

2024

BRO CHU RE —

Discover EPPC
Our offer
Our references





Village olympique
© ICADE

DISCOVER EPPC

Our company
Our team

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Agora Lyon Gerland © PCA Stream

OUR COMPANY



“ EPPC is an **independent** company specialised in commercial and educational mixed property project strategic consulting and operational set-up.

EPPC aims to facilitate the **dialogue between public and private spheres** to develop real estate projects creating value for their providers, generating positive externalities, anticipating on consumption patterns and contributing to offer performing sustainability proposals.

Our offer has three values : the high **implication** of our teams, our high level of **expertise** and the **discretion** in the conduct of our projects.

”

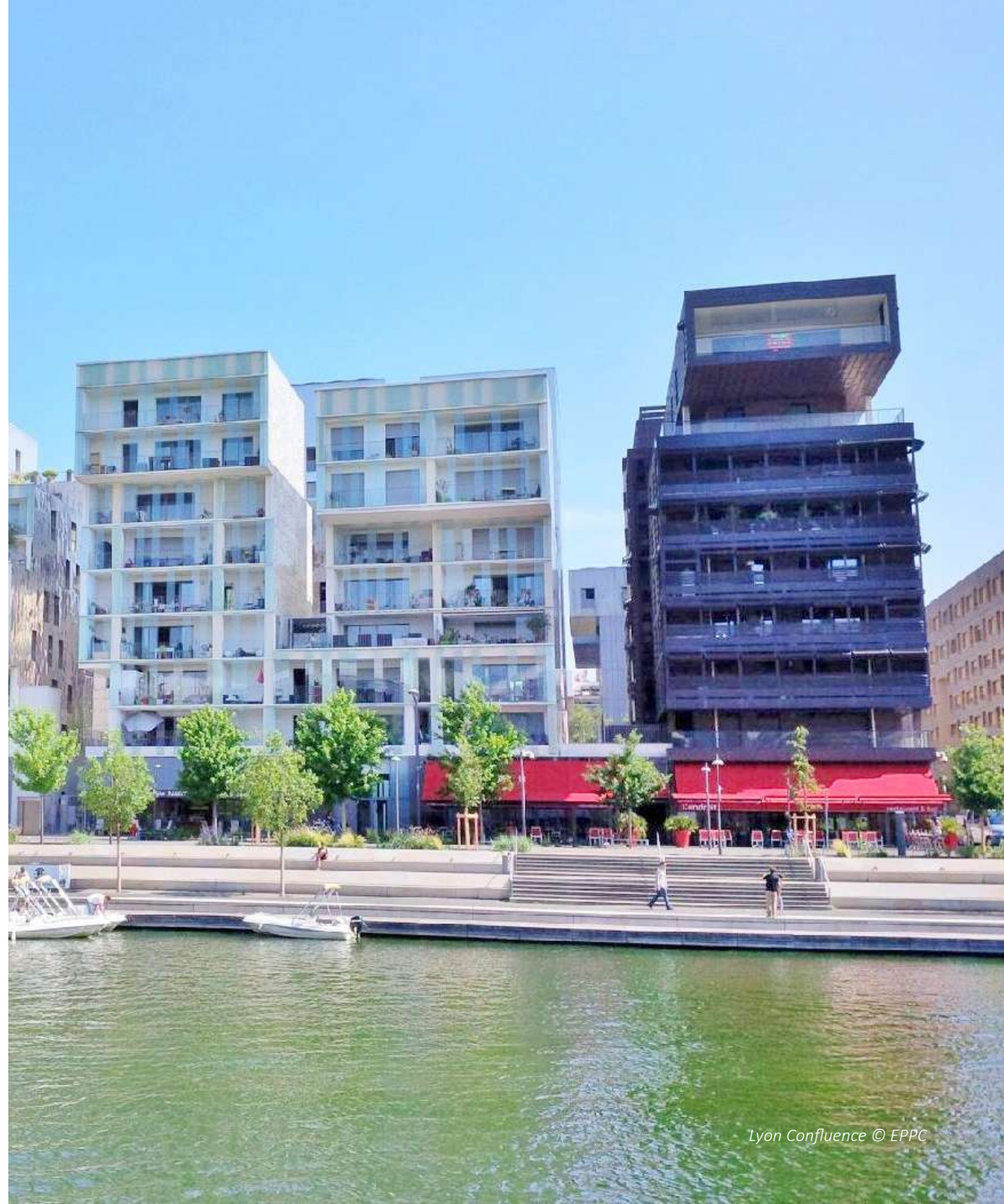
Eymeric de Montauzon
EPPC CEO and Founder

Created in 2011 by Eymeric de Montauzon (HEC, Sciences Po), EPPC is specialised in the assistance with real estate development projects in France and Europe.

