PARIS LA DEFENSE SEINE ARCHE BUSINESS DISTRICT

A KEY PLAYER IN GREATER PARIS
LA DEFENSE SEINE ARCHE
IN EUROPE
Greater Paris today

- Europe's no. 1 economic region
  GDP of 553 billion euros ($ 729 billion)

- 3rd European destination in terms of foreign investment

- 40% of French research
  Over 2,000 patents filed in Ile de France
  1st place among European cities
  source: OEB - 2006

- Largest corporate real estate stock in Europe

- Diversity and quality of the links with Europe and the world
THE KEY DATES OF THE HISTORY OF LA DEFENSE SEINE ARCHE

- Decree of creation of EPAD, La Défense public development authority (1958)
- Greater Paris Law is adopted June 3rd 2010
- Renewal Plan of La Défense launched by N. Sarkozy (2007)

1957
First master plan

1958
Building of CNIT

1970
Development of public transportation RER A express train

July 14th 1989
Launch of La Grande Arche (Otto von Spreckelsen Architect)
- 5 km from the Champs-Elysées
- 8 km from the Louvre
- 15 minutes from the centre of Paris by metro
Covering of the motorway with a pedestrian slab measuring 1km long between the CNIT and the Seine River

Development of the ring road

The underground network appears

Total buildings surface limited to 850,000 sq.m

The spatial organization is defined:

Office towers:
100m (about 30 levels)
Plots measuring about 1,000 sq.m (24x42m)

Housing buildings (palais royal model):
Linear buildings
With a square or rectangular courtyard garden
Limited to 10 levels

The principles of the 1960 master plan were approved by a decree.
LA DEFENSE SEINE ARCHE
BEFORE / AFTER

1956

2010
LA DEFENSE SEINE ARCHE
BEFORE / AFTER

End of the 60’s

2009
A SLAB URBANISM WHERE FLOWS ARE SEPARATED
A SLAB URBANISM WHERE FLOWS ARE SEPARATED: FOCUS LA GRANDE ARCHE
**GOVERNANCE**

**BOARD**
- 16 members
  - (6 representatives of the Government)

**MANAGING TEAM**
- The Managing Director is appointed by decree of Prime Minister

**MISSIONS**
- Designs territorial development projects (and/or urban renewal, economic & social development, sustainable development)
- Acquires plots of land
- Sells rights to build to investors and accompany the investors in their urban projects
- Monitors compliance with the development principles and the works’ architectural and environmental quality
PUBLIC CONSULTATION AND BUILDING OF THE PROJECT

EPADESA

Works closely with

Owners
Co-owners associations
Building management teams
Associations
Municipalities
Inhabitants
Workers

Method

- Committee of follow-up of construction site
- Meeting on Saturdays morning
- Workshop
- Diagnosis by walking
LA DEFENSE SEINE ARCHE
KEY FACTS

- 564 hectares
- 3,450,000 sq.m of offices
- 245,000 sq.m of shops
- 950,000 sq.m of housing

A livable territory

- 2,950 businesses
- 180,000 employees
- 25,000 inhabitants
- 45,000 students

- Wide pedestrian areas
- Shops and services
- Culture and sports
VARIETY OF SECTORS OF ACTIVITIES
CONFIDENCE OF FOREIGN INVESTORS

- Ideal site for the major French and international groups: Exxon Mobil, BNP Paribas, Axa, Saint Gobain, Total, EDF, General Electric, Areva, SFR, Calyon, Société Générale …

- 5 leading sectors of activities: finance and insurance, energy, information and communication technologies, business consultancy and services, environment

- Concentration of international executives

Source: Strategies and Corp - 2011
Major references, both owners and tenants
High confidence of overseas investors
Remarkable stability during the crisis thanks to the diversity of its sectors of activities
State support
A renewal plan launched by the Government in 2007
Freehold
<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wideness of the real estate market</td>
<td>from 5,000 to 40,000 sq.m</td>
</tr>
<tr>
<td>Occupancy rate</td>
<td>93%</td>
</tr>
<tr>
<td>Yield</td>
<td>from 5 to 6%</td>
</tr>
<tr>
<td>Prime headline rent</td>
<td>circa 550 euros sq.m/year</td>
</tr>
<tr>
<td>Take-up</td>
<td>180,000 to 200,000 sq.m/year</td>
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</tbody>
</table>
## BUSINESS DISTRICTS IN EUROPE
### 2011

