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Paris, May 24, 2018,

**Marseille (13002), at the heart of the Euroméditerranée project,**

## ***Pitch Promotion, Constructa and Gecina inaugurate “Campuséa La Major”, the “Amarrage” program’s student residence***

*On Thursday May 24, 2018, Christian Terrassoux, Pitch Promotion’s Chairman and Founder, Marc Pietri, Constructa Group President, and Méka Brunel, Gecina’s Chief Executive Officer and Director, inaugurated “Campuséa La Major”, the student residence that is part of the “Amarrage” real estate complex in Marseille’s 2nd arrondissement, on rue Mazenod, during a ceremony attended by Lisette Narducci, Mayor of Marseille’s 2nd and 3rd arrondissements, and Laure-Agnès Caradec, President of Euroméditerranée.*

### ***“Amarrage”, 206 housing units, including 180 student apartments, sold to Gecina at the heart of the Euroméditerranée project***

Firmly anchored between Marseille’s historic center and the Euroméditerranée sector, the “Amarrage” program, developed jointly by Pitch Promotion and Constructa, covers a total of 6,736 sq.m and includes a next-generation student residence with 180 studios and 26 high-end first-time buyer apartments, already delivered in March 2017, as well as 102 underground parking spaces on two levels.

Following on from the Vieux-Port sector, the real estate complex is positioned at the heart of one of the largest urban redevelopment operations currently underway in Europe, whose list of achievements already includes the Regards de Provence Museum, the Museum of European and Mediterranean Civilizations (MUCEM), the Villa Méditerranée and the Voûtes de la Major. Owned by Gecina, the “Campuséa Marseille La Major” student residence marks the completion of the “Amarrage” program’s first high-end phase.



Overview of the Amarrage program



View of Campuséa La Major

### ***“Campuséa La Major”, a next-generation student residence on Marseille’s harbor-front***

Designed by the architects Poissonnier Ferran, this next-generation student residence, with 180 studios, offers expansive volumes and recreates a typically Marseille living environment, just a short walk from all the city’s conveniences: shops, services, schools, leisure and sports facilities, etc.



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Open since August 2017, this residence is notably home to students from one of the campuses of KEDGE, the leading business school located nearby. The residence combines high-quality functional accommodation with a vibrant living environment, offering a selection of communal areas to meet up, including a lounge and fitness room, as well as a laundry room and a range of on-demand services. These amenities are particularly popular with international students, who make up 70% of the residence's customers.

Lastly, "Campuséa La Major" also offers high environmental and energy efficiency performance ratings and is Habitat & Environnement and Effinergie + certified.

#### About PITCH PROMOTION

PITCH PROMOTION has founded its development on a set of core values for which the company has made its name: independence, high standards, commitment and adaptability. Coming up with solutions that are best tailored to our customers' needs, are the most profitable for our investors while at the same time being the most sustainable for future generations: these are the foundation stones on which the Pitch Promotion group has built its business and reputation. After 28 years in business, its motto "Building the future together", present in the hearts and minds of every single member of the group's staff, has never been more relevant than when it comes to serving today's communities. PITCH PROMOTION has nearly 220 staff today, with an annual sales volume of over €600m excluding VAT. Its business is developing strongly on markets such as offices, housing, logistics and business parks, high street retail, hotels, serviced apartments and public amenities.

In the residential market, PITCH PROMOTION will deliver nearly 2,300 housing units this year.

60% of its business is concentrated in the Paris Region and it is also present in major regional hubs, from Toulouse to Lyon, Aix-en-Provence, Bordeaux, Montpellier and Nice.

Since March 2016, PITCH PROMOTION has become an ALTAREA COGEDIM brand.

#### About CONSTRUCTA

##### THE CONSTRUCTA GROUP

Constructa is an independent group that has been part of the real estate market for over 55 years, with outstanding expertise in three areas:

- Real estate development: Constructa supports municipalities for large-scale urban redevelopment operations and the creation of housing, offices and hotels.
- Sales and marketing: a specialist in selling new homes to retail customers, Constructa also carries out investment real estate transactions for institutional investors.
- Real estate asset and portfolio management: Constructa operates primarily in the commercial property sector, for institutional investors or high net worth private clients.

##### CONSTRUCTA PROMOTION

Constructa Promotion manages the structuring and development of real estate operations.

It partners with local municipalities, particularly for urban redevelopment projects.

Constructa Promotion is also positioned as a service provider, covering development management for third parties on urban development operations that potentially include mixed projects: housing, offices and hotels.

#### About Gecina

Gecina, living the city in a different way

Gecina owns, manages and develops property holdings worth 19.6 billion euros at end-2017, with nearly 93% located in the Paris Region. The Group is building its business around France's leading office portfolio and a diversification division with residential assets and student residences. Gecina has put sustainable innovation at the heart of its strategy to create value, anticipate its customers' expectations and invest while respecting the environment, thanks to the dedication and expertise of its staff.

Gecina is a French real estate investment trust (SIIC) listed on Euronext Paris, and is part of the SBF 120, CAC Next 20, CAC Large 60, Euronext 100, FTSE4Good, DJSI Europe and World, Stoxx Global ESG Leaders and Vigeo indices. In line with its community commitments, Gecina has created a company foundation, which is focused on protecting the environment and supporting all forms of disability.

[www.gecina.fr](http://www.gecina.fr)

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