2018
FORWARD-THINKING
REAL ESTATE

BNP PARIBAS
REAL ESTATE
European leader in the commercial real estate market

We unravel the various market cycles and offer the most relevant analyses to respond to your needs. Based on more than 50 years of real estate expertise, we are present in 36 countries, mainly in Europe. Our daily mission is to anticipate economic, social and environmental changes to integrate the real estate of today into the city of the tomorrow.

5,100
EMPLOYEES
In 2017 BNP Paribas Real Estate acquired Strutt & Parker (UK)

37
COUNTRIES
16 main countries, 21 alliances

788
MILLIONS OF EUROS
of shareholder’s equity*

811
MILLIONS OF EUROS
of revenue

187
MILLIONS OF EUROS
of net profit before tax*

2017 key figures

2017 revenue breakdown

Distribution of 2017 revenue by business line

* Services: Transaction, Consulting, Valuation, Property Management and Investment Management
Inspire Real Estate 2020: a pioneering approach

Our new CSR strategy has been developed on an online consultation with 6,600 key stakeholders in Europe. The results of this consultation allowed us to design our new CSR vision featuring 12 commitments around four major responsibilities.

Our values

EXPERTISE
Making the right choices and creating value in every aspect of real estate.

PROXIMITY
Understanding the specific characteristics of each market in order to tailor our approach and our services.

RESPONSIBILITY
Carrying out our activities in line with our values and sharing them with our clients.

INNOVATION
Being creative and proactive in the solutions provided to our clients.

ECONOMIC RESPONSIBILITY
To build innovative product and service offers, along with our clients and partners, in an ethical and responsible manner.

ENVIRONMENTAL RESPONSIBILITY
To reduce the environmental impact of our real estate activities and to make the environmental quality a lever of tangible and intangible performance improvement.

SOCIAL RESPONSIBILITY
To value the development and commitment of our employees.

CIVIC RESPONSIBILITY
To be a committed real estate player and to support local initiatives.

Our new CSR strategy has been developed on an online consultation with 6,600 key stakeholders in Europe. The results of this consultation allowed us to design our new CSR vision featuring 12 commitments around four major responsibilities.
As European leader in office real estate and a recognised player in residential real estate, we are pioneering the transformations shaping the city of the future. At a time when buildings are becoming smarter, when neighbourhoods are adopting a diverse range of uses, when the functionality of spaces is being designed for increasingly short cycles, when it is urgent to reduce energy consumption and when working methods are changing, we are more mobile than ever. More smart than ever. More responsible than ever.

To watch the BNP Paribas Real Estate ‘Real estate for a changing world’ video:
- Download the Zappar app
- Scan the green Zap code with your smartphone camera
What challenges does real estate face in today’s world?
There are many challenges and they represent fantastic opportunities. Real estate must reflect the city of the future. For this to happen, we need to understand, assimilate and anticipate the shifts that we are seeing towards a more digital environment, more services and a greater variety of uses. I am particularly referring to new ways of working, which have largely been made possible by the digital revolution. The “classic” workspace model is now obsolete. Teleworking, mobility and mobile working mean we must rethink interior layouts. Devoting more areas to collaboration and working in project mode, developing flex office space and offering new services to employees have become vital requirements for any new office building.
More generally, things like co-working, co-living, BIM, CSR, data analysis and the IoT are part of our day-to-day lives as we go about supporting our clients.

How are you creating the real estate of the future?
Innovation is a core part of who we are, and I firmly believe that working alongside other players is the best way for BNP Paribas Real Estate to help design the real estate of the future. Our ‘Ternes-Villiers’ and ‘17&Co’ projects are excellent examples of this. We won these in the “Reinventing Paris” and “Let’s Reinvent the Greater Paris Metropolis” competitions thanks to our innovation and to the mix of uses that we came up with by surrounding ourselves with start-ups, innovative companies, researchers, sociologists and philosophers. It is no longer just about designing and putting up buildings. It is first and foremost about creating living spaces which promote well-being and are flexible, agile, high-performing, environmentally friendly and designed with the future in mind.

What about CSR?
Now more than ever, BNP Paribas Real Estate is a committed player with a proactive CSR policy, which our “Inspire Real Estate 2020” vision puts into practice. This is applied across all our business lines and territories. Key themes include employee development and engagement, promoting diversity, community-based initiatives and sustainable development.
In addition to the labels and certifications that we have pioneered, our major projects also set us apart. These are testament to our extensive expertise in environmental quality. Our wood-based projects are a great example of this, as are our urban-agriculture initiatives.

What is BNP Paribas Real Estate’s growth strategy?
Our goal is to be the leader in European real-estate services, one of the top three providers in the United Kingdom, and “best in class” for all asset types in continental Europe. For Advisory, the acquisition of UK company Strutt & Parker in 2017 is a clear indication of our international growth strategy. Combined with our leading position in France and Germany, this external growth has enabled us to grow significantly stronger in the United Kingdom, where we now have over 1,500 employees and a network of 67 offices. Another of our growth drivers is our targeted €34 billion of assets under management in Investment Management. Having passed the milestone of managing 40 million sq. m in Property Management, we are continuing to take a user-centric approach that focuses on well-being as we develop a service offer that reflects new uses, for example with the creation of the Happiness Manager role. As for our development activity, we want to progress with new projects abroad and in France and continue with our strategy of undertaking mixed-use projects including both office and residential space. One of our goals is to be delivering 4,000 homes a year by 2020.
We are drawing more collective strength from our values now than ever, which is enabling us to outperform in the sometimes complex political, economic and technological environment that we live in.

