

Bouygues Immobilier acquires equity interest in BePark, a start-up developing smart parking services

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Bouygues Immobilier has acquired an equity interest in BePark through Bird, its subsidiary investing in innovative start-ups operating in the property development sector.

BePark, which was founded in 2011, offers innovative technology that allows owners and managers of public and private car parks to optimise space sharing and day-to-day management. Meanwhile, drivers gain easier access to a larger number of spaces. BePark thus provides effective solutions to parking problems, which is especially useful in major urban centres where it is becoming increasingly difficult to find on-street parking spaces.

BePark - a rapidly growing company with an innovative product

Car parks managed by BePark are:

- accessible and connected. Drivers can find, buy or reserve a parking space in under five minutes. Once registered for the service, their smartphones become remote-control devices for gaining access to the car parks managed by BePark;
- adaptable to user needs, with a freely adjustable contract duration;
- varied in terms of usage periods, i.e. long-term, short-term or occasional, and of times of day, e.g. offices, homes, shops or public buildings. For example, drivers - either residents or occasional visitors - can use the parking spaces not occupied by businesses outside of office hours, plus during weekends and public holidays.

BePark is growing fast. Its customers include majors from property, retail and hospitality industries. It is already managing more than 100 car parks, servicing over 22,000 users. Most of its operations are for now situated in Belgium.

Fruitful partnership

For Bouygues Immobilier, this investment strengthens the company's commitment to sustainable urban mobility and will extend the cooperation with BePark already initiated in the Fort d'Issy-les-Moulineaux eco-neighbourhood.

"Following 3D modelling with Mycloud 3D, property development crowdfunding with Lymo and connected homes with Intent Technologies, Bird is now investing in smart parking through BePark. This latest investment once again illustrates our determination to foster innovation across all areas so that we can meet the challenges posed by the city of the future," stated Christian Grellier, Chairman of Bird and Head of Open Innovation at Bouygues Immobilier

This partnership will enable BePark to speed up its development while retaining independence of operations. The company, which is aiming to become a linchpin in the smart parking sector across Europe, is now seeking to grow in the French market by strengthening positions in Paris. Next steps will be the creation of new branches in Lille, Lyon, Marseille, Bordeaux and Toulouse. While increasing the number of car parks under management, BePark will also be broadening its range of parking solutions, all the while investing steadily in innovation.

According to Julien Vandeleene, Chairman and CEO of BePark, "Having Bouygues Immobilier as a shareholder will enable us to harness its expertise and support as we make further inroads into the French market. We will be working together to provide even more comprehensive solutions to meet customers' ever-changing needs".

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 an active 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.

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About BePark

Founded in 2011, BePark is the European market leader in park sharing, connecting owners who want to optimise their parking spaces with drivers looking for spaces in areas where on-street parking is increasingly scarce. The company has 14 employees in Brussels and Paris and targets sales of €1.2 million in 2015. With annual growth of 200%, the company today manages over 100 car parks, servicing the needs of around 22,400 customers - 2,000 people use the service on any single day. BePark is a profitable company led by a young, dynamic team, keen to take up challenges of the future.

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