

PRESS RELEASE
Paris, 12 December 19

Groupama Immobilier sells the “SoCo” building, FaberNovel’s new head office on rue Saint Lazare (Paris 9th), to Aviva Investors, on behalf of one of its principals



Groupama Immobilier and Aviva Investors, the global asset management arm of Aviva PLC (“Aviva”), announced today the signing of the preliminary sales agreement for the “SoCo” building at 44-48 rue Saint Lazare (9th arrondissement of Paris), the head office of French B2B digital transformation leader FaberNovel. This 5,500 m² building has undergone extensive restructuring since 2017, to make it perfectly suited to the professional practices of the 21st century.

A GEM OF A BUILDING, EMBLEMATIC OF THE PARIS TECH CLUSTER'S TRANSFORMATION

SoCo illustrates the ongoing transformation of downtown Paris's tech cluster, the district stretching from Saint-Lazare to Bourse, which has become in recent years the most sought-after area of the French capital. With its great transport connections and its mix of uses (shops, restaurants, nightlife, etc.), it's a real magnet for start-ups and the most innovative companies in their markets (Pernod Ricard will move here in mid-2020).

SoCo was a 1930s building that had become obsolete. It was home to a tax office and some departments of national train operator SNCF. In 2017, Groupama Immobilier, with architects RDAI, launched a vast restructuring project to recreate a prestigious location over 5,500 m², adapted to the practices of the 21st century.