EPPC is known for its expertise in **business, hospitality, sports and leisure, mixed property assets**, and has broadened its field of activity to **tertiary real estate, high education and innovative accommodation solutions and activities** (co-living, coworking, research laboratories) in 2018.

EPPC provides a wide range of operational support :

- 1 Market trends analysis
- 2 Real estate *business models* development and audit
- 3 Real estate project planning and set-up
- 4 Public/private financing partnerships by the providers
- 5 Provider selection for developers and investors
- 6 Mediation in complex operational situations
- 7 Project management assistance



OUR TEAM

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Bobigny Cœur de Ville,
© TVK pour Altaerea Cogedim

OUR PARTNERS

We have the ability to mobilise a network of **partner companies**:

L'AUC
PCA Stream
Leclercq Associés
TVK
RBT
INterland

**Architecture &
Urban planning**

Atelier CH.V

Architectural Conservators

Alternet
Artelia
PCM Bâtiment
Quadrim
Qualiconsult
Oasiis

**Engineering and
quantity surveyors**

Adéquation
Bérénice
InExtenso
Socle Urbain

Property market research

Label Experience
TrajectHoard
CENTQUATRE-PARIS
Winn'Up

**Specialised planning (culture,
digital and educational)**

Adden Avocats
Rivière Avocats
Léga-Cité

Legal analysis



Gare du Nord © Apsys

OUR OFFER

Areas of expertise
Main clients

02



AREAS OF EXPERTISE

STUDIES AND PLANNING

MARKET TRENDS ANALYSIS

- Market research
- Identification of socio-demographic trends, uses and changes
- Knowledge and strategic analysis of market trends and brand strategies
- Impact study on real estate *business models*

PLANNING

- Multi-product potential studies
- Merchandising plan recommendations
- Urban planning
- Architectural planning (macro and micro-zoning)
- Reconstitution of flows, turnover, occupancy rate and rental income



