

Paris, August 30, 2024

Chargeurs Museum Studio, new controlling shareholder of Grand Palais Immersif alongside its historical shareholders

GrandPalaisRmn, la Banque des Territoires (part of Group Caisse des Dépôts) an investor on behalf of the French State as part of the France 2030 Initiative, and VINCI Immobilier announce the arrival of Chargeurs Museum Studio as a new strategic shareholder in the Grand Palais Immersif, with a 52% stake

The Grand Palais Immersif: An innovative cultural dimension in the heart of Paris

The Grand Palais Immersif, located at Place de la Bastille in the heart of Paris, was born of the collective vision of its founding shareholders: Réunion des Musées Nationaux – Grand Palais, in partnership with CDC within the framework of France 2030 financing and VINCI Immobilier. Their goal was to create a new type of cultural experience, where art and technology come together to deliver unprecedented immersive exhibitions. Grand Palais Immersif has rapidly established itself as a pioneering venue, hosting exhibitions that blend scientific content with immersive experiences. GPI presented its first exhibition, *La Joconde*, an immersive exhibition co-produced with the Louvre in Marseille in spring 2022, before moving to the Opéra Bastille in Paris. Since then, Grand Palais Immersif has hosted a series of exhibitions, including *Venise Révélée*, *Eternal Mucha*, *Loading*, and *Artificial Dreams*, all together attracting over 360,000 visitors. Currently, GPI is featuring the *Decoding Korea* exhibition, produced by the Korean Ministry of Culture, exploring contemporary Korea through the artistic, cultural and historical perspectives of ten Korean digital artists.

A milestone for Grand Palais Immersif and Chargeurs Museum Studio

With the support of Chargeurs Museum Studio and GrandPalaisRmn, Grand Palais Immersif aims to accelerate its international expansion by exporting its catalog of successful exhibitions, ranging from Alfons Mucha's *Art Nouveau* to the iconic *Mona Lisa*, as well as the fascinating worlds of *Artificial Dreams* and *Venice Révélée*. This initiative marks a new step in promoting French expertise in culture, art and technology, offering unique and enriching experiences to global audiences.

This acquisition of a 52% stake in Grand Palais Immersif marks a pivotal moment for Chargeurs Museum Studio, reinforcing its presence in France after a period of international growth across USA, UK, Italy and the Middle East. This strategic partnership offers a unique opportunity to create a new dynamic in the immersive experience sector, pushing boundaries and exploring all aspects, from immersive documentaries to sensory experiences. The goal is to forge emotional connections between visitors and artists, as well as key art themes, through profound and moving experiences based on renowned scientific content. The complementary expertise and experience of Grand Palais Immersif's four shareholders are essential to its success in France and abroad.

An ambitious and popular new editorial project

In agreement with its shareholders, the Grand Palais Immersif seeks to broaden its editorial offering embracing a wide-ranging vision of art and culture, that enables the hosting of multiple programs simultaneously, making it a dynamic and lively destination. The objective is to create a

complementary offering to that of major international museums, emphasizing immersion and interactivity while exploring innovative forms of cultural engagement:

1. Promote contemporary artists
2. Decipher major artistic movements and scenes
3. Give a glimpse into the creative process of artists, unveiling their personal universe, inspirations, and their challenges, thus offering new perspectives on works that have shaped art history
4. Explore pop cultural phenomena, in music, film, video games and digital trends, to uncover their artistic and cultural significance.

Grand Palais Immersif will be guided by an artistic committee, supported by GrandPalaisRmn. The committee's role is crucial in connecting art and audiences in a respectful and enlightened way, combining technological innovation and scientific rigor.

Major exhibition on Miguel Chevalier scheduled for November at the Grand Palais Immersif

This will be the very first exhibition in Paris devoted to the French artist Miguel Chevalier, a pioneer in the field of digital art. The exhibition will feature a captivating journey blending generative, interactive and immersive artworks, as well as never-before-seen videos exploring the potential of Artificial Intelligence. The virtual work will also take shape through sculptures created using 3D printing, laser cutting, or drawings generated by robots. Each work, whether material or immaterial, stimulates the imagination, inviting viewers to shape new sensory and emotional realities. Color and movement merge to create fascinating, hypnotic visual experiences.

BANQUE DES TERRITOIRES

"We are delighted to renew our trust in Grand Palais Immersif by participating in this operation, which marks a new milestone in accelerating its development with the arrival of Chargeurs Museum Studio, a major industrial partner. Making culture accessible to as many people as possible is a powerful tool for social and territorial cohesion, which is one of the two pillars of our strategy."

François Wohrer, Investment Director of Banque des Territoires

SECRETARIAT GENERAL FOR INVESTMENT

"The arrival of Chargeurs Museum Studio marks a strategic public-private partnership at the heart of the ambitions of the France 2030 Call for Expressions of Interest in Culture, Heritage, and Digital, aimed at establishing a French industry for immersive cultural formats."

CHARGEURS MUSEUM STUDIO

"We are delighted to be acquiring a stake in Grand Palais Immersif, which perfectly embodies our commitment to a culture of emotion. We firmly believe that new forms of mediation can enable everyone to develop their own understanding and connection with art. This vision is at the heart of our approach at Museum Studio, where we strive to play the role of Cultural Catalyst, connecting artists, institutions and the public to experience artistic journeys inscribed in the zeitgeist."

Delphine de Canecaude, Managing Director of Chargeurs Museum Studio

GrandPalaisRmn

"A new chapter in the life of the Grand Palais Immersif is about to begin, based on the alliance and complementarity of four public and private players. By welcoming Chargeurs Museum Studio as a shareholder, the Grand Palais Immersif will have the means to achieve its ambitions, as well as a stronger international network, in the interests of audiences, artists and the French digital ecosystem. The GrandPalaisRmn will remain a shareholder in the Grand Palais Immersif to support its projects as part of an ambitious, rigorous and popular editorial project."