Thierry LARQUE-PONT
Chairman & Chief Executive Officer of BNP Paribas Real Estate
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Tomorrow’s real estate is being shaped today. Everyday, we need to anticipate new ways of working and inhabiting, new ways of consuming energy, new ways of utilising and developing the urban space, new ways of planning future technological changes, new ways of offering more services, greater flexibility, greater interaction and greater intelligence.

8 BELIEFS FOR THE FUTURE

Today’s real estate...

1. Adapts to new working methods
   - II et III

2. Generates data
   - IV

3. Incorporates new technologies
   - V

4. Offers more services and wellbeing
   - VI et VII

5. Is environmentally friendly
   - VIII

6. Is open to the city
   - IX

7. Reinvents retails
   - X

8. Supports the logistics of the new economy
   - XI
ADAPTS TO NEW WORKING METHODS

Organisation, hierarchical structures, needs and constraints – the corporate world is undergoing a real revolution. This is profoundly influencing the relationship with work and impacting how we lay out and occupy office spaces.

A real estate project can no longer be reduced to a number of square metres per employees. It must reflect the corporate vision, the management style and the working process. Companies’ growth cycles are also changing. A startup may now increase its workforce five-fold in a few months – along with the space it occupies.

With the digital revolution, flexibility and the collaborative approach are gaining ground. We are already changing the way we work, including teleworking, mobility, third places, co-working, desk sharing, flex-office, social areas, etc. New working methods are freeing employees from the conventional, individually-allocated desk in favour of the most suitable space for that moment and that project.

The challenge facing professionals is to come up with better management of the available square meterage and to offer increasingly adaptable spaces and services. The aim? To make the modern office a place of convergence and interaction, a friendly and social meeting place able to reinvent itself to remain vital, to create a link.

The headquarters of l’Oreal’s international selective division - France

Located in Levallois-Perret, the building of 59,000 sq.m built by BNP Paribas Real Estate consists of two independent buildings. The innovative interior layout promotes interaction and cooperation between teams, with almost 25% of staff working in flexible office spaces. In addition to the 700 sq.m of terraces and four accessible interior green patios, there are 150 meeting pods, an auditorium, and communal spaces: Coffee Works, Sushi Stall, a burger stall, vegan and organic snacks, and creativity rooms. A mobile application also provides real time information with various spaces: restaurants or sports clubs, meeting rooms, etc.
« Employees may choose from the various collaborative and flexible spaces depending on their needs. »

FRÉDÉRIC CIUNTU
Global Head of Real Estate at L’Oréal
As a result of the rise of new technology, buildings are now designed to produce their own data and communicate and interact with their environment. They are therefore able to provide owners and occupiers with a range of information.

By exploiting this data, Property Managers can harness the intelligence potential of these “Smart Buildings”. They are now able to implement innovative and interactive management tools, allowing them to supervise budgets in real time, measure and optimise the building’s performance, optimise safety and share this information with employees, service providers, occupiers and investors.

The focus then turns to associating this data with open innovation based on sharing and collaboration in order to create new services. For example, it is possible to link a building’s temperature regulation with weather forecasts in order to anticipate the rise or fall in the building’s temperature.

Only then will the data produced by the smart building create value and improve users’ working and living comfort.

"Our objective is to give life to data, make it attractive in order to meet new requirements and develop new services thanks to Data Sciences and new Data Visualisation tools."

**BNP Paribas Real Estate sets up a Data & Analytics department**

Aware of the potential of its own data and, more broadly, the importance of data in the real estate sector, BNP Paribas Real Estate has created a specialist department to meet its clients’ latest needs. The D&A department’s aim is to cover all of BNP Paribas Real Estate’s business lines and countries. It aims to modernise the processing and analysis of data in order to offer innovative services to its clients. At the forefront of Big Data and Data Science, the D&A team is pioneering a new field of excellence for BNP Paribas Real Estate by providing increasingly relevant and innovative responses in keeping with its clients’ needs.
Issy Préférence, the first connected residential building - France

The result of a collaboration between BNP Paribas Real Estate, Legrand, La Poste and Netatmo; Issy Préférence is the first connected, smartphone-controlled residential building. This world premiere ushers us into a new era. With just their voice or smartphone, occupiers will be able to control access to their home, heating, lighting and electrical appliances, so that they can manage their energy consumption and benefit from a smart infrastructure that offers convenience and responsiveness.

New technology are increasingly a feature of residential and office buildings. They are having an impact at various stages of real estate professions.

The adoption of BIM (Building Information Modelling) technology enables anticipation of costs, lead-times and potential difficulties thanks to digital modelling – allowing even greater innovations.

The way in which properties are marketed is also being transformed. It is now possible to visit buildings remotely, in groups, thanks to booths equipped with virtual reality technology. Finally, the question of connected devices is addressed from the construction stage of buildings, at the same time as the materials used. Connected devices offer entirely new services focused on our daily needs.

This is the beginning of a revolution: moving from the Internet of Things to the Internet of Services in order to offer ever more personal services.

“... We have evolved from project managers to expert users, thanks to our involvement in the IoT and to our ability to provide highly targeted services for the residents of tomorrow’s buildings.”

KEVIN CARDONA
Head of Innovation
Influenced by examples of the net economy and startups, employees are seeking new services to facilitate their work, their daily lives and their wellbeing. This aspiration is particularly strong among the youngest of them, known as Generation Y.

