

SMART
METROPOLIS

LILLE

PLURALLY EUROPEAN METROPOLIS

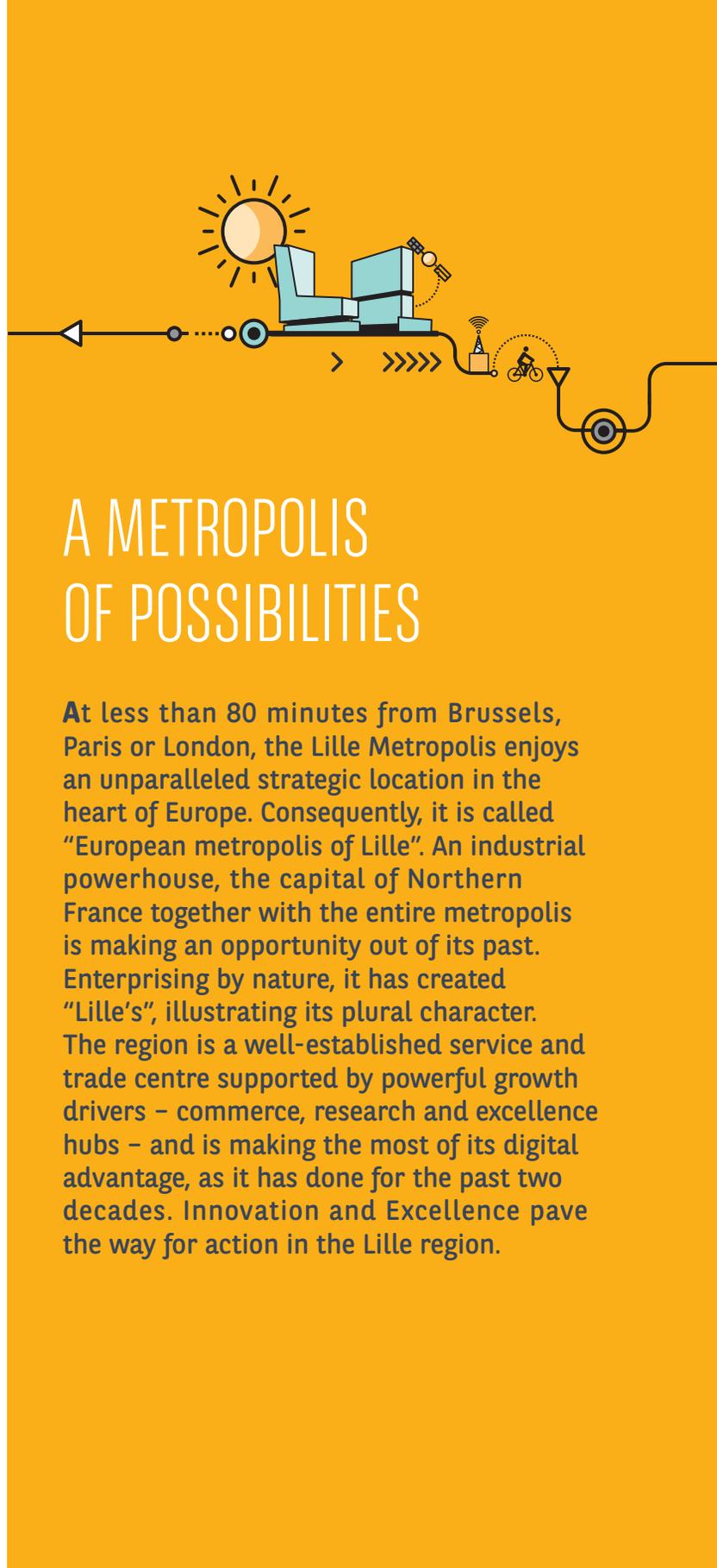


BNP PARIBAS
REAL ESTATE

Real Estate
for a changing
world

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A METROPOLIS OF POSSIBILITIES

At less than 80 minutes from Brussels, Paris or London, the Lille Metropolis enjoys an unparalleled strategic location in the heart of Europe. Consequently, it is called “European metropolis of Lille”. An industrial powerhouse, the capital of Northern France together with the entire metropolis is making an opportunity out of its past. Enterprising by nature, it has created “Lille’s”, illustrating its plural character. The region is a well-established service and trade centre supported by powerful growth drivers – commerce, research and excellence hubs – and is making the most of its digital advantage, as it has done for the past two decades. Innovation and Excellence pave the way for action in the Lille region.

