

Press Release

Sustainable, modern, flexible:

ECE develops new office campus for Société Générale Group in Hamburg-Barmbek

Hamburg, October 9, 2018 – ECE develops a new office complex for several companies of the Société Générale Group, among them Hanseatic Bank and Bank Deutsches Kraftfahrzeuggewerbe (BDK). This state-of-the-art office campus in the Hamburg district of Barmbek stands out with its excellent traffic connections, flexibly customizable offices, various leisure options and high usability. The realization of the campus will comply entirely with the highest sustainability standards and thus meet the requirements for a modern office property. The up to six-story building comprising 25,000m² will be located on the corner of Fuhlsbüttler Straße and Hebebrandstraße in the immediate vicinity of Hamburg Municipal Park and the City-Nord office district. It will accommodate 1,500 workplaces in total; the main share of 1,250 workplaces will be used by Hanseatic Bank and BDK. The remaining spaces will be available to other tenants. ECE will invest 115 million euros into the development of the building complex. The construction start has been scheduled for October 2019 and the property is slated for completion in the first quarter of 2022.

The project was closely supported by the Department of Property Management and Real Property of the City of Hamburg. Hamburg's Finance Senator, Dr. Andreas Dressel, comments: "We are pleased that the Société Générale Financial Group will remain loyal to Hamburg, create highly attractive jobs, and with the new office campus in Barmbek will contribute to the positive development of the district. This is also an important contribution to strengthening Hamburg as a financial center."

The new Société Générale Campus Hamburg will bring together three companies already seated in Hamburg and other central departments of Société Générale Germany. Besides the two major tenants BDK and Hanseatic Bank, Société Générale Insurance, the central procurement department, and the audit department will also move into the building.

“The SG Campus will be a milestone in BDK's company history,” emphasizes Dr. Hermann Frohnhaus, spokesman of BDK's Management Board. “At the new location we will provide an ideal environment for our employees to unleash their full creative potential and innovative power. Thus, not only BDK employees will benefit from this important decision. In addition, we can assure our customers and business partners that we will strive to provide easy access to individual mobility.”

Detlef Zell, Managing Director of Hanseatic Bank, adds: “The new building provides outstanding conditions for our changing corporate structure and our modern, agile working methods. Both will be vital to developing innovative services and products. At the same time we can realize our objective of many years to bring together all Hanseatic Bank employees working in Hamburg in one location.”

Flexible office structures, latest sustainability standards

The new, state-of-the-art building will be built in compliance with the latest sustainability standards and will be certified by the German Sustainable Building Council (DGNB). Flexible layouts and a modular building structure will enable the tenants to customize the office space to meet their requirements and to build pleasant working environments. Open office spaces can be provided but also cubicles, or private offices. The various accesses of the building such as entrances, staircases, and elevators will ensure a flexible use and layout of the office spaces. Green inner yards, exterior spaces, and roof terraces as well as a shared conference center and a cafeteria will provide a special atmosphere and a high value to the property.

“By developing the office campus for Société Générale, we will design another project that will be sustainable, economically efficient, and highly user friendly,” says Dr. Andreas Mattner, Managing Director Office, Traffic, Industries at ECE. “We are very pleased about the trust that Société Générale has placed in us and the good collaboration with the group. We would like to thank the City of Hamburg that has greatly supported the planning of the office campus in Barmbek and thus has contributed to the implementation of the project.”

Typical architecture, good infrastructure

With its typical brick facade with differently designed elements, the exterior of the building will blend in seamlessly with the existing architectural environment in Barmbek. The project also encompasses a listed historic building which will be refurbished and also be ready for use by the new tenants. Besides an underground

parking garage for 350 cars, approximately 250 bicycle parking spaces have been planned for the property. The campus will be connected to the public transportation network by local trains (S-Bahn) and in future, it will also be connected to the underground train network by the new line U5.

The companies of Société Générale were advised by Savills Hamburg with legal support provided by White & Case Frankfurt.

