

## ARTBRIDGE INVESTMENTS, THE LAUNCH OF AN INDEPENDENT, MULTI-PLATFORM REAL ESTATE OPERATOR

**London, January 6<sup>th</sup>, 2021.** Alain and Jonathan Lellouche are delighted to announce the creation of Artbridge Investments, an independent real estate operator that invests using equity capital from its reference shareholder FAL (Financière Alain Lellouche) and/or in partnership with international players (family offices, investment funds, etc.). The company's activity is based on three guiding principles: integrity, excellence and aesthetics.

Artbridge is the link between two cultures, a real estate and a financial one, a French and an Anglo-Saxon one. It is the combination of two visions and two experiences that share common values. It is the meeting of two talents, driven by the same objectives: to maximise value creation and to offer a new model based on unique knowledge.

### **Our Investment Strategy**

Artbridge's investment strategy focuses on value creation, development and asset management opportunities. Our target assets are properties (buildings or land) located in the heart of dominant urban areas, with strong potential for repositioning or (re)development, with a view to reinventing or unlocking new real estate potential. We primarily focus on deals up to €100 million or so of purchase value.

Alain and Jonathan Lellouche, co-founders and managing principals for Artbridge Investments, said:

“The Artbridge launch formalises our business model evolution, started late 2019, towards an owner operator positioning. Through our family holding company FAL, Artbridge will have the advantage to rely upon a solid and long-term capital foundation. Our willingness to invest substantial equity in each Artbridge-professionally managed project, will ensure alignment of interests with our capital partners.

Artbridge demonstrates our ambition to create a multi-platform brand across assets classes where we have historically invested, such as residential, and newly prioritised ones, such as hotels and offices. We are convinced that strong brands, capable of nurturing mixed *life, work, play/share* spaces will be able to capitalise on evolving and technology-fostered trends impacting real estate usage and consumption.”

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