



**Ivanhoé
Cambridge**

Caisse de dépôt et placement
du Québec



NEWS RELEASE

**FOR
IMMEDIATE
RELEASE**

Décathlon is coming to the Montreal Eaton Centre!

*Famed France-based sporting goods banner to occupy nearly 38,000 ft² (3500 m²)
on two floors of the Montreal Eaton Centre*

Let's vote! Décathlon asks the community to complete its name

Montreal, Quebec, Canada, November 12, 2018 – Ivanhoé Cambridge and Décathlon are pleased to announce that Montreal's first-ever Décathlon store will open in the Montreal Eaton Centre. The sporting goods retailer will occupy nearly 3,500 m² (38,000 ft²) of space on two floors of the property. With a grand opening scheduled for fall 2019, the Décathlon at Montreal Eaton Centre will be the first in a downtown location in Canada.

"We are delighted to be coming to the Montreal Centre Eaton, a location that will quickly become a vital element of our retail presence in Quebec," said **Tristan Vendé of Décathlon Canada**. "This location in the downtown core, which is a relatively new approach for us, will enable us to deliver even more effectively on our brand promise, which is to make sport accessible to as many people as we can. We are already looking forward to meeting downtown Montreal's sports enthusiasts and, especially, working with all stakeholders in the neighbourhood, who are keen to help Montrealers adopt more active lifestyles."

Jean Landry, Vice President, Leasing, Retail of Ivanhoé Cambridge stated: "We are very pleased to see the Montreal Centre Eaton partner with Décathlon, a powerful global retail brand. We are confident that this new downtown offering will enhance the shopping experience for our visitors, and will rapidly grow into another successful venture for Décathlon in Quebec. The opening of Décathlon will surely be one of the highlights of our \$200-million Montreal Centre Eaton revitalization project, which is an integral part of **Projet Nouveau Centre**, our initiative to revitalize Montreal's downtown core."

Let's vote!

True to its strong commitment to the community, Décathlon is innovating by kicking off a consultation process to help it identify with its community. Starting immediately, members of the public can choose from three name options selected by Décathlon. They can vote on Decathlon Canada's Facebook page.

“Every Décathlon in the world is identified by its community, neighbourhood or building,” **Mr. Vendé** added. “By opening the vote to citizens, we are asking them to make this choice and we pledge to adopt the name that will garner the most votes.”

A global player

With more than 40 years of experience, Décathlon operates some 1432 stores in 42 countries around the world. Boasting total sales in excess of €11,3 billion and the expertise of a workforce of over 90,000, Décathlon is a leading global player renowned for its online shopping experience as well as in-store performance.

Since establishing its Quebec presence, Décathlon has quickly established its distinctive value proposition, thanks to its retail offering, which emphasizes in-house brands, competitive pricing, and a modern, personalized shopping experience.

About Décathlon

Décathlon, a leading company in the sports market, has two activities: the creation of sports products and its distribution of products online and in stores. Based on an integrated model, Decathlon controls all the stages of its product's life: from research and development to sales through design, production, and logistics. Present in France and abroad with more than 1,400 points of sale, the services, brands and store teams have been working since 1976 with a constant ambition: to innovate in all areas to remain the main playing partner of all sports lovers.

About Ivanhoé Cambridge

Ivanhoé Cambridge develops and invests in high-quality real estate properties, projects and companies that are shaping the urban fabric in dynamic cities around the world. It does so responsibly, with a long-term view to generate optimal, risk-adjusted returns. Ivanhoé Cambridge is committed to creating living spaces that foster the well-being of people and communities, while reducing its environmental footprint.

Vertically integrated in Canada, Ivanhoé Cambridge invests internationally alongside strategic partners and major real estate funds that are leaders in their markets. Through subsidiaries and partnerships, the Company holds interests in more than 1,000 buildings, primarily in the residential, office, retail, industrial and logistics sectors. Ivanhoé Cambridge held more than C\$60 billion in assets as at June 30, 2018 and is a real estate subsidiary of the Caisse de dépôt et placement du Québec (cdpq.com), one of Canada's leading institutional fund managers. For more information: ivanhoecambridge.com.

Informations:

Decathlon

Tristan Vendé - tristan.vende@decathlon.com

Ivanhoé Cambridge Public Affairs

Media line: +1 866 456-3342, media@ivanhoecambridge.com