

## PRESS RELEASE

# ORANGE SELECTS THE ALTAREA COGEDIM AND CRÉDIT AGRICOLE ASSURANCES "BRIDGE" PROJECT AS THE LOCATION OF ITS NEW 56,000 m<sup>2</sup> HEADQUARTERS IN ISSY-LES-MOULINEAUX

Paris, 4 September 2017 – **Altarea Cogedim and Crédit Agricole Assurances, co-investors in the Pont d'Issy project, signed a lease with Orange for the installation of Orange's future headquarters in Issy-les-Moulineaux. This project, which is called "Bridge", is part of Orange's "Essentials 2020" strategic plan, which places digital technology and human relationships at the heart of the company.**

**Altarea Cogedim is the driving force behind this unprecedented and emblematic project, which is an entirely new vision of the office of the future, focusing on user wellbeing and new ways of working. Altarea Cogedim has revisited the plans for this site, which is made up of land owned by Benson Elliot and Crédit Agricole Assurances, on which two skyscrapers had originally been planned. Instead, Altarea Cogedim launched (with Crédit Agricole Assurances as co-investor) a completely new project to reflect new ways of using buildings and its firm views on office property. Plans include: an atrium which recreates an "interior city", cantilevering, spectacular gardens and terraces with views of Issy-les-Moulineaux, Paris, the Seine river and Saint-Germain Island, spaces open to the city, easy access to transportation networks and the preservation of the historic heritage by retaining the Eiffel style market.**



This ambitious project, designed by Jean-Paul Viguier et Associés architects, will be delivered in summer 2020. It aims to bring together various teams in one place, including the Orange registered office team. Altogether, there will be almost 3,000 Group employees and visitors.

This new registered office complex fully reflects Orange's "digital and human employer promise". The aim of the project is to offer the best possible "employee experience", enabling staff to in turn provide an incomparable "customer experience".

The working environment is a key component of quality of life in the workplace, and Orange wants to unite its men and women around an important project for the Group's image both in France and internationally.



The "Bridge" project is located close to the Pont d'Issy, at the gateway to Paris, and gives the entrance to the town of Issy-les-Moulineaux a whole new look. To do this, Altarea Cogedim relocated the Eiffel style market and designed a complete, meaningful project which includes soft, landscaped links. It will encourage teamwork, innovation and cooperation by offering new spaces for working and organisation.

Developed over a 56,000 m<sup>2</sup> surface area, this iconic, outward-looking project has a completely transparent façade, providing abundant natural light. Vertical wells for moving around within the building will maximise natural light to boost creativity - the whole building has been designed to respond to new ways of using buildings and new expectations in terms of digitalisation.

The project has impeccable environmental credentials, and is applying for "NF- *Batiments Tertiaries Neufs Démarche HQE*<sup>®</sup>, *Bureaux*", *passport "Exceptionnel"*, "BREEAM<sup>®</sup>" Excellent level, "WELL *Building Standard*", and the "Effinergie +" label. It will also be possible to apply for "WiredScore" certification, as digitalisation is at the heart of the overall design.



*"We are proud that Orange will be moving into this emblematic site for which we are co-investor, designer and developer. Bridge is a prime example of Altarea Cogedim's expertise and leadership in the field of office property. Our unique model enables us to act as a general interest partner to make regions more dynamic, and improve companies' performance as well as the wellbeing of their employees. Bridge will be open to the city, a place where people can come together and discuss ideas. It showcases our ability to create tailored complexes for large users. Finally, Bridge demonstrates our intention to develop structuring projects for the town of Issy-les-Moulineaux", says Alain Taravella, Chairman and Founder of Altarea Cogedim.*

*"Crédit Agricole Assurances is particularly proud to be an investor in Bridge, the new location for Orange's registered office, a major French company with which we have partnered on other property transactions. However, this project is also the result of a strong partnership with Altarea Cogedim with which we have also worked on several occasions. The Bridge project is an innovative programme in which we believe very strongly. It illustrates our long term investment policy ", says Frédéric Thomas, CEO of Crédit Agricole Assurances.*

*"With the Bridge project, Orange is undertaking a deep reflection on how we should imagine and create our workplaces in the future. Bridge is more than a real estate program, it is a business project that concerns all employees of the Group beyond the future occupants. This new headquarters will be a flagship for the Group, leader in the digital world ", says Pierre Louette, Deputy CEO of Orange.*

There will be many stages of consultation with Orange employees to design a shared project which meets their needs. The new Orange registered office demonstrates Orange's goal of nurturing a culture of "working better" together, and Altarea Cogedim's ambition to start designing tomorrow's office today.

## PROJECT PARTICIPANTS:

>Altarea Cogedim: co-investor / developer / promoter

>Crédit Agricole Assurances: co-investor

>Orange: future user

### **About Altarea Cogedim**

Altarea Cogedim is a leading property group. As both a property owner and developer, it operates in all three main classes of property assets: retail, residential and offices. With over 1,500 employees, it has the know-how in each sector required to design, develop, commercialise and manage made-to-measure property products. A true urban designer, operating in France's 12 largest metropolitan areas, Altarea Cogedim is organised around five brands (Altarea Commerce, Cogedim Logement, Altarea Cogedim Entreprise, Pitch Promotion, Histoire & Patrimoine). With operations in France, Spain and Italy, Altarea Cogedim manages a shopping centre portfolio of €4.5 billion. Aware of the challenges linked to CSR, Altarea Cogedim positions itself today as the public interest partner of choice to support cities in their ecological, social and societal transitions. Listed on compartment A of Euronext Paris, Altarea had a stock market capitalisation of €3.2 billion at 30 June 2017.

For further information (on the web and your mobile): [www.altareacogedim.com](http://www.altareacogedim.com), or follow us on Twitter at @altareacogedim

### **About Orange**

Orange is one of the world's leading telecommunications operators, with sales revenue of €40.9 billion in 2016 and 154,000 employees at 31 March 2017, 95,000 of them in France. The Group has operations in 29 countries, serving 265 million customers all over the world at 31 March 2017, including 203 million mobile customers and 19 million broadband landline customers. Orange is also a global leader in telecommunications services for multinational companies, which it provides under the Orange Business Services brand. In March 2015, the Group presented its new "Essentials 2020" strategic plan, which places the customer experience at the heart of its strategy, so that they can fully benefit from digital technology and the power of its ultra-broadband networks. Orange is listed on Euronext Paris (ORA) and the New York Stock Exchange (ORAN).

For further information (on the web and your mobile): [www.orange.com](http://www.orange.com), [www.orange-business.com](http://www.orange-business.com) or follow us on Twitter at: @presseorange.

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### **About Crédit Agricole Assurances**

Crédit Agricole Assurances is France's leading insurer and represents the Crédit Agricole insurance subsidiaries. The group offers a range of savings, pensions, healthcare, provident and property insurance products and services. These are sold by Crédit Agricole Group banks in France and 10 other countries worldwide, and by asset management advisors and insurance brokers. The Crédit Agricole Assurances companies offer products and services to individuals, small businesses, farmers and companies. Crédit Agricole Assurances has 4,000 employees. At the end of 2016, revenue reached €30.8 billion (IFRS standards).

[www.ca-assurances.com](http://www.ca-assurances.com) **www.ca-assurances.com**

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