



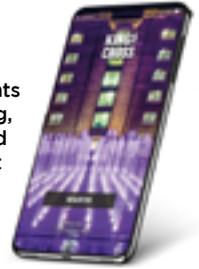
MALLCOMM

EUROPEAN CASE STUDIES



COAL DROPS YARD, KING'S CROSS, LONDON

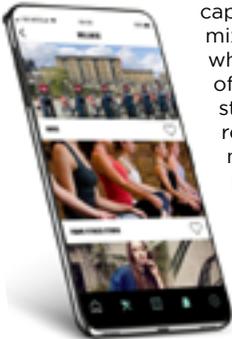
King's Cross Coal Drops Yard is one of the largest and most exciting redevelopments in London spanning 67-acres. With a rich history and occupying a unique setting, The location is a major gateway to visitors and travellers across Great Britain and Europe due to its proximity to St. Pancras terminal and UK rail terminuses. What was an underused industrial wasteland has been transformed. Now home to a thriving new hub for innovation (Google is currently based here and Facebook will shortly open a site here), shopping, living, working and entertaining with homes, shops, offices, galleries, bars, restaurants, schools, and even a university.



WHY MALLCOMM?

Mallcomm was selected by Argent to provide a communication solution to be deployed across their King's Cross site. October 2018 saw the launch of King's Cross's B2B platform which was quickly adopted by retailers with an uptake of 90%.

Following on from the success of the B2B app integration King's Cross decided to extend their app communication capabilities to align to the mixed-use community which includes nearby offices, residential housing, student campus and retail consumers in the nearby vicinity. The provision of a complete 360-degree integrator to engage the whole real estate community was developed by the Mallcomm team.



With the area's high profile tenants, operation efficiencies and valuable insights, as well as local incentives, were vital to encourage engagement and ensure downloads. Mallcomm's innovative technology provided a central hub at users' fingertips to create loyalty and connect people within Coal Drops Yard and the wider King's Cross district by transforming the way in which King's Cross' tenants and Users experienced the area.

The B2C integration now enables consumers to have exclusive access to offers and deals at neighbourhood shops, restaurants, salons and galleries. A selection of the modules used by Coal Drops Yard are: -

- Exclusive offers
- Early bird event bookings
- Review/Poll functions
- Surveys
- Wayfinding
- My favorites
- Loyalty program
- In-depth reporting and customer analysis





AMF FASTIGHETER, SWEDEN

AMF have introduced KUNO, a 360-degree integrated real estate community engagement platform across their property portfolio.

AMF Fastigheter are creators of iconic neighbourhoods such as Urban Escape at Brunkebergstorg and the development of the area around Mood Stockholm. They were looking for a 360-degree community engagement platform for their leading portfolio of workplaces, co-working space, retail concepts, creative meeting places, rooftop landscapes, unique hotels, restaurants, social space, innovation centres and more.



In a highly competitive tender, Mallcomm was chosen as the best-in-class platform that could bring the whole city block together virtually, while maximizing on all available opportunities for all tenants. Mallcomm will create a virtual community for office tenants and retail centers, and their respective local communities to link them together into a symbiotic ecosystem of mutual benefit.

Mallcomm is being custom developed for AMF to maximize from connectivity to a place through a comprehensive set of features and integration with existing and planned operational technologies. The platform will deliver an elevated user experience by supporting the areas of customer service, operations management, key performance data gathering and analytics, general and critical comms, whilst enhancing the experience of office tenants and connecting them to their neighborhood and shopping community.



UNIBAIL RODAMCO WESTFIELD, EUROPE

Unibail-Rodamco-Westfield were looking for a way to optimize their communication with their tenants and provide more information surrounding marketing, new store openings, security information and performance information to all their stakeholders. The Unibail-Rodamco-Westfield platform CONNECT is a white-labelled Mallcomm platform that is available in some of Europe's premier shopping destinations.

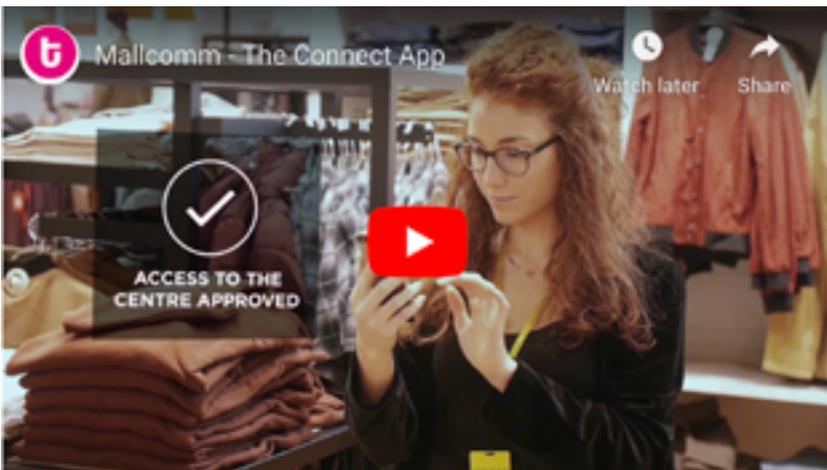


Used to improve relationships with retailers and all stakeholders, it is the way the teams combine marketing, operations and security into one easy to use platform.

Today, Connect has become an essential management tool across the entire portfolio. It operates in 50 centres across 11 different countries, including Netherlands, France, Poland, Slovakia, Spain, Germany, Czech Republic, Austria, Denmark, Sweden and the UK. More than 65,300 users have joined the Connect community and the platform connects centre teams with more than 8,300 retailers, and more than 90% of all tenants are actively using the app as their main form of communication with centre management teams.

“With Connect, we have a much improved two-way communication with retailers that allows us to collect essential feedback. The technology has helped to streamline processes and improve efficiency. “Connect also supports retailers’ businesses through features such as staff-to-staff discounts and job vacancies in the captive retail communities —over 50,000 retail staff across the portfolio. Connect is more than just an app, it has made a major contribution to both understanding how our centres are running and engaging in conversations with retailers.”

Alexis Veron, Head of Shopping Center Management Quality and Services at Unibail-Rodamco-Westfield



EUROPEAN LOCATIONS



CONNECT WITH US



LIZ DION CRX CMD
Business Development Americas
Liz.Dion@Mallcommapp.com
+919-637-0622



RANDALL MCKILLOP
EVP, Americas
Randall.Mckillop@Mallcommapp.com
+310-405-1859



[mallcommapp.com](https://www.mallcommapp.com)