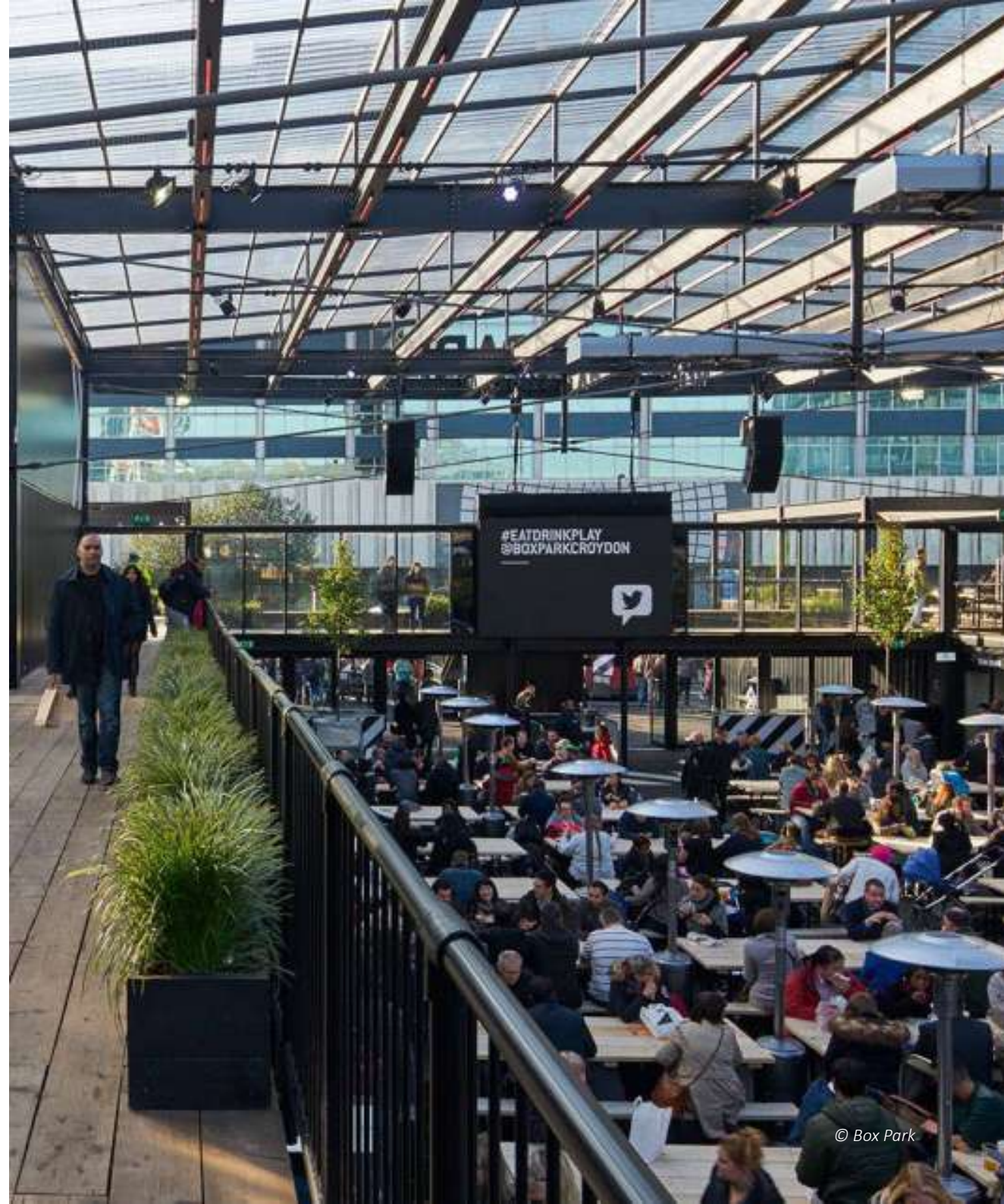
ECONOMIC AND FINANCIAL ANALYSIS

REAL ESTATE *BUSINESS MODELS* DEVELOPMENT AND AUDIT

- Strategic positioning of the business study
- Revenue estimate (rents, cashflow, EBITDA)
- Analysis of value creation potential (countdown, valuation)
- Value chain breakdown
- Estimate of development costs and land value
- Estimate of asset value before/after project
- Sharing value rules amongst players and estimate of associated capacities of investment
- Development of real estate companies
- Expertise in operational set-ups : organisation, strategies, finance, taxation and legal aspects

FINANCING PARTNERSHIPS

- Estimating operators' capacity to contribute
- Identification of projects to be financed
- Study of the legal framework for contributions
- Negotiating financing partnerships



PROJET MANAGEMENT

PROJECT MANAGEMENT ASSISTANCE & MEDIATION IN COMPLEX OPERATIONAL SITUATIONS

- Supervision of design teams
- Budget and planning control
- Operation monitoring during the construction phase
- Assistance with acceptance of works
- Supporting the convergence of positions
- Formalising agreements