LILLE SMART Metropolis

European metropolis of Lille

0-14 years	15-29 years	30-44 years	45-59 years	60-74 years	75 years +
20%	23%	20.1%	17.8%	12.2%	6.8%



Source: INSEE



1.1 million inhabitants:
the most populated
metropolis in France

Source: Lille's creative world / Lille Metropolis

GDP (Nord Department): **+1.7%***

Employment
(Nord Department): **+0.7%***

*Estimated at end 2018



A cross-border metropolis of
2.1 million inhabitants

(with the cities of Kortrijk, Tournai, Mouscron, Roulers, Ath, Tielt and Ypres)

Source: Annual Report MEL 2014

35%
of the population
is under 25

Source: Lille's creative world / Lille Metropolis



A creative culture of excellence

LILLE METROPOLIS BELIEVES IN THE INNOVATIVE POWER OF ITS CLUSTERS OF EXCELLENCE. THE MANY PLAYERS ARE SPREAD ACROSS 7 SITES.

- Euralille: 3rd French business district.
 - The eco-district of the Union:
 - CETI: Centre Européen des Textiles Innovants.
 - Plaine Images: area devoted to film and the creative industries.
 - Eurasanté: 300 hectares for cutting-edge bio / health / nutrition businesses, at the centre of the largest hospital-university campus in Europe.
 - Haute Borne, in Villeneuve d'Ascq: Parc Scientifique Européen for high-tech companies.
 - Euralimentaire : around the national interest market (ZAMIN of Lomme), for experimentation, training and research.
- These 7 sites of collaboration and synergies are the crucibles of metropolitan innovation, shaping the economic competitiveness of the future.

The third industrial revolution awaits!

The "rev3" plan aims to make Northern France a pioneering region for the economy of the future. Based on energy transition and digital technologies, this audacious project has been developed by the Region and the CCI with the assistance of the American economist Jeremy Rifkin. Over 300 rev3 projects have already been started, notably supported by the European funds of the 2015-2020 State-Region contract plan in the fields of energy transition and ecology. The rev3 plan could lead to the creation of 37,000 jobs in the region by 2020 and 165,000 jobs by 2050.

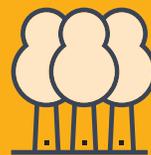


**80 million
inhabitants
in a radius of**



**Top European
catchment area for consumption
by purchasing power**

**3rd wealthiest consumer
catchment area in the world after
Tokyo and New York**



**3,500 hectares
dedicated to
economic activity**



MÉTROPOLE FRENCH TECH

FRENCH TECH CERTIFIED SINCE 2014, THE EUROPEAN METROPOLIS OF LILLE HAS GENERATED A DIGITAL REGIONAL POWERHOUSE ABLE TO ACCOMMODATE FRENCH START-UPS, INVESTORS AND FOREIGN TALENT.

The surrounding region is home to over 1,600 companies and 29,000 employees in new technologies. Six main areas: security, contactless technology, multichannel communication, knowledge engineering, virtual reality, design and business software publishing. The top French metropolis for the video game industry, Lille is also an incubation metropolis! Spearheaded by EuraTechnologies, installed in the old Blan and Lafont cotton mills.



Vincent Baudu
@BNP Paribas Real Estate



Lille's primary advantage is really its location. Remember that we are at the heart of the largest consumer catchment area in Europe! Lille Metropolis has a very well-established economic culture: Euralille is the 3rd biggest business district in France after Paris La Défense and Part-Dieu in Lyon, and it continues to grow. Furthermore, thanks to its young population, Lille has been quick to grasp the importance of training and the impact of its quality on economic health.



About BNP Paribas Real Estate*

- A global vision and close knowledge of local markets used for real estate schemes in Europe: building, buying, selling, renting, investing, enhancing, valuing, managing and advising.
- Established in 36 countries (15 main countries and 21 alliances).
- 5,100 employees.

