BNP PARIBAS REAL ESTATE

PRESS RELEASE

BNP Paribas Real Estate evolves the leadership of its Property Development business to support its growth ambitions

Boulogne-Billancourt, November 17, 2026 – Effective January 1, 2027, **Jean-Maxime Jouis**, CEO of BNP Paribas Real Estate, will assume the management of the Property Development business.
Thierry Laroue-Pont, who has held this position, alongside his role as Executive Chairman of BNP Paribas Real Estate, until now, will continue to support the company as Senior Advisor from that date until summer 2027.

"In the particularly challenging market environment of recent years, Thierry has played a key role in the transformation of our Property Development activities by leveraging his deep experience of our industry and its players. By steering the management of the existing project portfolio and the reorganization of the business, his actions helped lay the foundations for a renewed model, upon which BNP Paribas Real Estate is basing its strategic roadmap and growth ambitions," **stated Jean-Maxime Jouis.**

The real estate property development strategy, presented at the beginning of 2026, is based on two complementary priorities: increasing housing production on a national scale, and continuing to diversify the development of commercial activities to support major investors and users in their projects, both in France and internationally.
In the residential sector, BNP Paribas Real Estate intends to strengthen its regional presence and develop a more diversified production, particularly in affordable housing and student residences, with projects that are more targeted and adapted to the needs of local markets. Regarding the commercial sector, the strategy aims to maintain a selective approach to projects while diversifying asset types, notably toward hospitality, the repurposing of obsolete assets for new uses, and the development of pre-secured turnkey operations.

"Recent years have profoundly impacted real estate in general and property development in particular. I am convinced that with the directions of our development plan, the adaptability shown by our Property Development teams, and our renewed leadership, we are well-positioned to return to sustainable growth. This is a new chapter for this business line and for BNP Paribas Real Estate, and I am delighted to support it alongside Jean-Maxime," **added Thierry Laroue-Pont**.

Classification : Internal

About BNP Paribas Real Estate

BNP Paribas Real Estate, one of the leading international real estate providers, offers its clients a comprehensive range of services that span the entire real estate lifecycle: Property Development, Transaction, Consulting, Valuation and Management & Solutionos. With more than 4 000 employees, BNP Paribas Real Estate as a one stop shop company, supports owners, leaseholders, investors and communities thanks to its local expertise across 23 countries, spanning Europe (direct presence and Alliance network), Asia (platforms) and North America (Alliance network). BNP Paribas Real Estate is a part of the BNP Paribas Group, a global leader in financial services.

As a committed stakeholder in sustainable cities, BNP Paribas Real Estate intends to spearhead the transition to more sustainable real estate: low-carbon, resilient, inclusive and conducive to wellbeing. To achieve this, the company has developed a CSR policy with four objectives: to ethically and responsibly enhance the economic performance and use of buildings; to integrate a low-carbon transition and reduce its environmental footprint; to ensure the development, commitment and well-being of its employees; to be a proactive stakeholder in the real estate sector and to build local initiatives and partnerships

For more information: www.realestate.bnpparibas.com

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