



Mon-marché.fr logistic hubs in INDIGO Car parks

Transforming 2 400 m² (450 spaces)
of unoccupied underground car
parks levels



A realisation aligned with INDIGO Long-term strategy

INDIGO Strategy and vision

The car park of the future is an extension of the city

The car park of the future blends a range of considerations, including mobility and local services, to disencumber streets and optimise networks of all kinds (energy, food etc.). It is essential to relieve congestion in public spaces and minimise land take.

Our vision of the car park of tomorrow is an open-air car park that harmoniously reflects its surroundings, forming a space for the community dedicated to mobility where people in the urban area transition from one part of their day to the next. Linking up with all destinations and connections (such as transport, retail and events) and open all throughout the day, the car park of tomorrow also offers a range of new services, including a hub for environmentally friendly modes of transport, urban logistics, storage and even cultural events and entertainment. Consequently, traffic on the surface is less congested, the streets are quieter, and public sphere can develop new spaces for community and biodiversity.



In 2021, INDIGO Group has open to the real estate market 110 000 m2 for long-terms partnerships (logistics, storage, data centers)



Why this project?



mon-marché.fr is an innovative service of fresh food delivery, subsidiary of French major food retailer Grand Frais. Located at the heart of the city and close to its inhabitants, it stores in cold rooms fresh products coming directly from Orléans, France to be delivered to its inhabitants, who make their order directly on the mon-marché.fr mobile app.

To set up its services, the supply chains needed to be set up close to city dwellers, in order to avoid long-distance deliveries -> at the hearth of Paris, France.

Some INDIGO car parks in Paris are not fully occupied - due to the City mobility policy - and provide great spaces in interesting locations

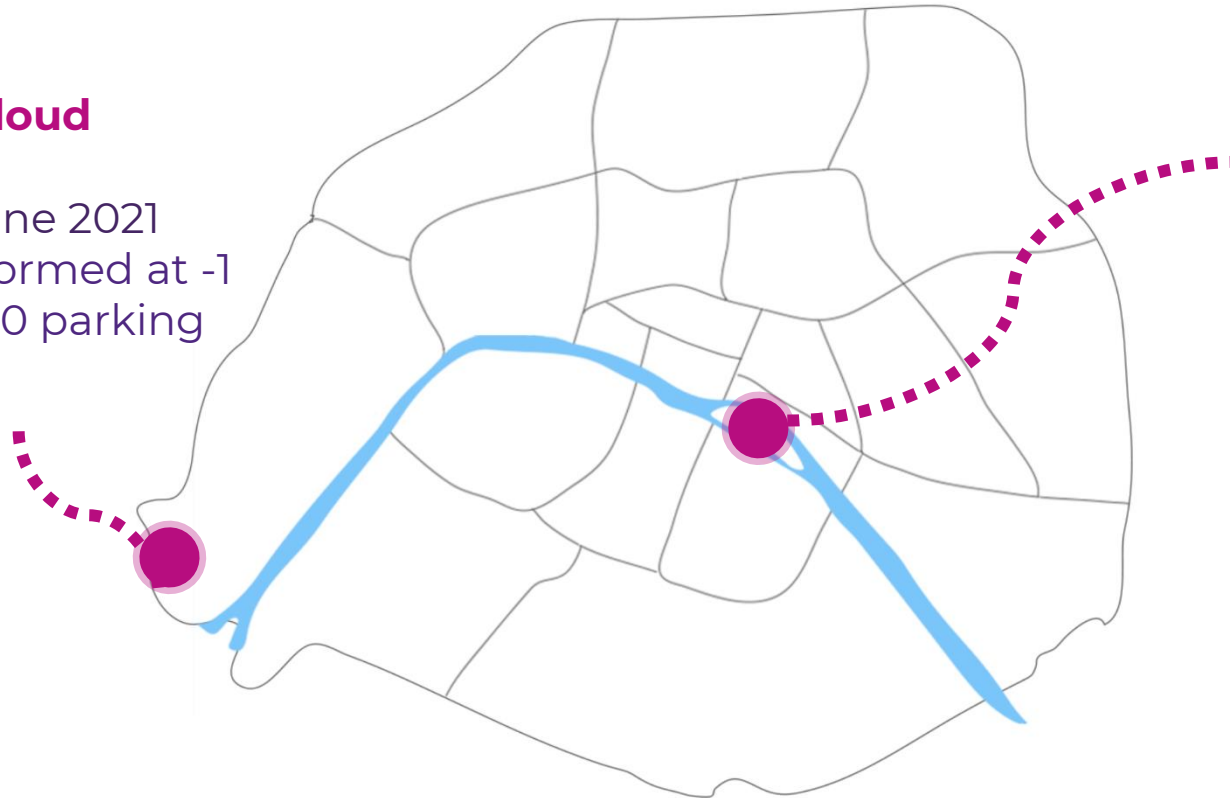
INDIGO and mon-marche.fr has signed a long-term partnership to convert some Parisian car parking spaces into logistics hubs.

Locations of the logistics hubs

Map of Paris, France

INDIGO car park Porte de Saint-Cloud

- ✓ launched in June 2021
- ✓ 1200 m² transformed at -1 level (about 300 parking spaces)



INDIGO car park Harlay Pont-Neuf

- ✓ launched in March 2020
- ✓ 800 m² transformed at -1 level (about 150 parking spaces)

7 ongoing projects to create new logistics hubs in the INDIGO car parks

Organisation of the logistics hubs

- ✓ **5 cold rooms**, each of which has its own temperature to ensure that the different foods are perfectly preserved
- ✓ **Mobility and charging zone** for ecargo bikes
- ✓ **Offices for staff** - About 20 to 50 employees working on each site to prepare and deliver the orders
- ✓ **Zone for non-profits** (banque alimentaire) for unsold products
- ✓ **A space for click and collect** – customers can come by foot, bikes or cars to get their delivery





Set up timeline

First meetings with
mon-marché.fr



2018

A 2-years work for
conception,
authorizations and
space refurbishment



2018 - 2020

Opening of the first
mon-marché.fr in
March 2020 and second
one in June 2021



2020 - 2021

7 upcoming
projects



2022

Answer last-mile logistics challenges

- Reduction of pollution and congestion
- Contribution to sustainable mobility
- Better use of urban space: public and private space allocation
- Contribution to city center attractiveness

Create local jobs!

- Avoid trucks traffic downtown the city, provide green non polluting deliveries thanks to e-cargo bikes
- “Zero waste” policy (unsold products given to non profits, optimisation of the supply chain...)
- Avoid creation of outside logistics spaces in the suburbs by using the existing space downtown the cities: less construction and « urban spread »
- Partnerships with local grocery stores
- Provide a positive service to city dwellers – affordable fresh food directly home!

A long-term and virtuous partnership



"Our mission is to bring high quality fresh produce at competitive prices to city dwellers, connecting them to more than 700 producers, through a responsive and easy-to-use service for customers."

The business model we built with INDIGO allows us to meet our objectives, while decongesting urban traffic and decarbonising the delivery process in the city centre."

To set up our logistics workshops, INDIGO has played a facilitating role, particularly with regard to regulations, and has put us in touch with the right contacts to remove certain obstacles we may have encountered. As a result, we launched our first pilot project in March 2020 in the heart of Paris and have several other projects underway."

Gilles Raison, Managing Director of mon-marché.fr

A topic of great interest to the press





INDIGO

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