

WPP TO OPEN NEW CAMPUS IN PARIS

WPP is to create a modern, new campus for its agencies in Paris, due to open in 2021.

The latest in WPP's ambitious programme of investments bringing agencies together under one roof will be located at 145-149 rue Anatole France in Levallois-Perret. The land was once the home of the Clément-Bayard factory, bought by Citroën in the early 1920s to manufacture the 2CV.

Split over eight floors, the world-class workspace will be designed to encourage greater creativity and closer collaboration and give clients easier access to WPP's talent and expertise. The campus will include a double-height auditorium, co-working areas, restaurants, two gardens and a rooftop terrace with 360-degree views of the city.

WPP has agreed a 12-year lease with owners Ardian and LaSalle Investment Management. The 28,000m² building is currently undergoing a significant restructuring programme led by Baumschlager Eberle Architecture, in partnership with BDG architecture + design, a WPP company, who will also be designing the interior office space.

In common with all new WPP campus buildings, sustainability will be a key focus and the building is targeting a BREEAM rating of Excellent.

Paris is the latest major WPP co-location in Europe. It recently opened its Amsteldok campus in Amsterdam, while Madrid and Milan are due to open later in 2019.

Mark Read, CEO of WPP, said: "Our campus strategy is about creating fantastic, dynamic workspaces and social areas which inspire our people to do their best, most creative work. Providing world-class working environments encourages innovation, makes it easier for people to work together, and delivers the best integrated offer to our clients."

Mathieu Morgensztern, WPP's France Country Manager, said: "This new campus embodies our ambition for WPP in France: to create the future of collaboration between our agencies and our clients. Open, fluid, inspiring, this new venue will be dedicated to the creativity and well-being of WPP's talent."

Stéphanie Bensimon, Managing Director of Ardian Real Estate, added: "We are pleased to welcome WPP into this building, the first investment in France from our Real Estate fund. Sustainability is at the heart of every part of the redevelopment project and we are confident that this new office will provide WPP with an inspiring space to work, meet and collaborate."

Beverley Shadbolt, Country Manager for France at LaSalle, says: "This is an outstanding office space, redeveloped to the highest quality. Its strategic location and size are perfectly suited to large occupiers and as such I am delighted that WPP has chosen this as its new campus."

Further information

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About WPP

WPP is a creative transformation company. We build better futures for our clients through an integrated offer of communications, experience, commerce and technology. For more information, visit www.wpp.com.

About Ardian

Ardian is a world-leading private investment house with assets of US\$90bn managed or advised in Europe, the Americas and Asia. The company is majority-owned by its employees. It keeps entrepreneurship at its heart and focuses on delivering excellent investment performance to its global investor base.

Through its commitment to shared outcomes for all stakeholders, Ardian's activities fuel individual, corporate and economic growth around the world.

Holding close its core values of excellence, loyalty and entrepreneurship, Ardian maintains a truly global network, with 600 employees working from fifteen offices across Europe (Frankfurt, Jersey, London, Luxembourg, Madrid, Milan, Paris and Zurich), the Americas (New York, San Francisco and Santiago) and Asia (Beijing, Singapore, Tokyo and Seoul). It manages funds on behalf of around 880 clients through five pillars of investment expertise: Funds of Funds, Direct Funds, Infrastructure, Real Estate and Private Debt.

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