



Press Kit

Property development at Bouygues Construction MIPIM

March 10 to 13, 2015



BOUYGUES
CONSTRUCTION

Shaping a **Better Life**

MIPIM 2015

As they have done every year since 1995, Bouygues Construction's property developers are taking part in the MIPIM, held from March 10 to 13, 2015, so that they can present the know-how and range of offers of the Group's network of property specialists to customers.

You can find us on **stand P1.A2** on level 1 of the du Palais des Festivals de Cannes throughout the entire event.

> The Bouygues Construction stand



Digital model space

Convinced of the necessity of designing, building, and operating buildings more reliably, faster, and at a lower cost, we extend in our projects the use of BIM, the "Building Information Modelling", which provides digital modelling and the management of the data within it. The principle is to use 3D technology to show all of the information that is useful for the design and construction of a building, and to simulate its behaviour. Whether it be for customers or future residents, digital modelling is an exceptional chance to better visualize the future building and get an overall understanding of the project.

On the Bouygues Construction stand this year, you can see this valuable tool, BIM, for yourself. Put the Oculus virtual reality headset on and fully immerse yourself in the design of two of our property projects:

- the ESTACA campus, developed by Sodéarif in Saint-Quentin-en-Yvelines,
- the Manhattan Loft Garden, developed by Bouygues UK in London.

> Discover LinkCity, the new Bouygues Construction initiative for sustainable neighbourhoods



With its LinkCity initiative, Bouygues Construction is leveraging its experience as a global player in construction and services to assist local authorities with their sustainable neighbourhood projects.

Designed as eco-systems, these sustainable neighbourhoods must fulfil numerous needs: housing, work, production, entertainment, etc. They must use resources (energy, water, etc.) ever more efficiently and create a better quality of life. As they grow increasingly complex and engaging over the long term, their planning must unite all stakeholders behind shared objectives and coordinate their efforts.

LinkCity is based on three benefits:

- The design of lively neighbourhoods which provoke social linking and encourage collective usage.
- Economy of resources through the frugality of buildings and structures, a circular logic in the management of resources and the benefits of introducing nature into the city.
- Smart usage scenarios thanks to digital services and intermodal mobility solutions.

Bouygues Construction can draw on its experience of building previous eco-neighbourhoods, such as the Mare Huguet in Rosny-sous-Bois, to the east of Paris, and IssyGrid, in Issy-les-Moulineaux, in the south-western outskirts of Paris.

More information on LinkCity is contained in the brochure appended to this press kit.

> Events for exchanging views

Speakers from Bouygues Construction will speak several times during the four days of the event, giving our in-house experts and our partners the opportunity to discuss a number of research topics and to present our projects.

Tuesday, March 10

- 5 p.m.: talk on the Seguin Island "City of Music", a MIPIM Awards finalist in the "Best Futura Projects" category, by Cyrille Gassian, project director at Bouygues Bâtiment Ile-de-France, and Hervé Ingardia, deputy director of services at the Attractiveness and Employment unit of the Hauts-de-Seine department. The talk will be held in the Paris Region conference rooms.

Wednesday, March 11

- 12 noon: encounters with customers on the Bouygues Construction stand
- 5 p.m.: talk on the Seguin Island "City of Music", a major cultural project by the Hauts-de-Seine department and a MIPIM Awards finalist in the "Best Futura Projects" category, by Hervé Ingardia, deputy director of services at the Attractiveness and Employment unit of the Hauts-de-Seine department, Cyrille Gassian, project director at Bouygues Bâtiment Ile-de-France and the Director of Development at SAEM Val de Seine. The talk will be held on the Hauts-de-Seine department's stand (C 12 A 5).

Thursday, March 12

- 10 a.m.: talk on " LinkCity: Case studies of innovative approaches for sustainable neighbourhoods", chaired by François Pitti, Strategic Marketing Director, Bouygues Construction, Nicolas Guérin, Managing Director, Bouygues Development, Arnaud Vaujour, Development Director, Losinger Marazzi, and Eric L'Helguen, Managing Director, Embix. The talk will be held in the Green Room.
- 12 noon: encounters with customers on the Bouygues Construction stand



> Two projects nominated for the MIPIM Awards 2015

As evidence of our property developers' know-how combined with the expertise of our subsidiaries in construction, energies and services, two of our projects – the Seguin Island "City of Music" and the Beaugrenelle shopping centre – have qualified as finalists in the MIPIM Awards 2015, which reward the world's finest architectural projects.

The Seguin Island "City of Music"



1,000 m²
of photovoltaic panels installed

This complex, developed by the Hauts-de-Seine department, is a cultural facility with an international reach, built by a consortium led by Bouygues Bâtiment Ile-de-France on the site of the former Renault car plant in Boulogne-Billancourt.