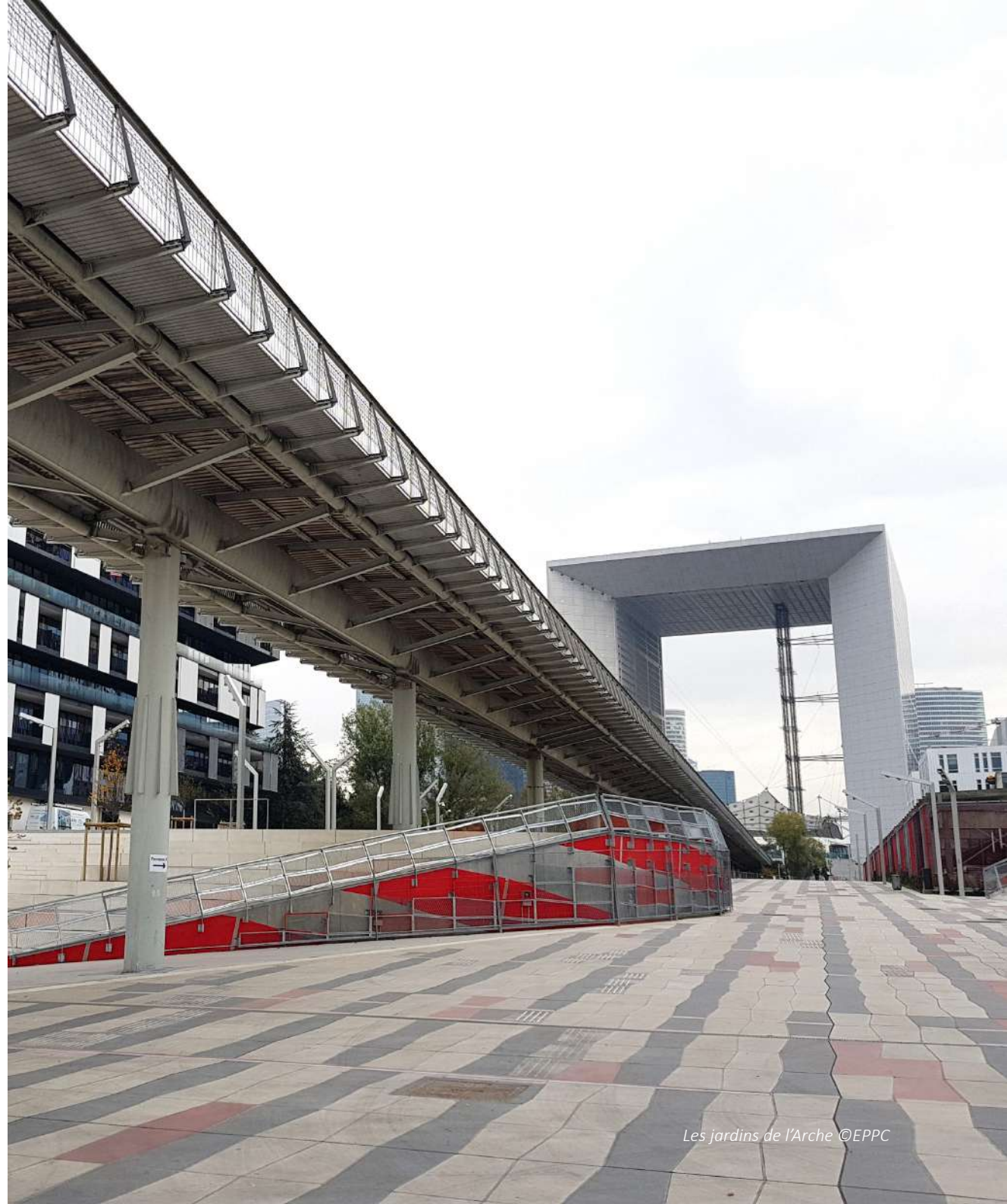
SELECTION FOR DEVELOPERS AND INVESTORS

- Structuring calls for projects and competition phases
- Economic and financial analysis of tenders
- Negotiation assistance
- Assistance with contractual agreements stabilisation
- Assistance with project management and team formation



REAL ESTATE EXPERTISE

- Value advice
- Real estate expertise in accordance with RICS' standards
- Estimate asset value before/after project
- Analysis of wall and fund values, including transfer options
- Ability to bring public and private players together to come up with socially and economically relevant solutions for all concerned



MAIN CLIENTS

Since 2011, we have worked with over **160 clients** on more than **600 projects** :

Public bodies

Ville de Paris, Métropole du Grand Lyon, Eurométropole de Strasbourg, Rennes Métropole, Bordeaux Métropole

Public companies

SOLIDEO, Paris La Défense, SPL Lyon Part Dieu, EPAURIF, Euroméditerranée, SERL, SPL Lyon Confluence, SEMA VIP, NMA, La Fab, Territoires 35, SPL Deux Rives, SPL Euralille, SEM Amiens Aménagement

Transport companies

SNCF, RATP, Société du Grand Paris, Vinci Autoroutes, Aéroports de Lyon, Tisséo

Public landholdings

OFS de Paris, Althi FS Angers

Investors

AEW, Axa, La Française REM, Caisse des Dépôts et Consignations, Montecristo Capital, Predica, Primonial

Manufacturers

Stellantis, Implenla Suisse

Real estate companies and developers

Unibail-Rodamco-Westfield, Klépierre, Ikea Centres Group, Nhood, Apsys, Bouygues Immobilier, Sofidy, Immobilière Casino, Frey Citizers, Kaufman & Broad, Altarea Cogedim, Linkcity, Quartus, Compagnie de Phalsbourg, BNP Real Estate, SoGéProm, Carrefour Property

Supermarkets

Auchan, Castorama, Intermarché, Casino

Educational institutions

EM Lyon Business School, HEC Paris, Toulouse Business School, Université PSL, Galileo Global Education





OUR REFERENCES

Studies and planning
Economic and financial analysis
Project management
Real estate expertise