*Source: www.realestate.bnpparibas.fr



**4th industrial region
of France**



**3rd exporting region
of France**



**29,000 employees
in more than**

**1,600 new technology
companies**

Source: Lille's creative world / Lille Metropolis

A European metropolis at a trade crossroads

LILLE SMART METROPOLIS



LILLE 3 capitals within 80 minutes:
Brussels, London, Paris



**Lille Lesquin
airport**

1,541,894 passengers in 2015

2 TGV stations

26 million
passengers/year



13 waterway ports

1,650,000 tonnes/year

A NEW JOURNEY PLAN

The new travel plan in the city centre and Vieux-Lille was implemented at end August 2016. A small modal revolution giving priority to pedestrians aims to deter through-traffic and encourage the use of car parks by facilitating access. This initiative improves the sharing of public space, makes central districts and their businesses more accessible and will reduce air pollution. The connected mobility system that will be introduced as part of Euralille 3000, around the stations, will also improve air quality. Meanwhile, the metropolis' Urban Travel Plan, revised in 2011 and set until 2020, features 170 actions, notably the development of soft transport means (pedestrian, bicycle, rollerblade, etc.) and the improvement of the bus network with a high level of service (speed, frequency, comfort, accessibility).



FOCUS

The metro is being modernised

Major work has taken place between 2013 and 2017 to anticipate saturation of Lille's metro line 1, 30 years after it started running. This € 629m scheme for 13.5 km aims for greater fluidity, comfort and more services. Doubling the length of trains and platforms boosts the transport capacity on line 1 by 50%. Plans are also afoot for line 2, which inherits the rolling stock from line 1, thereby increasing its capacity by 30%. All line 1 stations have been modernised.

On track to hit the streets...

Lille was already innovating back in 1866 with the first horse-drawn tram pulled on rails; a new tramline will soon connect it directly to Lesquin airport. The € 250m scheme should be ready by 2022 and will connect the 10 km stretch between the airport and the centre of Lille. It will facilitate the transport of 1.5 million passengers (2015) and open Lille to the world!



"Pass Pass",
a contactless multimodal
transport card

143 metro
trains operating on
45km of tracks



24 tramway
trainsets



246 V'Lille bike-share
stations
2,000 self-service bicycles
8,000 bicycles for long term rental



35 Lilas
carpool stations



1



PLU2

Having revised its urban planning scheme, the European Metropolis of Lille defines its new regional plan as one of cross-border development, easier accessibility, energy transition, and preservation of the environment and habitat. It is the largest intermunicipal urban plan in France.

2



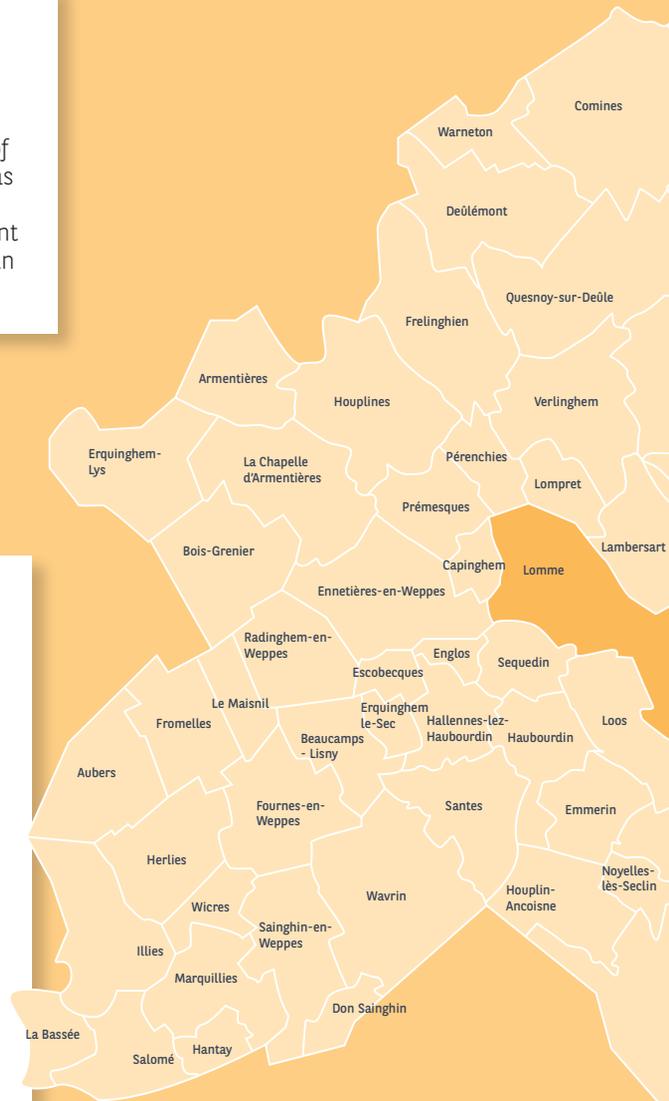
The program of investments

for the future

“City of Tomorrow”, signed in September 2016

by the Caisse de Dépôts and the European Metropolis of Lille, provides € 14m to upgrade urban wasteland. This State initiative for stakeholders in innovative urban projects has several aims:

- 1) support investment in Lille Metropolis to create a new urban model;
- 2) encourage people to change the way they travel;
- 3) garner support from an integrated and innovative approach to transport and mobility, energy and resources, urban planning and housing.