To appeal to new talent, the office building itself needs to be attractive and to offer more services and shared wellbeing. One reason is the offer service industry is modernising is to improve productivity. Company managers and investors are well aware of this. Buildings are increasingly incorporating fitness areas and personal services (concierge, childcare facilities, car wash, etc.). Company restaurants are being reinvented with a more diversified and higher quality offering, with examples including restaurants which have moved from the basement to the top floor, with terraces and views. Buildings are also becoming more open to the outside, to optimise use of services by sharing them with other companies and even with the inhabitants of neighbouring housing, often outside working hours.

Buildings are also becoming greener, with gardens, patios and green roofs, urban agriculture, green walls, etc.

Professions are changing in response to these concerns, with Happiness Managers and People Officers beginning to emerge in companies. Startups and large groups are calling on these new roles to maintain and develop employee wellbeing by fostering communities for exchange and reflection.

The role of the Property Manager is also to contribute to this change by harnessing the digital era to constantly improve performance and responsiveness.

“The idea of Workplace well-being is central, because companies can see the relationship between the perceived well-being, motivation and commitment of their employees.”

CSONGOR CSUKAS
Executive Director International Property Management
Workstation, a building offering a range of “new generation” services

Based on the B-to-B-to-C concept, BNP Paribas Real Estate’s Property Management teams have designed a Hospitality and Community-Management service offer that integrates the notions of Smart Building and operational marketing of office buildings. The “Workstation” property program located in Courbevoie, in France, offers a complete range of brand-new services in France that facilitate interactivity between private and professional life, with a view to being the “Best Place to Work”. It is based on the codes of the luxury hospitality business with upmarket concierge services, leisure areas with a Gaming Room, live, interactive shows and theme days with special activities, services to facilitate travel, and a digital platform to access all services 24/7 on your smartphone.
#Curve, the calibre of a low carbon building

In the heart of La Plaine Saint-Denis, #Curve is a building project with a wood frame superstructure, which in addition to its innovative design, offers a low-carbon response to occupiers’ need for sustainability.

Realised by BNP Paribas Real Estate this project is aiming for the HQE 2015 Exceptional, Effinergie + and E+C- (energy positive and low carbon) labels and certifications. It is home to 23,000 sq.m of offices and 250 sq.m retail, including 1,900 workstations distributed across seven floors of 3,000 sq.m each. The architecture was entrusted to the architect firm Chartier-Dalix, the particularly innovative interior design at the Ramy Fischler agency.

The first residential building certified “low-carbon”

In Montreuil in France, in the heart of an ever-changing neighbourhood, this building complex includes 67 flats. Built by BNP Paribas Real Estate, it is one of the few wood-frame buildings on such a large scale to be awarded the Minergie-P label (certification for buildings with very low energy consumption) as well as the first BBCA label. Reaching these levels of thermal performance required the use of several innovative technical solutions.

Solar panels, biomass, geothermal... these are all alternative energy sources to power buildings. Economical and non-polluting, these solutions offer the possibility of designing positive-energy buildings, meaning that they produce more than they consume. As well as the economic benefit to the building itself, virtuous circles are created at the level of districts and buildings networked via smart grids. The energy produced is redistributed and numerous services provided to the immediate environment, such as powering local street lighting or fleets of electric vehicles. Another trend is the use of green roofs and walls to thermally regulate the buildings they adorn. This therefore offers short and long-term economic value to owners as well as being an essential component of workplace wellbeing, with an impact on productivity and occupants’ creativity. The buildings of the future are therefore set to contribute to creating sustainable cities serving their inhabitants for more ecological and collaborative cities, promoting every aspect of wellbeing, economic, environmental, social and civic.

“Real estate is reinventing itself to model a sustainable city: more sober, more innovative, more human, more solidary.”

CATHERINE PAPILLON
Chief CSR Officer

Architect: Cenci and Jacquot Architectures
Cities are taking a fresh look at the scale of urban real estate projects and moving from a building approach to an urban, mixed and service-based approach. A new building no longer needs to be thought of as a sealed bunker, but as an integral part of the district and, more generally, the city. Large projects are therefore increasingly incorporating diversity in terms of usage and programmes, with offices, retail, housing, childcare facilities, gardens, etc. These projects encourage social diversity and are set to increasingly allow for pooled use of spaces and services.

When designing a building, real estate professionals should no longer simply consider architectural integration. They should also promote porosity and exchanges with the entire district. They should aim at creating a social link, by opening the building and its services to occupiers and local residents. In addition to the benefits to communal wellbeing, this pooling of spaces and services offers a genuine financial benefit, by increasing the lifespan of the building’s usage on a 24/7. The economic effort is shared and divided between the different uses.

17&CO: Winner of the “Inventons la Métropole du Grand Paris” competition

BNP Paribas Real Estate won the “Inventons la Métropole du Grand Paris” (“Let’s Invent the Greater Paris Metropolis”) competition with its “17&CO” building complex with an overall floor area of 18,000 sq.m. Located at Porte de Saint-Ouen in Paris, the project designed by Hardel Le Bihan will be developing office areas, an incubator, a hotel, a youth hostel, co-living areas, shops and a mobility hub linked to a 500-car public parking lot. This project is to create a place in which to transfer, meet and exchange, a hybrid destination encompassing accommodation, work and leisure, promoting new ways of living and working. A place that stays alive day and night, both indoors and out. Through a joint effort that includes future users of the site, “17&CO” meets the expectations of local inhabitants and talents united along the lines of a makerspace*.

* The maker culture puts the focus on learning by doing in a social, community-based, collaborative and shared environment using common IT assets. It encourages the use of new technologies, exploring the intersection between fields that are traditionally separated.

