



# *Transformative* Real Estate

Building value for investors  
and enriching communities





# *Pioneering* positive change

Cities must make a positive contribution to the health and wellbeing of people and the planet. As a pan-European real estate manager, with c. €10 billion assets under management and expert teams working from seven offices across the continent and the United Kingdom, we are uniquely positioned to make an impact and play a leading role. Also in France, we have built a track record in successfully transforming existing inner-city retail properties into futureproof, sustainable, and multi-purpose locations.

Redevco is growing and diversifying, building on a strong heritage in retail real estate, deep-rooted knowledge of cities and extensive experience in urban regeneration projects. We offer a wide range of investment strategies in France and manage assets for multiple clients, including iconic repurposing and transformation projects shown in this brochure. Our team is fully equipped to provide the full spectrum of capabilities in house, such as transactions, fund management, risk & compliance, and asset & development management.

The examples in this brochure showcase some of the iconic and impressive buildings we manage on behalf of our investor clients. Have a look and we invite you to connect with us to see how we can jointly lead transformative real estate initiatives, building value for investors and enriching communities.

*Cécile Pouzadoux*  
Portfolio Director

# French Assets - *Out of Paris*



Rouen



C&A Boulevard Jean Jaurès in Boulogne



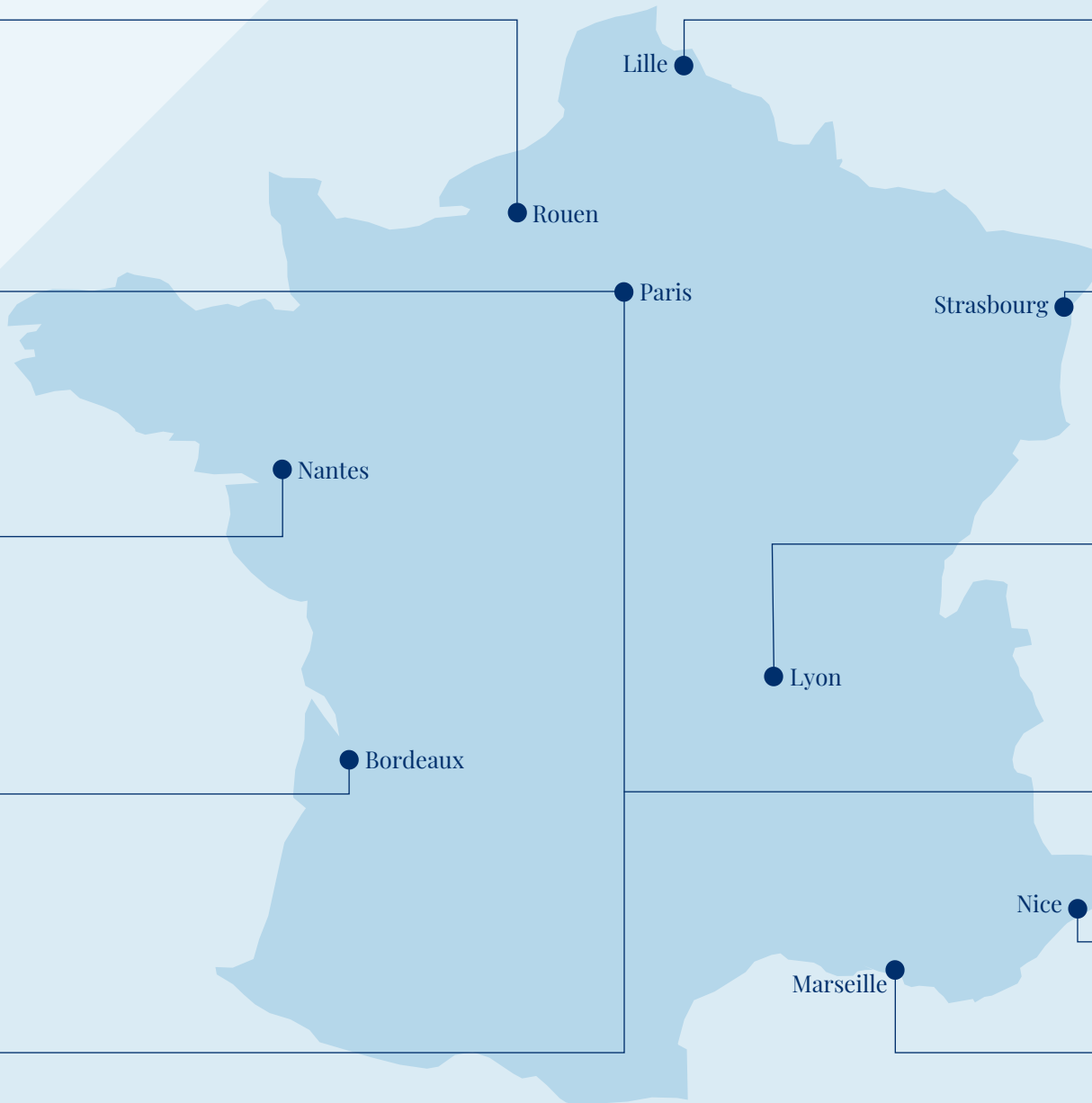
Nantes



Bordeaux



Paris, Velizy 2



Lille



Lille

Rouen



C&A Place des Halles

Paris

Strasbourg



Lyon, Part Dieu

Nantes

Lyon



Paris, Rosny 2



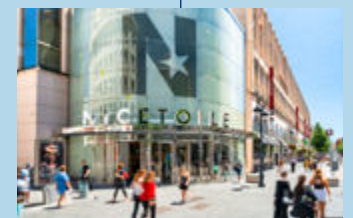
Les 4 temps - La Défense

Bordeaux

Nice



Marseille



Nice Etoile

Marseille



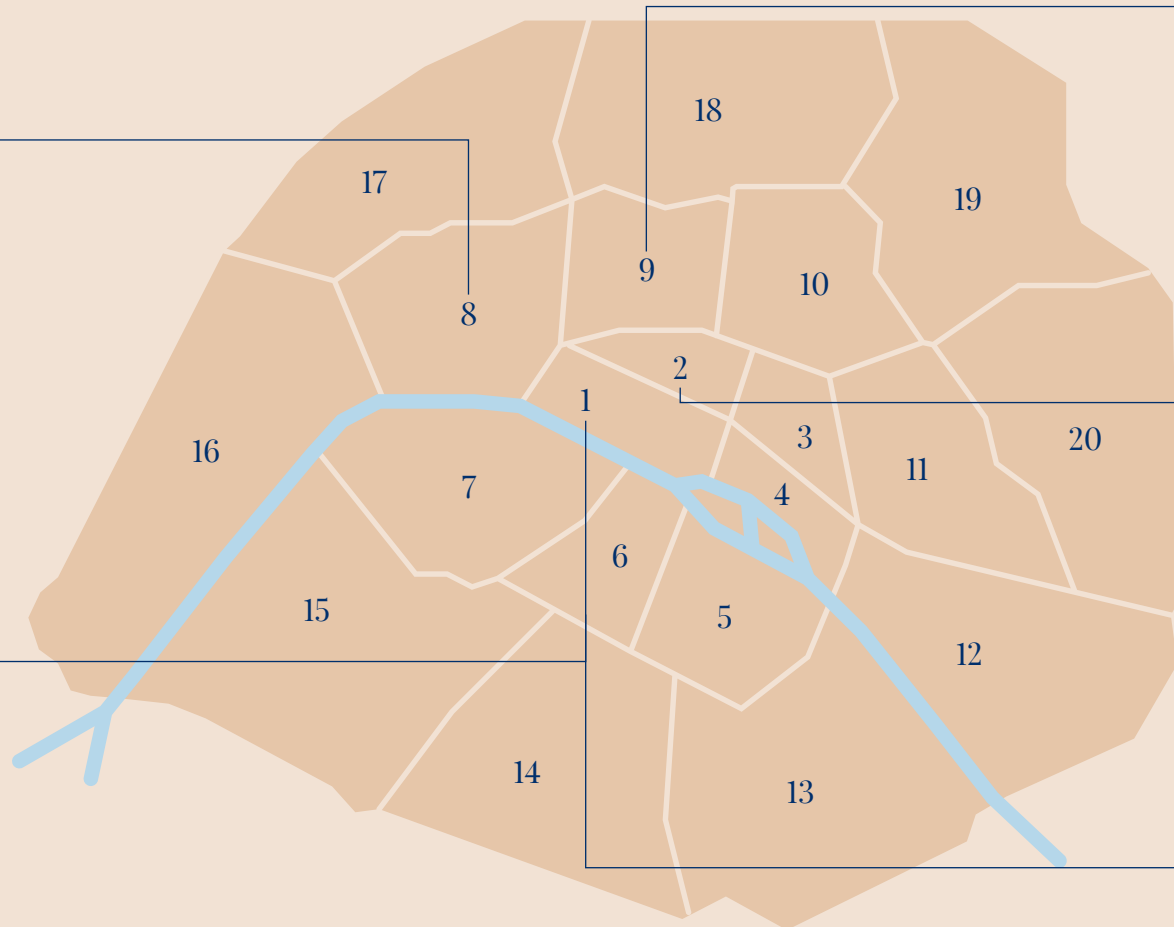
# Parisian assets



Séphora  
72 Av. des Champs-Élysées



Redevelopment in Progress  
(ex C&A) - BPM Project  
122-126 Rue de Rivoli



Redevelopment in Progress  
(ex C&A) - H Project  
45-49 Boulevard Haussmann



Tiffany and Co / Jacques Marie Mage  
6 Rue de la Paix



Pull & Bear/Bershka  
65 Rue de Rivoli





## Reinventing an urban city-centre location into a vibrant shopping and living area

In 2015 Redevco transformed an abandoned industrial site into a pleasant pedestrian district where life is organised around retail, leisure, and housing. **Promenade Sainte-Catherine** combines respect for the environment and energy efficiency with an integrated architectural setting that adds value to the city.

