

THE MOST PRESTIGIOUS ADDRESS
IN THE WORLD



Groupama
IMMOBILIER

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Everybody knows the Avenue des Champs-Élysées. It's a Paris landmark, a symbol of France and a must-see for any visitor in the capital – like the Eiffel Tower. Among the 100 million annual visitors, 20 million are tourists, a figure that will continue to increase rapidly with the growth of global tourism and Paris's timeless appeal.

The exceptional dimensions of this central Paris avenue – both its length and its width – make it a natural place for meeting up, with a strong symbolic element acquired over centuries of history and from the avenue's tradition of leisure and culture. Located at the heart of Paris's downtown business area, "l'Avenue" – as locals sometimes call it for short – is perfectly connected to the Grand Paris metropolis. This makes it an ideal setting for encounters, work, culture, leisure and shopping.

The Groupama Group is proud to remain one of the few stakeholders to still own iconic assets on the avenue. This long-standing presence enabled our team to bear witness to the evolutions of the Champs-Élysées. Groupama Immobilier intends to play an active role in the avenue's future transformations, to ensure its real estate portfolio remains tuned to the evolution of practices and expectations.

We believe institutional owners should work hand-in-hand with the City of Paris and the Comité des Champs-Élysées to organise the best conditions for welcoming visitors, in the spirit of the London Luxury Quarter and of New York's 5th Avenue. Customers are increasingly demanding and it's our firm belief that local and foreign visitors must be better received, drawing on best practices from countries with a long tradition of high-end service.

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The Champs-Élysées is a showcase for France and for Paris.

Cleanliness and safety are prerequisites. Better street furniture, contemporary signage and the presence of trained and easily identifiable personnel to inform customers would be simple measures and easy to implement. Groupama Immobilier wants

to play an active role in suggesting improvements, alongside the Comité des Champs-Élysées, to promote the avenue's development.

In this changing environment, Groupama Immobilier will roll out a very ambitious project to restructure the property at 150 Champs-Élysées, an emblematic, 17,000 m² building graced by exceptional visibility and architecture. Architectural firm CoSa paid special attention to the project's architectural quality, with due respect for the building's history and its insertion in the avenue's landscape.

- The refurbishment will create a 100-room luxury hotel.

Its rooms, restaurant and bar will overlook the avenue, the Arc de Triomphe and the Eiffel Tower: a first in the French capital's hotel industry. Its direct access from the Avenue des Champs-Élysées will act as a true invitation to come in and discover this unique place, crowned by an iconic rooftop and an outdoors swimming pool with a view of the whole of Paris.

- Five new shops over three levels, including a 3,200 m² flagship, will establish the building firmly in the avenue's life, with high-end brands and a strong commitment to differentiation through the shops' concept and the shopping experience. The arrival of Apple, the Galeries Lafayette, Chanel and Dubail illustrate the Champs-Élysées shift towards luxury and the avenue's attractiveness to brands.

- A true luxury cinema with an outstanding, double-height entrance directly from the Champs-Élysées. The venue's varied programme will include feature films, series, documentaries, as well as the live retransmission of cultural and sports events. This cinema complex will be innovative in every way: programming, projection technology, and the welcome of customers.

The three functions (hotel, cinema and shops) are designed as complementary, connected spaces. It's a new way of designing a place for culture and commerce, a destination in itself thanks to the synergies between its various elements. It can host events, film festivals and global product launches. The building will be bustling with activity 24-by-7, thanks to Parisians, people working in the neighbourhood and tourists.

As this long-term project will only open in 2020, Groupama Immobilier wasted no time implementing its vision of the Champs-Élysées of the future. A pop-up restaurant, Maison Sibille, opened on rue Arsène Houssaye in December 2016 to promote two young talents, giving them the opportunity to take risks, innovate and create a friendly gastronomic hotspot.

In addition, office rental company Bureaux à Partager (BAP) is occupying the building since January 2016 and has agreed to host the Solid'Office NGO, which offers jobseekers a workstation in co-working spaces.

We also provide space for Impulse Partners, an incubator of real estate start-ups. In return for the free space, Impulse Partners agreed to provide preferential conditions to the hosted start-ups. This agreement demonstrates Groupama Immobilier's commitment to innovation in real estate and highlights the company's role as a major backer of this incubator.

We believe in the in the Avenue des Champs-Élysées's fantastic potential and appeal and we're convinced there's a growing awareness that this shared heritage should be nurtured to make it a modern, innovative showcase of France's savoir-vivre on an international scale.