

Julie de Roujoux appointed head of Réhagreen® service at French corporate property wing of Bouygues Immobilier

Issy-les-Moulineaux, 9 January 2012



Julie de Roujoux has joined Bouygues Immobilier as head of Réhagreen®, a venture of the French commercial property wing. Her role is to develop and lay a lasting foundation for Réhagreen®, which rehabilitates office buildings in the Paris region.

She graduated from École Polytechnique (1997) and École Nationale des Ponts et Chaussées and is a qualified architect (DPLG). She began her career at the engineering consultancy office for the French Ministry of Justice. In 2007, she became technical advisor in charge of property for the office of Valérie Pécresse, French Minister for Higher Education and Research. In September 2009, she was appointed head of town planning for the Hauts-de-Seine council. In September 2010, Julie de Roujoux joined Akerys, a property group, as head of strategy and quality control.

Réhagreen®: enhancing value through the rehabilitation of property assets

In 2008, Bouygues Immobilier, a responsible stakeholder engaged in a proactive innovation and sustainable development strategy, launched its service for the rehabilitation of office buildings, called Réhagreen®. Multi-criteria analysis is used to evaluate a building's architectural, functional, technical, energy-related, planning, regulatory and commercial aspects. Réhagreen® creates then implements a rehabilitation blueprint that is fully in line with the value-enhancement targets of owners and the demands of the corporate property market. All projects seek to comply with the most exacting certifications and quality standards (HQE®, Breeam, Leed and BBC Renovation). The first Réhagreen® project to be completed was the headquarters of the Banque Postale in Paris, which was inaugurated in 2011.

About Bouygues Immobilier

Bouygues Immobilier is a leading private property developer in France and Europe, with 1,440 employees at 31 December 2010 and sales of €2,418 million in 2010. With 33 branches in France and four elsewhere in Europe, the company has over 50 years' experience in developing residential, corporate and commercial projects for customers in more than 230 towns and cities. Embracing an active approach to sustainable development and innovation, Bouygues Immobilier is committed to continuously improving both the technical and architectural quality of its buildings and customer satisfaction. Bouygues Immobilier was France's first property developer to achieve ISO 9001 certification. On July 1, 2010, it initiated a systematic approach to obtaining BBC-Effinergie certification for all of its residential properties, two years ahead of schedule.

www.bouygues-immobilier.com

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