- France, Bordeaux
- Risk profile: Value-add
- 28,000 m<sup>2</sup> included residential of which 17,000 m<sup>2</sup> is retail and F&B and leisure spaces.

### Improving the sustainability performance:

- We strive for the asset to be Net Zero Carbon in operation by 2030
- The asset is currently being certified under the V6 Bream certification, we obtained a "very good" rating and we expect to obtain a 5 stars "GRESB" rating for 2023
- Installation of 22 solar panels on the roof of the Lego store
- Installation of smart impulse monitors to manage energy consumption
- Collect and recycle of cigarette butts (19 kg)/ Rooftop garden with permanent collect of honey (3 hives, 120,000 bees) and vegetables from the garden are distributed to local food banks



# *Building a strong community of complementary brands to create a new, vibrant destination in the heart of the city*

An outdated retail property in Lille's city center was transformed into an extraordinary innovative and dynamic urban concept which surpasses the regular mixed-use project. The unique combination of brands brought together by the French asset management team created a wide, but carefully curated offering ranging from fashion and food & beverage to leisure and hospitality. **Lille Le 31** is a fantastic social destination that helps elevate the quality of the area.



- France, Lille
- Risk profile: Value-add
- 25,000 m<sup>2</sup> of shopping, food & drinks, leisure, a hotel, offices, and parking facility

## **Improving the sustainability performance:**

- BREEAM Excellent certification for the retail spaces
- Preservation of the historical facades
- Greening of the roof terraces



# Modernising an outdated shopping center to offer *a renewed and fresh shopping experience* to the Rouen audience

In 2016 the local French team acquired the shopping center “L’Espace du Palais” in the French city Rouen on behalf of client Federated Hermes. Redevco planned to redevelop the slightly outdated property and transform it into a modern retail destination. With this in mind, the center has been modernised adding natural materials to create a warm and attractive space. In addition, the tenant mix has been adjusted to offer the visitors a brought and complete range of products and services, improving the overall shopping experience.

- France, Rouen
- Risk profile: Value-add
- 10,000 m<sup>2</sup> of retail and F&B spaces

#### Improving the sustainability performance:

- BREEAM ‘Very Good’ certification





# Iconic Parisian Redevelopment H Project

The refurbishment of this iconic Haussmann building entails the redesign of the retail units, occupying more than 6,500 m<sup>2</sup> spread over four levels. The project also involves the embellishment of the facades, including the partial refurbishment of the listed Moorish facade on Rue des Mathurins. Built in the early 20<sup>th</sup> century, this asset of more than 15,000 m<sup>2</sup> also hosts 6,000 m<sup>2</sup> of offices with a green patio, as well as six levels of underground parking.

Integrated into an exceptional urban fabric, H will develop much more than just m<sup>2</sup> and will become a genuine space for expression, hosting flagship stores with strong, innovative concepts. A place not only dedicated to retail activities but also, as a common thread through all those activities, integrating a strongly eco-responsible dimension, encouraging creativity and encounters.

- France, Paris
- Risk Profile: Core
- 5,000 m<sup>2</sup> of retail, offices and parking

#### Improving sustainability performance we expect to:

- Obtain BREEAM RFO Excellent
- Obtain BREEAM in use Excellent
- Improve of the waste recovery rate
- Create a community with existing mix
- Improve energy sobriety and low carbon ambition







# Parisian Mixed-use *Redevelopment BPM Project*

Redevelopment of an iconic building located in the heart of Paris at 126 Rivoli in a major shopping and cultural area.

Entitled 'BPM', meaning 'Beats Per Minute', the new space at 126 Rivoli marries together significant environmental and societal ambitions, in line with the commitments and precepts of the Redevco group, whose mission is to achieve net zero carbon across all its real estate assets by 2040. A 'beating heart', much more than the sum of its square metres, that is destined to become a vital meeting place for mixed activities and multiple experiences, offering a year-round programme of cultural and artistic events.

- France, Paris
- Risk Profile : Core
- 13,000 m<sup>2</sup> of shopping, offices, hotel, restaurant, roof top and urban Logistics

## Improving the sustainable performance by:

- Obtaining a BREEAM RFO Excellent
- Obtaining a BREEAM in use Excellent
- Energy sobriety and low carbon ambitions to reduce them at least by 30%
- The study of waste recovery and circular economy principles
- Avoidance of soil sealing and enriching biodiversity
- Protection and the development of vegetation and the creation of islands of coolness with a unique rooftop and terraces
- Restructuring rather than demolition, the re-using rather than the throwing away. Highlighting an optimal, qualitative construction site with a low impact on its environment and creating opportunities





**Cecile  
Pouzadoux**  
*Portfolio Director*

cecile.pouzadoux@redevco.com  
+33 1 4265 7200



**Stephane  
Friant**  
*Asset Manager*

stephane.friant@redevco.com  
+33 1 4265 7200



**Laure  
Fourdrin**  
*Asset Manager*

laure.fourdrin@redevco.com  
+33 1 4265 7200



**Redevco France**

14, rue Auber

75009 Paris

France

+33 1 4265 7200

Info.fr@redevco.com

[redevco.com](http://redevco.com)