About ECE

Since 1965 ECE has been developing, planning, leasing, and managing large commercial real estate, including corporate headquarters, office towers, transport hubs, industrial buildings, logistics centers, and shopping centers. Headquartered in Hamburg, ECE has to date developed more than 1,000,000m² of office space and currently manages more than 218,000m² of office space. In addition, ECE has so far developed, planned or is managing 913.000m² of logistics space, more than 3,100 hotel rooms, and more than 2,900 apartments. The value of constructed and planned assets totals approximately €3 billion, which includes the development of office, hotel, logistics, and residential properties valued at €1.5 billion. Currently holding approximately 200 centers under management, ECE is European market leader in the development, construction, and operation of shopping centers.

Societe Generale

Societe Generale is one of the leading financial services groups in Europe. Drawing on a diversified and integrated model, the Group combines financial solidity, dynamic innovation and a strategy of sustainable growth to be a trustworthy partner for its clients that is committed to the positive transformation of societies and economies.

Societe Generale has been playing a vital role in the economy for more than 150 years, boasts a solid position in Europe and is connected to the rest of the world. With more than 147,000 employees based in 67 countries, we serve 31 million individual, corporate and institutional customers around the world on a daily basis by offering a wide range of advisory services and tailored financial solutions in three complementary core businesses:

- **Retail banking in France with the Societe Generale branch network**, Crédit du Nord and Boursorama, offering a comprehensive range of multi-channel financial services that are on the leading edge of digital innovation;
- **International retail banking, insurance and corporate financial services**, with a presence in Africa, Russia, central and eastern Europe, and leading specialised businesses;
- **Global Banking and Investor Solutions**, which offers recognised expertise, key international locations and integrated solutions.

Societe Generale is included in the main socially responsible development indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (World, Europe and Eurozone), four of the STOXX ESG Leaders indices, and the MSCI Low Carbon Leaders Index.

For more information, follow Societe Generale on  Twitter @societegenerale or go to www.societegenerale.com

Societe Generale in Germany

Germany is a key market for Societe Generale Group. Present in Germany since 1886, Societe Generale is one of the oldest foreign banks in this country. With about 3,500 employees, the bank operates at six locations in the fields of car leasing and financing, truck rental, equipment financing, consumer finance, asset management, insurance, securities services and corporate and investment banking. Over the years, Societe Generale has built up through its various divisions close relationships with major German companies as well as financial institutions, financial investors, medium-sized companies and individuals.

The Societe Generale Group in Germany includes the following entities: ALD Automotive , Bank Deutsches Kraftfahrzeuggewerbe (BDK), Car Professional Fuhrparkmanagement (CPM), Hanseatic Bank, PEEMA , Societe Generale Corporate & Investment Banking, Societe Generale Equipment Finance , GEFA Bank, Societe Generale Insurance and Societe Generale Securities Services.

About Hanseatic Bank GmbH & Co KG

Hanseatic Bank is a private bank with nationwide operations and headquarters in Hamburg. Founded in 1969 as an instalment bank to handle the goods financing business for Otto Versand customers, it was converted into a full-service bank in 1976. In 2005, the major French bank Société Générale took over 75 percent of the shares in Hanseatic Bank, while the Otto Group continues to hold 25 percent. Hanseatic Bank has specialised in four core business areas. In the areas of deposit business, real estate financing, receivables management and credit card business, it offers its customers and partners individual financing solutions. In particular with its innovative credit card products, Hanseatic Bank offers its trading partners flexible financing models for every sales channel and, at the same time, an effective means of customer loyalty.

About Bank Deutsches Kraftfahrzeuggewerbe GmbH

Bank Deutsches Kraftfahrzeuggewerbe (BDK) is one of Germany's largest independent automotive banks with more than 4,000 trading partners. With financial services and services at attractive conditions, BDK aims to make access to individual mobility as easy as possible. To this end, it offers products and services in the areas of vehicle financing, vehicle leasing, dealer financing, insurance and digital services. More than 700 employees work for BDK, which has been part of the Société Générale Group since 2001, at the Hamburg headquarters and in Stuttgart.

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