

## *Bouygues Immobilier launches BIRD, the first venture capital company created by a property developer*

Issy-les-Moulineaux, 4 June 2015



Bouygues Immobilier has created a subsidiary to invest in start-ups specialising in property development. Called BIRD (short for Bouygues Immobilier R&D), the company is wholly owned by Bouygues Immobilier. Its mission is to take minority stakes – 10 to 15% – in innovative companies operating in strategic businesses for Bouygues Immobilier in the residential property, commercial property and urban development sectors. Through a non-exclusive partnership, BIRD will help the companies it supports to expand while preserving their operational and commercial independence.

A year ago, Bouygues Immobilier commissioned Ecosys Group, an innovation specialist, to identify the best start-ups meeting its strategic criteria. It has also forged close links with public and private investment funds, competitiveness centres and regional incubators. The aim is to identify ready-to-market businesses which have already achieved practical breakthroughs in ten areas (energy management, water management, waste recycling, building performance, transport optimisation, nature in the urban environment, air quality, local services, consultation and big data) across a wide range of activities, such as enhanced reality, 3D visualisation, network convergence, digital modelling, new financing methods, specific social media and new digital services.

### First two investments

BIRD has recently made its first two investments in start-ups at the cutting-edge in their respective fields.

- *A 10% equity interest in Mycloud3D, which specialises in 3D modelling.* Using innovative technology based on cloud gaming, this recently formed company has developed a new generation of tools to create virtual visits of buildings, property developments and neighbourhoods. Bouygues Immobilier has already used Mycloud3D's services to market a number of residential programmes and major office projects (Green Office®) and will help the company to expand its activity in the modelling and configuration of residential, office and major urban development projects.
- *A 7% equity interest in Lymo, which leads the way in property crowdfunding in France.* Generating property-related synergies that will benefit both Lymo and Bouygues Immobilier, this partnership will enable Bouygues Immobilier to test the market for new crowdfunding methods and try out new concepts on small-scale projects. The advantage for Lymo will be preferential access

to a prime network for the development of its projects and to new commercial channels for the sale of its programmes.

Eric Mazoyer, Deputy CEO of Bouygues Immobilier, said "Creating BIRD will help us to further strengthen our commitment to innovation for the benefit of customers, a policy which is part of our genetic make-up. Bouygues Immobilier is the first property developer to create a subsidiary to invest in innovative start-ups, confirming its status as a pioneer."

### About Bouygues Immobilier

Bouygues Immobilier is a leading private property developer in France and Europe, with 1,701 employees at 31 December 2014 and sales of €2,775 million in 2014. With 36 branches in France, two elsewhere in Europe and one in Morocco, the company has nearly 60 years' experience in developing residential, corporate and commercial projects for customers in more than 230 towns and cities. Embracing a proactive approach to sustainable development and innovation, Bouygues Immobilier is committed to continuously improving both the technical and architectural quality of its buildings and customer satisfaction. Bouygues Immobilier is the first developer to be certified ISO 9001 in France and is the only developer to be certified Top Employer France 2015.

[www.bouygues-immobilier-corporate.com/en](http://www.bouygues-immobilier-corporate.com/en)

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