3



The new Saint-Sauveur neighborhood

Transforming the old goods station in the city center district is one of the larger urban schemes of the European Metropolis of Lille. This 23 hectare wasteland is to accommodate some 2,300 housing units, 8 hectares of green spaces, offices, shops, a cultural space: the Saint SoBazaar and facilities such as a gym and an Olympic swimming pool. The watchword is invention!

4



Euralille 3000

As the 3rd French business district after La Défense (Paris) and La Part-Dieu (Lyon), Euralille continues to evolve over 25 years since its creation by Pierre Mauroy. Developed on 130 hectares and harboring Lille-Europe station, the district today houses 360,000 m² of offices, more than 14,000 jobs and accounts for about 10% of the Lille Metropolis stock.

The objective of the Euralille 3000 plan is twofold:

- Further develop the office supply with eventually a further 140,000 m²;
- Complete the integration of this district within the metropolis: Euralille has often been referred to as too businesslike, cold or even a disagreeable experience. The idea is to move toward a more practical and social mix.

- **Hub Euraflandres**, merger of the two stations..
- **Programme ShAKe**, offices and shops.
- **Programme Swam**, hotel Mama Shelter, shops and offices.
- **Polder urbain**, building offices above the ring road.

OFFICE REAL ESTATE

● EURALILLE:

An initiative of Pierre Mauroy, who called it "the tertiary turbine", the third French business after La Défense and Part-Dieu intends to continue its development in the years to come.

🔍 A market with real depth

The market is driven not only by mega-deals but also by a recurrence of transactions, notably those >1,000 m²: on average 345 transactions per year, including 40 of over 1,000 m² - i.e. each year some 13% of transactions over 1,000 m².

Average rents (€/m ²)	City center	Suburbs
New	200	150
2 nd hand	165	110

Average annual take-up:
approximately 190,000 m²
transacted each year

Annual average take-up:
345 transactions
per year
(average over
the last five years)

Performance/
prime yield:
4.15%
(Q2 2018)

2nd regional market
in terms of take-up

INDUSTRIAL PREMISES/LOGISTICS REAL ESTATE

Industrial premises take-up
(average of last 5 years)

189,400 m²

Take-up in logistics
(average of last 5 years)

380,300 m²

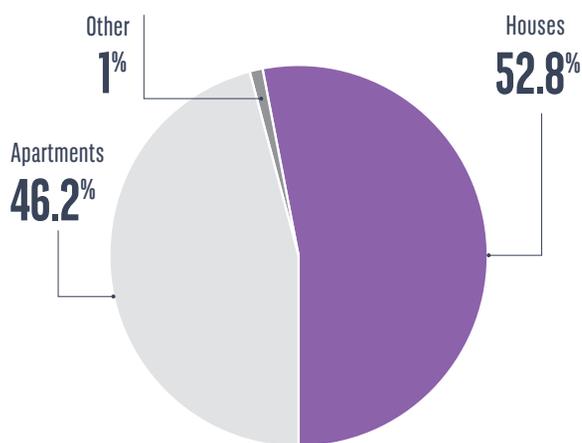
● IDEAL BARYCENTER FOR SUPPLY AND DISTRIBUTION

As a cross-border metropolis, Lille enjoys a privileged geographical situation due to its proximity to the major Northern ports (Rotterdam, Antwerp) and the main European consumer catchment areas (Paris, London, Brussels, Amsterdam and Luxembourg).

