

## *Bouygues Immobilier lays the foundation stone of the future Saint-Denis Porte de Paris district*

Issy-les-Moulineaux, 12 September 2013



François Bertière, Chairman and CEO of Bouygues Immobilier, laid the foundation stone of the future Saint-Denis Porte de Paris district in the presence of Patrick Braouezec, President of the Plaine Commune urban authority and SEM Plaine Commune Développement, Didier Paillard, Mayor of Saint-Denis, Stéphane Peu, President of the Office Public Plaine Commune Habitat, and Gérard Teychené, Chairman of Groupe Financière Teychené.

Saint-Denis Porte de Paris is an ambitious property development project, initiated by the municipality of Saint-Denis, the Plaine Commune urban authority and SEM Plaine Commune Développement, with the assistance of architect and urban planner Antoine Grumbach. It is also the result of an exemplary partnership between all these stakeholders and Bouygues Immobilier. "Our aim is to create a vibrant district, forging a strong link between old Saint-Denis and the Stade de France stadium district", explained François Bertière, Chairman and CEO of Bouygues Immobilier.

As an urban operator, Bouygues Immobilier focused on diversity of functions and high energy performance to create a district comprising:

- 50 housing units
- a 7,400-m<sup>2</sup> hotel
- a 7,000-m<sup>2</sup> office building and 300 m<sup>2</sup> of shops

The 4-star hotel complex, sold to Groupe Financière Teychené, will be operated by Novotel and will open its doors in early 2015. It will have 156 rooms, a restaurant, and areas for events and seminars. Designed by architect firm Antoine Grumbach et Associés, it will be certified against very demanding environmental quality labels, namely NF Bâtiments Tertiaires Démarche HQE® and BBC-effinergie®.

The offices, shops and housing units were designed by architect firm Brenac & Gonzalez. Plaine Commune Habitat's headquarters will be located in the building that will have 7,000 m<sup>2</sup> of office space and 300 m<sup>2</sup> of shops with HQE®, Excellent certification. This building backs onto three small buildings each comprising around 16 housing units. Like for all of Bouygues Immobilier's residential properties, these housing units will have the "NF Logement" label and will be targeting BBC-effinergie® certification.

#### **About Bouygues Immobilier**

Bouygues Immobilier is a leading private property developer in France and Europe, with 1,582 employees at 31 December 2012 and sales of €2,396 million in 2012. With 35 branches in France and four elsewhere in Europe, the company has over 50 years' experience in developing residential, corporate and commercial projects for customers in more than 230 towns and cities. Embracing an active approach to sustainable development and innovation, Bouygues Immobilier is committed to continuously improving both the technical and architectural quality of its buildings and customer satisfaction. Bouygues Immobilier was the first property developer in France to achieve ISO 9001 certification. On 1 July 2010, it initiated a systematic approach to obtaining BBC-effinergie® low-energy certification for all its residential properties, more than two and a half years ahead of schedule.

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