



Press Release

Paris - 15/02/2022

## AG Real Estate and Primonial REIM France transform the Carré Pleyel, services campus in Saint-Denis Pleyel (department 93) and let 8,000 m<sup>2</sup>

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OA - OFFICINE D'ARCHITECTURE

Located in the Pleyel-Landy district, one of the most attractive and rapidly changing areas of Greater Paris and bringing together public and private players, Carré Pleyel has a financially efficient profile and offers a green and pleasant working environment [2,500 m<sup>2</sup> of landscaped areas].

Since the foundation in 2018 of the joint venture between AG Real Estate France and PRIMONIAL REIM France, the two investors have been combining their know-how to accelerate the transformation of Carré Pleyel.

After a full renovation of all the catering areas in 2019, the two owners undertook a major refurbishment programme in 2020 in all the common areas.

A new collaborative concourse of more than 570 m<sup>2</sup>, designed by the Officine d'Architecture agency and overlooking a 1,600 m<sup>2</sup> landscaped interior courtyard, and the renovation of all the common areas are the key elements of the transformation of this site. Carré Pleyel 1 and 2 originally had four concourses; the approach was therefore to convert them into a single concourse with a double-height fully-glazed space offering various areas for relaxation, work, games, etc.

The services foster performance, comfort and quality of life at work with 1,900 m<sup>2</sup> of centralised services, including full catering facilities, three shared, modular

meeting rooms, a 150-seat auditorium and a sports hall operated by CGM. The reception, running of the site and management of the services are handled by Welcome@Work.

All of these investments have enabled Carré Pleyel to attract new users, letting 8,000 m<sup>2</sup> to four tenants in 2021, including the co-working operator Work and Share, which is to open a co-working centre on more than 1,100 m<sup>2</sup>.

Carré Pleyel cares about the environment and is HQE Exploitation certified. It is in the process of obtaining the WiredScore and WELL labels.

*"We are proud and pleased to see that the investments made in recent years to upgrade Carré Pleyel have borne fruit, with Carré Pleyel welcoming four new tenants to its campus in 2021 in over 8,000 m<sup>2</sup> of space, thereby demonstrating the appeal of the site and its surrounding area. This will be further enhanced in the years to come by the arrival by 2024 of the largest multimodal hub in Greater Paris right next to the building, and the creation of an urban crossing linking the two districts of Plaine Saint-Denis [from La Plaine to Pleyel], explains **Thibault Delamain, Managing Director, Head of Investment & Asset Management of AG Real Estate France.***

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*THIBAUT DELAMAIN, MANAGING DIRECTOR,  
HEAD OF INVESTMENT & ASSET MANAGEMENT  
OF AG REAL ESTATE FRANCE*

*“The transformation of Carré Pleyel aims to adapt this asset to new uses and user expectations. In addition to its prime location in the context of the Greater Paris area, we are delighted to note that the efficiency, level of services and flexibility it offers have been validated by our clients,” emphasises Charles Ragnon, Asset Management Director of Primonial REIM France.*

## About Primonial REIM, a key player in real-estate asset management in Europe.

With €32 billion in managed assets, 61 investment funds managed, assets located in nine eurozone countries and teams based in the main markets, Primonial REIM is a key player in real-estate asset management in Europe.

Our global vision, combined with an in-depth knowledge of local markets, gives us privileged access to European real-estate markets to offer the best opportunities to our institutional and individual clients. For them, we design, structure and manage a wide range of real-estate investment solutions, tailored to their risk profiles and strategies, and that generate income over the long term.



## About AG Real Estate France

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AG Real Estate France is the French subsidiary of AG Real Estate, an acknowledged leader in the Belgian property market. As a player on the French market, AG Real Estate France focuses on its core business of property development and investment in corporate real estate.

### Key figures

In late 2020, AG Real Estate France has developed nearly 300,000 m<sup>2</sup> of service-sector space, 300,000 m<sup>2</sup> of logistics and has a managed portfolio of offices, retail and logistics spaces, business hotels and car parks worth some €1.2 billion. The development projects under its control offer a potential of around 400,000 m<sup>2</sup>.

For more information, see [www.agrealestate.fr](http://www.agrealestate.fr)

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