



Press release
February 13, 2017

**Icade unveils its new identity:
a leading real estate brand serving its clients**

Upon presenting its 2016 full-year results, André Martinez, Chairman of the Board of Directors, and Olivier Wigniolle, CEO, unveiled Icade's new visual identity.

This new identity, the result of collective brainstorming carried out by all the teams, reflects how the company has changed since 2003, with even faster change since 2015 thanks to its strategic plan.

A new logo that reflects the company's transformation.

Icade has changed a great deal in recent years, and most notably since adopting a strategic plan in 2015. This plan has placed innovation (community platforms, Real Estate 3.0, Coach Your Growth with Icade, Icade and me, BiHome, etc.) and CSR (biodiversity contracts, Nature 2050, commitments to reduce CO₂ intensity, etc.) at the centre of its businesses, by refining its real estate solutions and services.

This transformation has inspired Icade to adopt a new brand identity which also reflects its original positioning as an integrated real estate player at the heart of new urban lifestyles and habits.

André Martinez, Chairman of the Board of Directors, stated, "Standing at the crossroads of technological, economic, social and environmental transformations, the city is undergoing constant change. These new urban lifestyles and habits create new expectations which require innovation. Everything has to be reinvented. That is Icade's mission—to be a leader in real estate serving our clients."

Olivier Wigniolle, CEO of Icade, added, "Over the past 15 years, our business, our teams and our clients have changed a great deal, so our identity had to take this into consideration. We want to take our business to the next level by emphasising how the brand has remained faithful to our core values. Our new identity—livelier, friendlier, less institutional and more directed towards our clients—will promote and catalyse our transformation."



A changed identity highlighting Icade's uniqueness

Integrating three organic shapes in the logo is reminiscent of the three business lines—Commercial Property Investment, Healthcare Property Investment and Property Development—which are the pillars of the company and its model of an integrated real estate player.

The logo's general shape also evokes Icade's strong involvement in the French regions, large cities and Greater Paris area.

The new logo's use of multiple colours and typography symbolises the meeting point of the brand's heritage (dark blue and capital letters), its openness to the future (light blue), plus innovation and its vision of a more sustainable city (green).

The new motto, "**Building for every future**", also expresses Icade's commitment to its clients.

Building for every future is also our purpose, to imagine and develop forward-looking solutions for dwellings, offices and private hospitals, which are continuously tailored to the needs of our clients in all their diversity—companies and employees, local authorities and communities—to provide better service and an improved quality of urban life.

ABOUT ICADE

Building for every future

As an investor and a developer, Icade is an integrated real estate player and designs innovative real estate products and services adapted to new urban lifestyles and habits. By placing corporate social responsibility and innovation at the core of its strategy, Icade is closely involved with stakeholders and users in the cities – local authorities and communities, companies and employees, institutions and associations... As a commercial and healthcare property investor (portfolio value of €9.7bn as of 12/31/16) and a property developer (2016 revenues of €1,005m), Icade is able to reinvent the real estate business and foster the emergence of tomorrow's greener, smarter and more responsible cities. Icade is a significant player in the Greater Paris area and major French cities. Icade is listed on Euronext Paris as a French Listed Real Estate Investment Company (SIIC). Its leading shareholder is the Caisse des Dépôts Group.

The text of this press release is available on the Icade website: www.icade.fr

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