

Euromed Center in Marseille: a new district is brought to life

Foncière des Régions unveils its first co-working site

At the end of this year, Foncière des Régions and Crédit Agricole Assurances will complete the Euromed Center project in Marseille. This new district, a real urban community, combines offices, co-working spaces, a hotel, services, leisure activities, retail outlets and green spaces across nearly 70,000 m². Thanks to its original offering and the quality of its spaces, already fully leased, Euromed Center strengthens the appeal and influence of the city of Marseille.

The story of Euromed Center, a project initiated by EPA Euroméditerranée (public urban planner), began in 2005. Since then, Foncière des Régions and Crédit Agricole Assurances have conducted this project as co-investors alongside Crédit Agricole Immobilier and Altarea-Cogedim, both co-developers. Developed in several phases in order to adapt to the Marseille offices market, Euromed Center is completed today with the delivery of Floréal, the district's final office building.

This long-term project transforms the urban landscape and endows the city of Marseille with a new urban community open to all: occupants of the offices and co-working spaces, hotel residents, future multiplex cinema-goers, locals and visitors from all over the world.

48,000 m² of prime offices lauded by public and private players

The site's four office buildings have attracted users: Astrolabe (14,500 m²) delivered in 2015 is fully let; Calypso (9,800 m²) completed in mid-2016 is 93% occupied; and the last two buildings, Hermione (10,600 m²) and Floréal (13,700 m²), have been sold to the Provence-Alpes-Côte d'Azur region, which will occupy them in full. Tivoli Capital and CBRE were involved in this last transaction.

As such, Euromed Center has attracted a wide variety of users of all sizes, public and private, all won over by the project's quality, location, performance (technical and environmental), and its urban-campus spirit.



An innovative district comprising working and living spaces

Euromed Center was designed to establish strong synergies between its various components: in addition to the office spaces, the district includes the four-star Golden Tulip hotel, a pedestrian mall with 2,000 m² of retail outlets at the foot of the buildings (marketing is underway with the support of CPN), a garden of 4,000 m² and a public car park with 842 parking spaces.

The project's final component, the multiplex cinema led by the Cinémas Gaumont Pathé Group, will be delivered in early 2019 and will complete the site's service offering.

Foncière des Régions has chosen Euromed Center to roll out its new offer of flexible and co-working spaces

The Calypso building includes the first location of the flexible and co-working spaces network designed and operated by Foncière des Régions, advised by Colliers International. This new site's various components are rolled out across 2,300 m² on the building's ground and first floors: flexible office spaces, with shared or private offices; co-working stations, whether fixed or hot desks; innovative meeting rooms; a project space and service spaces.

Supporting the process of corporate transformation, Foncière des Régions aims to develop this innovative offer in the Paris Region and in major French cities as from 2018. Two sites will open in Paris very shortly, in the 8th and 12th arrondissements, and the target is to open 10-20 sites by 2020 across surface areas ranging from 2,000 to 5,000 m². The name and identity of this new project developed by Foncière des Régions will be unveiled in early 2018.



Euromed Center, key information

A 70,000 m² complex, representing a total investment of around €220 million and generating more than 300 direct jobs, Euromed Center stands in the heart of the most extensive urban development project in Europe, and comprises:

- > four office buildings with HQE® certification and the BBC Effinergie label, totalling 48,000 m² and able to accommodate up to 3,000 people,
- > 2,300 m² of co-working spaces on the ground and first floors of the Calypso building,
- > the Golden Tulip Euromed Marseille**** hotel with 210 rooms,
- > a pedestrian mall offering 2,000 m² in retail outlets and services,
- > a public parking lot with 842 parking spaces,
- > 5,000 m² of green spaces with, in particular, the Jardin d'Arenc covering 4,000 m²,
- > a multiplex cinema with 14 theatres and 2,800 seats.

Tivoli Capital advised the co-investors on the letting of the entire Euromed Center project, alongside CBRE, BNP Paribas Real Estate and Nexity Conseil et Transaction.

Contacts Foncière des Régions:

Press Relations

Géraldine Lemoine
Tel : + 33 (0)1 58 97 51 00
geraldine.lemoine@fdr.fr

Laetitia Baudon

Tél : + 33 (0)1 44 50 58 79
laetitia.baudon@shan.fr

Investor Relations

Paul Arkwright
Tel : + 33 (0)1 58 97 51 85
paul.arkwright@fdr.fr

Foncière des Régions, co-author of real estate stories

As a key player in real estate, Foncière des Régions has built its growth and its portfolio on the key and characteristic value of partnership. With a total portfolio valued at €21Bn (€13Bn in group share), located in the high-growth markets of France, Germany and Italy, Foncière des Régions is now the recognised partner of companies and territories which it supports with its two-fold real estate strategy: adding value to existing urban property and designing buildings for the future.

Foncière des Régions mainly works alongside Key Accounts (Orange, Suez Environnement, EDF, Dassault Systèmes, Thales, Eiffage, etc) in the Offices market as well as being a pioneering and astute operator in the two other profitable sectors of the Residential market in Germany and Hotels in Europe.

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Crédit Agricole Assurances contacts:

Françoise Bololanik + 33 (0)1 57 72 46 83 / 06 25 13 73 98
Géraldine Duprey + 33 (0)1 57 72 58 80 / 07 71 44 35 26
service.presse@ca-assurances.fr

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