



YOUR OPERATIONAL LEASING SOLUTION

TOUAX BECOMES SOLE SUPPLIER OF MODULAR BUILDINGS TO THE FRENCH OPEN (ROLAND-GARROS) FOR 3 YEARS

The “Modular Solutions” division of the TOUAX Group, Europe’s second-biggest provider of modular buildings, has teamed up with the French Open tennis tournament (the “Roland-Garros”) as its sole supplier for the next three years.

This partnership is TOUAX’ chance to show its know-how when it comes to modular buildings – and above all to demonstrate the impressive efficiency of its economical and well-designed products.

Real know-how on sports events and changing rooms

TOUAX has already coped with big sporting events, not least the Paris Stade de France; but this is a really big challenge: providing the whole TV production area for the French Open, which will be accommodating TV stations from all around the world, broadcasting the matches and enabling everyone to watch this Grand Slam championship starting on 24 May.

TOUAX has seen to the setting up of the entire media village for the French tennis international: more than 3,000 m², installed by a 30-strong team in just four weeks to create the media and television centre which is to accommodate ten international TV stations and 3,000 people.

This is a real technical feat in terms of logistics and organisational requirements: the Village has a terrace, glazed window bays, acoustic insulation, temperature control, 50 km of cabling ... For this project, TOUAX has drawn heavily on one of the factors in its success : Design. It succeeded in winning over the committee of this Grand Slam tournament which has made elegance its trade mark, with its round-top posts, awnings, and sculpted frontages, &c. - and still at a price that saw off all the competition.

Also a manufacturer of locker-rooms for team sports (Football, Rugby...) and individual ones (Tennis, Golf...), TOUAX sees this partnership as an opportunity to raise its standing in the world of sport and events, by offering complementary turn-key solutions such as ticket-booths, reception and hospitality areas, shops and administrative offices, &c.

A few figures:

3,000 m² to accommodate 3,000 people, set up in 4 weeks by 30 assembly workers, 5 steeplejacks, one 80-tonne crane and 90 articulated lorries.

The building has:

- 157 modular buildings installed on 3 levels,
- 32 terraces in exotic timber,
- 8 staircases,
- 380 m of frontages,
- 148 m of awnings,
- 25 round-top posts,
- 81 double-glazed heat-reflecting window bays.

Raising the profile of “pre-fabs” and dusting off their image

One of the most important things about winning this public invitation to tender with its modular solutions is that TOUAX has made itself the undisputed champion of modular construction, capable of providing the excellence in technical specification and looks that the organisers of the Roland-Garros are well known for demanding.

By carrying off this contest in the face of the world-wide industry leader, the French construction company has now made its dream come true: a chance to prove its Chartres-manufactured product has made it as the industry standard. Touax has been a major player – indeed, a pioneer – in design and energy-saving ever since its success at the 2007 “Janus de l’Industrie” awards. Its products proclaim the firm’s watchwords: “low cost, good design, high performance”.

TOUAX is not afraid to be different; it aims to finish once and for all with “prefabricated” notions that imply that what is economical must always be ugly, that temporary structures cannot be solid, and that modular buildings are nothing but “site huts”.

Christophe Boustouller, General Manager, TOUAX Modular Buildings Division:

“Winning this competition is a magnificent success, and proves TOUAX determination to grow fast in France, where our business first began. Our strategy of offering modern, modular, “low-cost” design as our USP makes a real break with the traditional image of “prefabs” and the usual approach to their use!

That determination is based firmly on our values, and enthusiastically felt by our staff: for us, making the difference is an everyday matter.

Sport is certainly the best example, in our view, of this need to set ourselves challenges and reinvent ourselves all the time. So we shall be continuing and even accelerating our investment in this area, offering economical and up-to-date turnkey solutions in all ten countries where we do business.

Roland-Garros, Rugby at the Stade de France in Paris: these are just key way stations in our development. We are immensely pleased – and immensely proud, too – to have a presence alongside these two iconic and powerful brands!