Designed by architect Shigeru Ban, the world's first development of its kind will incorporate a modular 6,000-seat concert hall capable of staging three separate performances in a single day, a 1,100-seat auditorium dedicated to classical music, a music school and recording studios. The separate parts of the building will be linked by a large foyer providing restaurants and shops. The City of Music will not only be a place where all forms of music meet, it will also provide a walking area along the River Seine open to the public. The environmental excellence of the project will be confirmed by the labels for which it qualifies: HQE[®] Excellence, BiodiverCity and Haute Qualité d'Usage level 3.

With this project, Bouygues Construction is competing for two awards:

- In the **Best Futura Project** category, which rewards real estate projects with surface area of less than 100,000 m² with construction starting in 2014 or 2015. MIPIM visitors are invited to vote from Tuesday, March 10 until 12 noon on Thursday, March 12 on the Awards Gallery stand.
- In the **People's Choice Award** category, introduced for MIPIM 2015, which enables the general public to vote for their favourite project. Internet voting is open between February 9 and March 9 on the MIPIM website: www.mipim-peoples-choice-award.com

The Beaugrenelle shopping centre



7,000 m²
of green roof surface

Developed by Financière Apsys, Beaugrenelle is a wholly new-generation complex devoted to shopping (with 120 commercial units) and leisure (a 10-screen multiplex cinema), situated a stone's throw from the Eiffel Tower. Entirely rebuilt by Bouygues Bâtiment Ile-de-France, the mall, which originally dates back to the 1970s, forms part of the Front de Seine regeneration project, intended to make the district more dynamic and more attractive.

The new Beaugrenelle shopping centre is a resolutely 21st century complex, with a modern design and very high environmental performance. It is the only shopping centre to have double HQE® and BREEAM® Very Good certification, in recognition of its exemplary achievements.

This project is competing for two awards:

- In the **Best Shopping Centre** category, which rewards new shopping centres that succeed offering a unique shopper experience through new technologies and services and whose architectural features aim to increase customer satisfaction. MIPIM visitors are invited to vote from Tuesday, March 10 until 12 noon on Thursday, March 12 on the Awards Gallery stand.
- In the **People's Choice Award** category, introduced for MIPIM 2015, which enables the general public to vote for their favourite project. Internet voting is open between February 9 and March 9 on the MIPIM website: www.mipim-peoples-choice-award.com

Bouygues Construction, committed to its partners and to communities

As a global player in construction and services, Bouygues Construction designs, builds and operates buildings and structures which improve the quality of people's living and working environment: public and private buildings, transport infrastructures and energy and communications networks. A leader in sustainable construction, Bouygues Construction has a long-term commitment to helping its customers shape a better life.

Bouygues Construction is involved in the entire value chain of projects, from upstream to downstream of the act of construction, the Group's core business, enabling it to propose a comprehensive high value-added offer: planning, property development, design, legal and financial engineering (public-private partnerships and concessions), along with long-term services that are provided for the building or structure and for its users (energy efficiency, smart grids, smart and communicating buildings, etc.).

Property development is one of the strongest links in the strategic positioning of Bouygues Construction, focused on extending its skills along the value chain of construction.

> Property development, a highly integrated network

Originally created more than 25 years ago, Bouygues Construction's network of property developers today operates in France and in numerous other countries. Its expertise in the management of varied types of operations provides the Group with know-how that complements its traditional business and enables it to support its customers at every stage of their projects: planning, design, construction, financial engineering and maintenance. Success in this business depends on strong synergy between the technical and sales teams and the property developers.

The network possesses comprehensive expertise that ensures project management in full compliance with the programme, costs and lead times from design to handover. It provides support for customers through every phase of property projects, offering the best economic and urban solutions to derive value from real estate and optimising the completion of multi-product projects.

Thanks to the expertise of Bouygues Construction's finance and legal affairs specialists, the Group's property development network can guarantee its customers effective financial and legal packages (property development contracts, off-plan sales, leasing, outsourcing) tailored to the needs of both investors and users. It coordinates the numerous phases of real estate operations – feasibility, design, engineering studies, legal and financial packages, planning permission, monitoring the contract, financial closing, etc., working with a multi-disciplinary team (architect, institutional clients, financial partners, users, municipal services, notaries, legal counsel, building contractor, etc.). It manages interactions between all the players, with a commitment of a successful outcome.

