

## Press release

Swiss Life Asset Managers France and Mont Thabor Capital Partners, in partnership with Everest Holding, unveil “L'Atelier Logistique Champs-Elysées”, a logistical revolution serving the shops on the world's most beautiful avenue.

March 11th 2025

“Atelier Logistique” is the first logistics facility, with a surface area of over 16,000 m<sup>2</sup>, located in the heart of Paris, on Avenue des Champs-Elysées. This innovative and unique intra-urban “Supply Chain Retail” solution, which aims to meet the “zero noise and zero emissions” objective, will open its doors at the end of 2025.

### An “invisible” hyper-proximity logistics concept

Swiss Life Asset Managers France and Mont Thabor Capital Partners, in partnership with Everest Holding, are launching “L'Atelier Logistique Champs-Elysées”, a logistical revolution serving the retail sector on the world's most beautiful avenue. This is the first logistics hotel, with a surface area of over 16,000 m<sup>2</sup>, located in the heart of Paris on the prestigious Avenue des Champs-Elysées. “Atelier Logistique” is scheduled to open in late 2025.

“Atelier Logistique” is a wholly innovative “Supply Chain Retail” solution designed to meet the “zero noise and zero emissions” objective.

The new facility, which received its final building permit at the beginning of 2024, is a hyper-proximity urban logistics hub that is innovative, technological, flexible and totally “invisible” in its environment, as it is located entirely underground.

An innovative real estate product, “Atelier Logistique” offers a range of services to meet the proximity and goods flow needs of retailers who need to replenish their stocks - with a remote storage area located between 5 and 20 minutes from their points of sale.

### A cutting-edge logistics solution

For optimum logistics efficiency, the “Atelier Logistique” will be equipped with the latest technological innovations:

- AGV Robots (Automated Guided Vehicles) guided by intelligent sensors will reduce drudgery for operators and delivery personnel;
- This guidance of AGV Robots and the site supply process will be assisted by Artificial Intelligence;
- Together, these systems will enable massive unloading of goods in around twenty minutes.

### Innovation and sustainability at the heart of the project

This logistics space is a non-polluting, noise-free solution for local residents: handling and loading operations will be carried out in a dedicated indoor area.

In anticipation of the 2030 Cape of Low Emission Zones (ZFE), deliveries will be made using clean, zero-emission vehicles with ©Certibruit certification, electric cargo bikes or on foot, saving 657,000 km of Light Commercial Vehicle (LCV) traffic per year, or 476 tonnes of CO<sub>2</sub> per year (Systra flow study). The entire fleet of low-carbon vehicles used for last-mile deliveries will be parked underground.

The project responds to the challenges of the Paris Climate Agreement, and fits perfectly within the regulatory framework of Paris' Plan Local d'Urbanisme Bioclimatique (PLUB), due to come into force in 2025. This new regulatory framework aims to respond to the contemporary challenges of sustainable urbanization,

with an emphasis on reducing carbon footprints and promoting ecological and innovative building practices.

The Bioclimatic PLU has introduced several features to facilitate sustainable and efficient urban logistics, encouraging optimal use or even conversion of underground parking lots into urban logistics facilities.

A premium rest area dedicated to operators and delivery personnel will be designed on the first day, with a relaxation zone.

*“This unique logistics hotel reflects the vision of Swiss Life Asset Managers France. It also highlights the ability of our teams to bring together the right partners and the latest technologies to convert over 16,000 m<sup>2</sup> of parking space on the world's most beautiful avenue into a low-carbon service hub, serving retailers and local residents alike. With 'Atelier Logistique', we are providing our customers with an ambitious and sustainable response to the challenges of the City of Tomorrow,”* **comments Fabrice Lombardo, Head of Real Estate at Swiss Life Asset Managers France.**

*“Mont Thabor and its partners wanted to respond to a priority of city planning policies: to rehabilitate abandoned spaces initially dedicated to cars, such as parking lots, to provide a solution for the future of intra-urban logistics. Our concept incorporates a breakthrough technical innovation with 100% French technology, enabling goods to cross parking ramps mechanically and automatically, with the assistance of AI. ‘Atelier Logistique’ will enable retailers and local residents to benefit from the same level of logistical efficiency in the heart of Paris as an XL logistics site on the outskirts,”* **says Stéphane Bettini, President of Mont Thabor.**

