

BNP PARIBAS REAL ESTATE PROPERTY DEVELOPMENT ESTABLISHES A DEDICATED LIVING ASSETS DIVISION, LED BY ANTOINE MABILON

BNP Paribas Real Estate Property Development announces the creation of a pan-European division dedicated to Living Assets. This division will be entrusted to Antoine Mabilon as Director of Living Assets, in addition to his current role as Deputy Managing Director responsible for International Property Development. This initiative forms part of BNP Paribas Real Estate's recently announced European strategy for growth and transformation.

Beyond residential and office developments, the aim is to diversify production towards the Living sector, which notably includes hospitality and commercial co-living spaces. These asset classes are experiencing robust growth, driven by changes in the European real estate market and the evolving expectations of institutional investors.

"The creation of this division allows us to assert our ambition as a developer in this segment, where we are already developing hotels totaling nearly 1,000 rooms in Paris, Madrid, Marseille and Bordeaux. Thanks to our corporate DNA, centralized resources, and recognized expertise, BNP Paribas Real Estate Property Development has distinctive advantages to support major clients and foster the development of Living in Europe," explains **Antoine Mabilon**.

Comprised of sector professionals, the Living Assets Division's mission is to structure a pan-European approach project structuring of hotels and hybrid-hospitality project, leveraging dedicated skills and the expertise of BNP Paribas Real Estate teams, particularly those in Development and Production, which centralize such operations in France.

Its strategic pillars are based on capturing value from business assets, producing investment grade forward sales and structured deals for institutional investors, as well as creating value by repositioning client assets.

"The establishment of the Living Assets Division marks a key milestone in the development of BNP Paribas Real Estate Property Development. It strengthens our position in the property development market and enables us to respond more effectively to the growing needs of investors in Hospitality and Living. We are targeting annual revenue in this sector of €100 million by 2030. This ambition will be supported by the upskilling of our teams, activation of internal and external synergies, and identification of opportunities within our portfolio. This new organization will also foster innovation, training, and the sharing of expertise, while developing strategic partnerships with leading industry players," says **Thierry Laroue-Pont**, **President of BNP Paribas Real Estate Property Development**.

Biography



Antoine Mabilon, aged 45, has been appointed Head of Living Assets at BNP Paribas Real Estate Property Development since 1 March 2026. He has extensive experience in the real estate, hospitality, and property development sectors.

A graduate of ESCP Business School, he began his career at Accor as a Sales Support Analyst, then joined Christie & Co as a real estate consultant, before co-founding Opportunidee.

In 2007, he joined Altarea Cogedim as project manager and then project director for commercial real estate. He joined BNP Paribas Real Estate

Property Development in 2013 as Head of Hotel Development, before moving to the international Property Development in 2017, and taking over its management in 2020, a role he continues to hold today. In his new role, Antoine Mabilon will be responsible for defining and deploying the Living Assets strategy. This will fully integrate sustainability and social responsibility objectives, with projects designed to reduce their environmental impact and enhance their social utility.

About BNP Paribas Real Estate

BNP Paribas Real Estate, one of the leading international real estate providers, offers its clients a comprehensive range of services that span the entire real estate lifecycle: Property Development, Transaction, Consulting, Valuation and Property Management. BNP Paribas Real Estate as a one stop shop company, supports owners, leaseholders, investors and communities thanks to its local expertise across 23 countries, spanning Europe (direct presence and Alliance network), Asia (platforms) and North America (Alliance network). BNP Paribas Real Estate is a part of the BNP Paribas Group, a global leader in financial services.

As a committed stakeholder in sustainable cities, BNP Paribas Real Estate intends to spearhead the transition to more sustainable real estate: low-carbon, resilient, inclusive and conducive to wellbeing. To achieve this, the company has developed a CSR policy with four objectives: to ethically and responsibly enhance the economic performance and use of buildings; to integrate a low-carbon transition and reduce its environmental footprint; to ensure the development, commitment and well-being of its employees; to be a proactive stakeholder in the real estate sector and to build local initiatives and partnerships.

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Press contacts:

Amira Tahirovic: +33 (0)6 37 78 12 17 / Nolwenn Champault: +33 (0)6 88 12 66 85

presse.realestate@realestate.bnpparibas