Didier Fusillier, President of GrandPalaisRmn

VINCI Immobilier

"We are delighted to welcome Chargeurs Museum Studio to the Grand Palais Immersif. This strategic partnership marks a new step in our shared ambition to democratize access to art and culture. Together, we're going to push back the boundaries of the immersive experience, combining technological innovation and sensory experience. Our aim is to create living spaces accessible to all, where art becomes a vehicle for social interaction. Promoting these exhibitions means participating in the growth of art in the city."

Virginie Leroy, Chairman of VINCI Immobilier

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ABOUT FRANCE 2030

Reflects a dual ambition: to transform key sectors of our economy (energy, automotive, aeronautics and space) through technological innovation, and to position France not just as a player, but as a leader in tomorrow's world. From fundamental research, to the emergence of an idea, to the production of a new product or service, France 2030 supports the entire life cycle of innovation, right through to industrialization.

The scale of the program is unprecedented: €54 billion will be invested so that our companies, universities and research organizations can successfully make the transition in these strategic sectors. The aim is to enable them to respond competitively to the ecological and attractiveness challenges of the world to come, and to nurture the future champions of our sectors of excellence. France 2030 is defined by two cross-functional objectives: to devote 50% of its spending to decarbonizing the economy, and 50% to emerging, innovative players, without spending money that is detrimental to the environment (in line with the Do No Significant Harm principle).

Will be implemented collectively: designed and deployed in consultation with economic, academic, local and European players to determine the strategic orientations and flagship actions. Project leaders are invited to submit their applications via open, demanding and selective procedures, in order to benefit from government support.

Managed by the General Secretariat for Investment on behalf of the Prime Minister and implemented by the French Agency for Ecological Transition (ADEME), the National Research Agency (ANR), Bpifrance, and the Banque des Territoires.

More information on : www.gouvernement.fr/secretariat-general-pour-l-investissement-sgpi

ABOUT LA BANQUE DES TERRITOIRES

The Banque des Territoires is one of the business lines of the Caisse des Dépôts. It brings together internal expertise aimed at supporting local areas. As a single point of contact for its clients, it works alongside all local stakeholders: local authorities, local public companies, social housing organizations, legal professionals, businesses, and financial players. It supports them in carrying out their projects of public interest by offering a range of solutions: advice, loans, equity investments, deposits, and banking services. By targeting all territories, from rural areas to metropolitan cities, the Banque des Territoires aims to maximize its impact, particularly in the areas of ecological transition and social and territorial cohesion. The Banque des Territoires' 37 local offices ensure the deployment of its actions across all metropolitan and overseas territories.

Working together to develop more sustainable, more inclusive communities.

banquedesterritoires.fr



ABOUT CHARGEURS MUSEUM STUDIO AND CHARGEURS

Chargeurs Museum Studio is the world leader in mediation and cultural production for cultural institutions, museums, foundations and brands. Supporting every stage of museum creation, from the initial consultation to the grand opening, Chargeurs Museum Studio provides unique support to major decision-makers and their teams, transforming their cultural project into a landmark. Chargeurs Museum Studio has contributed to more than 3,000 projects delivered in 30 countries, notably in the United States. From the Burrell Collection in Scotland to the National Museum of Denmark, as well as The National Air & Space Museum in Washington to the American Museum of Natural History in New York. Each project is an extraordinary adventure, a unique quest between knowledge and transmission.

Chargeurs is a family-owned, entrepreneurial group, world leader in high value-added niche markets. With operations in nearly 100 countries and almost 2,300 employees, the Group is organized around two strategic business segments: Technologies and Luxury.

Benefiting from the long-term strategy of the Fribourg Family Group, its controlling shareholder, Chargeurs serves sectors with strong structural growth, and demonstrates its expertise in excellence across commercial, industrial, marketing and logistics domains. The Group, whose global signature is High Emotion Technology, achieved revenues of 653.2 million euros in 2023.

The Chargeurs share is listed on Euronext Paris and is PEA-PME eligible.

ISIN Code: FR0000130692, Bloomberg Code: CRI:FP, Reuters Code: CRIP.PA

ABOUT GRANDPALAISRMN

GrandPalaisRmn is a cultural operator with a mission of promoting access to culture across the entire national territory and beyond. It brings together expertise in the artistic and cultural fields: exhibition production, public engagement, mediation, art history courses, publishing, management of museum shops and the publication of cultural products, art workshops, a photographic agency, acquisition of artworks for national collections, cultural engineering, and digital innovation... These capabilities enable it to play a unique role in the cultural world, with one ambition: to bring art to as many people as possible — art from all cultures, all eras, and in all its forms.

ABOUT VINCI IMMOBILIER

VINCI Immobilier, a subsidiary of the VINCI Group, is the first national property developer to commit to achieving Zero Net Artificialization (ZAN) by 2030, 20 years ahead of the targets set by the French Climate and Resilience Act. As a leading player in urban recycling, VINCI Immobilier operates mainly in already urbanized or built-up areas throughout France, in the two main sectors of the market: residential property (housing and managed residences) and commercial property (offices, hotels, shops), targeting investors, institutions and private individuals. VINCI Immobilier also provides its customers with consulting and property management expertise through its "Services" division. Thanks to its multi-product offering and its expertise in the realization of large, complex projects, VINCI Immobilier assists local authorities in carrying out their development operations and thus contributes to the development of urban areas. Through its subsidiaries OVELIA, STUDENT FACTORY and BIKUBE, VINCI Immobilier operates and manages senior and student residences, as well as coliving residences.

www.vinci-immobilier.com

