



PRESS RELEASE

Paris, February 19, 2024, 6 p.m.

## ICADE IS REINVENTING ITSELF TO PREPARE FOR THE FUTURE

**Icade today unveils its new 2024–2028 roadmap and a brand identity that reflects its vision for the future.**

### **A simpler and easier-to-read logo...**

Icade's new streamlined logo represents cities undergoing constant change through a series of geometric shapes that come together as a whole. The choice of bright and vivid colours also echoes nature and water which must reclaim their rightful place in the city of tomorrow. In addition, they symbolise Icade's drive to perform, commitment to CSR and desire for innovation.

### **... embodying Icade's ambition to build the city of 2050**

Equipped with a clearer logo, Icade will continue to make a difference locally as a trusted, full-service real estate company in France. As such, the Company is a partner to elected officials, businesses, local authorities and residents, helping cities and neighbourhoods to become more mixed-use and inclusive by embracing new ways of living and working that meet the needs and expectations of its customers.

This is what Icade's new logo is all about, namely an agile company that innovates and is committed to the future.

*"Choosing a new logo for Icade means giving new impetus to the Group and marking a new stage in its development. Its business model is now refocused on two synergistic businesses which help to build cities that are more low-carbon, mixed-use and sustainable. This updated logo is a perfect illustration of our new goal to establish ourselves for many years to come as a partner to local authorities and businesses as we work together to build the city of 2050,"* Nicolas Joly, CEO of Icade.

Download the logo here: [https://icade.fr/en/newsroom#media\\_kits](https://icade.fr/en/newsroom#media_kits)

## ABOUT ICADÉ

*Icade is a full-service real estate company with expertise in both property investment (portfolio worth €6.8bn on a full consolidation basis as of 12/31/2023) and property development (2023 economic revenue of €1.3bn) that operates throughout France. It builds, redevelops, manages and invests in buildings while breathing new life into neighbourhoods. With a carbon reduction pathway approved by the SBTi, Icade has made low carbon and biodiversity strategic priorities to reinvent real estate and make cities more sustainable. It is listed as a "SIIC" on Euronext Paris and its leading shareholder is the Caisse des Dépôts group.*

The text of this press release is available on the Icade website: [www.icable.fr/en](http://www.icable.fr/en)

## CONTACTS

**Anne-Violette Faugeras**

Head of Finance and Investor Relations

+33 (0)7 88 12 28 38

[anne-violette.faugeras@icable.fr](mailto:anne-violette.faugeras@icable.fr)

**Marylou Ravix**

External Communication Manager

+33 (0)7 88 30 88 51

[marylou.ravix@icable.fr](mailto:marylou.ravix@icable.fr)