<table>
<thead>
<tr>
<th></th>
<th>PARIS LA DEFENSE</th>
<th>LONDON DOCKLANDS</th>
<th>FRANKFURT</th>
<th>MOSCOW</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TAKING-UP</strong></td>
<td>122,000 sq.m</td>
<td>23,000 sq.m</td>
<td>525,000 sq.m</td>
<td>1,004,000 sq.m</td>
</tr>
<tr>
<td><strong>VACANCY RATE</strong></td>
<td>6.3 %</td>
<td>9 %</td>
<td>13.2 %</td>
<td>11.5 % (Grade A)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8 % (Grade B)</td>
</tr>
<tr>
<td><strong>PRIME RENT</strong></td>
<td>556</td>
<td>534</td>
<td>430</td>
<td>544</td>
</tr>
<tr>
<td>(€/sq.m/yr)</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>YIELD</strong></td>
<td>5 to 6 %</td>
<td>4 to 5%</td>
<td>4.9 %</td>
<td>10 to 11 %</td>
</tr>
</tbody>
</table>

*Source: BNP Paribas Real Estate*
In 2007, the French Government, launched a nine-year development plan to give a new dimension to the business district by focusing on:

- the renovation of tower blocks upgraded to sustainable standards,
- the construction of 300,000 sq.m of new offices and 100,000 sq.m of housing units
- the implementation of a sustainable development policy
- the modernisation of the public transportation network
LA DEFENSE SEINE ARCHE
AT THE HEART OF THE GREATER PARIS
2011-2012 : RER A
New exits at Nanterre Préfecture

Financing :
Paris Région – RATP – EPADESA

2015 : RER A
Pôle multimodal
Nanterre - Université

Financing :
State – Paris Region – RATP – Departmental Council of Hauts-de-Seine – EPADESA

2018 : RER E « Eole »
1 station at « La Grande Arche »
1 station at « La Folie »
LA DEFENSE SEINE ARCHE
AMBITIOUS AND ICONIC PROJECTS

First Tower

Majunga Tower

Hermitage Plaza Towers

Phare Tower
A PLACE TO WORK

MAJUNGA
Delivery: Dec 2013

EQHO
Delivery: Dec 2012

CARPE DIEM
Delivery: Dec 2012

FIRST
Delivery: Feb 2011
A PLACE TO WORK

PHARE
Delivery: 2017

AVA
Delivery: 2015

AIR 2
Delivery: 2015

TRINITY
Delivery: 2015

GENERALI
Delivery: mid. 2015

D2
Delivery: 2014
A PLACE TO LIVE

Plot and Terrasse 17
New building
12,000 sq.m of housing
Delivered: June 2011

Plot and Terrasse 12
70 units of social housing
89 residential units for sale
855 sq.m of retail
Delivery: 2012

Plot and Terrasse 11
128 social housing
6 residential units for sale
700 sq.m of retail
Delivery: Nov. 2012

Plot and Terrasse 10
60 social housing
92 residential units for sale
Delivery: May 2013
HERMITAGE PLAZA
Demolition reconstruction
Surface : 270 000 sq.m
including 165 000 sq.m
housing
36 000 sq.m hotel
31 000 sq.m offices
38 000 sq.m shops
Height : 320 m
Delivery : 2017

MELIA HOTEL
343 rooms
Delivery: 2014

JARDINS DE L’ARCHE
A pivotal district dedicated to leisure activities, housing, hotels and shops. The area will benefit from the construction of the Arena Nanterre La Défense
Delivery : 2014

COEUR DE QUARTIER (phase 1)
23 000 sq.m of offices
10 000 sq.m of housing
6 000 sq.m of student housing
3 000 sq.m of hotel
5 000 sq.m of retail
Delivery : 2014
ARENA NANTERRE LA DEFENSE
A NEW ENTERTAINEMENT HUB

Surface : 110 000 sq.m
Offices : 33 000 sq.m
Stadium setting : 32 000 people
Events setting : 10 000 to 20 000 people
Concert setting: 40 000 people
Delivery : 2014
Architect : Christian de Portzamparc
Pritzker Prize
URBAN REGENERATION
EXAMPLE OF THE SOUTH RING ROAD

10 YEARS