03

STUDIES AND PLANNING



HIA du Val-de-Grâce © EPPC

■ **PariSanté Campus - EPAURIF (2021-2026)**

- || Planning and project management assistance for the restructuring and the extension of the former Val-de-Grâce Armed Force Training Hospital
- || Architectural, technical and environmental analysis of the site
- || Planning : gathering requirements from future public users and determining private planning
- || Project feasibility : urban integration scenarios and internal functional diagrams
- || Drawing up the programme and project costs : principles of space functional distribution, of environmental performance, economic balance, project schedule
- || Drafting administrative authorisation applications
- || Choosing the legal and financial package
- || Recruitment of project management teams

In partnership with Atelier CH.V, Geciba, Quadrim, Axhoma, Qualiconsult, OASIS

■ **Condorcet EHESS/FMSH - EPAURIF (2022-2024)**

Architectural, functional and technical planning of the 2 establishments' transfer to the 25 000m² Condorcet site. EPPC conducted :

- || The feasibility study on the regulatory, budgetary, urban, landscape and functional aspects
- || 3 pre-planning scenarios updating requirements
- || Updating the initial masterplan and drawing up the detailed technical and requirements/performance planning
- || Drawing up the pre-programme and project costs : principles of space functional distribution, of environmental performance, economic balance, project schedule
- || Project Management Support

In partnership with Atelier CH.V, Geciba, Quadrim, Axhoma, Qualiconsult



Campus Condorcet © EPPC

■ Les Bains Municipaux de Strasbourg - SPL Deux Rives (2015-2017)

Study for the renovation and the restructuring of the Public Baths :

- || Analysis of the aquatics business model, potential for related activities and complementary planning
- || Operator pre-testing, financial analysis and operational set-ups

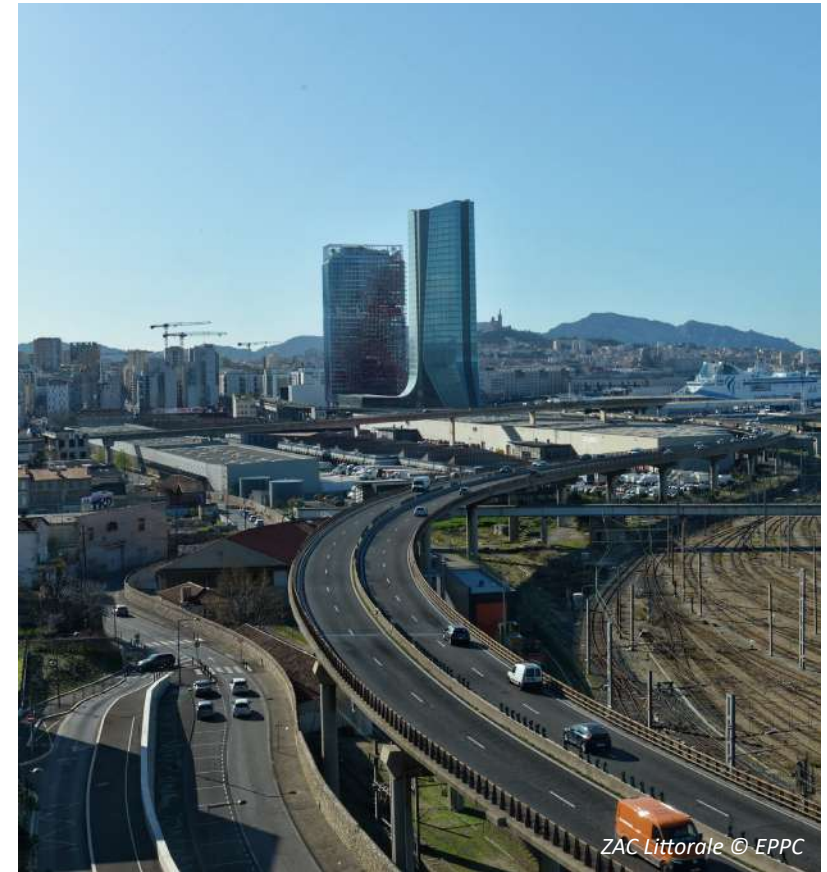
In partnership with JLL, Mi2S and M2S



■ New campus - emlyon business school (2018-2024)

- || Setting-up and organising the design competition for the relocation of the school to the Lyon Gerland site by 2024
- || Project feasibility
- || Drawing up the programme and project costs
- || Organisation of an international operator consultation
- || Running workshops

In partnership with Mi2S and JLL



■ ZAC Littorale Guide Plan and Base Occupancy Strategy - EPA Euroméditerranée (2018-2025)

Planning, spatialisation and operational tools to activate the base of the Littoral perimeter (54ha) :

- || In 2018 : update of the ZAC Littorale Guide Plan
- || In 2019-2020 : land charges audit and integrated dynamic strategy
- || Since 2021 : base occupation strategy of ZAC Littorale and of its fringes including : drawing up ZAC base blueprint, formulating recommendations relating to this blueprint's operational implementation, discussions and negotiations with the real estate operators.

