



# LA FRANÇAISE

investing together

Paris, 25 January 2019

Press release

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With over €3 billion in fundraising,  
La Française GREIM has exceeded its 2018 objectives

La Française GREIM, driven by:

- its development on the European market,
- its involvement in the *Grand Paris* project, and
- its commitment to innovation,

has raised more than €3 billion in 2018, an almost 40% increase on 2017, bringing its total real estate assets under management to over €19 billion.

## 1/ 2018 Fundraising

### Institutional clients

In the current environment, real estate, which is uncorrelated to financial markets, is a real diversification solution for investors seeking higher potential returns. In light of the uncertainty surrounding Brexit and the positive trend created by the development of the *Grand Paris* project, French and foreign institutional investors have demonstrated significant interest in real estate, and French real estate in particular.

La Française, which has three investment centers capable of sourcing assets throughout Europe and a development and fundraising team covering the European, Asian and Canadian markets, has been especially active in this segment and has raised almost €2 billion from major institutional investors through mandates and the management of real estate funds, almost 40% of which came from foreign (non-French) investors.

Among its most emblematic acquisitions under a mandate for Korean investors, La Française purchased “Le Balthazar”, an eight-story office building located on Place des Droits de l’Homme in Saint Denis (93), close to the Stade de France.



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## Retail clients

With over 40 years' experience in creating and managing collective real estate investment vehicles, La Française is an industry benchmark for retail investors. The range of SCPIs it manages or sells, in particular theme-based funds, investing in European real estate, healthcare, or even the *Grand Paris* project, have raised €700 million from French retail investors. Real estate unit-linked insurance products have also been very successful. La Française manages almost €500 million in additional assets in these vehicles as of the end of 2018.

## 2/ Transactions

Thanks to its European investment platform, La Française recorded €2.5 billion in transactions, including €2.1 billion in acquisitions and €410 million in arbitrage transactions. Furthermore, in 2018, the Group continued its asset regeneration strategy, thereby underpinning the performance of its range of collective real estate investment vehicles.

Of the acquisitions completed in 2018, 88% involved office space, 5% were for retail space and 7% involved other assets, including managed residences (for seniors or tourists), activities or residential properties. The most emblematic acquisitions included:

- “L’Open”, a 9 158 m<sup>2</sup> office property located in Issy-les-Moulineaux (92),
- office space (5 645 m<sup>2</sup>) at 100-104 Boulevard de Montparnasse in Paris (14<sup>th</sup>),
- a retail asset (5 469 m<sup>2</sup>) in Nice (06),
- a 4 137 m<sup>2</sup> student residence in Gif-Sur-Yvette (92),
- a tourist residence (32 apartments totaling 1 975 m<sup>2</sup>) in Deauville (14),
- and a number of acquisitions abroad, in Amsterdam and Germany (Essen, Bamberg, Frankfurt).

*“La Française is an asset manager, but not only! Our business consists in anticipating the needs of investors and tenants in order to make lasting investments and thereby create investment solutions for our clients that offer return potential. La Française makes every effort to achieve this objective. The company’s European real estate investment platform is a testament to this, as is its commitment to innovation. Its new securities account real estate investment solution is the most recent example of this commitment. And soon, for investors seeking more diversification, a collective real estate vehicle, invested in vineyards properties, will be launched”,* concludes Marc Bertrand, CEO of La Française Real Estate Managers.



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## About La Française

For forty years, La Française has been developing core competencies in third party asset management.

La Française has a multi-expertise business model organized around four core activities: securities, real estate, investment solutions and direct financing. The group caters to institutional and private clients throughout the world.

With 639 professionals and offices in Paris, Frankfurt, Geneva, Hamburg, Stamford (CT, USA), Hong Kong, London, Luxembourg, Madrid, Milan, Seoul and Singapore, La Française manages €65.8 bn in assets (01/01/2019).

La Française is owned by Credit Mutuel Nord Europe ("CMNE"), a banking and insurance group present in Northern France and Belgium with total regulatory capital of €3.3bn as at 31/12/2017.

## La Française contacts

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### Disclaimer:

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