



PRESS RELEASE  
Paris, July 4, 2017

## ARKADEA: POSTE IMMO AND ICADE JOIN FORCES TO CREATE A COMMUNITY-DRIVEN REAL ESTATE DEVELOPER

**After signing a memorandum of understanding in March 2017, Icade and Poste Immo, a real estate subsidiary of the La Poste group, have today finalised the creation of ARKADEA, their joint property development company.**

Arkadea intends to position itself as a unique developer, committed to meeting the real estate needs of both local authorities and their communities in a responsible and innovative way.

Arkadea will draw on the values of proximity, local development and on its shareholders' respect for the environment to provide innovative solutions in the property development market.

Arkadea is the culmination of a partnership between Icade and Poste Immo since 2009, which had already enabled several high-quality real estate developments to get off the ground, (Le Panoramic in Lyon Croix Rousse or Urban Quartz, an office building located in the EuroRennes development zone, ...).

The new Arkadea entity, 50% owned by each of the companies, is now up and running and will autonomously carry out both residential and commercial development projects all over France. These projects will be developed based on a common set of standards and an equal and joint contribution of land and assets. Arkadea should also grow through the acquisition of land and the completion of development projects.

To kick off Arkadea's business, several new projects are currently being designed representing more than 1,400 housing units (Hôtel des Postes in Asnières, Les Girondins development zone in Lyon, Reims Boulingrin, etc.) with a sales forecast of €200 million within 3 years.

For Rémi Feredj, Managing Director of Poste Immo and Real Estate Director of the La Poste group, *"the aim of this venture is to maximise the value created by the La Poste group's property and land portfolio in order to reinvest the profit in new postal service projects and develop synergies with its different divisions and subsidiaries (La Banque Postale, digital products and services, social housing with the social landlord of Poste Toit et Joie, ...)."*

For Olivier Wigniolle, Icade's CEO, *"this partnership should allow Icade to showcase its expertise as a property developer to a major real estate owner and step up the implementation of Icade Promotion's roadmap by growing its business and accelerating its development"*.

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## ABOUT ICADE

### Building for every future

As an investor and a developer, Icade is an integrated real estate player which designs innovative real estate products and services adapted to new urban lifestyles and habits. By placing corporate social responsibility and innovation at the core of its strategy, Icade is closely involved with stakeholders and users in the cities—local authorities and communities, companies and employees, institutions and associations... As a commercial and healthcare property investor (portfolio value of €9.7bn as of 12/31/16) and as a property developer (2016 revenues of €1,005m), Icade is able to reinvent the real estate business and foster the emergence of tomorrow's greener, smarter and more responsible cities. Icade is a significant player in the Greater Paris area and major French cities. Icade is listed on Euronext Paris as a French Listed Real Estate Investment Company (SIIC). Its leading shareholder is the Caisse des dépôts Group.

The text of this press release is available on the Icade website: [www.icafe.fr](http://www.icafe.fr)

## ABOUT THE LA POSTE GROUP

The La Poste group is a wholly state-owned French public limited company (*société anonyme*) structured around five core businesses: mail and parcel services, banking (La Banque Postale), telephone network (Réseau La Poste), international parcel services (GeoPost) and digital services. The group operates in over 40 countries across 4 continents. Every day, its 17,000 postal retail outlets serve 1.6 million customers, making it the largest local business network in France. La Poste delivers 23.265 billion items worldwide every year (letters, advertising mail and parcels), operating 6 days a week. In 2016, the group posted revenues of €23.294bn, of which 22.4% were generated abroad, and had more than 250,000 employees. Closer and more connected, La Poste is stepping up its digital transformation by offering a range of services hinged on its role as universal operator of exchanges. In its strategic plan "La Poste 2020: conquering the future" the La Poste group has set itself the objective of speeding up development in its five core businesses and expanding into new fields. Accessible to everyone, everywhere, every day, La Poste puts human considerations and trust at the centre of customer relations to become the leading services provider on a human scale...

## ABOUT POSTE IMMO

Poste Immo, a subsidiary of the La Poste group, is at the same time the group's property investment company, a property developer and a service provider.

Poste Immo manages, develops, maintains and operates a portfolio of around 7 million sq.m, including over 11,300 office, industrial and retail properties throughout France.

It also assists its clients, i.e. the other divisions of the group (mail and parcel services, GeoPost, Réseau La Poste, La Banque Postale and digital services) with the implementation of their real estate projects and the reduction of their costs to provide them with a real estate portfolio adapted to their needs, economic constraints and urban transformations.

Poste Immo also provides services to local authorities and businesses.

With 950 employees located in its regional branches and its headquarters, Poste Immo maintains a close and trusting relationship with its stakeholders.

[www.poste-immo.fr](http://www.poste-immo.fr)

## CONTACTS

### ICADE

Guillaume Tessler,  
Head of financial communication  
and investor relations

+33(0)1 41 57 71 61  
[guillaume.tessler@icafe.fr](mailto:guillaume.tessler@icafe.fr)

Charlotte Pajaud-Blanchard,  
Press relations manager

+33(0)1 41 57 71 19  
[charlotte.pajaud-blanchard@icafe.fr](mailto:charlotte.pajaud-blanchard@icafe.fr)

### LA POSTE GROUP

Florian Pontarollo  
+33(0)1 55 44 22 38  
[florian.pontarollo@laposte.fr](mailto:florian.pontarollo@laposte.fr)