

## PRESS RELEASE

### LA FRANÇAISE REM ANNOUNCES THE ARRIVAL OF TWO NEW TALENTS TO THE FRENCH ASSET MANAGEMENT TEAM, DEDICATED TO INSTITUTIONAL INVESTORS

*Paris, 25 October 2021:* La Française Real Estate Managers (REM), asset management firm with close to €28 billion in assets under management (30/06/2021), is pleased to announce the arrival of two new talents to the French asset management team, dedicated to institutional investor business: **Adrien Bérenger** and **Cédrick Becker**, respectively appointed **Senior Asset Manager – Value Added Strategies** and **Senior Asset Manager – International Institutional Investors**. Both will report directly to Xavier Barreyat, Director of Asset and Fund Management for the institutional division of La Française REM in France.

Xavier Barreyat, Director of Asset and Fund Management, said, “Institutional investors are increasingly allocating to real estate and diversifying their investment strategies across an array of sub-sectors. In today’s post COVID-19 real estate market, experienced asset managers are more than ever a must have. Adrien and Cédrick will provide much valued experience to the French team and will play a crucial role in supporting the financial performance of our clients’ investments.”

#### More information:

*The **Institutional** division of La Française REM, under the leadership of **David Rendall**, Managing Director of La Française Real Estate Managers – Institutional division, is responsible for adhoc real estate investment solutions specifically designed for institutional investors on primarily Core/Core+ strategies, but also Value Added and Opportunist strategies. He is supported by a team of qualified investment professionals who are operating beyond the three primary European real estate markets (France, Germany and the UK, including Ireland) to Benelux. Philippe Depoux, Chairman of La Française Real Estate Managers, oversees both the Institutional and Retail divisions of the asset management firm.*

#### **The French asset management team:**

*Director of Asset and Fund Management - France, **Xavier Barreyat***

- *Core / Core + strategies:*
  - *French institutional investors: **Christophe Fleury**, Senior Asset Manager*
  - *International institutional investors: **Cédrick Becker**, Senior Asset Manager*
- *Value Added Strategies: **Adrien Bérenger**, Senior Asset Manager*



**Aged 34, Adrien Bérenger, Senior Asset Manager, specialized in value-added investment strategies**

Adrien has 12 years of experience in real estate beginning with Union Investment Real Estate where he began as a junior asset manager. In 2016, he was promoted to Director of Asset Management for the Belgian office. Two years later, he returned to France as Senior Asset Manager and was further promoted in 2020 to Director of Asset Management France, responsible specifically for redevelopment projects.

Adrien holds a master's degree in Real Estate Management from ESSEC business school. He is a member of the Royal Institution of Chartered Surveyors.

**Aged 37, Cédric Becker, Senior Asset Manager**

Cédric has more than 12 years of experience in real estate beginning in 2009 with GE Real Estate as an analyst. Cédric joined the Aerium Group in Luxembourg in 2010 as an asset manager and oversaw the Benelux portfolio. In 2012, he moved to Paris and became Investment Manager, working on the acquisitions and disposals of the French portfolio. In 2015, he joined Allianz Real Estate as Senior Asset Manager / Team Head. For six years, Cédric managed a diversified portfolio (office, retail & logistics), comprised of assets located in France and the Netherlands.

Cédric holds a master's degree in Finance and an undergraduate degree in economics from the University of Paris-Dauphine. He also holds master's degree in Corporate Finance from ESCP Business School.

## **About La Française**

The major changes linked to environmental and societal challenges are opportunities to reconsider the future. Future growth and performance will be built around newly identified leverage. The La Française management group's forward-looking investment strategy is built upon this conviction and mission.

Organised around two business lines, "Financial Assets" and "Real Estate Assets", La Française has developed a multi-boutique model to serve institutional and retail clients in France and abroad.

In view of the profound changes occurring in our increasingly digital and connected world, the Group has created an innovation platform which brings together the new activities identified as key businesses of tomorrow.



La Française has 56 billion euros in assets under management with operations in Paris, Frankfurt, Hamburg, London, Luxembourg, Madrid, Milan, Hong Kong and Seoul (as of 30/06/2021).

La Française is a subsidiary of the Caisse Fédérale du Crédit Mutuel Nord Europe (CMNE). Crédit Mutuel Group, Standard & Poor's credit rating (04/2020): Long term: A, negative outlook/ Short term: A-1.

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