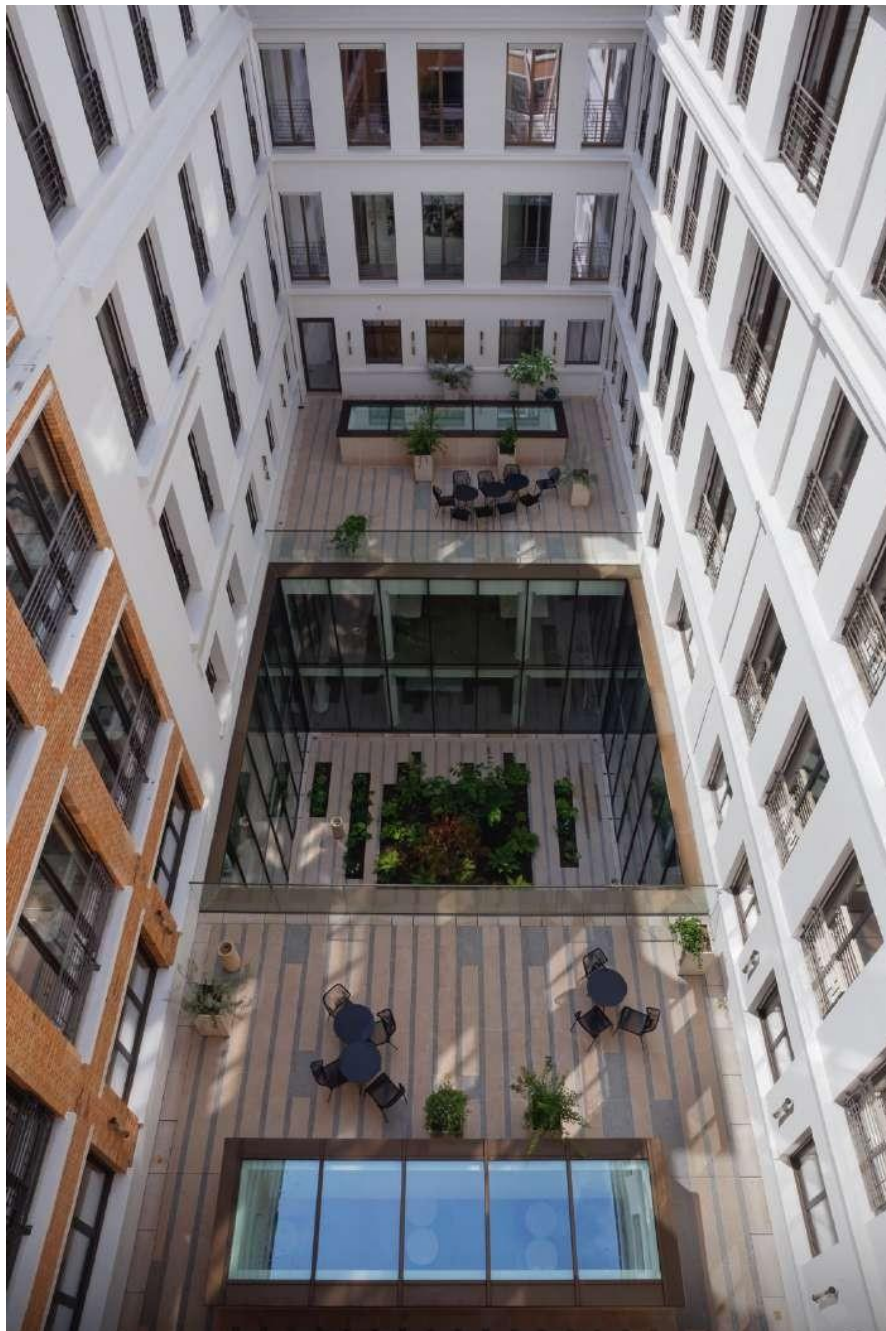


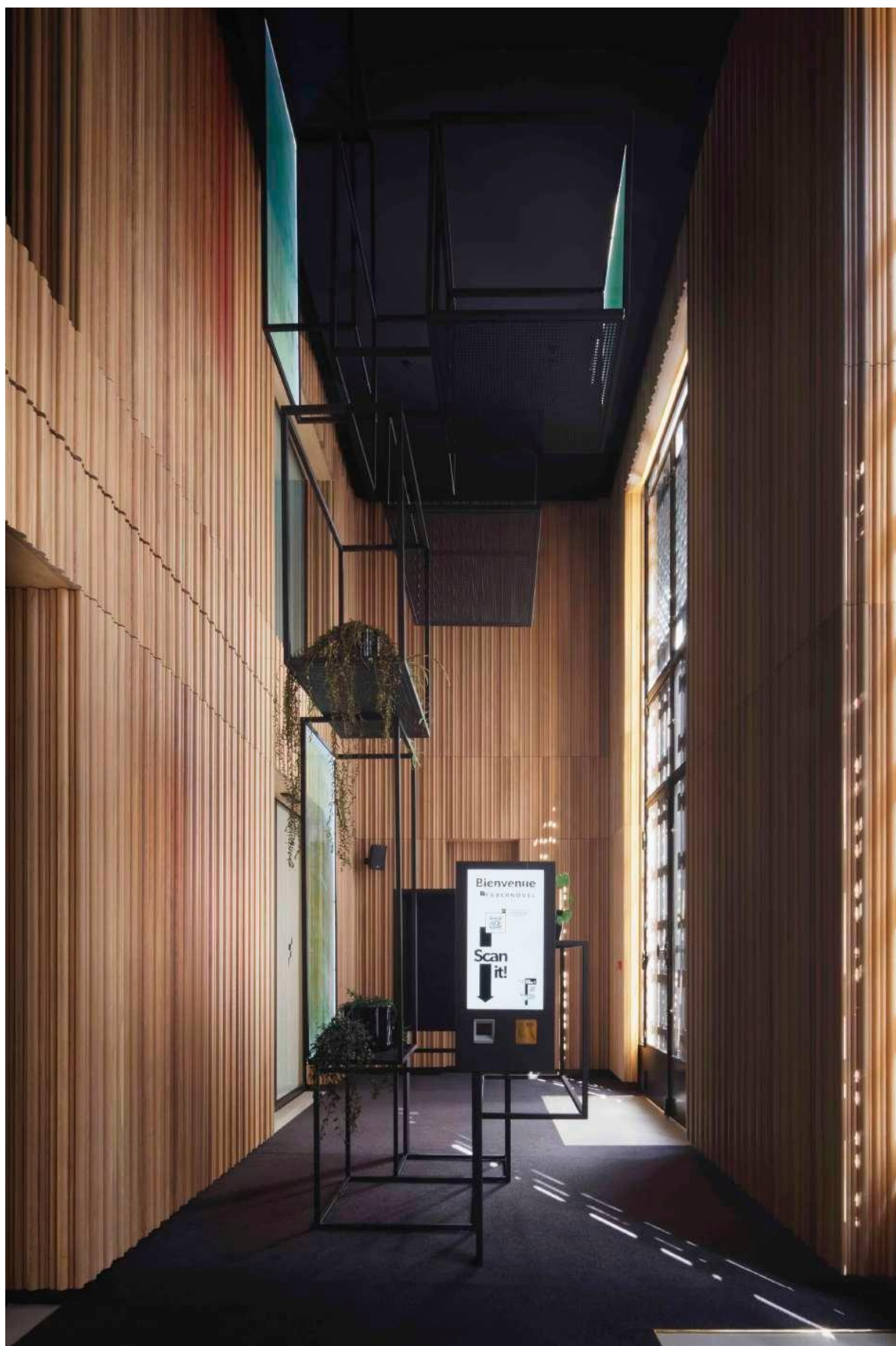
The project revealed the building's iconic 1930s façade and magnified the interior with noble materials and sleek geometric shapes and perspectives. The building was reorganised around a garden, with a double-height lobby that attracts the eye from the street and opens out onto the garden. The interior space was decompartmentalised, making for fluid movement between the various areas, and flooded with natural light. The street and garden levels were converted into a mixed-use space, with a contemporary café, workshop rooms, coworking areas, etc.

