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Total chooses The Link, Groupama's tower project in La Défense, as its future head office

Following a six-month competition, Total's Executive Committee chose The Link, Groupama's project in the Michelet neighbourhood of Paris's business district La Défense, for its new head office.

The Link, a 120,000 m² (1.3 million square feet) IGH tower, provides enough room to bring together the 2,022 employees of the head office branches scattered around Paris-La Défense under a single roof, with excellent transport connections.

Located smack on the M1 metro, The Link will be delivered when the RER E express commuter line is inaugurated, putting La Défense just 15 minutes from the Gare du Nord international train station. A few years later, the Grand Paris Express "super metro" will put both the Roissy-Charles de Gaulle and Orly airports within an easy 30-minute ride.

With a footprint on the Puteaux side of La Défense, The Link will be a "tower in the city", restoring the urban continuity between the office buildings and the neighbouring downtown area, in line with the plan backed by La Défense's supervisory body EPADESA: to reunite the business district with its urban environment.

Tailor-made to meet Total's needs, The Link brings a paradigm shift for office building design and layout, thanks to its unique morphology. Its two wings are connected by 32 bridges, providing 6,000 m² (65,000 square foot) duplex open-plan offices (a surface area unrivalled in La Défense).

The bridges, called "links", are the tower's essential and distinctive feature. More than eight metres wide, they include hanging gardens and are designed to function as workspaces as well as meeting points that will create links and foster information and experience sharing between employees.

Groupama CEO Thierry Martel commented: "Total's decision is the culmination of a collaboration of rare intensity. The project was designed for and with Total, taking into account the group's corporate culture and specific constraints. It's the crowning achievement of our attentive care and professionalism in the service of our customers, qualities that we value and foster at Groupama."

Press pack (in French) – The Link: <http://bit.ly/2vNGLsc>

HD images: <http://bit.ly/2v21KAf>

Press Contacts

Guillaume Fregni – guillaume.fregni@groupama.com – Tel: +33 (0)1 44 56 28 56

Joséphine Leblanc – josephine.leblanc@groupama.com – Tel: +33 (0)1 44 56 32 34