« The district we imagine is part of a collaborative dynamic born of the new ways of living, making, consuming and moving. »

THOMAS CHARVET
Head of Commercial Property Development
Orange opens its largest store in the world, opposite the Opera Garnier in Paris

After accompanying the lessor in the refurbishment of the building, the Retail teams of BNP Paribas Real Estate Transaction advised Orange on the opening of its new concept store, opposite the Apple Store, with over 2,000 sq.m. Equipped with numerous connected features, the flagship store will rely entirely on the customer experience to highlight the full range of its services. The customer journey was designed to create human-digital interaction. The four-level store offers several environments: a business area, an avatar creation space, a home automation section, a smartphone-cover workshop and a repair workshop.

J.M. Weston move back to the Champs-Elysées in Paris

The retailer has inaugurated a unit comprising over 115 sq.m of sales area, 400 sq.m of experiential space and mezzanine offices in the old Gaumont Embassy cinema for the creation of a two-year pop-up store. Then, JM Weston will open a permanent unit at 55 avenue des Champs-Elysées in summer 2018. The retailer’s new flagship store will cover over 600 sq.m including 400 sq.m of sales space, on the site of the former LCL bank.

The Retail teams of BNP Paribas Real Estate Transaction advised this client in its relocation to the Champs-Elysées.

Today’s Real Estate... Reinvents Retail

Demanding consumers, fierce competition, both physical and online, new trends to be anticipated by becoming increasingly flexible and responsive, expectations at an international level—the retail landscape is changing, presenting a major challenge to real estate professionals. While consumers’ first contact with brands is increasingly digital, the customer experience also involves a reinvention of the physical presence, by being more inventive, more connected, more personalised and abolishing boundaries between the physical store and the e-shop. A brand’s sensory experience is again becoming a competitive advantage. To such an extent that the digital pioneer Amazon has started opening bookshops and supermarkets. From promotional pop-up stores to the connected mirror allowing customers to try on clothes without changing, retail real estate is in the process of reinventing itself.

« Now, big data is breathing new life into retail, presenting innovative ways for brands to monitor, engage and personalise their offer to consumers. »

CHRISTOPH SCHARF
Head of Retail Services Germany
A logistics cluster aims for a high environmental certification

The business line Investment Management of BNP Paribas Real Estate has bought a 60,000 sq.m logistics platform near Nîmes (France) in an off-plan deal with Nexity, on behalf of the REIT Accimmo Pierre. Scheduled for delivery in January 2019, the platform will be leased to Auchan for 9 years. The advantages of the asset are its BREEAM label as well as its solar power system on the roof and sunshades of the parking lot. The system, which will supply enough electricity for 1,500 homes, ensures excellent environmental performance.

« Logistics real estate must adapt to e-commerce challenges and consumers’ requirements for even faster deliveries. »

LOGAN SMITH
Head of Logistics International Investment Group

The logistics real estate sector, which was negligible in Europe just 15 years ago, now represents 11% of corporate real estate and could continue to grow by 10% a year. The development of e-commerce has contributed significantly to this growth by imposing, for example, the principle of the single mega-warehouse.

In another major change, new technology will have a strong impact on the future of logistics real estate and stock management, with automation linked to big data, deliveries by drones or driverless vehicles, robotics, 3D printing, etc.

In this context, the long-term adaptation capacity of warehouses and their convertibility will necessarily become an essential factor for investors and asset managers. How will it be possible to switch from a multimodal hub to an ultra-modern warehouse and back again? Although it remains difficult to precisely determine a building’s risk of functional obsolescence, given the speed with which purchasing behaviour and technology are changing, at BNP Paribas Real Estate, we have developed a range of indicators to provide our clients with as clear an insight as possible into this strategic challenge.
YOUR NEEDS, OUR SOLUTIONS

Whatever your needs, whatever your real estate assets, BNP Paribas Real Estate supports you at every stage of your projects in Europe. Our teams of experts are dedicated to help you build innovative and tailor-made solutions.
Do you want to build a large building to locate your business in offices tailored to your activities? Do you want to bring your teams together? Do you want to make a speculative investment in a building or one already pre-let to a large user? Are you planning to restructure a Haussmann-style building? Or convert an old industrial site into a new district offering mixed uses and activities? Whether you are an investor, an occupier, a local official or a developer, in the public or private sector, our teams are available to work with you to design the solution most closely tailored to your company or local authority. They support you at every stage of your project, whether it involves a new or restructured property.

**Specialist in ambitious projects**

We work with the best architects and call on our networks of experts and startups to design the most innovative buildings and new concepts. Our projects stand out for their flexibility of use and their technical and environmental qualities. In the past 45 years we have created more than 4 million sq.m of office space, including around 40 head offices. We are known for our conscientious and meticulous approach, and pair these values with a pioneering vision, as can be seen in our latest work in France: the headquarters of L’Oréal’s International Selective Division (Ecowest - 58,000 sq.m), La Caisse Centrale de la Mutualité Agricole (Luminem - 18,500 sq.m) or Art & Fact 2.0 in Rueil-Malmaison, and Groupe PSA’s new Brand Management Centre.

**LISBONNE - PORTUGAL**

**ALCANTARA, A NEW MIXED-USE BUILDING PROJECT**

The most important tertiary construction project development in Lisbon, including one office building with 35,000 sq.m and one residential program with 37,100 sq.m of space on the banks of the Tagus.