*“Faced with this ambitious and innovative project, Everest Holding SA was able to bring together partners who shared the same vision of the City of Tomorrow. We are delighted to have been able to bring together complementary real estate players to invest, invent, innovate and develop what can only be described as a revolutionary real estate project, right in the heart of Paris, on the prestigious avenue des Champs-Élysées,”* **explains Marc Zafrany, Chairman of Everest Holding.**

*The financing of “Atelier Logistique” marks a milestone in our commitment to transforming urban logistics in Paris. This innovative project, which transforms underutilized space into a sustainable logistics hub, illustrates our commitment to*

*supporting initiatives that combine economic efficiency with environmental responsibility. By responding to the challenges of modern urbanization, 'Atelier logistique' contributes to the creation of a more resilient and sustainable city, where innovation and respect for the environment are central concerns,”* **comments Vivian Leclerc Dorléac, Head of Value Add, SOCFIM-Groupe BPCE.**



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#### Key metrics

Surface: +16 000 m<sup>2</sup>

- Storage area : 10 000 m<sup>2</sup>
- 100% of deliveries made using low-carbon means of transport
- A saving of 657,000 km / year in traffic of Light Commercial Vehicles (LCVs), i.e. 476 tonnes of CO<sub>2</sub> per year, i.e. -32% emissions (Source: Systra flow study).

#### Environmental commitments :

- Vehicle unloading areas ©Certibruit
- HQE : BBC BREEAM
- Smart: R2S ready to services

#### The project players

- Swiss Life Investment Management Holding AG & Mont Thabor Capital Partners: investors
- Mont Thabor Asset Management: asset manager
- Everest Holding: partner of Mont Thabor Capital Partners
- SOCFIM - Groupe BPCE: financing the project from the beginning
- Pradeau Morin (Eiffage Construction): general works contractor

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### About Swiss Life Asset Managers

Swiss Life Asset Managers has over 165 years' experience in managing the assets of the Swiss Life Group. This close link with the insurance industry underpins its investment philosophy, whose main objectives are to invest within the framework of a responsible approach to risk, and to act in the interests of its clients every day. Swiss Life Asset Managers also offers this proven approach to third-party clients in Switzerland, France, Germany, Luxembourg, the UK, Italy and the Nordic countries.

As of June 30, 2024, Swiss Life Asset Managers managed 272.3 billion euros in assets for the Swiss Life Group, including over 121.2 billion euros in assets under management on behalf of third-party clients. Swiss Life Asset Managers is a leading institutional real estate investor in Europe<sup>1</sup>. Of the 272.3 billion euros in assets under management, 91.1 billion euros are invested in real estate. In addition, Swiss Life Asset Managers has 21.6 billion euros of real estate under joint management with Livit. As of June 30, 2024, Swiss Life Asset Managers thus managed 112.7 billion euros in real estate assets.

Swiss Life Asset Managers employs over 2,200 people in Europe.

### Building financial independence to live according to your own choices

Swiss Life enables people to build up their financial independence so that they can live according to their own choices and look to the future with confidence. This is also the aim of Swiss Life Asset Managers: we think long-term and act responsibly. Drawing on our knowledge and experience, we develop forward-looking investment solutions. In this way, we help our customers to achieve their long-term investment goals. This, ultimately, enables their customers to plan for the long term and build their financial independence to live according to their own choices.

<sup>1</sup> N°1 IPE Top 150 Real Estate Investment Managers 2023 Ranking Europe, N°2 INREV Fund Manager Survey 2024

### About Mont Thabor Capital Partners

Mont Thabor is a group which invests in and manages innovative, high value-added real estate projects which meet the environmental and social challenges facing the city. Working alongside institutional and private investors, Mont Thabor Asset Management designs, develops and manages property projects, mainly in the tertiary and industrial sectors, that meet the challenges of the ecological transition.  
[www.montthaborgroup.com](http://www.montthaborgroup.com)

### About Everest Holding

Everest Holding is a Belgian investment company, that invests directly and/or indirectly in the following areas: Private Equity, Technology, Venture Capital, Solar Energy, Real estate, Infrastructure, Private debt in Europe and the USA.

Everest Holding also offers and participates in real estate club deals, with its institutional partners, investment funds & family offices.

Everest Holding also benefits from a European real estate transaction card, which allows it to benefit from and hold mandates on all types of real estate assets.

[www.everest-holding.com](http://www.everest-holding.com)