

## PRESS RELEASE

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Paris, July 1, 2024

### PRIMONIAL REIM BECOMES PRAEMIA REIM

- **The Primonial brand was assigned during the sale of Primonial Ingénierie & Développement (PID) to the Crystal group on June 28<sup>th</sup> ;**
- **Consequently, Primonial REIM becomes Praemia REIM, a fully independent group focused on real estate activities: a pure player in real estate asset management in Europe with more than 38 billion euros of assets under management;**
- **Subsidiaries\* in all countries where the Group is established will now bear the name Praemia REIM.**

**Laurent Fléchet, Chairman and CEO of Praemia REIM**, stated: *"The sale of Primonial Ingénierie & Développement to the Crystal group completes the last step of our strategic restructuring plan decided in 2020 to streamline Primonial Group's activities. The new name 'Praemia REIM' therefore represents a new and important stage in our development while ensuring continuity. Our unique real estate platform model, both international and multi-local, with teams specialized by asset classes, is a definite advantage for the future. The sector expertise of our teams, their in-depth knowledge of local markets, and their ability to establish long-term partnerships with major tenants are key to continue generating future performance for our investors."*

#### **1. A real estate pure player, a major asset management player in Europe**

As a major asset management player in Europe, Praemia REIM intends to continue its development based on an enriched range of funds (retail and institutional) meeting the new expectations of investors in terms of investment themes and performance profiles, as well as by accelerating the internationalization of its activities.

The pan-European real estate platform Praemia REIM represents a solid foundation featuring:

- More than 38 billion euros in assets under management;
- A highly diversified global real estate allocation with over 60% dedicated to alternative assets (health, education, hospitality, and residential);
- 550 employees specialized by asset classes and covering the entire real estate value creation chain (acquisition, asset management, fund management, property management);
- A strong on-the-ground presence with teams located in 3 main countries (France, Germany, Italy) and 4 countries covering mainly international investor relations (Luxembourg, Singapore, Spain, United Kingdom);
- More than 1,600 buildings located in 10 countries and 7,000 tenants;
- More than 96,000 individual and institutional investors;
- A multi-support real estate fund range (SCPI, SCI, Club deals, pan-European funds).

\*with the exception of Sefal Property in France

## **2. Collection and distribution**

### **Retail:**

**In France**, the distribution of Praemia REIM public real estate savings products (SCPI, SCI, OPCI) will continue through the usual multi-channel distribution networks, namely major partners (insurers, pension funds, banks, major CGPI firms, etc.) and the continuation of the pre-existing distribution agreement with PID/Crystal. The management of these distribution networks remains ensured by the internal development teams of Praemia REIM France in a partnership and proximity-based approach.

### **Institutional:**

The collection of these funds (club deals, pan-European funds) will continue to be done directly through the development teams of Praemia REIM in an "intuitu personae" approach with national and international institutional investors.

## **3. Capital structure**

**The ownership structure of Praemia REIM remains unchanged (Latour Capital, Bridgepoint, Sogecap, Management, and Employees).**

### **Previous capital operations**

The sale of Primonial Ingénierie & Développement represents the last step of a strategic plan initiated in 2020 aimed at structuring Primonial Group's activities into 3 main entities, the goal being to streamline Primonial Group's activities and secure capital partners capable of supporting the strong growth plans of the organization:

- La Financière de l'Échiquier (LFDE) for Asset Management financial activities: activity sold to la Banque Postale in July 2023;
- Primonial Ingénierie & Développement (PID): activity sold on June 28, 2024, with the Primonial brand to the Crystal group on June 28, 2024;
- Primonial REIM: which renames itself Praemia REIM on July 1.

In addition to these operations, on June 28th, Laurent Fléchet became the president of the holding company of the group New Praemia Holding 2 (NPH2), which owns Praemia Reim and Union Générale des Placements (UGP).

### **About Praemia REIM**

Praemia REIM brings together 550 employees in France, Germany, Luxembourg, Italy, Spain, Singapore, and the United Kingdom. The company leverages its values of conviction and commitment as well as its European-scale expertise to design and manage real estate funds for its national and international clients, whether individuals or institutions.

As of December 31, 2023, Praemia REIM holds 38 billion euros in assets under management. Its conviction allocation is composed of: 48% healthcare/education real estate, 33% offices, 8% residential, 5% retail, 5% hospitality, and 1% logistics. Its pan-European platform manages 61 funds and comprises over 96,000 individual and institutional investors. Its real estate portfolio includes more than 1,600 buildings spread across the main asset categories and located in 10 European countries.

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