In partnership with Leclercq Associés / Sens de la Ville

ECONOMIC AND FINANCIAL ANALYSIS



■ Planning and financial analysis Gare du Nord 2024 - Apsys/Vinci (2017-2019)

Value expertise, market analysis, planning and financial analysis within the team formed by Apsys + Vinci Construction France + Wilmotte & Associés in order to carry out the Paris Project 2024 :

- || Market potential analysis
- || Reconstitution of rental tables and modelling
- || Valuation and profitability analysis

■ Athletes' Village & Media Village - 2024 Olympics Solideo (2018-2024)

Programme validation, legal, economic and financial set-up allowing the Athletes' Village (313 000 m²) and the Media Village development (90 000 m²) :

- || Market analysis of development potential
- || Negotiation support with Paris 2024
- || Stabilisation of the development and investment set-ups of programmes
- || Optimisation of financial results in researching innovating promotion and partnerships set-ups
- || Support with the operator selection and financial analysis of offers (developers, investors & operators)



■ Grand Lyon – SPL Lyon Part Dieu (2012-2027)

Support with a strategy of tertiary, service and business development on the whole of the perimeter (135 ha) of the Lyon Part Dieu project for 2015-2030 :

- || Restructuration project audit (shopping centre, interchanges, projects in the centre of operations)
- || Programming of business assets bases on building ground floors
- || Commercial, hotel, tertiary and service strategy
- || Value expertise and support with negotiations with planners and developers
- || Energy renovation programme development and operator support.

In partnership with l'AUC, SETEC, EGIS, Zefco, CITEC, Adequation, Quadrim, InExtenso...

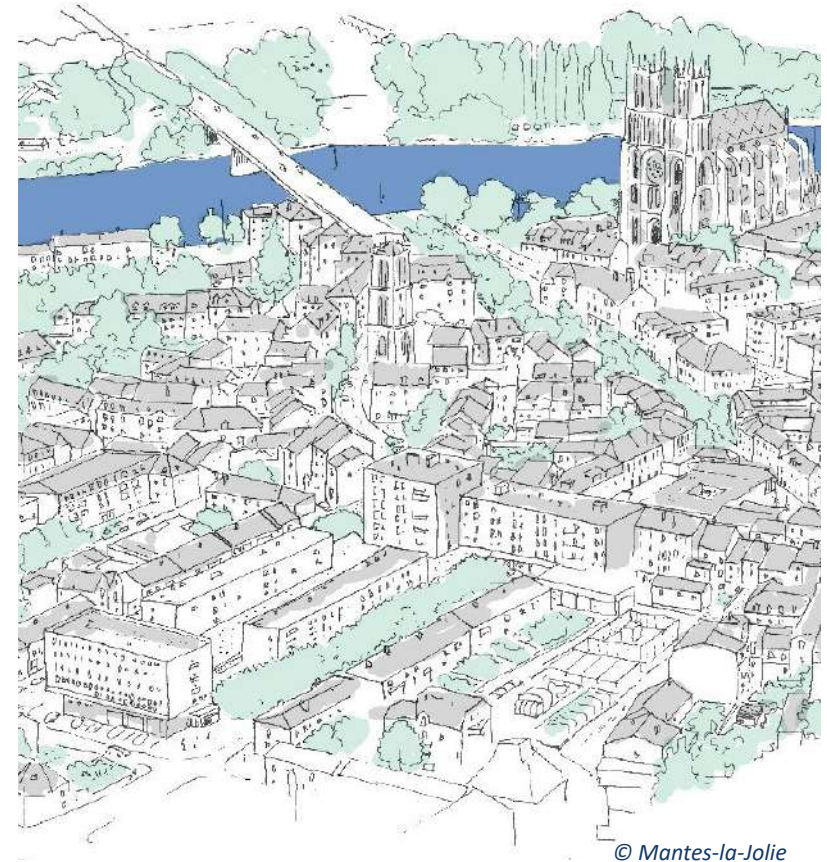


■ APHP Competition Victoria - BNP Real Estate/ APSYS/RATP Solutions Villes (2021-2022)

Setting-up a financial modelling tool as part of the call for project for the development of APHP's HQ Avenue Victoria, 30 000 m² :

- || Reconstruct the operation's full development review
- || Model cash-flows relating to the promotion and investment phases
- || Estimate the ground rent amount for APHP.

