

Press release – 15 March 2021

Laurent Tirost joins the European developer Equilis as CEO of its French subsidiary

After 25 years with the Bouygues Immobilier group, Laurent Tirost intends to accelerate the growth of the group's business in France.



The arrival of the former Group Deputy CEO of Bouygues Immobilier as head of the French subsidiary reflects Equilis Europe's desire to accelerate its development in France - and in particular in the residential market and mixed operations, and to make it one of the pillars of its European growth. The new CEO's background, both in France and internationally, gives him the expertise to give Equilis France the push required to project it on the French market.

"We are delighted to welcome Laurent as head of Equilis France. He will be a major asset in making France a strategic country for the group. Beyond professional concerns, it is the man and his values that inspired me" said **Carl Mestdagh**, Executive Chairman of Equilis Europe

"His real estate background and his outlook will be key strengths in supporting the growth phase the company has entered" added **Olivier Beguin**, CEO of Equilis Europe.

Laurent Tirost's mission is to accelerate the growth of Equilis France, set up in 2016, historically anchored in the PACA region. Apart from the Southeast, where it is already well established, the new CEO is targeting Ile-de-France, the Bordeaux region / the Arcachon basin and the Lyon region / Pays de Gex. These new ambitions are driven by the group's expertise in all areas of the real estate development business (retail, residential and office), and its specific know-how in terms of brownfield renovation. This know-how is what enables Equilis France to carry one of the most ambitious projects of the Sophia Antipolis technology park, La Canopée, a vast mixed-use project of some 25,000 m² which will breath new life into the former Terrasses de Sophia site.

"I have known Carl Mestdagh and the Equilis Group for many years, we have full confidence in each other. This is why I agreed to join the group and take up its values, its expertise in the various areas of the real estate business, its openness to Europe and this wonderful development challenge in France" says Laurent Tirost.

"It's an exciting adventure in more ways than one. First, because of the freedom of action and development granted to each subsidiary, an unparalleled autonomy that fosters innovation and excellence. Second, because of the group's expertise, its ability to innovate and adapt to rapidly changing real estate markets. This experience allows us to work on projects incorporating a mix of use, which cater for the new forms of lifestyle, housing, work and consumption and which also take into account the challenges of sustainable development. It is precisely because society's needs are changing and our profession is changing that I have embarked on this new adventure, and I'm glad to be out there listening to communities, their expectations, and to be able to exercise all our agility, flexibility and spirit of innovation", he concludes.

He will build on the structure already put in place by Jean-Jacques Ballester at Sophia Antipolis, an office created in Paris and two locations in Bordeaux and Lyon. Jean-Jacques Ballester takes over at the Southeast Regional Department in order to continue to develop this area. A recruitment plan is planned, initially in order to fill out the Ile-de-France team. **Laurent Tirot is aiming for a three-fold increase in activity within four years.**

ABOUT EQUILIS

We are Equilis and we build.

We build stories.

We create places where people build the stories of their lives.

Love stories, business stories.

Happy stories.

Equilis, set up in 2006 by Carl Mestdagh, deals with all aspects and stages of real estate development. It has diversified and broadened its portfolio to cover the entire European market. Equilis now has offices in Belgium, France, Spain, the Netherlands, Portugal, Poland and Germany.

The company develops and supports ambitious projects in a wide variety of areas, ranging from commercial and residential to office, including the renovation of old industrial sites, residences for the elderly or for students, leisure spaces, car parks, cultural and public spaces, and many others. In total, Equilis has built some 314,651 m² (retail / other) and 1,542 housing units and is now working on an additional 137,144 m² and no less than 3,344 housing units.

ABOUT LAURENT TIROT

Laurent Tirot, real estate fitted to the body

A graduate in economics (Lille, 1989), Laurent Tirot earned his first stripes in 1991 at the Greater Rouen Expansion Committee and the Haute Normandie Regional Development Agency. It supports companies in establishing themselves in the Rouen metropolitan area and the region.

He joined the Bouygues Immobilier group in 1995, appointed Development Manager for Rouen / Le Havre.

Appointed in 1998 as Director of the Caen / Le Havre branch, he supervised the management of mixed residential / retail operations, and managed the development of the ZAC Ifs (housing and shops). He entered Solvay Business School where he obtained a Masters in Real Estate in 2003, year in which he left France for Belgium, as CEO of Belgium. There, he defined the group's implementation strategy and saw through the acquisition of a company (Point Break) to develop the residential market. He and his team of 20 feathered their caps with the FIAT headquarters and several residential projects.

Head of Poland in 2008. Appointed General Manager for Poland, leading a team of 50, he managed the real estate crisis, restructured a subsidiary, and worked on the construction of Orange's headquarters in Warsaw, a 45,000 m² project. Laurent Tirot returned to France in 2014, appointed General Manager of Housing West and Member of the EXCOM. In particular, he managed and set up a specific structure for a contract to build 2,000 houses around nuclear power plants over three years. Two years later, in 2016, he was appointed International Managing Director, overseeing Poland, Belgium, Morocco and Spain.

