

## Gecina enters into a strategic partnership with HqO to deploy its YouFirst Bureau brand to its clients

**Gecina, Europe's leading office real estate group, is partnering with HqO, the leading workplace experience platform for commercial property teams across the globe, to develop a mobile app enabling its clients to access its various services across all of its buildings and to enrich their experience in these living and working spaces.**

With this mobile app, distributed on iOS and Android and dedicated to its end users, Gecina is taking a significant step forward with the deployment of its client-centric brand YouFirst Bureau, serving its 80,000 B2B2C clients who use these commercial living spaces.



The YouFirst Bureau app includes a range of key services: building access technology, dining services, meeting room bookings, digital concierge, parcel delivery, and access to transport services nearby, as well as information on the neighborhood and the activities offered by the YouFirst Manager. Embodying the YouFirst Bureau brand, the YouFirst Managers ensure the wellbeing of employees in their buildings and are their dedicated points of contact to facilitate day-to-day work and life in the office.

Initially developed on 17 assets for 360,000 sq.m. between November 2021 and June 2022, the app will be gradually rolled out across Gecina's entire office portfolio. This technology will also enable Gecina to obtain consolidated data on its end users that will help them continuously improve the employee experience.

**Valérie Britay**, Deputy CEO in charge of Gecina's Office division: *"The quality of the client experience in the office is more than ever central to competition on the commercial property market. Our YouFirst Bureau brand will enable us to develop the quality of our relationship with our B2B2C end clients, thanks to our mobile app, which will further enhance the services provided by our YouFirst Managers. This app, developed with our partner HqO, will establish YouFirst Bureau as part of our clients' day-to-day life through the quality of its integrated services."*

**Chase Garbarino**, HqO CEO: *"Our partnership with Gecina marks an incredible turning point in their services strategy, strengthening their position as a leading European landlord. Their innovative YouFirst brand will connect users to the most important aspects of the workplace, as well as set a standard for competitors in the market looking to create value in their portfolios and stay ahead of evolving tenant needs."*

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### About Gecina

As a specialist for centrality and uses, Gecina operates innovative and sustainable living spaces. The Group owns, manages and develops Europe's leading office portfolio, with nearly 97% located in the Paris Region, and a portfolio of residential assets and student residences, with over 9,000 apartments. These portfolios are valued at 20 billion euros at end-June 2021.

Gecina has firmly established its focus on innovation and its human approach at the heart of its strategy to create value and deliver on its purpose: **"Empowering shared human experiences at the heart of our sustainable spaces"**. For our 100,000 clients, this ambition is supported by our client-centric brand YouFirst. It is also positioned at the heart of UtilesEnsemble, our label setting out our commitment to the environment, to people and to the quality of life in cities.

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 2020, Gecina was awarded the maximum A rating in the CDP climate change rankings.

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

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## **About HqO**

The world's leading commercial real estate firms count on HqO to help them deliver a state-of-the-art tenant experience within their properties. Active in over 200 million square feet in 24 countries, HqO is known for its tenant experience platform comprised of an award-winning tenant app, analytics suite, and partner marketplace. Our solutions put experiences and a sense of community directly into the tenants' hands while helping property owners uncover insights and take intelligent action to differentiate their assets.

For more information, visit [www.hqo.com](http://www.hqo.com), and connect with us on LinkedIn, Twitter, and Instagram.

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