

PRESS RELEASE

Redevco announces the opening of 'Le 31' in Lille, an iconic, mixed-use concept that will reinvigorate the town's city centre

Lille, March 12th, 2021 - Rue de Béthune, in the city centre of Lille, is vibrating and coming to life as the town is finally set to reveal 'Le 31', the new venue long awaited by the people of Lille. 'Le 31' is ready to welcome its first visitors and introduce them to its range of shopping experiences and activities brought by strong, innovative concepts. The new stores will start opening between mid-March and summer. With the tenants of the office area already using their new workspaces, real estate investment management company Redevco proudly announces the opening of this novel venture in the heart of Lille.

In a society that is undergoing radical change, 'Le 31', the latest-generation urban concept covering 25,000 sqm., aims to offer commercial opportunities that respond to the new ways of living and working, whilst breathing new life into Rue de Béthune and the district as a whole.

"Thanks to its design and the variety of actors involved, 'Le 31' will enable Rue de Béthune to reinvent itself as a multifunctional urban centre," says **Thierry Cahierre, Managing Director of Redevco France**. "We had to totally re-evaluate the city of tomorrow, remodelling the principles of coexistence for all the uses and services in order to respond to people's new aspirations. We created a community that encompasses a wide but complementary spectrum of activities and services in one single emblematic location. This new ecosystem of working, living, learning, and having fun, will provide its users with activities that are communicative, sustainable, and diverse. The operation is the first of its kind in Lille, raising the city's profile as a European metropolis. As well as a living space and a shopping experience, we also want to create and bring to life a genuine connected community of stores, partners, and visitors. In this new context, post-COVID-19, the communal nature, and the digital dimension that 'Le 31' brings, are totally appropriate."

'Le 31' offers a mix of recreational concepts, streetwear, street food, a hotel, offices and coworking spaces, and on-site parking facilities. The new venue in Lille is launching its long-awaited commercial programme of new activities, services, and products, starting with the quality streetwear store Citadium (Printemps group), which will occupy 1,200 sqm. and the leading sports & recreation retailer Decathlon City, which will use 800 sqm. of floor space in 'The 31'. These two outlets are due to open to the public mid-March.

The theatrical XXL restaurant Grand Scène, covering 1,700 sqm., aims to become the new 'eating-out scene' of Lille, offering ten street food venues, two bars and a coffee shop. These are also due to open soon, targeting mid-April (subject to the necessary hygiene measures).

In the field of recreational concepts, Climb Up, the leader in indoor climbing, will occupy 2,180 sqm. comprising a climbing hall along with a myriad of activities for a clientele in search of new sensations. The latest-generation sports hall Fitness Park and the specialist in immersive games provider Team Break, which will offer a variety of fun activities and escape games, occupying respectively 1,725 sqm. and 1,300 sqm., will open to visitors between mid-April and mid-July.

Furthermore, in the hands of VINCI Immobilier, 'Le 31' offers 8,400 sqm. of offices and coworking spaces. The co-working specialist Wojo has already opened its doors, providing 3,400 sqm of workspaces that incorporate technology, design, and well-being, as well as a

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rooftop offering a panoramic view of the skyline of Lille, making the venue especially attractive to co-workers. Not to mention that France Télévisions has chosen 'Le 31' as a location for its post-production teams covering 1,000 sqm., and that E-Voyageurs (SNCF) will occupy 3,000 sqm. In addition, the office building has 775 sqm. of terraces and patios for the exclusive use of its occupants.

Then there is the 120-room four-star hotel Okko, the latest contemporary lifestyle beacon of the French hotel world will welcome its first guests in May. Both the offices and hotel have the BREEAM rating 'Very Good'.

Lastly, in the basement is a 165-space parking lot managed by Parking Indigo.

All these brands and concepts, businesses, and partners, together with the visitors and occupants of 'Le 31', will form a genuine connected community as it unites retail stores, partners, and visitors. Taking account of the boom in e-commerce and the new ways of living, the commercial spaces will become destinations in their own right, where consumption is no longer the priority, but the main purpose is to offer an enriched, personalised experience for consumers and visitors. More than merely a commercial space, 'Le 31' was born out of the ambition of reinventing the relationship between the public and the city centre, allowing a mixed-use development accessible to everybody. Committed, responsible and inclusive, 'Le 31' devises its content and continually adapts it according to current requirements as to inspire, assemble, share, and create. Its all-inclusive design makes 'Le 31' a new-style medium. A channel of communication that offers, day after day, new opportunities for all parties to regenerate.

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About Redevco:

Redevco, part of COFRA Holding AG, is a real estate investment management company with a clear focus on vibrant places across Europe. As the partner in urban real estate, we invest in properties with a view to developing future-proof buildings in dynamic urban locations where people want to live, work and play. Our specialist investment strategies, local real estate knowledge and the scale of our pan-European platform enable us to create value for both our investor clients and occupiers. Our highly experienced professionals purchase, develop, let, and manage properties, ensuring that the portfolios optimally reflect the needs of our clients. We believe in long-term investments where quality and sustainability are key. We have close to 300 assets under management with a total portfolio value of about €7.5 billion.

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