In 2017, Laurent Tirot took on the role of Group Deputy CEO. He then supervised 33 of the Group's branches, i.e. 1,000 employees.

Laurent Tirot left the Bouygues Immobilier group at the end of 2020 to join the European developer Equilis and take the helm at its French subsidiary.

PRESS CONTACTS

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EQUILIS, DEVELOPER OF HAPPY STORIES

Set up in Belgium in 2006, the Equilis group has the firm conviction that real estate contributes to everyone's well-being and happiness. This is why the group is determined to put the user at the centre of its design process, in order to create structures that serve people. Equilis develops and supports projects that are designed based on social considerations and conceived to last and evolve at pace with society.

Equilis creates the story from A to Z

As real estate developer, Equilis pools a team of multidisciplinary, multilingual, multicultural and multi-talented professionals. These experts take charge of the entire project, covering the planning, architecture, construction, financing and marketing. The group develops ambitious projects in a wide variety of areas, commercial and residential, office, renovation of old industrial sites, residences for the elderly or for students, leisure spaces, car parks, cultural and public spaces, etc.

The story is being woven at European scale

Equilis is now present in 7 countries - Belgium, France, Spain, the Netherlands, Portugal, Poland, Germany - with the ambition to be one of Europe's main real estate developers. It conducts all its business there, with flagship projects such as:

- the renovation of the **Docks Bruxsel** site, a former abandoned industrial wasteland transformed into an urban shopping complex whose environmentally friendly design has earned it an "Excellent" rating under the BREEAM certification;
- the construction of a mixed district (housing, shops, seniors residences) reviving the **Papeteries de Genval** site (Belgium) which had been wasteland since the beginning of the 19th century;
- the construction of a sustainable district in accordance with the new benchmarks published by the Walloon Region. **Court-Village**, a mixed-use area comprising shops and homes, thus meets high standards in terms of location, connections with public transport, use of natural resources, landscaping and waste management, among others;
- the design and construction of the **Finestrelles** complex in Barcelona, housing 110 shops over nearly 40,000 m² as well as a student residence of 400 units.



Equilis has 820 million of investment in progress. The group has already built some 314,651 m² of real estate (shops, offices, etc.), and 1,542 housing units. Equilis is currently developing 137,144 m² (shops and other activities) and 3,344 housing units.

Innovating and reinventing sustainability to create a happy story

Being one of Europe's main real estate developers goes hand in hand with a forward-thinking mindset and the guarantee of an adequate economic balance for partners, investors and end users.

Inspired by the inhabitants of its buildings, the group strives to reduce their environmental footprint by focusing in particular on water and energy management. It also pays particular attention to the aesthetics of its projects, making every effort to ensure that its creations are in harmony with the cultural and local context in question and arouse emotion in users. An aesthetics committee supports all projects in this sense. A specialist in the decontamination, remediation and renovation of brownfield sites, Equilis considers their impact on the local economy based on local knowledge and a European perspective.

Equilis France, a nationwide ambition based on a solid foothold in the PACA region

The French subsidiary of the European group was set up in 2016. Based in Sophia-Antipolis, it projects throughout the PACA region with significant projects which are all benchmarks for its development throughout France.



Les Jardins de la Pinède, delivered in 2018 in **Avignon**, includes a residence with 47 apartments and 6 villas located in Agroparc, in the heart of a new high-tech, high-added-value district with more than 450 companies and 10,000 employees. Each unit is soundproofed and has a terrace or a garden. Top-of-the-range materials were selected for its construction. As they are South-facing, Les Jardins de la Pinède take full advantage of the natural light, with a design known as bioclimatic architecture. The goal is to offer sustainable and scalable homes, with the RT 2012 label.



In **Grimaud**, Equilis France delivered **Les Jardins d'Adélaïde** in 2019, a luxury setting in the Gulf of Saint-Tropez. This residential area located in its own private green park, near the port of Grimaud, between the sea and the mountains, has 26 villas and 20 private apartments. The design has been optimised to ensure high energy performance all year round. The apartments have spacious terraces or private gardens, some with bay views, while each villa has access to its own private pool.



Equilis France is also participating in the vast construction programme being developed in **Monteux**, a few kilometres from the famous Mont Ventoux. At the end of 2020, the company delivered **Le Patio du Lac**, a green district with 92 apartments, all with quality finishes, state-of-the-art insulation and designer interiors. This year, it will deliver **Le Jardin d'Atala**, an eco-district made up of 54 apartments and 2 shops. Then, in 2022, it will deliver **Horizon de Provence**, a mixed retail, leisure, restaurants and offices project.



Finally, the company is in the pre-project study phase for the renovation of a real estate wasteland in **Valbonne / Sophie Antipolis**, a plot on which homes and a hotel structure should emerge in several years' time. The filing of the building permit is scheduled for 2021, for a large complex of offices (12,000 m²), housing (17,000 m²) and green spaces (23,000 m²) called La Canopée.