

## **#cloud.paris (SFL) fully let**

Four months after it was delivered, marketing of the #cloud.paris business centre in the 2nd *arrondissement* of Paris by SFL has been completed with one of the world's leading cosmetics and fragrance groups set to move into the last remaining 3,000-square metre unit.

In July 2016, the new tenant will be moving in alongside the other blue-chip companies that have chosen #cloud.paris: Exane (finance), BlaBlaCar (digital) and one of the leading participants in the global net economy. This transaction provides a further demonstration of SFL's ability to design and develop high quality working space for leading companies operating in a wide range of sectors.

Dimitri Boulte, Managing Director and Chief Operating Officer of SFL, commented: "As our clients reinvent themselves and gear their organisations to dealing with new challenges, they are choosing offices that will contribute to their teams' well-being and performance. We are responding to these new demands by designing real estate products that are more than just a matter of floorspace or a line in an expense budget. Our new generation buildings stimulate creativeness, motivation and teamwork, making client organisations more efficient and therefore more productive."

Aude Grant, Deputy Managing Director, Asset Management and Investment, added: "Since the start of the year, we have signed leases with first class tenants on some 10,500 square metres of office space in eight transactions in Paris's Central Business District. The market is currently very dynamic and we are uniquely positioned to benefit from the capital's renewed appeal, thanks to our high quality portfolio and the work undertaken in recent years to make our properties even more attractive."



**#cloud.paris** - E-Lounge - Photo: Clément Guillaume

## About #cloud.paris

#cloud.paris is an exceptionally spacious new generation business centre offering 35,000 square metres of office space in the heart of Paris, a stone's throw from the Bourse financial district and the Opera. The building is accessible from rue Ménars, which is now pedestrianized (nos. 2 to 8), rue du 4 septembre (no. 10bis), rue de Richelieu (nos. 81 and 83), rue de Grétry (nos. 1 to 5) and rue de Gramont (nos. 16 and 18).

After three-and-a-half years of remodelling and refurbishment work, #cloud.paris has space for up to 2,500 people. It has attracted prime companies operating in widely differing sectors.

#cloud.paris expresses SFL's belief that buildings are a management and performance resource for companies, and as such must be transformed in alignment with the new working practices of their future users. It symbolises the office building of the future in the historic centre of a diverse and vibrant city that is determinedly facing outwards.

### Meaning behind the name, #cloud.paris

The hashtag (#) symbolises the building's architectural design and the ergonomic geometry of the floorplans and volumes.

"Cloud" symbolises the internal and external networking of the people and companies located in the building and the neighbourhood.

"Paris" refers to the building's location in the centre of the French capital.

## About SFL

Leader on the prime segment of the Parisian tertiary real estate market, the Société Foncière Lyonnaise stands out for the quality of its property portfolio, which is valued at €5.2 billion and is concentrated on the Central Business District of Paris (Louvre Saint-Honoré, Edouard VII, Washington Plaza, etc.), and for the quality of its client portfolio, which is composed of prestigious companies in the consulting, media, digital, luxury, finance and insurance sectors.

Stock market: Euronext Paris Compartment A – Euronext Paris ISIN FR0000033409 – Bloomberg: FLY FP – Reuters: FLYP PA

S&P rating: BBB stable outlook