The consortium has won this competition.



■ Support with the set-up of a commercial real estate company - Mantes-la-Jolie Town/Banque des Territoires (2021)

Set-up a commercial unit land leaseback tool serving the revitalisation strategy of Mantes-la-Jolie's town centre (400 shops) :

- || Defining the scope of intervention of the future real estate company
- || Script-writing of investments to be made
- || Proposal of operational, financial and legal framework
- || Support with the co-investor partner research.

In partnership with Rivière Avocat

PROJET MANAGEMENT



■ Redevelopment of Bobigny Town centre - Altarea Cogedim / Co-owners Bobigny 2 (2013-2020)

Specialist expert mandate for the definition and implementation of the Centre Commercial Bobigny 2 redevelopment programme (100 000 m² GFA which can be developed for housing, hotels, shops and cinema, in lieu of a 25 000 m² GFA shopping centre) :

- || Value expertise and operation set-up
- || Obtaining agreement of co-owners on the operational launch of the project (developer competition, handover, demolition, reconstruction)
- || Selection of the winner investor developer after an open competition (offer optimisation, implementation conditions negotiations)
- || Stabilisation of a urban partnership project agreement
- || Assistance with contract conclusion for the distribution of created value amongst co-owners
- || Follow-up of the conditions precedents lifting until the sale in summer 2020

■ Redevelopment of Basso Cambo Shopping Centre - IGC - Primonial (2020-2024)

Redevelopment study of Toulouse Basso Combo Shopping Centre (25 000 m² GLA) :

- || Definition of development potential (100 000 m², mainly residential)
- || Value expertise
- || Assistance with merging operational strategies of Toulouse Métropole and its investors
- || Call for operator projects



■ **Redevelopment of Benauge Shopping Centre - CDC Habitat Social (2017-2024)**

In the framework of the urban transformation of this town entrance, EPPC studied the redevelopment potential of Benauge's commercial hub (2 500 m²) and carried out the stabilisation of operational procedures of handover and redevelopment. The project is linked to a new residential project of 80 flats :

- || Reconstitution of the operation overall financial review by identifying the expenditure optimisation,
- || Management of the real estate consultation process.



■ **Renovation and upgrading of the 3 Soleils Shopping Centre (2018-2024)**

Development of the 3 Soleils building renovation (20 000 m²) concerted with the co-ownership and local authorities :

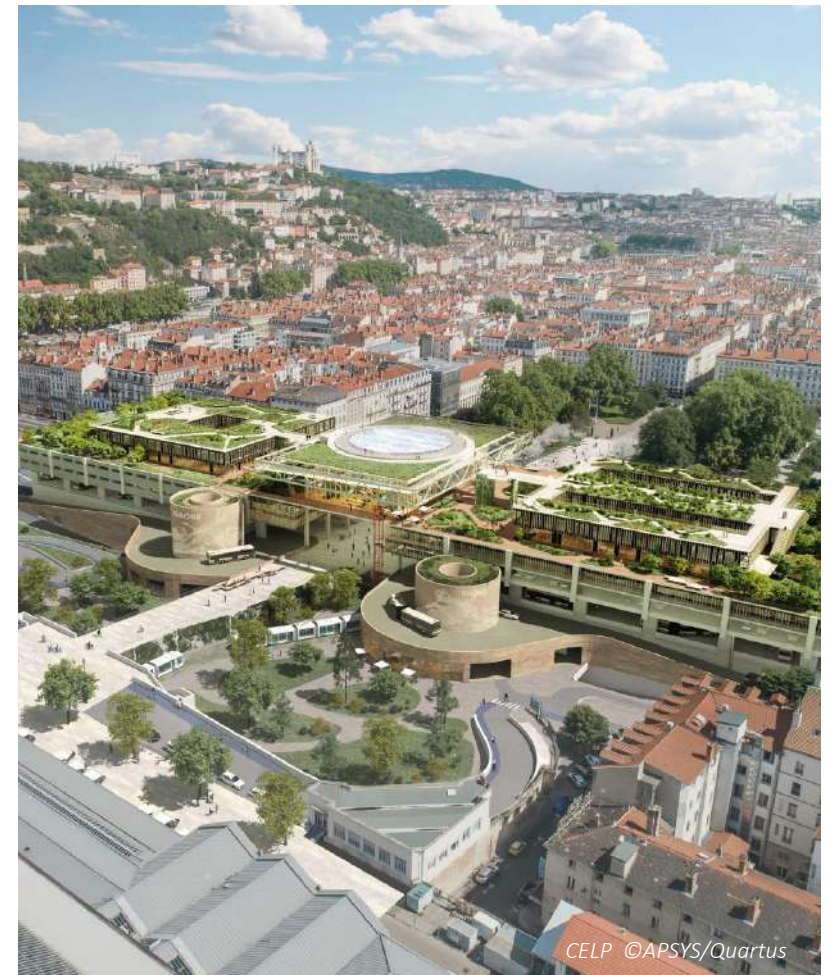
- || Business and legal diagnostic
- || Creation of development scenarios
- || Works calculation for each scenario
- || Appointment of a prime contractor
- || Programme and proposal costs control
- || Carrying out value advice
- || Consultation with the co-owners and local authorities' representatives.

