



**Concerto European Developer launches the global logistics platform of the brand Petit Bateau in the Logistics Park of Aube in Troyes.**

Troyes, February the 25th, 2016 - Thierry Bruneau, CEO of Concerto European Developer, one of the leading French logistics developer, Nordine Hachemi, CEO of Kaufman & Broad, Catherine Wallerand, Legal Director of Affine and Patrick Pergament, president of Petit Bateau inaugurated today in the presence of Daniel Lebeau, Mayor of Buchères and Gerard Ancelin, Vice Chairman of the County Council of Aube and Thierry Millon Managing Director of GSE, the logistics platform Petit Bateau in the Logistics Park of Aube in Troyes. The specialist in prêt-à-porter for children (Rocher Group) has signed in March 2014 a rental agreement in the future completion (BEFA) with Concerto European Developer for the achievement of its global logistics platform in Troyes. With a total area of 43 500 m<sup>2</sup> the logistics storage building/warehouse marks a new stage in the development of the Logistics Park of Aube alongside the storage buildings/warehouses Eurodif (25 000m<sup>2</sup>) and Lacoste (19 000m<sup>2</sup>), also delivered by Concerto.

**Petit Bateau: one of the biggest logistics platforms of the year in France**

The logistics platform of 43 500 m<sup>2</sup> is the new worldwide distribution center of the group, with an extension option under 49 400 m<sup>2</sup>. Besides the storage building/warehouse OEA (Authorized Economic Operator to Customs, which facilitates the entrance and departure of merchandises) reserved for order preparation as well as for the storage of clothes and underwear, the storage building/warehouse of the specialist of cotton since 120 years also includes technical rooms, offices and a cafeteria.

This achievement marks a new stage in the development of the Logistics Park of Aube, where Concerto European Developer has already delivered two platforms of nearly 25 000m<sup>2</sup> to Eurodif and 19 000m<sup>2</sup> to Lacoste. This collaboration with Concerto allows Petit Bateau to increase its presence in the region of Troyes where the brand hails from. With this new project, Concerto European Developer participates in the growth of the french brand and its international influence, with shipments to Japan, China or also Russia.

To complete the construction of this storage building/warehouse Concerto European Developer has entrusted the implementation to GSE - specialist in the construction of commercial property.

**For Thierry Bruneau, General Manager of Concerto:** *"It is for us today a great pride to inaugurate the global logistics platform Petit Bateau, at the heart of the agglomeration of Troyes, historical cradle of the brand. This new achievement further demonstrates the potential of this area, especially for textile companies that can easily spread thanks to its location close to major transport routes. By continuing to put our expertise to major players in the textile industry, we contribute to the development of the Logistics Park of Aube, and thereby the economic development of the city and of the region of Troyes."*



**For Patrick Pergament, president of Petit Bateau:** *"Through the creation of this new logistics platform, Petit Bateau confirms its regional roots in Troyes' urban area since more than 120 years. Petit Bateau has also opted to retain direct control over its logistics like it does from the outset."*

*"This new logistics platform will enable Petit Bateau to further improve the service to its customers, its stores and also directly to its end customers through its websites, in developing reactivity which is an essential success key in today's world. Furthermore, this logistics platform will contribute to the globalization of the brand what is one of the major challenges for Petit Bateau in the future."*

**For Thierry Milon, Managing Director EMEA Zone:** *"GSE knows well the logistics industry Textile with the completion of many projects like recently with a project for the Fashion Retail company BESTSELLER in China. We are delighted to be able to meet the needs of Petit Bateau in collaboration with Concerto with whom we have a partnership for several years and have achieved together several projects including one for Carrefour."*

#### **The Logistics Park of Aube on the north / south ridge and at the heart of European logistics**

In a 250-hectare area, the Logistics Park of Aube has strong assets for any business wishing to install its transport, storage and logistics activities.

Visible from the A5 motorway and directly accessible by exit 21 (Troyes - center), the Logistics Park of Aube is ideally located at only 10 minutes from Troyes and its suburbs, 45 minutes from the cargo airport Paris-Vatry, 90 minutes from Paris and less than a driving day of the main European nerve centers (London / Milan, Rotterdam / Barcelona, Eastern Europe...). It also offers direct access to the motorways A4, A6 and A26 via the A5, and the river port Nogent-sur-Seine.



Located in AFR area, it has an advantageous tax (up to 30% less compared to some areas of Ile-de-France), access to a network of 230 transport companies in the Aube, and benefits from the proximity of engineering and business schools which offer training and programs of research specialized in logistics.

Aube Development, the economic development agency of the department, accompanies the County Council in the promotion and marketing of the Logistics Park of Aube and has contributed to the implementation of all firms in the Park.



