

## PRESS RELEASE

Paris, 8 March 2022

### It's new! « Wellcome by La Française »

La Française Real Estate Managers (REM), an international real estate asset manager with close to €30 billion in Assets under Management (31/12/20221), is committed to building tenant loyalty through positive tenant-user experience. Ultimately, positive user experience will contribute to reducing vacancy risk and consequently to optimizing the financial performance of the asset manager's real estate parc. **La Française REM aims to “do more and better” for its tenant base with Wellcome by la Française.**

La Française Real Estate Managers and its newly created Transformation Unit headed by Jean-Marie Célérier tested and developed, during the sanitary crisis, a new services offer designed to suit its tenants' business requirements and needs for flexibility. **Wellcome by La Française** features:

- **a traditional commercial lease with an optional restructuring-work expense advance.** The tenant can request an advance on expenses, capped at the equivalent of six months' rent. Only 90% of the advance is reimbursed in exchange for a slight extension of the lease term. Certain conditions apply and no interest is charged.
- **a flexible commercial lease with a six-month rolling notice period**, designed especially for tenants which require business agility. Additionally, tenants can opt for rent-free periods in exchange for an extension of the notice period. Certain conditions apply, without surcharge.
- **a variety of “à la carte” services for which La Française REM has** negotiated preferential rates and or conditions for its tenants:
  - a range of ready-to-use or customizable office layouts;
  - service options to improve employee wellbeing;
  - subletting of unoccupied office space.

**Wellcome by La Française is for La Française REM tenants only. The service is already operational for twelve office assets, located in France and will be extended to the asset manager's European office real estate portfolio.**

*Philippe Depoux, CEO of La Française Real Estate Managers commented, “User work habits and business requirements are changing at an accelerated pace. We, as an asset management firm, have a client centric approach and seek to create a positive user experience. The performance of our portfolio depends on the loyalty of our tenants and the attractiveness of our assets in their respective markets. In addition to leasing central, quality office space, La Française Real Estate Managers will meet the expectations of its current and future clients with flexible leases and an*

*exclusive range of services, negotiated with a selection of partners, each expert in its respective field.”*

## **About La Française**

Environmental and societal challenges are opportunities to consider the future. Identifying drivers of change and understanding how they will fashion global growth and ultimately influence the long-term performance of financial and real estate assets is at the heart of La Française’s mission. The asset manager’s forward-looking investment strategy is built upon this conviction.

The group uses its capacity for innovation and its client centric technology to design investment solutions that bridge the gap between performance and sustainability.

Organized around two business lines, financial and real estate assets, La Française serves institutional and retail clients in France and abroad.

La Française manages over 55 billion euros in assets and has operations in Paris, Frankfurt, Hamburg, London, Luxembourg, Madrid, Milan and Seoul. (31/12/2021)

La Française is a subsidiary of Caisse Régionale de Crédit Mutuel Nord Europe (CMNE), a member company of Crédit Mutuel Alliance Fédérale. Groupe Crédit Mutuel has A/ stable/A-1 S&P long and short-term ratings (June 2021).

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La Française Real Estate Managers, approved by the “Autorité des Marchés Financiers” under N GP07000038 on June 26th 2007, approval (i.e. the Carte professionnelle) granted by the Paris Ile-de-France “Chambre du Commerce & de l’Industrie” under CPI N 7501 2016000 006 443 – Transactions on Buildings and Business Assets and Real Estate Management and AIFM authorisation under Directive 2011/61/EU on June 24, 2014