

GRAND M GROUP BECOMES UXCO GROUP AND REAFFIRMS ITS STRATEGIC POSITIONING IN THE RESIDENTIAL REAL ESTATE, PBSA AND HOSPITALITY MARKETS.

Montpellier, November 9, 2022 - Grand M Group, an integrated group in the real estate investment, development and operations for residential, PBSA and hospitality sectors, is changing its name to UXCO Group, reaffirming its vision and long-term ambitions.

Created 25 years ago, Grand M Group is majority-owned by one of Brookfield's private real estate funds. In becoming UXCO Group, the organization reaffirms its ambition to develop its activity in the residential real estate market, with purpose-built student accommodation (PBSA), and in the hospitality sector. This move marks a new stage in the Group's development as it continues to capitalize on the synergies between the different entities.

"This desire to change the name of the group came from a simple observation: in a highly competitive market, we need a solid identity to differentiate ourselves and pursue our expansion. This development will be achieved through greater visibility with respect to the market positioning of our activity, and our new group name," explains Maël Aoustin, Group CEO and President of the Management Board of UXCO Group. "The choice of the name 'UXCO' embodies the strong experiences we offer our customers, partners, and employees [UX – User Experience] as well as our ambition to prioritize collective activity. [CO – Collective]"

A clear group structure based on three main entities: Development, Hospitality, and PBSA.

Each entity of the Group (Océanis Promotion, Appart'City, and UXCO) will continue its development in an adjusted and mutually beneficial ecosystem in order to clarify and optimize the Group's various activities. This will allow the Group to exert greater control over the entire real estate value chain.

- **A development entity: Océanis Promotion**

Océanis Promotion is a national real estate developer in France. The company is known for its innovative concepts and its ability to adapt its projects to the needs of the various territories in which it operates. With its multidisciplinary approach and expertise in the hospitality sector, Océanis Promotion creates business residences, student housing (PBSA), and other mixed use projects combining residential, retail, and service spaces. A life-long pioneer, Océanis Promotion challenges the status quo of the real estate industry with new concepts like the ECLA mega-residences, disrupting the co-living market with its unprecedented size, the quality of its services, and its original living themes.

- **A hospitality entity : Appart'City**

French leader in urban apartment hotels, Appart'City operates one hundred sites in France as well as multiple hotels in Belgium and Switzerland. With over 12,000 spacious apartments in the heart of major global cities, the Appart'City hotels benefit from diverse and complementary locations as well as a comprehensive offer that includes 2- to 4-star accommodations.

- **A PBSA entity: UXCO Management & UXCO Property**

With over 20 years of experience, UXCO (formerly Suitétudes) has established itself an owner and operator of co-living residences (PBSA) for students and young professionals in the French market. The company currently operates more than 60 residences and 10,000 beds throughout France. The company is divided into two segments: UXCO Property, the entity that owns the assets, and UXCO Management, the operational entity. Both entities rely on two strong brands: ECLA, the industry leader for premium mega-residences in the European co-living sector, and UXCO the Group's extensive network of student residences in France. The property company is accelerating its investments and development to consolidate its leadership in the French market, with a target of 25,000 beds by 2027.



PRESS RELEASE

Montpellier, November 9th,
2022

Through these three entities, encompassing the Group's full range of business activities and expertise, UXCO Group will continue to accelerate its investments and development, strengthening its position as the French market leader of operated residential real estate.

ABOUT UXCO GROUP

60 STUDENT & CO-LIVING RESIDENCES // **10 000** BEDS OPERATED // **1 500** HOUSINGS UNITS BUILT PER YEAR // **100** APARTMENT HOTELS // **12 000** APARTEMENTS // **1 300** EMPLOYEES // **480M€** ANNUAL REVENUE

UXCO Group (formerly Grand M Group) is an integrated residential real estate investment, development, and operations group based in France. With more than twenty-five years of experience in the sector, UXCO Group has different expertise that enables the organization to exercise precise control of its entire value chain. The Group's business activities are organized into three separate entities: Development (led by Océanis Promotion), Hospitality (led by Appart'City), and PBSA (led by UXCO Management & UXCO Property, via the ECLA and UXCO residences).

PRESS CONTACTS

Aurélie Chambon (Agence Proches pour **UXCO**) // uxcogroup@agenceproches.com // +33(0)6 82 70 15 58

Maria Da Silva (Agence Proches pour **UXCO**) // uxcogroup@agenceproches.com // +33(0)7 60 70 23 16