■ **Centre d'échanges de Lyon Perrache - SPL Lyon Confluence/Grand Lyon (2018-2021)**

Redevelopment of an iconic Lyon site (57 500 m²) with high stakes: mobility, attractivity, economical development, social link, ecology :

- || Planning and redevelopment set-up
- || Coordination of the call for projects, carrying out technical specifications
- || Technical and financial assistance of the consultation

In partnership with Cushman&Wakefield, Atelier Ruelle, Quadrim, Terrell, Artelia



EXPERTISE



■ Expertise in transforming buildings into offices - SEQENS (2021-2022)

Supporting the transformation of offices into mixed products associating accommodation and active assets in the inner suburbs of Paris :

- || Identification of market environments suitable for office into accommodation conversions
- || Identification of the assets that can be converted to mainly residential mixed buildings
- || Estimate of full transformation costs
- || Economical feasibility studies in order to reconstitute the target acquisition price of buildings meeting the expectations of the sellers and of SEQENS in terms of economical balance of the operation.

■ Property valuation of Campus SKEMA Lille - SKEMA Business School (2021)

Property expertise contract in order to estimate the market value of a school building from a financial perspective (20 000 m²). EPPC studied several scenarios :

- || Keeping the property's present use
- || Its value in continuing the educational use at market rental value
- || Its value in optimal use of the property (study carried out in case of conversion into offices, co-working, co-living, managed residential properties and shops)



■ **Financial set-up of a Commercial Real Estate Company - EPA Saclay (2020)**

Determining the set-up parameters of a real estate company in order to insure the offer's commercial appeal and the appropriate activities to the needs (proximity, diversity, seasonal uses) on nearly 2 millions m² :

- || Establishing the perimeter of the future real estate company
- || Value expertise at the asset entrance of the future real estate company
- || Script-writing of investments to be made
- || Proposal of scenario set-ups
- || Co-investor research



■ **Planning and set-up of commercial section ZAC Noisy Pôle Gare - EPAMARNE (2019-2021)**

39 000 m² (accommodation), 6 400 m² (shops), 700 m² (public amenities) :

- || Audit of commercial programme
- || Analysis of present conditions of exploitation and transformation of the shopping centre
- || Estimate of the walls and business assets value, transfer and eviction fees
- || Set-up scenarios in investment phase
- || Operation layout report

In partnership with Devillers & Associés

■ **Regeneration of Auchan-Gare in Fontenay- sous-Bois Area - SPL MAB (2019-2020)**

Support to all the players for the project of restructuration of Val-de-Fontenay shopping centre area, including the Périval building, bringing together SPL Marne-au-Bois, NHOOD France and SOGEPROM. The Project responds to a shared ambition to make the commercial and service polarity an indispensable element to a dynamic and attractive heart of the city, whose balance is complex :

- || Analysis of the project's financial balances
- || Support when signing a protocol between stakeholders
- || Refining the project with relevant and shared optimisation leads
- || Identification of the most appropriate staging for the general site upgrading in the mid, possibly long-term



EDC