> Locally established, local knowledge of the market

Through knowledge of specific regions and their distinctive characteristics, the Group's property development teams have an accurate understanding of customers' expectations on each of their markets. The property projects of the entities in France and other countries enable the teams to study consumer habits, leisure activities, housing, the development of businesses that generate a need for offices, the mechanisms of the country and the competition. Focusing on the specific concerns of each category of customer, developers suggest tailor-made solutions that deal with each property project's unique set of issues. Thanks to the Group's global expertise, they can support their customers every step of the way, from the initial consultation processes to a full range of long-term back-up services. On every construction site, mechanisms designed to provide local residents with information and the opportunity for dialogue are put in place, ensuring that the project is established as part of its ecosystem.

The network of developers grew through local operations in the construction and energy businesses, and is now present throughout France as well as in the United Kingdom, Switzerland, Spain, Poland, the Czech Republic and Morocco.

There is a contact person at every level.



Property and sustainable construction

Sustainable construction has been at the heart of Bouygues Construction's strategy for some years. This approach takes the form of the shared ambition of shaping a better life, in which people can live in greater harmony, with more pleasure and with more consideration. Bouygues Construction designs, builds and operates buildings and structures which help to improve the quality of our living environment, and living spaces where modernity goes hand-in-hand with calm and comfort.

Keen to guarantee an exemplary approach, the property development companies strive to ensure that all their operations meet the promise of Bouygues Construction. Confronting environmental challenges and energy issues, the property development network seeks innovative solutions that offer the best performance, in both environmental and economic terms. The effects of its projects are long-lasting, with regard to energy, to the environment and to society; they guarantee the well-being of users and add value to communities.

This approach is expanding progressively, to apply to entire neighbourhoods by incorporating all phases from design through to operation and by proposing eco-friendly solutions meeting the performance objectives targeted by its customers and partners. Property developments are awarded acknowledged environmental labels and certifications such as HQE[®], BBC-Effinergie[®], BREEAM[®], etc.

Bouygues Construction and the Grand Paris project

The Paris region, the Group's birthplace, was the first to benefit from its capacity for designing high value-added solutions and implementing them, whether in terms of urban development or infrastructures. Bouygues Construction is deeply committed to raising the profile of Greater Paris; indeed, several of its projects have been awarded the Grand Paris label: the National Archives in Pierrefitte-sur-Seine, IssyGrid, the Paris Philharmonic Hall, and Grands Champs - Vitrine de Chine.

As early as 2010, Bouygues Construction established a Grand Paris Unit, in which all its skills are represented. Its aim is to predict changes occurring in the city and the usages it attracts, and to propose innovative solutions that will contribute to the development of Greater Paris and to its increasing influence.



Some of our flagship projects in property development

Wacken business district, Strasbourg, France



In partnership with ALTAREA Cogedim, CIRMAD is responsible for the development of packages 1 and 2 of the Wacken Europe international business district.

The City of Strasbourg's aim is to develop a neighbourhood that will become a showcase of excellence on an economic level and with respect to sustainability, functional mix and quality of life. The first phase consists of developing 125 homes, over 16,000 m² of offices, ground-floor shops and 336 underground car parking places. The two key concepts of this operation are harmonious communal life (shared spaces and services, a time-share car parking scheme) and environmental excellence –

positive energy and passive buildings and double HQE[®] and BREEAM[®] certification.

The Mare Huguet eco-neighbourhood, Rosny-sous-Bois, France



In the eastern suburbs of Paris, ten kilometres outside the city, Sodéarif and the developer contractor Sermo are developing a 3-hectare mixed-use operation including 42,000 m² of buildings, consisting of over 350 private apartments and social housing units, student flats, shop premises, offices, a school and more than 1 hectare developed as public space.

The project won a prize in the Ile-de-France Environment Awards 2010 and is one of the pilot projects being used to prepare the HQE[®] Aménagement label. In June 2015 the first residents will move in.

The Mare Huguet eco-neighbourhood project forms part of the Group's LinkCity initiative.

The GreenCity eco-neighbourhood, Switzerland



GreenCity, due for completion in 2018, is an ambitious project being carried out by Losinger Marazzi, consisting of 67,000 m² of offices, 8,000 m² of shops and 750 housing units, a third of them in the low-rent sector.

GreenCity has been awarded the 2000 Watts label, a concept developed by the Swiss Federal Institute of Technology in Zurich designed to the electrical consumption of each inhabitant from 6,000 W to 2,000 W. It will produce energy through an integrated hydroelectric plant, photovoltaic panels and wood fuel heating.

With intermodal transport part of its attractiveness, GreenCity forms part of the Group's LinkCity initiative.

The Radotín neighbourhood, Prague, Czech Republic



VCES Property Development is developing a new 3-hectare city centre zone in Radotín, a district of Prague in the Czech Republic. The zone will contain 220 new homes, 2,500 m² of shops and public amenities. The first phase of construction, which will begin at the end of 2015, will include a boulevard and housing. The project aims to be a leading benchmark in Central Europe as a sustainable neighbourhood and as a redevelopment project with exemplary cooperation between the authorities and local residents. The aim is for the entire neighbourhood to qualify for BREEAM® Communities certification.