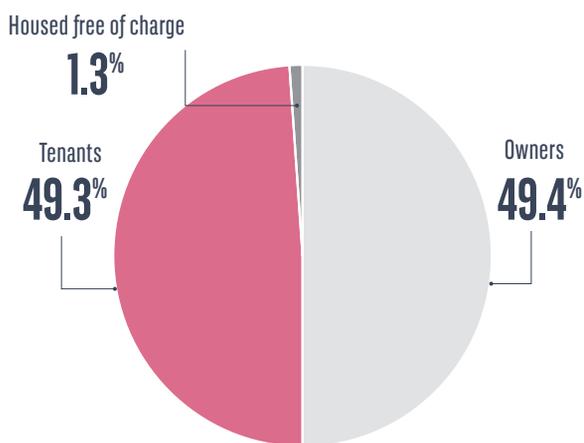
Average rents (€/m ²) H1 2018	New	Second Hand
Industrial premises	53	46
Logistics	38	38-41

RESIDENTIAL REAL ESTATE

STRUCTURE OF THE HOUSING STOCK



THE OCCUPANCY STATUS



Source: INSEE 2015

ANNUAL PRICE TREND

Second-hand apartments: City of Lille: +6.6%
Lille Metropolis: -5.8%

New apartments: SCOT* of Lille: -2.5%

*Territorial Coherence Programme

(Source : Perval Q1 2017 - Q2 2018) (Source : FPI Q1 2018)

The rental market (new and old)	Rent levels	Average occupancy duration
City of Lille	€ 13.7 / m ² / month	35.3 months
Lille Metropolis	€ 13.4 / m ² / month	36.5 months

Source: Clameur february 2018

LILLE

27,130

authorised homes

23,616

housing starts

Source: Sit@del between 2015 and 2018

Looking toward the districts of the future

IN THE LILLE METROPOLIS, THE INVENTIVE AND PRAGMATIC ENTERPRISING SPIRIT MEETS PRODUCTIVE AND COMPETITIVE SCIENTIFIC AND TECHNICAL INNOVATION. FIVE LABORATORIES OF EXCELLENCE WORK IN THREE AREAS:

Environment:

CaPPA, Chemical and Physical Properties of the Atmosphere

Mathematics and Physics:

CEMPI, European Center for Mathematics, Physics and their Interactions.

Health:

- EGID, genomics research on diabetes;
- DISTALZ, development of innovative strategies for a transdisciplinary approach to Alzheimer's disease;
- ParaFrap, French Alliance against parasitic diseases.

L'imaginarium, conceived as a forum

Bringing together companies, artists, research teams and training institutes in a single space of 8,000 m², this is an example of convergence Lille-style! L'imaginarium, the creative village of Plaine Images, is dedicated to cultural and creative industries. It is a place of experimentation and co-productions, open to events, and at the same time a research centre, business centre, incubator and cultural dissemination space.

6 COMPETITIVENESS HUBS

These gather around promising projects by companies, laboratories and universities in a certain sector.

I-TRANS: Innovative land transport

MAUD: Materials and applications for sustainable use

NSL: Nutrition, health, longevity

PICOM: Trade Industries

TEAM2: Environmental technologies

UP-TEX: Advanced textiles

100,000 students attend France's 2nd Academy



5,400 private and public researchers



250 research laboratories

Metropolis-Campus

The European Metropolis of Lille brings together world class universities and elite schools in France's second biggest university hub (excl. Ile-de-France). Approximately

100,000 students per year choose Lille, of which 64,000 are enrolled at the University of Lille. The latter has 62 research units and awards 5,650 masters degrees each year.



BLANCHEMAILLE BY EURATECHNOLOGIES, CONCEIVING THE TRADE OF THE FUTURE

Backed by the Euratechnologies ecosystem of excellence, the Blanchemaille project offers a unique space, across 2,000 m², with an incubator, an accelerator, a business centre and a research laboratory with the Institute of direct marketing (IMMD) and the SKEMA Business School. Assisted by a network of partners consisting of companies, entrepreneurial success stories and financial decision makers, this digital stronghold is dedicated to fostering and developing innovative e-commerce companies.

2nd
UNIVERSITY HUB IN
FRANCE (EXCLUDING
ÎLE-DE-FRANCE)

**16 nationally
recognized projects
within the Investments
for the Future programme**



**Fabrice
Veyron-Churlet**
@Euralille



I really think that Lille is developing healthily: for example, it is not in thrall to speculation, there are few vacant buildings the production is stable. In short, its metrics seem reasonable to me.

In addition, the economic dynamic is diverse, we have the advantage of not being in a mono-economy, which makes us less vulnerable to underlying national and international shifts.



