

PRESS RELEASE

Paris, December 21, 2020

## ICADE PROMOTION AND ACTION LOGEMENT PLEDGE TO SUPPORT HOUSING FOR ALL

Icade, a property developer committed to housing for all, and Action Logement, a major player in social housing dedicated to helping workers access housing, have joined forces to launch the “10% of homes 10% cheaper” programme. Their goal is to enable workers to buy their first homes in Icade Promotion’s developments located in metropolitan France and in French overseas departments and territories.



Jean-Michel Royo, Managing Director of Action Logement Services, Emmanuel Desmaizières, CEO of Icade Promotion

This partnership is the first initiative and commitment undertaken by Icade to turn its Corporate Purpose\* into a genuine action plan. Icade Promotion has thus defined two main lines of action:

- Housing for All
- Building with Nature in Mind

The homes developed under the “10% of homes 10% cheaper” programme will be low-carbon, protect biodiversity (1 tree per resident) and promote the wellbeing of residents, in particular by reducing commuting times. They are intended for first-time home buyers who may also benefit from subsidised loans.

This initiative is fully consistent with Action Logement’s priorities:

- Facilitate social home ownership, in particular through loans of up to €40,000 at a rate of 0.5% intended for first-time home buyers (details available at [actionlogement.fr](http://actionlogement.fr))
- Provide support measures to promote reduced commuting times;
- Fund the construction of buildings that meet stringent environmental requirements;

Jean-Michel Royo, Managing Director of Action Logement Services, commented: “Partnerships such as the one with Icade allow us to step up our efforts on what remains the core business of Action Logement’s teams, namely supporting employee access to high-quality and affordable housing while meeting the challenge of climate change. This new way of thinking about the city and making it more liveable will bring us closer together in the long term. Both our organisations want to offer a wide range of housing solutions that are more inclusive and that factor in social diversity.”

Emmanuel Desmaizières, CEO of Icade Promotion, explained: “We are delighted to partner up with Action Logement, a major player in housing. This collaboration will allow us to materialise the goals we are pursuing in line with our Purpose: Designing, Building, Managing and Investing in cities, neighbourhoods and buildings that are innovative, diverse, inclusive and connected with a reduced carbon footprint. Desirable places to live and work.”

\*Included in the preamble of the Company’s Articles of Association in April 2020

## DESIRABLE PLACES TO LIVE

As an office and healthcare property investment company (portfolio worth €14.4bn on a full consolidation basis as of 06/30/2020) and a developer of homes, offices and public amenities (2019 economic revenue of nearly €1bn), Icade designs, builds, manages and invests in cities, neighbourhoods and buildings that are innovative, diverse, inclusive and connected with a reduced carbon footprint. Desirable places to live and work. In collaboration with its stakeholders, Icade has made low carbon a strategic priority in order to reinvent real estate and create cities that are healthier, happier and more hospitable. Icade is a key player in Greater Paris and major French cities. 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/)

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### ABOUT ACTION LOGEMENT

Action Logement is a leading player in France's social and intermediate housing market. Its purpose for over 65 years has been to help people access housing in order to promote employment.

Action Logement allows employee and employer representatives to jointly manage the Employer Participation in the Construction Effort (PEEC), a tax intended to help workers access housing, improve company performance and boost the appeal of the French regions. Thanks to its local presence right alongside companies and their employees, its 18,000 employees have a two-fold mission in the field.

It is first tasked with building and financing social and intermediate housing, mainly in areas with the tightest supply-demand balance, while helping to meet the challenges of eco-housing, urban renewal and social diversity. The Action Logement Group consists of 500 real estate subsidiaries, including 51 social landlords, and a portfolio of one million social and intermediate housing units.

Its second task is to assist employees with their residential and professional mobility.

The Group attaches great importance to providing services and financial aid—making it easier to find housing and hence a job—to recipients, whether they be young workers, mobile employees or those facing difficulties.

For more information, visit: [www.actionlogement.fr](http://www.actionlogement.fr) – @ActionLogement

### PRESS CONTACTS

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