Press release Sainte-Marie, 18 June 2021, 10:00

Signing of the "Ma Boutique à L'Essai" agreement by Initiative Réunion

CBo Territoria's strong corporate social responsibility commitment: revitalise town centres through facilitating new shops opening.

As part of its corporate social commitment to improve the economic and social environment of the people of Reunion, CBo Territoria announces the signing of the "Ma Boutique à L'Essai" agreement with Initiative Réunion to help revitalise town centres by opening new local shops. This initiative has been awarded the "Action Cœur de Ville" (Action Town Centre) label by the Ministry of Territorial Cohesion and Relations with Local Authorities.

The Group's real estate business provides commercial premises enabling entrepreneurs to test their business concepts and ideas. Future shopkeepers are supported for three years by the Fédération des Boutiques à L'Essai, before, during and after their project. The Fédération is already active in over 100 French towns and cities. This support helps candidates refine their project, their business plan, and avoid possible pitfalls in order to guarantee the success of the trial.

In accordance with the agreement signed with Initiative Réunion, CBo Territoria will participate in the selection of the business applicant. The successful applicant will be granted a 6-month lease, renewable once, with the option to convert it into a classic commercial lease, should the sustainability of the test be proven.

The Fédération des Boutiques à L'Essai stipulates that since its launch no unpaid bills have been recorded for any of the shops opened, and that 80% of them have signed a commercial lease at the end of the trial period.

Initiative Réunion is a member of Initiative France, the leading network of non-profit organisations for the financing and support of business start-ups, entrepreneurs and developers, with 214 organisations throughout France. Its mission is to help the development of Réunionese businesses with comprehensive support at every stage of the business project with 0% financing.

This action is financially supported by the Intercommunal Community of the North of Reunion Island (CINOR), whose desire is to participate in boosting its territory by implementing a policy of enhancement and assistance through setting up new businesses in neighbourhoods or in city centres. With this commitment, the community endeavours to boost economic and social integration through entrepreneurship.

With this partnership, CBo Territoria is positioning itself as a true "incubator" for commercial real estate, allowing project leaders to test their business ideas in premises developed by CBo Territoria. The Group is thus strengthening its social responsibility commitment on Reunion Island, and is contributing to the diversity and dynamism of the neighbourhoods it promotes.

Next publication of the Financial Agenda
Turnover for the first half of 2021: Wednesday 18 August 2021 (after close of business)

About CBo Territoria
CBo Territoria is a leading real estate developer and developer in Reunion Island and Mayotte. It is listed on Euronext C (FR0010193979, CBOT) and eligible for the PEA PME scheme (the SME financing share savings plan).
For the past 10 years the Group has been selected by the Gaïa Index for its ESG approach, and it relies on best practices for its governance.
CBo Territoria owns 2,950 hectares of land and aims to become a multi-regional property company whose development is co-financed by the results of its development activity.
www.cboterritoria.com

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