**Architect:** Saraiva & Associados  
**Certification:** BREEAM  
**Forecast completion:** Offices: 2020 / 2021  
**Residential:** Q1 2021
FRANCFORT
99 WEST TOWER
OUR FIRST DEVELOPMENT PROJECT IN GERMANY

BNP Paribas Real Estate is starting up its property development business in Germany with a key project on the office market in Frankfurt, the 99 West Tower. Located on the Kultur Campus in West End, the office building will have a useable area of 24,000 sq.m on 25 floors with terraces and gardens with a view on the Frankfurt skyline.

Architect: Cyrus Moser
Certification: BREEAM
Forecast completion: 2021

BOULOGNE-BILLANCOURT - FRANCE
METAL 57 - CONVERTING AN INDUSTRIAL SITE INTO AN OFFICE BUILDING

The extensive restructuring of industrial premises, designed in the 1980 by architect Claude Vasconi located opposite La Seine Musicale in Boulogne-Billancourt into a 37,000 sq.m office designed to meet all the latest standards in terms of uses, services and retail space. Upon completion, it will be served by a line 9 underground station and line 15 of the Grand Paris Express.

Architect: Dominique Perrault Architecture
Forecast completion: 2021

€369 M
of reservations in commercial real estate
in 2017

137,600 SQ.M
under construction in Europe
on January 1st 2018

LEADER IN COMMERCIAL PROPERTY DEVELOPMENT IN FRANCE
in business volume
« Through diversified projects we are demonstrating our concern for quality, adherence to environmental values and desire to honour our commitments. »

OLIVIER BOKOBZA
Managing Director Residential France

RESIDENTIAL REAL ESTATE

INNOVATION, SUSTAINABILITY AND DIVERSITY FOR YOUR URBAN PROJECTS

Residential units for first-time buyers, social housing, student housing, tourist accommodation, business accommodation—our teams can assist you in the development and execution of your residential project, whether on the scale of a whole town, district or building. Our experts understand the economic and regulatory data that is essential for successfully accomplishing such assignments.

We have proven our commitment for quality, respect of environmental values and desire to follow through on our promises through many different projects. Innovative, safe and adapted to current lifestyles, our various references are the fruit of collaboration with architects renowned for their professionalism and are an example of our efficiency in France and across Europe.

Expert knowledge of the local market

As a major developer in France, our goal is to complete 4,000 properties per year in the Paris region and the biggest regional urban areas, such as Bordeaux, Lyon, Marseille and Nice. Internationally, we have projects in major cities including London, Rome, Milan and Lisbon.

As pioneers of sustainable real estate, we are also the first developer with an eco-supplier charter. This commitment is bolstered by the systematic certification of our low-energy buildings and the RT 2012 thermal regulation.

RESIDENTIAL TRANSACTIONS

Whether you are a private individual, an occupier or an investor, we have the real estate expertise to support your purchase, sale or buy-to-let strategy in new or existing residential property.

COURBEVOIE - FRANCE
VILLAGE DELAGE: A NEW ECO-DISTRICT OVER A CHANGING AREA OF 15 HECTARES
- 900 homes, of which 30% are social housing
- Approximately 30,000 sq.m of office space
- 6,000 sq.m of retails
- 3,000 sq.m of public infrastructure including a school
- Architects: Agence Bridot & Associés, MFR, Brenac & Gonzalez, Vigneron & Partenaires
- Forecast completion: 2020

€1.1 BN of business volume
2,400 housing units started in France
3,266 new and second hand housing units reserved in France

2017 Key figures
CLAMART - FRANCE
RIVE GAUCHE
Creation of a 170 flats and 66 social flats program.
Environmental initiative: NF Habitat RT 2012 - Architects: Atelier BLM Architectes & Urbanistes et Urb’Archi
Forecast completion: 2nd semester 2019

TRANSACTION AND MANAGEMENT
OF SERVICED ACCOMMODATION

With Studelites we put at your service, our 20 years of experience in development and management of serviced accommodations.

If you are an investor, opt for profitability and serenity and benefit from advantageous fiscal measures.

6,358
units managed in serviced accommodation

53
serviced residences for student managed in France.

NANTERRE - FRANCE
LES GROUES: THE 11TH DISTRICT OF NANTERRE
AT THE HEART OF THE VIBRANT “GRAND PARIS”

A residential program with 800 homes including rental housing, ownership housing and student residences.
Property Developers: BNP Paribas Immobilier / BPD Marignan
Environmental initiative: NF Habitat and HQE Excellent
Architect: AUC
Livraison prévisionnelle: 2024
BUYING, SELLING, LETTING

BESPOKE SOLUTIONS TO ACHIEVE YOUR TRANSACTIONS.

COMMERCIAL REAL ESTATE

A solution for every project

Are you looking for the best offices with the best location for your business? The ideal headquarters? To streamline your costs? New investment opportunities? To sell a building or a portfolio of properties? We will assist you with all your projects whatever the type of asset involved, from offices to logistics platforms, hotels, retail, residential real estate, etc.

With the aim of offering you tailored solutions, the first stage in our approach is always to examine your needs and the specific aspects of your strategy, to identify the best opportunities.

Close to you in Europe

We offer our services in almost all European countries, via our specialist transaction teams in 15 countries as well as through our network of Alliances.

We are therefore able to offer you our comprehensive knowledge of real estate markets, since although real estate strategies are becoming increasingly international, solutions above all remain local.

