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Press Release

LAUNCHING OF THE UP-SITE BUCHAREST CONSTRUCTION – 50% ALREADY PRE SOLD
(BUCHAREST – ROMANIA)

La Hulpe, 13 April 2021

ATENOR announces that NOR RE (100% ATENOR) is starting the construction of UP-site, its first prestigious residential project located in Floreasca, Bucharest. The building permit was obtained last spring. Since the launching of the sales process, at the end of November 2020, almost 50% of the whole project has been signed off plan.



UP-site Bucharest will feature 270 apartments in two residential high-rise buildings of 12 and 25 floors connected thanks to a common ground-floor. The project is located in the center of the hottest developed area of the city, at walking distance to most of the remarkable office buildings on the market, to Promenada mall, to the Aurel Vlaicu Metro station. It is also close to one of the greenest areas of Bucharest, to Floreasca Lake, and to Herastrau Park (King Michael 1st). This prime location makes the project not only unique but also functional and efficient.

Besides the magnificent views over the city, the project offers a wide set of amenities to make the future residents' life easier, healthier and comfortable. The project will propose a SPA with swimming pool and gym located in a connection area between the two towers in the ground floor and mezzanine, green areas, underground parking and storages. It will also be equipped with the latest technologies in terms of safety or comfort.

This project meets the specific requirements regarding the KPI designated into the Green Finance Framework of ATENOR. This allows UP-site Bucharest to be considered as a green project.

“By starting the construction of the UP-site Bucharest project ATENOR reconfirms its international commitment and confidence in Romania’s real estate market. UP-site Bucharest will add-up to ATENOR’s already finished or under construction landmark developments: Hermes Business Campus, Dacia One and @Expo. The response of the market to our pre-sales campaign is encouraging and compels us to deliver the expected quality product to our clients”, said Sorin Dumitrașcu, for PFA Dumitrașcu Sorin, Country Director ATENOR Romania.

“With this project, ATENOR takes advantage of its European diversification, especially by developing activities on residential markets particularly resilient” said Stéphan Sonnevile sa, CEO of ATENOR.

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 Stéphan Sonnevile SA, CEO or Sven Lemmes for Weatherlight SA, Executive Officer