



## The City of Paris's Special Commission selects GL events to manage the Palais Brongniart

The Special Commission created by the City of Paris for the management of *Palais Brongniart*, the former location of the Paris stock exchange, today announced its selection of GL events Group, after examining the different proposals. This selection will soon be submitted to the Paris City Council for the signature of an emphyteutic lease destined to take effect on 1 July 2010.

### **Establishing *Palais Brongniart* as a hub for new forms of sustainable and socially responsible entrepreneurship**

In line with priorities defined by the City of Paris, GL events Group has developed for *Palais Brongniart* an ambitious partnership project addressing three objectives:

- Transform this symbol of finance into a showcase for socially responsible entrepreneurship, innovation and business creation, reflecting the evolving priorities of the 21st century;
- Open up the *Palais Brongniart* and contribute to its reappropriation by the general public, particularly the immediate neighborhood and the inhabitants of the capital within the framework of a full-fledged harmonious urban development project;
- Rehabilitate this major Paris landmark in a manner that respects its specific architectural features while ensuring its exemplary nature as a model for energy efficiency and respect of the environment.

The *Palais Brongniart* will include more than 18,000 m<sup>2</sup> dedicated to socially responsible economic innovation with office space, facilities for receptions and events and community services.

### **An exemplary partnership united around a common project, prestigious participants and events.**

For this project, GL events has brought together key actors from the world of economic innovation, social responsibility and business that will contribute by their installation at the *Palais Brongniart* or their participation in development programmes and events of the site, in the emergence of a true hub for new forms of entrepreneurship:

- *Vigeo*, headed by Nicole Notat, a leading provider of extra-financial analysis and corporate social responsibility rating services;
- *France Initiative*, headed by Bernard Brunhes, the leading network providing financing support and assistance to entrepreneurs in France;
- *Silicone Sentier*, a hub for exchange grouping 100 technology companies responsible for such innovative initiatives as the co-working space, *La Cantine*;
- *Les Echos*, the leading French economic and financial media group
- *Gesat*, the leading national network for sheltered work, the interface between companies and the organization in France representing disabled workers, *ESAT* for vocational and rehabilitation training;
- The architectural firm *Willemotte*, that will be responsible for site's rehabilitation and design;

- World-renowned chef, Marc Veyrat, who will develop around the Palais Brongniart an organic fast food concept in line with initiatives launched by the Slow Food organization, also a partner of the project.

By drawing on the energies and creative resources of these partners, GL events intends to bring together and leverage the contributions of the different players and initiatives of members from the world of socially responsible economics by developing a targeted program of meetings, colloquiums and events.

**GL events reinforces its position as a manager of high content venues while further expanding its network of sites in Paris**

Following the *Parc Floral*, *Hôtel Salomon de Rothschild* and more recently the *Palais de la Mutualité*, the *Palais Brongniart's* addition further strengthens GL events' offering of exceptional venues in the heart of the French capital.

This project that will require a large range of expertise and the coordination of contributors, covering as well the creation of events, also reinforces the Group's business model as an integrated event industry provider.

GL events plans capital investments of €12 million over five years for the rehabilitation and development of *Palais Brongniart* plus €8 million for repairs over the duration of the lease

The Group anticipates annual revenue from this venue of more than €11 million following the launching phase.

**About GL events:**

*GL events is an international event industry group providing integrated solutions covering three main segments: event organisation, venue management and event services. The Group has a portfolio of nearly 200 proprietary B-to-B and B-to-C trade fairs worldwide and a network of 34 venues under management that include convention centres, exhibition centres, concert halls and multipurpose facilities in France and international destinations. Today GL events has more than 3,500 employees through more than 80 offices worldwide. In 2009 it had revenue of €581 million. For further information, consult [www.gl-events.com](http://www.gl-events.com).*

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**Investor Relations**

Erick Rostagnat  
Tel: +33 (0)4 72 31 54 20  
[infos.finance@gl-events.com](mailto:infos.finance@gl-events.com)

**Media Relations**

Stéphanie Stahr  
Tel: +33 (0)1 45 96 77 83  
[stahrst@cmcics.com](mailto:stahrst@cmcics.com)

**ISIN FR0000066672 - Bloomberg GLO FP - Reuters GLTN.PA - FTSE 581**