

PRESS RELEASE
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ICADE'S START-UP STUDIO URBAN ODYSSEY LAUNCHES A THIRD CALL FOR ENTREPRENEURS TO CO-CREATE START-UPS THAT MEET THE CHALLENGES FACING TOMORROW'S CITIES AND REAL ESTATE

Two years after its launch, Urban Odyssey continues to grow and is launching a call for new co-founders interested in urban issues in partnership with the HEC Incubator at Station F. Urban Odyssey has already launched 11 start-up projects to date.

Entrepreneurs, become part of Urban Odyssey!

Whether you're an experienced entrepreneur or a young graduate, whether you have a project or not, as long as you have innovative ideas and an entrepreneurial spirit do not hesitate to contact the Urban Odyssey team!

Do you share our conviction that there is a need for a transition to a low-carbon, resource-efficient real estate sector, the preservation of biodiversity, quality of life in cities and new urban lifestyles? Apply now!

To apply please contact us at: startupstudio@icade.fr

The Urban Odyssey team will be interviewing entrepreneurs until July 1, 2021. The focus this summer will be on consolidating projects and coaching.

Selection of the first wave of projects to be incubated: September 2021. The projects selected will be moved into Urban Odyssey in October 2021.

Entrepreneurs who join Urban Odyssey benefit from:

- **Funding:** Urban Odyssey co-invests in studio-born start-ups (€200k on average)
- **Immediate business opportunities:** working with Urban Odyssey means having unique access to Icade's properties, development projects, customers and users.
- **An entrepreneurship model** that combines the agility of entrepreneurs with the firepower of a large group.
- **A dedicated team of talented people:** entrepreneurs, developers, designers, business developers and real estate professionals, deeply interested in the challenges facing the cities of tomorrow and committed to the success of the projects.
- **The expertise of the HEC Incubator:** it is also located at Station F where Urban Odyssey's projects are incubated.

"Transition towards a low-carbon economy, preservation of biodiversity, new expectations in terms of quality of life in cities and at home... Once again this year, this call for entrepreneurs will make it possible to address the major challenges facing cities and their inhabitants, which are all priorities for Icade", explained Olivier Wigniolle, CEO of Icade. "The success of the first start-ups has already demonstrated the ability of the Urban Odyssey model to scale up concrete solutions to meet these challenges!"

VERTUO—a company specialised in solutions for recycling rainwater launched in 2020—is one example of these early success stories. It has already marketed its solutions to planners and developers with some notable initial achievements, such as its demonstration system installed in the town hall of the 4th district of Paris (rue de Rivoli) which collects rainwater from the building.

Stock CO2, a local and tailor-made carbon offset platform, is yet another example. It has already signed contracts with over 10 companies committed to reducing their carbon footprint, including Icade's Office Property Investment Division, for which Stock CO2 has become the preferred carbon offset broker.

Lastly, **Imagin'Office**, an operator of flexible work spaces, has already opened 5 locations in the Paris region and Lyon. The team aims to roll out a network of 25 locations by 2024.

The HEC Incubator in a few figures:

+132 start-ups have received support of some kind
+300 entrepreneurs
+20 business sectors
+200 mentoring sessions per week
+400 experts

ABOUT ICADE

DESIRABLE PLACES TO LIVE

As an office and healthcare property investment company (portfolio worth €14.7bn on a full consolidation basis as of 12/31/2020) and a developer of homes, offices and public amenities (2020 economic revenue of €825m), 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.icafe.fr/en/

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ABOUT THE HEC INCUBATOR

The HEC Incubator is a tailored, à la carte and participative start-up support programme.

It draws on all the resources that the HEC ecosystem has to offer to assist ambitious entrepreneurs to speed up the growth of their projects. It is intended for entrepreneurs selected among students and holders of an HEC Paris degree or certificate with ambitious projects having the potential to make a positive impact—whether economic, environmental, social or technological. Incubated projects benefit from coaching and the assistance of mentors and experts, as well as the experience of previously incubated start-ups, lunchtime get-togethers, exchanges with the HEC Alumni community, and, more importantly, a supportive and collaborative environment.

Since its creation in 2007, the HEC Incubator has already worked with over 300 companies (Concord, Product-Live, Leetchi, Point Vision, etc.). Since July 2017, all of the start-ups have been incubated in a 700-sq.m facility equipped with 188 workstations at Station F. The HEC Incubator currently hosts 132 businesses.

Ø www.hec.edu/incubator

Ø <https://stationf.co/startup-programs/>