

## *Press release*

# *Bouygues Immobilier lays foundation stone for "Latitude 48" office development scheme to host 350 civil servants in Strasbourg*

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Strasbourg, 7 June 2007



On 7 June 2007, François Bertière, Chairman and CEO of Bouygues Immobilier, and Henri du Boucher, Chairman and CEO of SOGEPROM, laid the foundation stone for the "Latitude 48" office development scheme in the presence of Philippe Richert, president of the Bas Rhin departmental council and vice-president of the French Senate. The complex will house Bas Rhin government departments for regional development, domestic services and education, culture and sports.

With a net floor area of 12,000 sq. metres, the project will be ideally located in the Meinau business park, which currently hosts more than 600 companies, including Carlson Wagon Lits, Chronopost International and Kraft Food. Situated near the Strasbourg city centre, it is close to public transport (tram line), the train station, the airport and the A4 motorway.

Designed by Arte Concept and JB Architecture, the three four-storey buildings boast a contemporary, streamlined architecture with an abundance of natural light. The office layout is highly modular insofar as each quarter of every floor can be arranged differently. A staff restaurant is planned for the ground floor. Delivery of the three buildings will be staggered between spring and summer 2008.

The scheme is a joint Bouygues Immobilier/SOGEPROM development built to 2005 thermal regulations standards. The buildings have external insulation and supply and extract air handling units with heat recovery. Presence detectors will be installed to optimise lighting expenses. And rainwater will be recovered to water the gardens.

The programme is the result of close cooperation between Bouygues Immobilier, SOGEPROM and the Bas Rhin departmental council.

#### About Bouygues Immobilier

Bouygues Immobilier, a leading private property developer in France and Europe, has 1,300 employees and reported sales of €1,608 million in 2006. With 33 branch offices in France and eight subsidiaries in the rest of Europe, Bouygues Immobilier has developed residential and commercial property schemes for its clients for 50 years. It has operations in more than 230 cities. Bouygues Immobilier was the first property developer in France to receive ISO 9001 certification. Bouygues Immobilier signed a framework agreement with CERQUAL whereby it undertakes to certify all its housing development schemes (apartments and houses) in France under the "Habitat & Environment" label. The agreement will apply to all building permit applications submitted from 1 July 2007.

#### About SOGEPROM

SOGEPROM, a leading property developer, is a subsidiary of Société Générale. It operates in all sectors, including urban and regional development, retail, commercial and residential. SOGEPROM reported total sales of €839 million in 2006, with 2,995 housing units sold and 88,000 sq. metres of offices built. SOGEPROM bolstered its retail activity with the acquisition of Urbanisme & Commerce and set up an urban and regional development unit. The company has thus become a leading partner of local authorities in economic development programmes, specialising in restructuring town and city centres. In 2006, SOGEPROM continued its external growth policy. It founded IMAPRIM, in which it holds a 45% stake, in the Alps and set up PROJECTIM (60% owned) in northern France. SOGEPROM covers all of France, operates in Germany and has opened branch offices in the Czech Republic and Romania.

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