

BNP PARIBAS REIM ACQUIRES THE LANDMARK BUILDING “51-53 BOULEVARD HAUSSMANN” IN PARIS 9th



BNP Paribas REIM has just acquired the landmark building "51-53 Boulevard Haussmann" in Paris. This freestanding building in the Haussmann style enjoys a prestigious location opposite the Printemps and Galeries Lafayette department stores. The six entrances along the length of Boulevard Haussmann as well as Rue Auber and Rue Caumartin ensure outstanding visibility on the street that has the second highest footfall in Paris after the Champs-Élysées.

This acquisition was made on behalf of OPCI BNP Paribas Diversipierre, managed by BNP Paribas REIM France. It fits with the diversified pan-European strategy of the fund, which takes a long-term approach and/or targets assets with high value-creation potential.

As such, BNP Paribas REIM plans to redevelop this asset, which is currently vacant, in partnership with the architecture firm MOATTI RIVIERE.

"We are delighted to revisit an iconic building in the Haussmann district in this way, with the potential to develop it for a combination of uses, working to an ambitious schedule. We shall first seek to free the interior spaces from their pre-existing constraints, so that we can design a retail showcase that is worthy of this jewel of the district, which is finding renewed favour among retailers and consumers" says **Guillaume Delattre, Chief Investment Officer of BNP Paribas REIM France.**

BNP Paribas REIM's advisor for this transaction was Olivier Valard from the firm Thibierge.



About BNP Paribas Real Estate Investment Management

BNP Paribas Real Estate is one of the largest and most effective real estate networks in Europe. BNP Paribas Real Estate Investment Management is its business line dedicated to investment management.

At the end of 2018, it managed € 28.7bn of assets in Europe. In 2018, a transaction volume of about € 4.5bn was secured (investments and divestments).

BNP Paribas Real Estate Investment Management provides a range of funds and tailored asset management services for international investors with mandates or vehicles managed in Europe with a local presence in eight countries (Belgium, France, Germany, Italy, Luxembourg, Spain, the Netherlands and United Kingdom) investing in offices, retail, logistics, hotels and residential sector. BNP Paribas Real Estate Investment Management has about 350 employees who provide solutions to over 100,000 clients throughout Europe and Asia.

BNP Paribas REIM is the business line dedicated to Investment Management within BNP Paribas Real Estate consisting of various legal entities: France: BNP Paribas Real Estate Investment Management France (SGP); Italy: BNP Paribas Real Estate Investment Management Italy (SGR); Germany: BNP Paribas Real Estate Investment Management Germany (GmbH); UK: BNP Paribas Real Estate Investment Management UK (Limited); Luxembourg: BNP Paribas Real Estate Investment Management Luxembourg S.A.

The respective legal entities responsible for offering clients products or services are named in the respective product documentation, contracts and information material.

Press Contacts :

Claire LENORMAND - Tél: +33 (0)1 55 65 22 84 Mobile: +33 (0)6 75 68 39 03 – claire.lenormand@bnpparibas.com

Amira TAHIROVIC-HALILOVIC - Tél: +33 (0)1 55 65 22 08 Mobile : +33 (0)6 37 78 12 17 - amira.tahirovic-halilovic@bnpparibas.com

Nicolas OBRIST - Tél: +33 (0)1 55 65 21 15 Mobile: +33 (0)6 77 21 27 55 – nicolas.obrist@bnpparibas.com

Laurent PAVILLON - Tél: +33 (0)1 47 59 22 56 Mobile : +33 (0)6 03 37 47 28 – laurent.pavillon@bnpparibas.com



BNP PARIBAS
REAL ESTATE

Real Estate
for a changing
world