



PRESS RELEASE

Montpellier, June 18, 2024, 5:30 p.m.

Icade inaugurates the Parc Industries Or Méditerranée (PIOM), a pilot site and prototype for future “Ad Vitam by Icade” campuses, in Mauguio, France

On June 18, 2024 in Mauguio (Hérault), Béatrice Mortier, Deputy CEO of Icade Promotion in charge of the Central Development Department, inaugurated the Parc Industries Or Méditerranée (PIOM), the first Ad Vitam by Icade campus dedicated to “soft industries”. The inauguration took place in the presence of Stéphane Rossignol, President of the Pays de l’Or “agglomeration community” (type of metropolitan government structure in France) and Yvon Bourrel, Mayor of Mauguio.



Credits: Ludovic Maillard

A state-of-the-art campus dedicated to “soft industries”

With six buildings completed and one under construction, the Parc Industries Or Méditerranée (PIOM) is nearing completion. Launched in 2016 in Mauguio near the French city of Montpellier, PIOM emerged from the shared desire of the municipality and the inter-municipal structure to create a business park dedicated to companies involved in the latest soft industries, technologies and services (biotechnology, digital technology, health, energy, manufacturing) based on the project proposed by the Ad Vitam by Icade teams.

Over 20 companies are currently operating on this site’s almost 30,000 sq.m of floor space. Around 1,300 people are ultimately expected to work on the campus.

PIOM is strategically located along B-road 66. It is close to the airport, the “Sud de France” high-speed train (TGV) station and the A9 motorway.

A business park with amenities focused on comfort and sustainability

The social and service aspects are an integral part of the business park's innovative concept. The 'Or'acle' building is centrally located on the site and provides a range of amenities available to all employees, including Babill'Home, a childcare centre able to accommodate 30 children; a drop-in childcare centre; a company restaurant called "O' Comptoir"; coworking spaces; as well as a "village square" designed to be a place to meet and enjoy various events and activities. The building also houses a grocery shop, wellness areas (sports, yoga, fitness, massage, relaxation, etc.), a cafeteria and an abundance of green space.

This building with amenities is positioned at the entrance of a multi-storey car park which accounts for a large proportion of the site's available parking (552 spaces). This arrangement means that there is less need for the park's occupants to provide for their own parking. As a result, 30% of the site is permeable to facilitate rainwater infiltration and bring back biodiversity. Many Mediterranean plants have been planted and rainwater collection systems installed. The multi-storey car park has also been designed to be converted in the future.

In terms of construction, studies were conducted with the architects Archigroup on the orientation of the façades, choice of materials, position of glazed surfaces, etc. to make the most of natural light exposure and reduce the thermal impact in the buildings. All the buildings are powered by solar panels and heat pumps, providing comfort in both winter and summer. Lastly, they have obtained BREEAM certification with a Very Good rating.

The growth of Ad Vitam business parks is part of Icade's ReShapE strategic plan

Acquired by the Icade Group in 2020, Ad Vitam shares the same values as the Group in terms of promoting the development of local areas and increasing their appeal. As such, the PIOM project is in line with Icade's strategy of developing a diversified range of business premises that meet four key criteria, namely accessibility, flexibility, a range of targeted amenities and ambitious CSR criteria.

A number of projects are under development, with construction start scheduled for 2025, particularly in the Paris region and other major French cities.

"An Ad Vitam campus is an efficient and unique work tool that meets the needs of companies in terms of workspaces, quality of working life, diverse yet complementary business activities and commercial visibility. We co-develop all our projects with entrepreneurs. These campuses are a showcase for the region as well as companies looking for customised, sustainable and attractive accommodation solutions." Béatrice Mortier, Deputy CEO of Icade Promotion in charge of the Central Development Department.

Key figures for the PIOM Campus

- A total floor area of 30,000 sq.m on a 7-hectare site
- Seven buildings completed or nearing completion (on 8 lots)
- 30% of the land rewilded
- Around 20 companies operating on the site
- 552 parking spaces in the shared multi-storey car park
- Potential for close to 1,300 on-site employees

Learn more: <https://www.icable.fr/projets/parcs-d-affaires/piom>

ABOUT ICADE

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. Icade has forged long-term partnerships to respond to emerging trends in the industry. It has made climate issues and the preservation of biodiversity central to its business model to reinvent real estate and contribute to more sustainable cities. It is listed as an "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

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