

PRESS RELEASE

BNP PARIBAS REIM SPEEDS UP ITS STRATEGIC DEVELOPMENT

BNP Paribas Real Estate Investment Management (BNP Paribas REIM) is pressing ahead with its development strategy centred on its customers and partners.

Targeting growth in a changing real estate environment

After two turbulent years for the real estate sector in both France and Europe, there have been signs of stabilisation since H2 2024, with falling inflation and a series of interest rate cuts by the European Central Bank. This looser monetary policy has helped to create an environment in which property values are more likely to stabilise, heralding a new real estate cycle.

Against this backdrop, BNP Paribas REIM, a fund manager with 60 years' experience, manages real estate assets in 17 European countries, drawing on its detailed knowledge of local markets. As a member of the BNP Paribas group, it is also part of a unique ecosystem formed by one of the major European banking groups.

"We think that the time is ripe for BNP Paribas REIM to scale up and take its distinctive value offering even further. This means building up strong sector expertise within the group, for example in the areas of health and leisure. We are also working on diversifying our product range for institutional and private clients, as well as on our ability to handle large or complex transactions. Performance, Pragmatism and Passion are our watchwords as we look to the future" says **Jean-Maxime Jouis, Global Head of BNP Paribas REIM.**

A development strategy focusing on 3 priorities: customers, offering and capital deployment

BNP Paribas REIM plans and executes real estate strategies for its customers across a wide range of asset classes in Europe. The portfolio of funds and mandates is gradually expanding to offer a wider range of risk/return profiles to meet investors' needs. As part of this effort, BNP Paribas REIM will soon launch an original, pure Value Added* strategy, based on the dual expertise in direct and indirect investments.

The portfolio of managed assets will be further diversified, seeking a more balanced allocation to reduce specific exposure to the trends and risks of any single asset class. As such, the residential, logistics, healthcare, hotel and leisure sectors will be given a greater weighting on a European scale. Allocations to these asset classes are based both on convictions and long-term trends, and on a model that combines services and real estate. This positioning of real estate as a service allows the company to harness the development potential of both operational activities and real estate ownership.

This development also involves divesting buildings deemed non-strategic in the light of new trends in terms of value, how occupants use buildings, and climate risks.

**A value-added real estate asset has the potential to increase in value through specific actions taken by its landlord or manager (refurbishment investments, repositioning, improved services, etc.) with a view to maximising its profitability or appeal in the medium term.*



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“By expanding our range of funds and services along distinctive themes, we aim to continue providing the best possible service to our existing customers while developing our relationships with international institutional investors, private banks and family offices. We also want to step up our expansion in the geographies where we are established and forge targeted partnerships in areas where we are not yet present” explains **Laurent Ternisien, Deputy Global Head of BNP Paribas REIM.**

BNP Paribas REIM stands ready to support all its customers, from private individuals to major institutions, with a range of products and services that can capitalise on the new real estate cycle that is now emerging.

About BNP Paribas REIM

With BNP Paribas REIM, you invest in REAL ESTATE AS LIVING ASSETS.

BNP Paribas REIM, a business line of BNP Paribas Real Estate, provides a wide range of real estate funds and investment solutions for investors, based on strong convictions.

Deeply European, we have a close understanding of local markets, a view of every square metre, every street, every neighbourhood, every urban eco-system.

With our 340 employees, we care for assets as we care for living beings, aiming to build a better living environment for our 250+ institutional investors and 140,000+ private investors.

We believe in ESG to reconcile social, environmental and financial performance.

We apply innovation in order to better adapt to the risks and opportunities of today and tomorrow.

At the end of 2023, BNP Paribas REIM managed €26.1 billion of living European assets on behalf of institutional and private investors.

BNP Paribas Real Estate Investment Management is composed of regulated entities in the following countries: France, BNP Paribas Real Estate Investment Management S.A.; 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.

Each of the legal entities responsible for offering products or services to their customers is referred to in the product documentation, contracts and related information.

This is an advertising communication.

Please refer to regulatory documents (the fund prospectus, information notes or detailed characteristics) and fund information documents before making any final investment decision.

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