This focus on creativity and diversified use, promoting collective intelligence, makes the building ideal for a company committed to innovation – and is what appealed to FaberNovel. The group's teams were spread out across seven sites.

“SoCo paves the way for new ways of working, in line with companies’ needs. When they chose this location, FaberNovel activated their full potential and unlocked their people’s performance, in an exceptionally favourable urban environment,” explained Éric Donnet, CEO of Groupama Immobilier.

“The acquisition of 44-48 rue Saint Lazare, an iconic building located in the heart of downtown Paris’s tech cluster and occupied under a long-term lease by one of France’s leading providers of B2B digital transformation, fits perfectly with Aviva Investors’ European office strategy,” commented Adrien Beuriot, Head of Asset Management Continental Europe at Aviva Investors.







Press contact: Marylou Pernaut (EVIDENCE): marylou.pernaut@evidenceparis.fr

About Groupama Immobilier

Groupama Immobilier is the management entity specialised in the Groupama Group's real estate businesses (commercial, retail and residential). The company manages a €3.5 billion portfolio on behalf of its principals, making it one of France's leading real estate asset managers.

www.groupama-immobilier.fr

About Aviva Investors

Aviva Investors is Aviva plc's global asset management business. The company provides investment management solutions and services, its client-focused philosophy helping it meet expectations worldwide. Aviva Investors has operations in 14 countries in Asia Pacific, Europe, North America and the United Kingdom and had £346 billion in assets under management at 30 June 2019.

About Aviva Group

- Aviva provides life insurance, general insurance, health insurance and asset management services to 33 million customers.
- Aviva is the market leader in the UK insurance market, where one in four households is a customer. It also has extensive operations in markets of Europe, Asia and Canada. Aviva is listed on the London Stock Exchange, as a FTSE 100 company.
- Aviva's real estate asset management business, Aviva Investors, provides asset management services for Aviva and external clients and manages over £346 billion in assets (at 30 June 2019). The Aviva Group's total assets under management amount to £501 billion (at 30 June 2019).
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