

Proudreed becomes Proudreed part of MCore, a strategic evolution for the Group's European expansion

Paris, March 12, 2024 – Proudreed, France's leading private real estate company, announces a significant evolution in its brand identity by adopting the name "Proudreed part of MCore". This transition aims to highlight Proudreed's belonging to a major European group, MCore, while preserving the recognition already established among its clients and partners.

Proudreed is the French entity of MCore, a leading European real estate group managing a portfolio of assets valued at €6 billion, with more than 8,600 tenants spread across France, the United Kingdom, Germany, Poland, Romania and Spain. Integrating MCore into Proudreed's identity facilitates its recognition as a constituent entity of the Group, thus enhancing the brand's visibility across Europe and supporting its growth and expansion strategy.

MCore, an independent group owned by three families since it was founded in the UK in 1987, has built a strong reputation over the years. Its robustness has allowed it to develop gradually, notably in France, where it has been operating under the name Proudreed since 2001. This growth dynamic has recently extended to two new markets in 2023: Spain and Romania, thanks to strategic acquisitions and the establishment of new management structures.

"The transition to the name Proudreed part of MCore represents an significant milestone in our company's journey," says Christophe Le Corre, CEO of Proudreed Part of MCore. "I am confident that this evolution will strengthen our position in the European market and enable us to better serve our clients in the long term through enhanced cohesion within our Group. However, this transition does not change our commitment to our clients and partners, whom we consider to be our primary assets. Relational proximity and our ongoing listening to their needs remain the essential foundations of our company's success, allowing us to develop personalized responses and innovative solutions for them and with them, at a legal, technical, environmental and financial level."

The success of MCore, and by extension of Proudreed and the other entities of the Group, is based on a unique model focused on an integrated approach combining investment, management, development, internalization and optimization. The combination of these disciplines, reinforced by an extensive regional presence, ensures comprehensive integration of the functions and services offered. This specificity, coupled with the maintained independence of the Group, which remains the property of the same three founding families, gives MCore's entities remarkable freedom and agility as well as strong proximity with clients and partners. This allows entities like Proudreed part of MCore to have an in-depth understanding of businesses' needs and challenges, and to find optimized solutions in record time.

About Proudreed part of MCore

Proudreed part of MCore, France's leading private real estate company, develops, acquires and manages a real estate portfolio valued at nearly €3 billion spread over 670 sites in France. As the

French entity of MCore, a leading family-owned and independent real estate group founded in 1987, Proudreed part of MCore operates within a long-term strategy, investing in assets that it retains and manages itself.

MCore, comprised of entities spread across 6 European countries, owns a portfolio of assets valued at €6 billion. The Group distinguishes itself by offering a unique approach in the market, based on an integrated model that ensures comprehensive management of functions and services tailored to the varied needs of its clients.

For more information: www.proudreed.com

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