*"We are pleased to participate, through our subsidiary company Concerto, to the development of the Logistics Park of Aube. With this realization, we illustrate our proactive policy in tertiary and logistics real estate, responding to large-scale projects in this promising sector, in the Ile-de-France as in the Region"* concluded **Nordine Hachemi, CEO of Kaufman & Broad.**

*"The Logistics Park of Aube is the only one in France to have received, in quick succession, 3 successive implantations in 3 years. The national and international spreading of the 4 first already installed companies demonstrates, if were needed, the strategic location of the Aube. This achievement crowns success lengthy work led for over 10 years by the Department of Aube, owner and developer of the logistics Park."* Specified **Philippe ADNOT, Senator, and President of the Departmental Council of Aube (developer of the Logistics Park of Aube).**

**Companies already established in the Logistics Park of Aube:**

**2009:** UFP International, one of the european leaders in the distribution of computer consumables, is the first group to settle in the Logistics Park of Aube.

**2012:** National home and fashion brand Eurodif (Omnium) announces its arrival, followed by Devanlay worldwide licensee for the brand Lacoste for textiles and leather goods.

**2014:** Petit Bateau, one of the national leaders of the prêt-à-porter, becomes the 4<sup>th</sup> company to join the Logistics Park of Aube.



The Petit Bateau logistics warehouse in pictures:



**About Kaufman & Broad** - Since nearly 50 years, Kaufman & Broad has been designing, expending, is building and selling single-family homes as a village, apartments and offices on the behalf of third parties. Kaufman & Broad is one of the first French builder and developer in combination of its size, its profitability and the strength of its brand.

For further informations: [www.KetB.com](http://www.KetB.com)



**About Concerto** - A subsidiary company of Kaufman & Broad Group, a property developer, Concerto offers professional solutions for real estate / logistics functions to enable them to transform fixed costs into variable costs and stay focused on their core business.

In this context, Concerto, with its experience in logistics engineering, designs turn-key projects adapted to the needs of its customers in a spirit of long-term partnership, and performs reconversion operations / rehabilitation of nearby urban centers sites. Concerto operates in the sectors of high added value logistics in all sectors of industry, proximity logistics (supermarkets, brand), and logistics of new settlements.

**For further informations:** <http://www.concerto-ed.com>

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**About Affine Group** - Property specialized in real estate, Affine owns 55 buildings with a value of € 570 million (excluding taxes) at the end of June 2015, spread over a total area of 528 500 m<sup>2</sup>. The company is present in the office real estate (53%), commercial real estate (22%) and warehouses and business premises (25%). Its assets are located at substantially equal parts between the Ile-de-France and the other regions.

Affine is also the reference shareholder of Banimmo, active Belgian property in Belgium and in France, in which it holds 49.5%; its heritage is made out through June 2015 of 21 office buildings and trade, worth € 384 million (tax included).

The total dependent assets of the group amounts to 988 M € (tax included).

Starting from 2003, Affine opted for the status of listed real estate investment companies (SIIC). The Affine share is listed on NYSE Euronext Paris (Ticker: IML FP / BTTP.PA; ISIN code: FR0000036105) and admitted to the SRD (long only). It is part of the CAC Mid & Small, SIIC IEIF and EPRA. Banimmo is listed on NYSE Euronext.

Learn more about: [www.affinis.fr](http://www.affinis.fr).

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**About Petit Bateau** - clothing and knit underwear for baby, child and adult Brand, Petit Bateau was founded in 1893 by Pierre Valton, hosiery in Troyes.

The brand is distributed in 80 countries through a diverse network of 4 300 sales outlets, including 400 own stores. Petit Bateau has 3 000 employees worldwide, including more than the half in France.

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**About Rocher Group** - "The Rocher Group is a family group, profitable and independent, with special positioning (producer, grower, manufacturer and distributor), animated by a spirit of creative entrepreneurs. The company is composed by 8 main brands in the service of beauty and well-being of women: Yves Rocher, Petit Bateau, Stanhome, Dr Pierre Ricaud, Daniel Jouvance, Kiotis ID Perfumes and Flormar.

Act differently, giving meaning and create emotion: this is the ambition of the Rocher Group.

The Group's turnover amounted to over 2 milliard euros in 2015. The company is present in more than one hundred countries on the markets of cosmetics, textiles and clothing and beautification of the house products. The Rocher Group is characterized by the diversity and complementarity of its distribution methods: Sale in Shops; Distance selling (mail order, telephone, internet); and Direct Sales. 15,000 employees work for the Group's brands in France and abroad, sharing common values of Commitment, Respect, Requirement & Passion".

**About GSE - GSE IS BORN OF 3 FOUNDING IDEAS:**

- Ensure the design and construction of structures to offer customers all the benefits of a single contact person
- Associate engineering and commerce to place the needs and challenges of customers at the center of its action,
- Promote a pioneering and entrepreneurial spirit in a high level engineering team to support and serve the projects of the most ambitious customers.

GSE chose a profession - the design and construction of business real estate, and this profession, GSE expresses it by strong contractual commitments guaranteeing price, quality and deadlines. GSE exercises its profession in new real estate and renovation.