TWO LARGE BUILDINGS RENTED TO A SINGLE TENANT OUR TRANSACTION TEAMS:

• JAVA - ZAC BATIGNOLLES - PARIS
  A building with a space area of 24,000 sq.m of offices with an important use of wood in its construction. A singular architecture that combines aesthetics and biophilia.
  Certification: Label HQE niveau Excellent
  Owner: BNP Paribas Cardif
  Completion: Q4 2017

• ENJOY - ZAC BATIGNOLLES - PARIS
  A building with an innovative structure in wood and concrete offering a space of 16,600 sq.m of offices with loggias and terraces allowing a view on 360° over Paris. The largest building for BCCA certification.
  Owners: Bouygues Immobilier and La Caisse des Dépôts
  Forecast completion: Q3 2018

LAURIC LECLERC
Deputy Chief Executive Officer of BNP Paribas Real Estate in charge of Property Management & International Advisory

PIOTR BIENKOWSKI
Chief Executive Officer Advisory Germany

LAURENT BOUCHER
Chief Executive Officer Advisory France

ANDY MARTIN
Chief Executive Officer Advisory UK
CHIFFRES 2017

€29.7 BN
of investment volume transacted

3,458
transactions in commercial real estate
1 every 18 minutes.

6 M SQ.M
of commercial real estate
taken up by occupiers

WONDERWOODS - ADVISORY - NETHERLANDS

BNP Paribas Real Estate is the leading real estate advisor for the development consortium, bringing together G&S Vastgoed and KondorWessels Projecten. Wonderwoods will be the iconic landmark of Utrecht’s Beurskwartier neighbourhood, one of the highest profile and most aspirational districts in Europe that is currently being redeveloped.

The design for Wonderwoods showcases the latest technology in green architecture and sustainability and draws on emerging trends in office, residential and healthy retail space to create a balanced environment.

The two mixed-use towers will be physically linked by magnificent roof gardens. Tower I has flats, retail and an educational hub. Tower II combines offices with housing, retail and Playlab, a state-of-the-art cultural hub.

JAPAN CENTER
ADVISORY - GERMANY

A building of 27 floors of offices and one conference room with a capacity of 200 people in the center of Frankfurt.

Seller: Commerz Real
Buyer: GEG

€29.7 BN
of investment volume transacted

3,458
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Seller: Commerz Real
Buyer: GEG

WONDERWOODS - ADVISORY - NETHERLANDS

BNP Paribas Real Estate is the leading real estate advisor for the development consortium, bringing together G&S Vastgoed and KondorWessels Projecten. Wonderwoods will be the iconic landmark of Utrecht’s Beurskwartier neighbourhood, one of the highest profile and most aspirational districts in Europe that is currently being redeveloped.

The design for Wonderwoods showcases the latest technology in green architecture and sustainability and draws on emerging trends in office, residential and healthy retail space to create a balanced environment.

The two mixed-use towers will be physically linked by magnificent roof gardens. Tower I has flats, retail and an educational hub. Tower II combines offices with housing, retail and Playlab, a state-of-the-art cultural hub.
BNP PARIBAS REAL ESTATE
MERGED WITH STRUTT & PARKER IN 2017

BNP Paribas Real Estate grew considerably in the United Kingdom in 2017, thanks to the acquisition of Strutt & Parker, one of the UK’s leading real-estate independent partnerships. With a well-established presence in the country in the field of commercial property, BNP Paribas Real Estate has expanded its range of services, as Strutt & Parker is the second biggest player in the UK rural market and third in the residential property market. This union also offers clients a comprehensive range of services covering all types of real estate.

The teams specialising in residential transactions and advisory services for large estate owners will continue to operate under the Strutt & Parker brand, while the commercial property arm will use the BNP Paribas Real Estate brand.

The 1,500 employees of this new British entity are currently distributed throughout the country, across a network of 67 local branches.

COMMERCIAL REAL ESTATE

BNP Paribas Real Estate’s comprehensive range of services cover all commercial property types including offices, industrial and logistics, retail and leisure, and the full range of alternative real estate assets, across the UK.

Our unique business model means we are the only UK real estate adviser to offer services covering the entire property lifecycle, including development, transaction, consulting, valuation, property management and investment management.
RESIDENTIAL

The Strutt & Parker Residential teams are based in 60 offices across England and Scotland, including Prime Central London. Our agents handle the sale and let of a wide range of properties, from period country houses to large mansion blocks and new build apartments to cosy terraces. Our property marketing strategies are supported by industry-leading research and a bespoke, personal service, in order to fulfil our clients’ property needs to their maximum potential. The Residential business is the winner of the UK Sales Agency of the Year award at The Resi Awards for the past two years running (2016 & 2017) and the Super Prime team has been the leading agent in Knightsbridge and Belgravia for the past five years in a row. In an increasingly globalised world, reaching the right international audience is key when it comes to marketing luxury property and we achieve that through our exclusive UK affiliation with Christies International Real Estate, giving us access to a network of 32,000 luxury real estate professionals across 145 countries.

RURAL

With a commitment to understanding what matters most to our clients, our rural department works with them to realise the full value of their land. Our Estate Management team works with private estates and other landowners to manage the full range of their property assets in an efficient and rewarding way. Our Farming Department helps farmers, from the smallest through to the largest, achieve resilience through a clearly defined strategy that enables business objectives to be met through the optimal use of the assets available to them.
CREATING VALUE

DIVERSIFY AND OPTIMISE YOUR INVESTMENTS

« We are one of the leading Investment Managers in Europe delivering best-in-class services and long term outperformance »

BARBARA A. KNOFLACH
Deputy Chief Executive Officer of BNP Paribas Real Estate in charge of Investment Management

BNP Paribas Real Estate Investment Management is a full service provider covering the entire life cycle of European property investments in all European countries and sectors.

With more than 50 years of experience, we provide you with sensible, long-term investments in pan-European real estate generating income and creating value. Across a range of highly diversified investment vehicles, including funds such as SCPIs, OPCIs and SCIIs and separate account solutions.

