



The groundbreaking ceremony for development of Vill'up took place on Thursday, May 23, 2013, attended by François Dagnaud, Mayor of Paris' 19th arrondissement, Maurice Bansay, Founding President of APSYS, Claudie Haigneré, President of Universcience, and Philippe Perret, CEO of Sogecap and co-investor with APSYS.

Superbly located in La Villette in the very center of Paris' 19th arrondissement, set in the Cité des sciences et de l'industrie, Vill'up will become the new shopping and entertainment hotspot of eastern Paris. Its unusual positioning will combine exhilarating entertainment, trendy shopping, and bistronomic pleasure, offering visitors an experience unlike any other in Paris.

GROUNDBREAKING FOR CONSTRUCTION OF VILL'UP

APSYS and Sogecap have broken ground for construction of Vill'up, an innovative concept combining exhilarating entertainment with trendy shopping and bistronomic pleasure, all in the incomparable setting of the Cité des sciences et de l'industrie at La Villette.

OPENING SCHEDULED FOR AUTUMN 2014



A THRILL-SEEKER'S PARADISE

Vill'up is designed to be a thrill-seeker's paradise, the exclusive home of a free-fall simulator. Adventurers of all ages and skill levels will "skydive" in a wind-tunnel airstream of nearly 150mph. The iFLY tube will be entirely glass-enclosed, allowing onlookers to take in the high-flying show from both the shopping mall and the Parc de la Villette.

Developed by APSYS and financed by APSYS and Sogecap, this 24,000m² project will have four themed zones:

- The entertainment zone will be home to a magnificent, 16-theater Pathé Cinema (10,000 m²), the iFLY free-fall simulator, and the Moov'box complex
- The bistronomy zone will have a palette of 10 restaurants and cafés spanning 2,000 m²

- The families/kids zone, adjacent to the park and museum, will be designed for children, from infants to age 12: toys, clothing, shoes, books, infant care, furniture, workshops, entertaining activities, and more.
- The shopping zone will boast 25 stores covering 9,000m², with retailers specializing in media and entertainment, home, ready-to-wear sportswear, health and beauty, leisure, well-being, and more.
- Nearly 70% of available space has already been sold to date.
- The project's architecture, designed by the SCAU agency and the Alain Farel firm, respects the site's established identity and places emphasis on natural lighting and having the fourth Hall (which has remained vacant until now) open to the surroundings: the Géode theater, the Parc de la Villette, and the Parvis Nord, renovated last December.

THE STRENGTHS OF VILL'UP

- The unusual combination of entertainment + shopping + culture
- A unique location in lively La Villette and especially the Cité des sciences et de l'industrie (the fourth most-popular museum in France, with 3.1 million visitors annually; ranked 10th among France's tourist attractions, with 8.3 million visitors a year to the entire La Villette site)
- A district on the move and undergoing a dramatic revitalization with strong growth momentum
- A catchment area estimated at nearly 1.4 million inhabitants
- Excellent road and public transportation access
- A dazzling range of exhilarating entertainment (iFLY free-fall simulator, Moov'box complex, Pathé Cinema)

KEY FIGURES

- Total investment: €110 million
- Surface area: 24,000m² GLA
- 8.7 million visitors expected annually (source: Bérénice 2011)
- A catchment area of 1.4 million inhabitants within 20 minutes of the site (source: Bérénice 2011)
- Nearly 17,000 working adults in the immediate vicinity of the site
- 8.3 million visitors a year to the La Villette site, France's 10th most-popular tourist attraction
- 3.1 million visitors in 2012 to the Cité des sciences et de l'industrie, France's fourth most-visited museum
- 1,600 parking spaces
- 4 floors of shopping and entertainment
- 1 digital cinema: 16 theaters, 2 floors, 2,900 seats, covering 10,000m²

- 1 iFLY free-fall simulator, the first to be built in France by SkyVenture, world leader in the field; iFLY tube height: 93.5 feet; “wind” speed of nearly 150 mph
- 1 IDKIDS children’s area spanning 1,000m²
- 1 Moov’Box technological multi-leisure complex
- 5 supermarkets
- 25 stores
- 10 restaurants and cafés
- To-date sales rate of nearly 70%

KEYDATES

- May 2006: APSYS is named the winner of the competition held by la Cité des sciences
- March 2013: Sogecap and APSYS announce their agreement on the Vill’up project financing
- First half 2013: construction begins
- Autumn 2014: Vill’up opens to the public

ABOUT APSYS

APSYS, established in 1996, is a global commercial real estate firm that invests in, designs, builds, sells, and develops commercial space and innovative entertainment. The APSYS approach is ambitious and demanding, enabling the company to design and adapt projects over time. To meet consumer needs, APSYS creates “custom” spaces that combine architectural quality and appeal, sales efficacy, urban integration, and sustainable design. APSYS operates in France and Poland, with 240 employees and a portfolio comprised of 25 shopping centers under management and 10 projects under development.

The year 2013 was a busy one for APSYS, with no fewer than three project ribbon-cuttings. First was the Rives de l’Orne in Caen, a downtown mixed-use development, followed by Le Parc de la Jaufertie, a landscaped shopping mall in Soyaux (five minutes from downtown Angoulême). This fall, APSYS will open Beaugrenelle Paris, an eagerly awaited, iconic project just steps away from the Eiffel Tower.

For more information, please visit the APSYS Group website at www.apsysgroup.com

ABOUT SOGECAP

Sogecap is the personal insurance company within Société Générale Insurance which, along with the Sogessur property and casualty insurance company in France and a network of 16 offices abroad, forms the Société Générale Group insurance portfolio. Société Générale Insurance offers a full range of products and services to meet the needs of the customers, professionals, and businesses of the Société Générale Group in savings insurance, pension insurance, personal protection, health insurance, and property damage coverage. Through the collective expertise of its 1,900 employees, Société Générale Insurance saw turnover of €9.4 billion in 2012, while having €80 billion under management and more than 15 million contracts.

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