

6 rue de Hanovre fully leased

Paris, 6 January, 2014

- The company Pretty Simple has taken a lease on all 3,500 sq.m. of the Société Foncière Lyonnaise's magnificent "art nouveau" building, located at 6 rue de Hanovre in the 2nd arrondissement of Paris.

- This signature is the final step in an ambitious renovation process, managed by SFL under the authority of Mr. Pierre-Antoine Gatier, Chief Architect and General Inspector of Historic Monuments, that sought to return one of the rare examples of Art Nouveau-style building in Paris to its former glory.

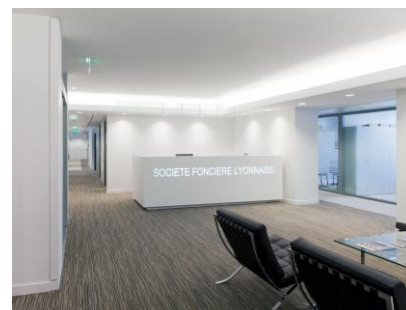
The building, located in a quiet street in central Paris between the Opera and the Bourse, is a magnificent example of the talents of the architect Adolphe Bocage (1860-1927) and of Alexandre Bigot (1862-1927), a ceramist from the Ecole de Nancy. The whole of the facade is covered in ceramics with a maritime theme while the incredible entrance hall is decorated with ornamental rosettes and a spectacular sculpted staircase.

- The Société Foncière Lyonnaise and Pierre-Antoine Gatier's architectural agency were obliged to reconstruct a significant portion of the ceramic decorations of the chambered ceilings, the monumental chandelier in the entrance hall, and the brass sculptures adorning the facade that had disappeared following haphazard conversion works carried out on the building by its former owner in the 1960s and 70s.

- This masterpiece of the decorative arts now welcomes Pretty Simple, a fast-growing company that specialises in games for Facebook and mobile platforms. Their arrival illustrates the importance of the artistic and cultural value of SFL's Parisian portfolio and its appeal to a company in the new economy that seeks to associate those values with a corporate mission focused on creativity and digital content.

- The successful transformation of a building with historical and architectural interest, which originally hosted a specialist in lead pencil manufacture, into the headquarters of a cutting-edge company that operates in the digital and online economy demonstrates the sustainability and durability of an approach to real estate that is built on value creation and the financial appeal of a portfolio located in the heart of Paris.

- In this transaction, SFL was advised by Knight-Frank and Pretty Simple by CBRE.



With an exceptional portfolio of properties valued at €3.9 billion including transfer costs, essentially located in the Paris Central Business District, SFL is a preferred vehicle for investors wishing to invest in the Paris office and retail property market. As the leading player in this market, the Group is firmly focused on pro-actively managing high-quality property assets. SFL has elected to be taxed as an SIIC since 2003.

STOCK MARKET:

Euronext Paris Compartment A
– Euronext Paris ISIN
FR0000033409 – Bloomberg:
FLY FP – Reuters: FLYP PA

S&P RATING: BBB- Stable
outlook

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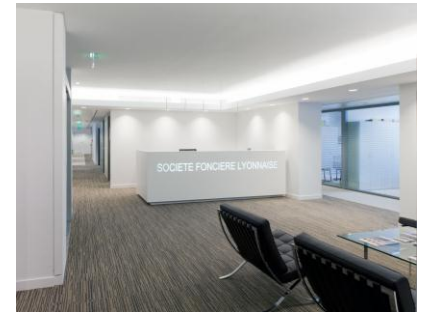
About Pretty Simple:

Pretty Simple is a social gaming champion in Europe and around the world. Based in Paris, the 50-strong team at Pretty Simple develops and publishes free-to-play games for Facebook and mobile platforms. Its original creations include Criminal Case, the leading social game based on police investigations, which was elected “Game of the Year 2013” on Facebook and is played by 100 million people, and MyShops, a game based on managing shops. Co-founded in 2010 by Bastien Cazenave and Corentin Raux, with funding from Idinvest Partners, Pretty Simple is now a fast-growing start-up in the gaming sector with more than 35 million active users each month.

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Entrance of 6 rue de Hanovre – Photo Yohann GENDRY



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Decoration on 6 rue de Hanovre – Photo Yohann GENDRY



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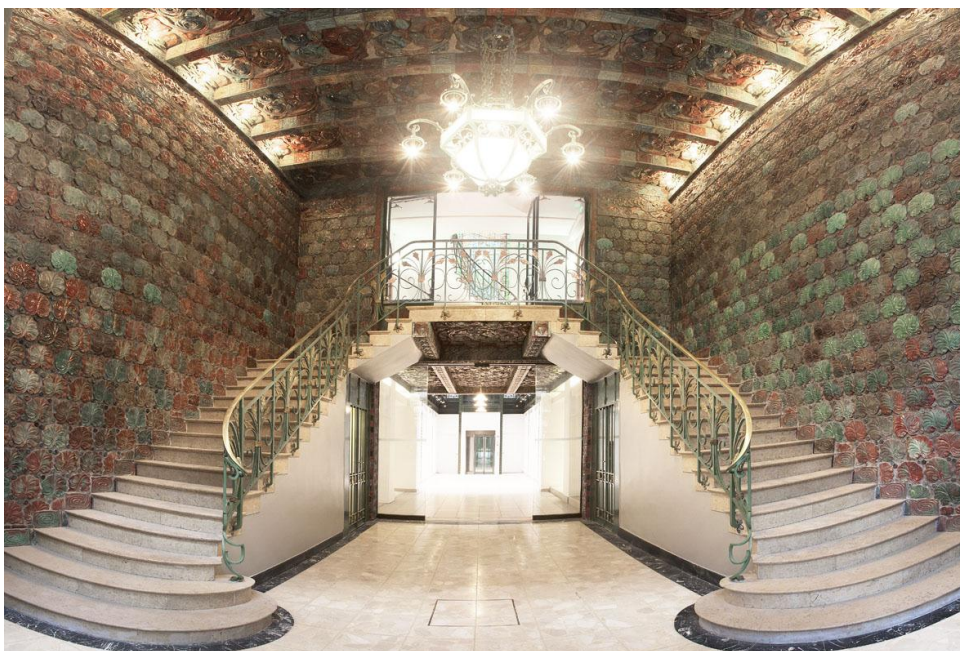
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Decoration on 6 rue de Hanovre – Photo Yohann GENDRY



Staircase at 6 rue de Hanovre – Photo Yohann GENDRY



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