About Euralille*

- Inaugurated in 1994, Euralille is France's third business district after La Défense - (Paris) and Part-Dieu (Lyon).
- 1,120 000 m² of offices, 14,000 jobs in the service sector, 182,000 m² of housing, 4,000 people living in around 2,300 homes, of which 450 student units.
- The district is continuing its development with Euralille 3000, an intensification project aiming to eventually create 250,000 m² of additional floor space.

*Source : www.lillemetropole.fr and blog.hub-grade.com



Metropolis 2.0 up and running



MELCOME
l'appli

BACKED BY 20 YEARS OF DIGITAL EXPERIENCE, THE EUROPEAN METROPOLIS OF LILLE AFFIRMS ITS "RESOLUTELY DIGITAL" STRATEGY, IN KEEPING WITH EUROPEAN STANDARDS. IT HAS LAUNCHED VARIOUS INITIATIVES AND TOOLS UNDER THE MELCOME BRAND AND PLANS SOME 50 ACTIONS IN TOTAL.

The MELCOME app brings together useful daily information on a single interface: public facilities, transport, parking locations, self-service car reservations, real-time traffic, etc. The future MELCOME Data portal will give access to public data, in readiness for the Digital Republic law. The MELCOME platform will promote innovation through the interoperability of district and metropolis IT systems.

THE ShAKE, REAL ESTATE AND DIVERSITY

Compete with the major European capitals? This is what Lille seems to be envisaging with the construction of the ShAKE, a new figurehead for the Euralille business district. Designed by the architecture firm PCA-Stream, this future architectural giant promises even more, as it plans to revolutionise commercial real estate by seeing it through the prism of a collaborative economy.

Offices, business center, coworking Space, nursery, fitness room, restaurants, incubator, hotel... all have been tailored for their future occupants and by 2021, to fill the 30,000 m² floor space of the building. Its panoramic terrace of 4,000 m² with a hanging garden on a gentle slope is accessible from the street...



Very high speed for all

THERE'S NO DIGITAL STRATEGY WITHOUT A NETWORK!

The Lille Metropolis wants to ensure the entire territory has very high-speed coverage by 2020 and is concentrating its efforts on zones with a lack of access to ADSL. The equal access of urban and rural spaces to internet will enhance the quality of life and create jobs throughout the territory but it will

also help participative democracy, allowing citizens to express themselves and the metropolis to listen to them, to build a future together.

2,100 km of optical fibre deployed or being deployed



LIVINGLAB : INHABITANTS AND USERS, CO-CREATORS OF INNOVATION

“Les Rives de la Haute Deûle”, a certified eco-district, aims to become a fully-fledged LivingLab: a laboratory of innovation where the inhabitants and users become stakeholders and help to imagine, develop and create innovative tools or services. Around the EuraTechnologies site of excellence, the neighborhood has already become “operationally” digital. It is experimenting with intelligent management of water and electricity networks and digital services to inhabitants.



Jean-Marie
Bricogne
@Batixia



For me, Lille is a city that I can cross by bicycle and that offers me an unparalleled quality of life, both culturally and geographically. In addition to the Philharmonic Orchestra, the opera with a full annual schedule, Lille allows me to discover other cultures and ways of life thanks to the proximity of England, Belgium, the Netherlands and Germany, all easily discoverable during the weekends. I love the feeling of being at the heart of something bigger, more open, more “international” and I take full advantage of these Lille qualities!



About Batixia*

- The first and only company of regional investment in France (created by the SRU ruling of 13 December 2000) with capital of € 15m.
- Public-private partnership aiming to invest in the structuring of urban renewal projects in neglected areas to kindle renewal, requalification and economic opportunities by proposing high quality real estate to businesses.
- Real Estate Investments: € 140m.
- The shareholders: Région Hauts-de-France, Caisse des dépôts, Caisse d'Épargne Hauts de France, Batixis

*Source: www.batixia.fr

The metropolis working for the climate



Smart grids are here!

WINNER OF THE NATIONAL CALL FOR PROJECTS ON THE DEPLOYMENT OF INTELLIGENT ELECTRICAL NETWORKS, THE REGIONAL YOU&GRID PROJECT ACTUALLY INCLUDES 11 SMART GRID PROJECTS, OF WHICH THE BIGGEST WILL COVER THE WHOLE OF THE LILLE METROPOLIS.

