

PRESS RELEASE
11 April 2019

Société de la Tour Eiffel and the Marques Avenue Group announce the commercial shift of the Quai des Marques in Bordeaux

In line with the fast-growing attractiveness for tourists of the quays on the Garonne river, Quai des Marques Bordeaux has enhanced its offer and pursued its commercial shift with the arrival of **3 new brands**.

Backing regional development

Quai des Marques Bordeaux has largely contributed to the development of the tourist hot spot and has made the banks of the Garonne river a must-go venue for residents and tourists by extending the attractiveness of the city centre. Taking advantage of the urban growth and tourism in the region, retail business along the riverbanks has continually expanded, now representing 35 shops and 13 restaurants for a surface area of 12,500 sq. m. The speed of expansion now requires a wider range of services for the Marques Avenue Group and the Société de la Tour Eiffel (owner of the property complex since the end of December 2018). *"We are proud to have contributed since 2007 to this spectacular urban regeneration. Today, the development of the district incites us to reinvent the site with the new owner by favouring other types of offers focusing on leisure, culture, sports or co-working,"* says Zakari Leriche, Managing Director of the Marques Avenue Group.

For Thomas Georgeon, Managing Director of Société de la Tour Eiffel, the new owner of the real estate complex: *"Thanks to the Marques Avenue Group, over the years the centre has become a destination for shopping and leisure activities, actively contributing to the attractiveness of the area. Bordeaux has undergone an impressive transformation during this period and we have decided to launch the commercial shift of the site with a more mixed development scheme, new retail outlets, the creation of a restaurant / panoramic bar with terrace and a co-working space."* **Within this context, Société de la Tour Eiffel confirms the arrival in June 2019 of an urban MINI-BMW concept store (subsidiary of Parot Group), a new concept F45 sport hall with combined training instruction (the 1st location in France for the Australian franchise), and a co-working space (NOW COWORKING) which will open at the end of 2020.**



ABOUT THE MARQUES AVENUE GROUP

Founded in 1993, the Marques Avenue Group, a pioneer of the outlet sector in France, is today the market leader in brand centres and villages. As the operator and partner for the investors whose assets it helps to promote, the Marques Avenue Group provides them and their brands with all of its expertise and know-how, from development through to marketing including the management of the brand centres and villages. Anticipating the changes in consumer expectations, the Group makes the customer the focus for its strategic planning and develops brand centres and villages that combine a promise of major brands at reduced prices throughout the year and a user-friendly shopping experience.

The Marques Avenue Group operates 9 centres under the Quai des Marques and Marques Avenue brands on a surface area of 140,000 sq. m GLA, representing more than 700 outlet shops and 500 partner brands.

ABOUT SOCIÉTÉ DE LA TOUR EIFFEL

A listed real estate investment company (SIIC) on Euronext Paris, the company pursues a strategy focused on the ownership and the development of quality offices capable of attracting a wide range of quality tenants. The company's portfolio represents more than 1.7bn Euros for some 800,000 sq. m of assets mainly located in the Paris region.

Société de la Tour Eiffel is listed on Euronext Paris (Compartment B) – ISIN Code: FR0000036816 – Reuters: TEIF.PA – Bloomberg: EIFF.FP - Indexes: IEIF Foncières, IEIF Immobilier France

For these transactions, the advisers were:

For NOW COWORKING: DEUSEM for the lessee and CBRE for the lessor

For F45 and PAROT Premium MINI-BMW: NEXT for the lessee and lessor.

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