We have more than €27.4 billion of assets under management in Europe – €4.8 billion transactions secured in 2017.

Our expertise covers the full spectrum of real estate investment management, including all elements of strategy and solutions, investment, development, asset management, structuring, risk management as well as proprietary research.

Our real estate professionals blend local expertise with global practices and benefit from one of the best real estate networks throughout Europe.

Type of investments (%)

- Retail: 17%
- Residential: 9%
- Mixed: 5%
- Technical: 5%
- Leisure: 1%
- Office: 61%

Assets breakdown managed in Europe (€bn)

- France: 12
- Italy: 5.2
- Germany: 5
- Benelux: 3.6
- Others: 1.6

Assets breakdown managed by type of clients (%)

- Institutional: 31%
- Mono Client: 23%
- Club Deal: 21%
- Retail: 25%

2017 Key figures
BNP PARIBAS REAL ESTATE INVESTMENT MANAGEMENT GERMANY
ACQUIRED THE NOVE IN MUNICH

BNP Paribas Real Estate Investment Management Germany teams finalised the acquisition of the NOVE building for a German institutional investor.
Located in the new district of Arfunlpark in Munich, this building has a useable area of 31,000 sq.m. This asset has obtained Platinum LEED certification.
Whether you are an investor, occupier or developer, BNP Paribas Real Estate will support you with rigorous and proactive management to enhance the value of your real estate assets and optimise your occupants’ satisfaction.

**Integrated and tailored solutions**

Our dedicated property managers optimise the environmental performance of your buildings, comprehensive manage your rental or technical property management mandates, and provide you with project management services and building consulting. Our specialists offer you integrated, tailored solutions.

**User knowledge and data to enhance your property’s value**

We offer more than technical and administrative management services. Our role is also to provide you with the best advice, optimise performance and increase the value of your assets.

We are able to offer you our comprehensive knowledge of the latest trends in offices, logistics, and retail to help you create a working environment which helps enhance employees’ commitment and productivity.

**We have two advantages to achieve this**:  
- Our direct and regular contact with your tenants or employees and our knowledge of their needs.  
- An active management of data, whose volume is increasing as a result of digitalisation.
The property manager plays an active role in creating the building’s value.

Lauric Leclerc
Deputy Chief Executive Officer of BNP Paribas Real Estate in charge of Property Management & International Advisory

Real estate is changing and so is the role of the Property Manager

Our approach incorporates new building management challenges such as energy and economic performance and management and analysis of the data they generate. Our services draw on the first digital services platform in Europe. Thanks to the data revolution, this centralises all the services required for smart real estate management, shared between occupiers, investors and service providers.

Java, a Model of Innovation in Terms of Environment and Energy.

The Java building located in the heart of the Batignolles eco-district in Paris stands out for its unusual architecture and the abundance of greenery on terraces, patios and gangways, the extensive use of wood as building material, and a ceiling-mounted air-cooling system. The building purchased by BNP Paribas Cardif has an HQE label marked Excellent, with 24,000 sq.m of office space on seven floors, 1,104 sq.m of shops and 300 bicycle parking spaces. The Property Management France teams manage this asset.

Pradera Awards the Management of 18 Retail Parks and Shopping Centres Across Europe

Pradera has chosen BNP Paribas Real Estate to provide property management services in eight countries. This contract concerns 18 retail parks and shopping centres, occupied by large leading national and international retailers, including IKEA. This important pan-European mandate confirms the solidity of BNP Paribas Real Estate’s international network. Relating to more than 440,000 sq.m, this mandate further expands the asset portfolio managed by Property Management (40 million sq.m).
VALUING
OUR APPROACH TO SUPPORTING
YOUR REAL ESTATE ASSETS

« Knowledge of local markets,
expertise in financing options, rigorous appraisals
and valuation of properties based on their specific
characteristics... all strengths
when valuing your real estate assets.»

JEAN-CLAUDE DUBOIS
Chief Executive Officer Valuation

Whether you are an investor, an occupier or
a bank, you need to regularly value your real
estate portfolio and its potential.

Our experts support you at every stage of the
valuation cycle of your assets: to prepare an
acquisition or sale, to assess the collateral for
your loans or to track and measure the return
on the value of your investments.

Optimisation of the valuation of each asset
Our valuations are based on a judgement of
your property, its location and its positioning
in the market.

Since each type of asset corresponds to a
specific valuation, our teams are experts in
valuing your property according to its specific
criteria. From offices to retail, logistics,
residential and hotels, healthcare sector, we
cover all types of real estate assets in Europe.

Experience and certification
We are committed to high ethical standards
and provide you with experienced teams in
exacting methods complying with the highest
international standards.

124 M SQ.M
valued

MORE THAN €329 BN
of assets valued

2017 Key figures
THE DOCKS OF MARSEILLE

Valuation of the Docks of Marseille converted into 65,000 sq.m of office space and 11,000 sq.m of retail. Joint owners (Amundi, Mutavie and local authorities).

Revenues breakdown by country (%)

- United Kingdom: 24%
- France: 44%
- Germany: 14%
- Italy: 7%
- Others: 11%

Revenues breakdown by type of clients (%)

- Occupiers: 24%
- Investors: 53%
- Banks: 29%
CONSULTING & SERVICES

INVESTORS & OCCUPIERS: BESPOKE SERVICES
FOR YOUR REAL ESTATE PROJECTS IN EUROPE

INTERNATIONAL INVESTMENT GROUP

INVESTORS: BENEFIT FROM BESPOKE SUPPORT FOR YOUR CROSS-BORDER INVESTMENT PROJECTS IN EUROPE

Do you have plans for an acquisition or sale outside your domestic market? Are you seeking to develop and optimise your assets under management? To rationalise your real estate portfolio?