Initiatives are proliferating throughout the territory. **THE POWERGRID CAMPUS** is a national platform for research, innovation and training to develop intelligent electricity transport networks in Europe. It brings together the University of Lille, elite schools, EDF, RTE, Enedis, the metropolis and the region. The scientific community intends to apply its recognized know-how in massive integration of renewable energies and power electronics to the networks. **THE SUNRISE PROJECT** (Smart Urban Networks for Resilient Infrastructures and Sustainable Ecosystems) was conceived at the University of Lille 1 to make intelligent water and power networks for 50 buildings on the campus.

After having assessed its carbon footprint in 2009, the Lille Metropolis adopted its Regional Climate Energy Plan (CFEP) in 2013 and will review it in 2018. It is both a strategy and a programme for concrete action in all areas of daily life: mobility and transport, habitat, consumption, waste, urban planning, tertiary and industrial activities, generating renewable energy.

The region has set its targets for 2020:



-30 %
greenhouse
gases

- 10 %
energy
consumption



**Production of
renewable energy
x5**



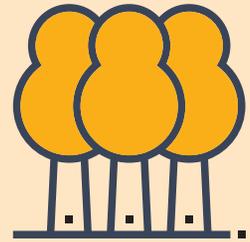


Home adoption of intelligent networks

When the welfare housing agent Lille Métropole Habitat thought about controlling costs for its tenants, it called on the skills of the Université de Lille 1 to develop an intelligent, user-friendly box. Able to provide real-time information on the energy consumption of each home, this portable unit communicates with low frequency sensors and helps tenants to adapt their behavior to reduce their spending.

With regard to office buildings, the Arteparc park by developer Artea in Lille-Lesquin, aims to be the first third-generation office park. Since 2017, it has been able to store energy and cover 70% to 80% of its buildings' own energy needs. Its management and environmental optimisation system is a key element of its energy performance.

3,000 ha
of natural spaces



Source: lille-s.com

French Biodiversity capital 2012

1,300 hectares
of natural spaces managed
by the MEL

Source: lillemetropole.fr

55 km
of canals



Source: lagazettedescommunes.com

7 LAKES including one of 45 hectares
(Armentières reservoir)

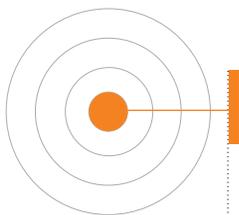
Source: lille-s.com

5 marinas

Source: lille-s.com

1st
AGRICULTURAL
URBAN
METROPOLIS

Source: lillemetropole.fr



Metropolis



Mairie de Lille
www.lille.fr



European metropolis of Lille (MEL)
www.lillemetropole.fr



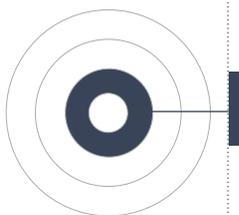
Chamber of Commerce and Industry of Lille Metropolis
www.grand-lille.cci.fr



SPL Euralille (Société Publique Locale)
www.spl-euralille.fr



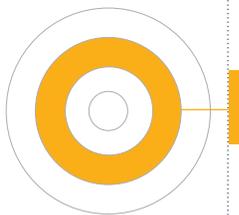
Lille's agency
www.lillesagency.com



Department



The departmental council of North
www.lenord.fr



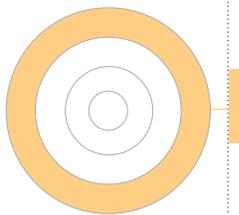
Region



The regional council of Hauts-de-France
www.hautsdefrance.fr



Nord France Invest
www.nordfranceinvest.fr



Europe



Eurométropole Lille-Kortrijk-Tournai
<http://fr.eurometropolis.eu>



Alvaro Da Fonte
@Ingram Micro



Are you a logistics firm? The Lille Metropolis offers high quality land, very modern infrastructure, often less than ten years old, major logistical platforms, simplified accessibility thanks to "multimodal" solutions and plenty of training centers for logistics trades such as Promotrans Sup de Log or the Campus Euralogistic. Are you a fast-growing service company? Lille Metropolis boasts modern offices and enough space for you to grow and develop. A high-tech company? Lille Metropolis has a widely deployed and high performance digital ecosystem.



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- Largest worldwide distributor of computer solutions and B2B technology.
- 1,700 suppliers including Acer, Apple, Cisco, Dell, HP, Lenovo, Microsoft, Samsung, Symantec, etc.
- More than 200,000 customers in nearly 160 countries.
- Solutions in the Cloud, e-Commerce logistics, repair and regeneration.

*Source: corp.ingrammicro.com



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