraded care friendly services to customers. In Audastore, you can have a journey of new retail



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via “Tao Xian Da”, “Taobao Choice” , new F&B, self-payment, ‘Caffeine Selfie, ‘ Magic Mirror’ and various new designs.

"China is the biggest market in the world and it is still growing. Nowadays, Chinese customers pay more attention to shopping experience & quality. They are more health conscious but they are also focus on digital technology and they are expecting personalized offer and technological offline experience, they are super connected which push retail to change. That's one of the reasons why Sun Art is under transformation of exploring the next-generation retail business model." Ludovic HOLINIER, CEO of SUN Art Group & President of Auchan China said, "The first step of strategy was the alliance with Alibaba, which enabled us to accelerate our transformation. Hello City is our next milestones towards this direction by offering a totally renewed customer experience."

**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.