



ALTAREA COGEDIM PRESENTING EASY VILLAGE, A NEW URBAN SERVICES PRODUCT AT THE LAS VAGAS CES 2019

Tech West, Exhibition Sands, Level 2, Hall A-41137

Paris, 4 January 2019 - At the 2019 outing of the CES (Consumer Electronics Show) in Las Vegas, an unmissable event totally focused on innovation and new technologies, Altarea Cogedim is featuring its latest digital innovations dedicated to urban transformations.

"As a leading developer in French regions, we have to anticipate to the new usages and needs of inhabitants and move beyond the strict boundaries of real estate business. Using the potential of digital technology as a lever for the creation of urban values is one of our major ambitions. This is why we decided to launch EASY VILLAGE, a local service product piloted by a digital platform and application, to create new interactions between local neighbourhood communities and to strengthen the social fabric. For the very first time, a property developer is launching a digitalised services product on an unheard of scale, covering a whole neighbourhood," said Maxime Lanquetuit, Director of Innovation at Altarea Cogedim.



Developed in partnership with the digital hub of La Poste, Altarea Cogedim is featuring especially its EASY VILLAGE neighbourhood digital application. This service aggregator is designed for inhabitants and users of the group's new mixed-used projects. It has already been established at Massy Place du Grand Ouest, inaugurated in October 2017, and will be developed in the new mixed-use zones such as Issy Coeur de Ville, a large mixed-use urban project due in 2021.

Based on a unique digital platform, the application gives users access to new urban services on the scale of their accommodation, their residence and their neighbourhood. The solution covers a whole variety of themes, ranging from mobility, social interaction, convenience services, practical living, individual building management, comfort and well-being.

The EASY VILLAGE application embraces Altarea Cogedim's 'Open Innovation' strategy aimed at strengthening the Group's innovation culture and implementing novel solutions and tools for projects. The objective being to streamline internal processes, to improve offerings, products and services dedicated to clients.

At the Las Vegas CES, Altarea Cogedim will also be presenting other solid examples of tests such as the Life Plus watch, which offers a solution related to the well-being of the residents and making it possible to secure them daily in Cogedim Club® residences (dedicated to active seniors) and the Colibox® parcel system in the lobbies of Cogedim projects.

ABOUT ALTAREA COGEDIM - FR0000033219 - ALTA

Altarea Cogedim is the leading property developer in France. As both a developer and an investor, the Group operates in the three main property markets (Retail, Residential and Offices), leading major mixed-use urban renewal projects in France. The Group has the required expertise in each sector to design, develop, market and manage made-to-measure property products. In Retail, Altarea Cogedim manages standing assets of €4.7 billion. Listed in Compartment A of Euronext Paris, Altarea has a market capitalisation of €2,7billion at 31 December 2018.

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