University of Hertfordshire campus, United Kingdom



Bouygues Development is developing the campus of the University of Hertfordshire, north of London. The operation consists of 23 buildings providing 3,000 student bedrooms, associated social spaces and a sports building. This campus will be one of the most advanced in the United Kingdom in terms of sustainability: the timber-frame buildings will be equipped with their own energy-production infrastructure. Another distinctive feature of this project is its funding, which takes the form of an index-linked unwrapped private bond placement.

Casa Anfa, Morocco



Property development teams at Bymaro and Bouygues Bâtiment International are jointly developing a multi-purpose programme with Bouygues Immobilier Maroc. It consists of 400 high-end apartments in five buildings, 2,000 m² of retail premises and a 15,500 m² office tower. This operation will be developed as part of the Casa Anfa project, which will house the future Casablanca Finance City and will ultimately extend over a 350-hectare site.

Property development in figures



23

implantations
operational sites

340

collaborateurs
staff

1 389

millions d'euros de chiffre d'affaires
million euros of sale

dont 421 M€ pour Sodéarif, 318 M€ pour Cirmad,
441 M€ pour Losinger Marazzi, 146 M€ pour Bouygues Bâtiment International
en 2014.



Paris region, France: Sodéarif



Sodéarif, the property development and project management subsidiary of Bouygues Bâtiment Ile-de-France, conducts property operations of all types on behalf of users and public- and private-sector investors, exclusively in Ile-de-France (the Paris region) and Picardy, principally for property development contracts and off-plan sales. Sodéarif has developed a wide range of know-how for its customers in turnkey property operations, operations as an integrator in neighbourhood development programmes, and both renovation and new-build projects.

France (excluding Paris region) and Spain: Cirmad



Organised in five units within France and also operating alongside Acieroid in Spain, Cirmad is a local player forming part of the Group's European network of property developers. Cirmad offers tailor-made solutions for each property project. It covers the full range of real estate products: housing, offices, managed residences, nursing homes and medical and social facilities, hotels, shops, leisure facilities, light industry and logistics. From urban planning to urban regeneration, Cirmad's city-centre operations embrace every aspect of the life of a neighbourhood.

Switzerland: Losinger Marazzi



In Switzerland, Losinger Marazzi is a leader in property development, neighbourhood planning and general contracting. The company is recognised for the global and innovative solutions it offers in finance, design and construction. As a subsidiary of Bouygues Construction, it combines the strength of an international group with the responsiveness of a company well established locally. In 2013, property development accounted for 78% of Losinger Marazzi's order intake, positioning it as a key player in city life.



United Kingdom: Bouygues Development



BOUYGUES
DEVELOPMENT

A subsidiary of Bouygues UK, Bouygues Development is an experienced player in property development, operating in all sectors of the market in the United Kingdom. Its business focuses mainly on mixed-use developments, urban regeneration projects, residential developments and student housing. Working closely with the private sector and public authorities, Bouygues Development carries out innovative operations with outstanding added value.

Czech Republic: VCES Property Development



VCES
PROPERTY
DEVELOPMENT

VCES Property Development became part of the Group when the construction and engineering contractor VCES was taken over in 2006. The company has around ten years of experience in the housing sector, and has developed more than a thousand apartments in Prague. An experienced partner in developments, it operates on a number of markets, including residential and reception projects, data centres, offices and commercial, mixed-use developments and regeneration systems.

Poland: Bypolska Property Development



BYPOLSKA
PROPERTY DEVELOPMENT

Bypolska Property Development is Bouygues Construction's property development subsidiary in Poland. It is active in two major areas: property development, through complex multi-purpose projects, urban regeneration projects and non-standard products, and PPP (public-private partnership) projects, an up-and-coming market in Poland and an area in which the Group is extremely experienced.

Morocco: Bymaro



Bymaro, the Moroccan subsidiary of Bouygues Bâtiment International, is specialised in building and civil works projects. Since it was founded in 1991, it has established itself on the Moroccan market as one of the leading players in turnkey projects with high added value and tight deadlines. The property development team can rely on the brand image, which is well established in Morocco. Following its first property operation carried out in 2013, the subsidiary is considering projects for hotels, offices and luxury apartments in Casablanca and Rabat.

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As a global player in construction and services, Bouygues Construction designs, builds and operates buildings and structures which improve the quality of people's living and working environment: public and private buildings, transport infrastructures and energy and communications networks. A leader in sustainable construction, the Group and its 53,500 employees have a long-term commitment to helping their customers shape a better life. In 2014, Bouygues Construction generated sales of €11.7 billion.