But we are not stopping there! Sport is also a great way of bringing people together, and will soon be providing us with an opportunity to build around some civic integration and human development projects. Our main asset is people; so we need to be providing solutions to enable the young to get training and develop their careers...”

Michel Grach, Media Manager, Roland-Garros:

“The management of the Roland-Garros and its media department are very pleased that the FFT’s Bids Committee has chosen the design that seemed to us the best suited to the new challenges we face in terms of media logistics! Every year our stadium welcomes the world’s major TV channels in a media area that is set up from scratch – so we have to be constantly looking for excellence in the service we provide to the customers; we will manage to achieve that aim by forming this kind of close partnership. “

A word about the Touax “Modular Solutions” Division

TOUAX, a French Group going back over 150 years, listed on the Stock Exchange for the last century and more, is one of the world’s leading providers of operational leases. It is active in four main areas: Shipping containers, river barges, railway wagons and modular buildings.

The Group had sales of €365m in 2008.

The “Modular Solutions” Division is:

- the 2nd biggest in Europe, working in 11 countries,
- 850 employees, 200 of them in France,
- 40,000 modular buildings, 15,000 in France,
- 40 agencies, 11 in France,
- 2 production factories, one of which opened in 2007 in France (Mignières 28),
- sales of €120m in 2008, €45m of that in France,
- a new product that has won awards at the Janus de l’industrie 2007,
- a European Business Prize in 2008,
- a Europe-wide turnkey service, to a high standard specification.

In the modular buildings market TOUAX offers products to rent, to purchase or on finance lease, especially for three sectors:

- Civil engineering: Site buildings, work camps, &c.
- Manufacturing and Services: offices, sales facilities, stores, &c.
- Local authorities and clubs: classrooms, crèches, canteens, sports changing rooms, &c.

TOUAX is listed on the NYSE Euronext Paris stock market in Compartment C (Code ISIN FR0000033003) and is in the SBF 250 index.

www.touax.fr

A word about modular buildings

Modular buildings are independent building solutions which by their modular nature lend themselves to the construction of temporary or permanent accommodation; they are available to buy or rent.

In other words, starting with basic “cubes” assembled and mounted on each other as the customer requires, we create “modular” areas for offices, sales facilities, classrooms or site camps, installed for periods of time ranging from 15 days to 3 years, depending on the customer’s plans and purposes.

Modular buildings are thus quite different from conventional ones: their key advantages are:

- the space they provide is modular, flexible and movable: modular buildings allow for expansion as activity increases and more people need to be catered for – or the whole building can even be moved to another location;
- quick set-up, offering a rapid response to changing economic circumstances: modular buildings make it possible to have an office or industrial building in 5 to 6 weeks;
- they offer great value for money: modular buildings allow savings of up to 30 % of the total cost of the delivered building.

A word about the Roland-Garros

This legendary Grand Slam on clay, the French Open international tournament, is organised by the French Tennis Federation FFT.

The FFT was the first federation for an individual sport and first for any women’s sport; it now has 1,100,000 qualified members and over 8,500 clubs; its objectives are to promote and develop the game of tennis.

The Roland-Garros championship of course has pride of place in this.

The French Open has grown continuously for almost eighty years, and is now one of the sporting world’s unmissable events. A few figures from the 2008 Open will show how fascinated the world is with this contest:

- 455,000 spectators come to the stadium over the Tournament’s three weeks (the qualifiers and the final rounds).
- covered by no fewer than 3,275 media representatives from 54 different countries.
- broadcast by 102 channels to every continent (nearly 200 countries), with:

- over 7,400 hours of dedicated TV coverage around the world (including 4,917 hours' live coverage), and also 3,267 hours of Web Streaming.
- a potential audience of over 2.1 billion TV viewers.
- the official website– www.rolandgarros.com – has had 6.3 million unique visitors during the period of the Tournament alone; they came from over 190 countries.

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