



On 16 October 2009, Vincent Ego, Executive Vice-President Southern France, and Patrick Alary, Regional Manager of Bouygues Immobilier Provence, laid the foundation stone of Valnaturel in the presence of François Bertière, Chairman and CEO of Bouygues Immobilier, Gérard Hauser, former Chairman and CEO and a director of Nexans, Arlette Fructus, deputy mayor of Marseille, representing Jean-Claude Gaudin, mayor of Marseille, Samia Ghali, senator and mayor of the 15th and 16th arrondissements of Marseille and vice-president of Marseille Provence Métropole, Eugène Caselli, president of Marseille Provence Métropole, Henri Jibrayel, member of parliament and vice-president of the Bouches-du-Rhône departmental council, and Jean-François Noyes, departmental council member and president of 13 Habitat.

Located on a 3.8-hectare site near the old village core of Saint-Louis in Marseille's 15th arrondissement, the new Valnaturel neighbourhood reflects a desire to encourage first-time home ownership and a balance between the generations.

The project is supported by measures for first-time buyers, including a 5.5% VAT rate (the project is in an urban regeneration zone), a first-home cheque from the city of Marseille and soon the Pass Foncier Collectif®, giving an attractive average price of €2,350 incl. VAT per sq. metre.

On completion, the project will comprise 290 2- to 5-room apartments for first-time buyers, 260 social housing units, 129 units for students and young working people, a seniors residence and nursing homes for the elderly and dependent elderly. Shops in addition to those that already exist in Saint-Louis, private parking facilities, a 200-space underground public car park and a public garden will be created to enhance residents' quality of life. Nearly 80% of the first apartments to go on sale have been reserved to date, confirming that the project perfectly matches the expectations of the people of Marseille.

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Designed by four firms of architects (ATTB Malot et Associés, Dider Rogeon Architecte, J-M Battesti Architectes et associés and Agence A. Paul – C. Gulizzi) with the support of landscape designers Paul Petel, the neighbourhood will be developed in blocks linked by grassed walkways, giving it a genuine identity.

Valnaturéal is green jewel in the urban landscape, with easy-to-maintain vegetation suited to the Mediterranean climate. All the apartments have Habitat and Environment certification.

The first phase of 200 apartments, Les Toits de Jade and Les Vergers de Louise, will be delivered from the first quarter of 2011. They will be followed by the Résidence Floréale.

The project is the result of exemplary cooperation between Marseille Provence Métropole, the city of Marseille, the municipal council of the 15th and 16th arrondissements of Marseille and Bouygues Immobilier.

#### **About Bouygues Immobilier**

**Bouygues Immobilier is a leading private property developer in France and Europe, with 1,908 employees at 31 December 2017 and sales of €2,712 million in 2017. With 39 branches in France and four outside France, Bouygues Immobilier has nearly 60 years' experience in developing residential, corporate and commercial projects in more than 250 towns and cities. Bouygues Immobilier has a strong commitment to innovation and sustainable development and therefore seeks to provide better quality of life over the long term for all its customers by making their experience of the buying process and the use they make of the living spaces and services created for them as pleasant as possible. Bouygues Immobilier is the first developer to be certified ISO 9001 in France, NF Habitat HQE, and Top Employer France 2017, and to win the 2016 prize for the best customer relations awarded by the French Customer Relations Association (AFRC).**

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