



Press Release

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BNP Paribas Real Estate deepens its footprint in Central and Eastern Europe



BNP Paribas Real Estate has appointed Philippe Mer as Head of Territories for Central and Eastern Europe (Romania, Poland, Hungary and the Czech Republic) and CEO of Poland. He remains Chairman of the Board of Directors in Romania.

Philippe Mer joined BNP Paribas Real Estate in March 2008, he was a Director in the International Division in charge of monitoring business in Central and Eastern Europe and for the Alliances network.

Philippe Mer then took over responsibility for developing the company's business in Romania, Poland, Hungary and the Czech Republic. Notable amongst his achievements in those countries was the integration of personnel from Property Management PBW, following the acquisition of this firm in 2010.

In his new position, Philippe Mer will spearhead the development of BNP Paribas Real Estate in the region and oversee some 100 employees in four countries.

He is tasked with the following main missions: increase the Property Management business, currently with some 350,000 m² of assets under management; develop this segment in Romania, in tandem with the development of Transaction and Valuation in Poland.

Philippe Mer will be based in Warsaw and report to Bernard Blanco, International Director of BNP Paribas Real Estate. He will take up his new position on 1 November 2011.

About BNP Paribas Real Estate

BNP Paribas Real Estate is a leading international real estate provider, 1st in Continental Europe in terms of results according to the Property Week annual ranking 2011 (and the 2nd player in Europe.). It offers to its clients a comprehensive range of services that span the entire real estate lifecycle: property development, transaction, consulting, valuation, property management and investment management.

BNP Paribas Real Estate has local expertise on a global scale through its presence in 29 countries (15 wholly owned subsidiaries and 14 alliances) across Europe, India and Middle East with 3,300 employees in about 150 offices. BNP Paribas Real Estate is a subsidiary of BNP Paribas, one of the strongest banks in the world according to Standard & Poor's (rated AA by Standard & Poor's i.e. 3rd rating level on a scale of 22).

For more information: www.realestate.bnpparibas.com

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