

Press release

ATENOR LAUNCHES ITS CAMPAIGN 'WAKE UP THE CITY'

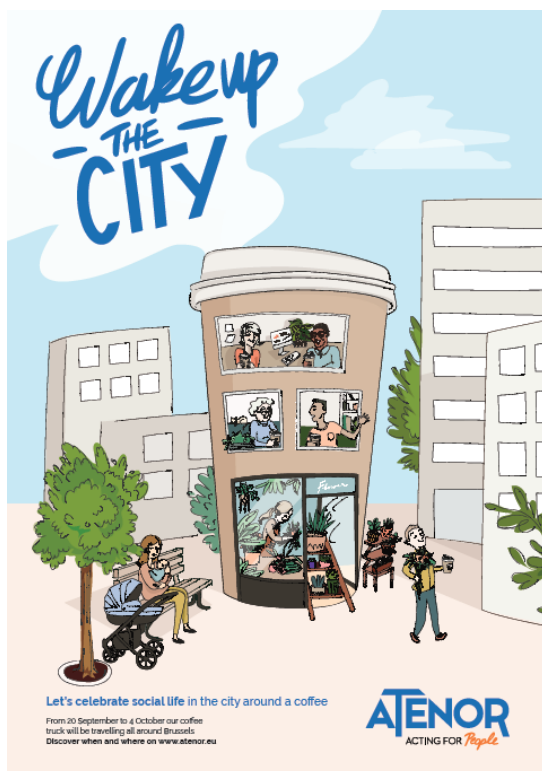
La Hulpe, 16 September 2021

As a real estate developer committed to a sustainable, inclusive, attractive city, ATENOR has been offering some unexpected initiatives for a new city style for several years.

These initiatives are part of a strategy and a 360° vision of the city and reflect ATENOR's desire to act as an urban transformer through three strong axes that define its commitment: its economic resilience, its environmental contribution and its societal impact.

ATENOR clearly claims its societal commitment through a communication strategy that breaks away from the traditional real estate codes.

Bringing life to and beautifying urban neighbourhoods, reviving old industrial wastelands and transforming them into mixed and sustainable neighbourhoods, ensuring the well-being of citizens and respect for diversity, all of these are objectives which guide ATENOR in its societal approach.



Because acting for the city means, among other things, acting for its citizens, ATENOR has included "Acting for People" in its societal approach.

Today, in response to the plurality of the city, ATENOR shines the spotlight on the importance of meetings, contacts and exchanges by launching "Wake Up the City". A nod to city life and the importance of social ties.

By offering a moment of conviviality around a cup of coffee, ATENOR symbolizes and celebrates city life. The ATENOR coffee truck will travel to several places in Brussels and in all the European cities where ATENOR is present, to share a unique moment in a resolutely fair and sustainable global approach.

When exiting the train, the metro, on a terrace, at the corner of the street, at the office, this coffee moment is an additional sign of ATENOR's commitment to a plural, open, unifying urban life, rich in its diversity and contacts.

Join us to enjoy a coffee : [ATENOR - Wake Up the City - Tour](#)

ATENOR is an urban real estate development company with European expertise listed on the Euronext Brussels market. Through our urban planning and architectural approach, we aim to provide appropriate responses to the changing demands in urban and professional life. Within this framework, ATENOR invests in large scale property projects meeting strict criteria in terms of location, economic efficiency and respect for the environment.

Reuters ATE0.BR - Bloomberg : ATEB BB

For more information, please contact Maral Reghabi for Tailor Up SA, International Marketing & Communication Director

] +32-2-387.22.99 - e-mail : info@atenor.eu - www.atenor.eu