Our in-depth knowledge of both local markets and international investors enables us to offer you bespoke support, in both acquisitions and sales.

BNP Paribas Real Estate’s unique positioning in all real estate business lines means we can offer the best of both worlds: the quality services of the leader in transactions and the sharp advice of our local teams.

We work closely with all our Transaction teams to offer you investment opportunities across Europe in line with your strategy. We are therefore able to offer you the best opportunities adapted to your risk profile, including projects under development and exclusive “off market” opportunities. Thanks to our recognised experience with foreign, institutional and private investors, we contribute to the success of your sales by providing an additional international dimension. In Hong Kong and in Dubai in particular, our local teams are dedicated to Asian and Gulf investors deploy and manage their capital in European real estate markets.

VENDÔME-SAINT-HONORE-PARIS
A transaction for a record amount of €1 billion, entirely off-market, between a private investor and the largest sovereign wealth fund in the world.
Whether to generate value from a real estate portfolio, or develop an outsourcing solution for a real estate department, occupiers increasingly need cross-disciplinary support in all real estate matters.

Our Occupier Solutions operational and coverage teams leverage on a unique expertise to give you the benefit of all BNP Paribas Real Estate's business lines. From strategic consulting to project completion, from administrative management to the most sophisticated transactions, we offer bespoke and «à la carte» support in Europe.

With Occupier Solutions, you benefit from managed outsourcing to optimise your real estate approach.
TRUE TO OUR “DNA”

BNP Paribas Real Estate is at the hub of changes that have a direct and indirect impact on property. We adjust our service offer and global network to match your changing needs and expectations.

We anticipate, innovate and reinvent ourselves to accompany you towards the real estate of the future.

In this ongoing movement, our DNA stays the same. We remain a client-centric company because we want to build a relationship with you, our clients and partners. We remain true to our values which are proximity, responsibility and expertise. We remain true to our commitments as a citizen-minded company through our CSR strategy.

« We are moving from a single-product (office) approach to one based on use. In the future, we shall be seeing more and more mixed programs like those in “Réinventer Paris” and “Inventer la Métropole”, combining commercial/coworking areas, various housing solutions and cultures around values like eco-construction and a virtuous carbon footprint as signs of the collaborative economy that new generations expect. »

Thierry Larue-Pont, Chairman & Chief Executive Officer of BNP Paribas Real Estate

« In terms of housing, BNP Paribas Real Estate is a leading group that wants to maintain a “start-up” spirit while taking powerful, heavy-weight positions in real estate through large-scale development operations. »

Olivier Bokobza, Managing Director Residential France

« My dream is that BNP Paribas Real Estate is recognised as a major CSR actor in real estate. To do that, we have to educate others about the challenges ahead for CSR and anticipate changes. In this way, we can prepare the future in a more environmentally, socially and economically sustainable way. »

Catherine Papillon, Chief CSR Officer
« Following its excellent performance in 2017, the new structure of Transaction France reflects the company’s capacity to develop the skills of its employees and take on new challenges to serve its customers even better. »
Laurent Boucher, CEO Advisory France

« With 40.5 million sq.m managed in Europe, and over 1 million tenants, our users’ expectations in terms of workplace and pleasant working conditions are central to our concerns. »
Lauric Leclerc, Deputy Chief Executive Officer of BNP Paribas Real Estate in charge of Property Management & International Advisory

« BNP Paribas Real Estate houses professionals with a thorough knowledge of the markets, who work conscientiously to meet all client needs. What distinguishes us is our unique personality, our clear-cut profile and our know-how. We owe these qualities to our long-serving employees, who foster intensive and dependable relationships with our clients. »
Piotr Bienkowski, Chief Executive Officer Advisory Germany

« We believe that the various aspects of diversity contribute to performance, enrichment and innovation. Promoting the role of women in the company is therefore one of our greatest priorities. The seventh European «Women in Leadership» (WIL) program was launched this year in order to pursue our objectives to develop new mindsets, accelerate change and also increase the number of women in the company’s management in the coming years. More than 200 female employees have already benefited from this program.
This initiative is just a glimpse into the wider range of «Talent Management» services offered by BNP Paribas Real Estate. Naturally, this is combined with a broad range of training open to all of the company’s employees, 80% of whom use it. »
Anne du Manoir, Chief Human Ressources Officer

« The merger in the UK of BNP Paribas Real Estate with Strutt & Parker has created a significant new force in our market and a match for our strengths in Europe. Already it is clear our ambitions and cultures are aligned, as well as our passion for providing excellence in serving our clients. »
Andy Martin, Chief Executive Officer, BNP Paribas Real Estate Advisory UK

« We have one of the best networks in Europe, allowing us to deliver best in class results throughout the value creation chain. »
Barbara A. Knoflach, Deputy Chief Executive of BNP Paribas Real Estate in charge of Investment Management

« Smart Buildings and Smart Cities are the trend today. Buildings are managed differently and now take account of their place in the environment as well as the communities within them. »
Thomas Charvet, Head of Commercial Property Development

« BNP Paribas Real Estate has an open and inclusive culture that promotes diversity »
Dominique Jones, Deputy Chief Executive Officer of BNP Paribas Real Estate in charge of Central Functions
GLOBAL VISION AND LOCAL MARKETS
KNOWLEDGE DEDICATED TO YOUR
REAL ESTATE PROJECTS ACROSS EUROPE

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