

Bouygues Immobilier opens a branch in Morocco

Paris, 22 April 2014

Bouygues Immobilier has created a new entity, Bouygues Immobilier Maroc, and is starting to market its first development in Casablanca in partnership with Bouygues Bâtiment International, through its Moroccan subsidiary, Bymaro.

This new programme will form part of the Casa Anfa urban development project in central Casablanca. The project is led by Agence d'Urbanisation et de Développement d'Anfa (AUDA), a subsidiary of the CDG group and the project owner which will oversee and coordinate the project as a whole.

The Casa Anfa development aims to give Casablanca a new and modern city centre where people will want to live and work. Offering a balanced mix of housing, offices, shops, schools, healthcare, cultural and leisure facilities and hotels, it will be directly linked to a vast network of grounds including a 50-hectare metropolitan park. It will also be home to Casablanca's future international financial centre.

Within Casa Anfa, Bouygues Immobilier Maroc will develop a mixed-use programme comprising over 400 apartments, a 14,000-m² office building and nearly 2,000 m² of ground-floor retail space. Designed by the architect Omar Alaoui, the project as a whole (apartments and offices) is aiming for HQE[®] High Environmental Quality certification, as well as the Iltizam label for the apartments and LEED for the offices.

The new branch lays the foundations for Bouygues Immobilier's long-term future in Morocco, a market with increasingly ambitious building requirements. With its expertise and commitment to product quality and customer support, Bouygues Immobilier is ideally placed to take advantage of the opportunities.

François Bertière, Chairman and CEO of Bouygues Immobilier, said: "We are very happy to be helping to give the city of Casablanca a new face. This first project reflects our commitment to establishing a long-term presence in Morocco while offering high-quality services which meet our customers' needs".

About Bouygues Immobilier

Bouygues Immobilier is a leading private property developer in France and Europe, with 1,558 employees at 31 December 2013 and sales of €2,510 million in 2013. With 35 branches in France, four elsewhere in Europe and one in Morocco, the company has over 50 years' experience in developing residential, corporate and commercial projects for customers in more than 230 towns and cities. Embracing an active approach to sustainable development and innovation, Bouygues Immobilier is committed to continuously improving both the technical and the architectural quality of its buildings and customer satisfaction. Bouygues Immobilier was the first property developer in France to achieve ISO 9001 certification. On 1 July 2010, it initiated a systematic approach to obtaining BBC-effinergie[®] certification for all its residential properties, more than two and a half years ahead of schedule.

www.bouygues-immobilier-corporate.com

Press contacts:

Bouygues Immobilier

Valérie Petitbon - Véronique Guilloton - 3, bd Gallieni, 92445 Issy-les-Moulineaux Cedex, France

Tel: +33 (0)1 55 38 25 25 - Fax: +33 (0)1 47 12 96 45 - VPB@bouygues-immobilier.com - VGU@bouygues-immobilier.com