

Company profile Co-exhibitor

1. Key facts and figures

Please enter the following information on your company for which you apply to be a co-exhibitor at EXPO REAL 2018.

Corporate name and legal form

Number of employees

Date of foundation*

Annual turnover

Brief description of the company's area of activity (maximum number of characters: 720 characters)

Important information:

As of 2018 this form must be uploaded for your online application as a co-exhibitor. Use the function in the respective section of the application. If you do not attach this document, your application cannot be processed.

2. Placement in the exhibition sections and reasons

2.1 Place your company in the exhibition sections listed on **page two** of this document. A total of no more than two sections can be specified!

Please note: The placement you specify here must be the same as in your online application!

2.2 Please give specific references for each of your chosen exhibition sections. These may be e.g. projects/excerpts from your company brochure/websites (maximum number of characters: 1,030 characters).

References exhibition section 1

References exhibition section 2

*The company must already exist at the time of the application.

Exhibition sectors

Which real estate sector does your company operate in?
Please check a maximum of two entries in total.

- | | |
|--|---|
| <p>01 Real estate investment</p> <p><input type="checkbox"/> 01.01 Investment management companies (open and closed-end funds)</p> <p><input type="checkbox"/> 01.02 Real estate investment trusts / REITS</p> <p><input type="checkbox"/> 01.03 Insurance companies / Pension funds</p> <p><input type="checkbox"/> 01.04 Real estate businesses— trade, service and industrial companies</p> <p><input type="checkbox"/> 01.05 Investment trusts</p> <p>02 Real estate financing</p> <p><input type="checkbox"/> 02.01 Commercial and savings banks</p> <p><input type="checkbox"/> 02.02 Mortgage banks</p> <p><input type="checkbox"/> 02.03 Leasing companies</p> <p><input type="checkbox"/> 02.04 Insurance companies, professional and other pension funds</p> <p><input type="checkbox"/> 02.05 Other financial services</p> <p>03 Real estate consulting</p> <p><input type="checkbox"/> 03.01 Market Research</p> <p><input type="checkbox"/> 03.02 Real estate appraisal (def. see next page)</p> <p><input type="checkbox"/> 03.03 Lawyers</p> <p><input type="checkbox"/> 03.04 Tax consultants, auditors</p> <p><input type="checkbox"/> 03.05 Real estate brokers / Real estate consulting</p> <p>04 Real estate development</p> <p><input type="checkbox"/> 04.01 Site developers (def. see next page)</p> <p><input type="checkbox"/> 04.02 Real estate project developers (def. see next page)</p> <p><input type="checkbox"/> 04.03 Property developers incl. project development</p> <p>05 Architecture and urban planning</p> <p><input type="checkbox"/> 05.01 Architecture (excl. interior design and fit-out, and landscaping)</p> <p><input type="checkbox"/> 05.02 Urban development</p> <p>06 Construction project management / Project control</p> <p><input type="checkbox"/> 06.01 Construction project management / Project control (def. see next page)</p> <p>07 Real estate asset management, property and facility management</p> <p><input type="checkbox"/> 07.01 Real estate asset management (def. see next page)</p> <p><input type="checkbox"/> 07.02 Property management (def. see next page)</p> <p><input type="checkbox"/> 07.03 Facility management services (def. see next page)</p> <p><input type="checkbox"/> 07.03.01 Full-service providers</p> <p><input type="checkbox"/> 07.03.02 Facility managers</p> <p><input type="checkbox"/> 07.03.03 Parking space management</p> | <p>08 Operators and users of commercial property</p> <p><input type="checkbox"/> 08.01 Office property</p> <p><input type="checkbox"/> 08.02 Retail property</p> <p><input type="checkbox"/> 08.03 Hospitality property</p> <p><input type="checkbox"/> 08.04 Healthcare and social property</p> <p><input type="checkbox"/> 08.05 Logistics and Industrial property (def. see next page)</p> <p><input type="checkbox"/> 08.06 Infrastructure property (only train stations, airports and ports)</p> <p><input type="checkbox"/> 08.07 Residential property</p> <p>09 Economic regions, cities, municipalities and economic development agencies</p> <p><input type="checkbox"/> 09.01 Economic regions, cities, municipalities and economic development agencies</p> <p>10 IT in real estate business</p> <p><input type="checkbox"/> 10.01 Property administration software</p> <p><input type="checkbox"/> 10.02 Internet portals for real estate</p> <p><input type="checkbox"/> 10.02.01 Virtual project and data rooms</p> <p><input type="checkbox"/> 10.02.02 Marketing and agency portals</p> <p><input type="checkbox"/> 10.03 CAFM systems (Computer aided facility management systems 1.5), BIM systems (Software based building information modeling systems)</p> <p>11 Real estate marketing</p> <p><input type="checkbox"/> 11.01 Trade media (print / electronic)</p> <p><input type="checkbox"/> 11.02 Advertising & PR</p> <p>12 Real estate education and training</p> <p><input type="checkbox"/> 12.01 Professional education and training institutes</p> <p><input type="checkbox"/> 12.02 Human resources service providers</p> <p>13 Associations of the commercial real estate industry</p> <p><input type="checkbox"/> 13.01 Associations of the commercial real estate industry</p> |
|--|---|

Definition of exhibition sectors

03 Real estate consulting

03.02 Real estate appraisal

Real estate appraisers are companies which, in a process regulated by law, and through the use of well-founded economic, legal and construction experience, establish a market value for land which has either been built on or not (real estate) at a given date in the normal course of business. The current value of a particular piece of real estate (including its fixtures) is determined in accordance with recognized (national or international) valuation methods.

Real estate rating companies are companies which, in accordance with approved assessment procedures, evaluate the opportunities, risks and earning potential of a particular piece of real estate or real estate portfolio, whilst taking into account its actual and possible future market position and assigning various risk categories. Providers of due diligence procedures (e.g. environmental due diligence procedures) do not count as real estate rating companies and therefore do not conform to the EXPO REAL product and service categories.

04 Real estate development

04.01 Site development

Site development is the development and marketing of large coherent areas, such as neighborhoods and districts.

04.02 Real estate project developers

Real estate project developers perform all constructional and commercial investigations, planning and preparations for building work and make all corporate decisions necessary in order to build on one or more pieces of land or to

prepare existing buildings for new use. This may range from securing the property, utilization concepts and procurement of planning permission through financing and carrying out the construction (with or without a general contractor) to leasing (in person or through an agent) or sale to an investor. Only companies offering this complete development service can be admitted to EXPO REAL. Providers of individual services such as construction, interior finishing work, interior design, property fitout etc. are specifically excluded.

06 Construction project management / Project control

06.01 Construction project management / Project control

Construction project management firms organize the implementation of every phase in the development of a construction project from inception through to use, including the assessment of demand, planning, implementation and supervision of project progress from a legal, economic and technical viewpoint. Project managers offer these services, including the selection of project participants, the supervision of organization plans, progress and cost control and quality assurance, as a complete package.

Project control is the core of professional construction management in the building industry. It enables project work processes to be managed such that overall project objectives can be achieved. Quality promotion measures serve to enhance the various processes on an ongoing basis. The realization of business management processes and work flows in a given construction project is also part of project control. The construction project controller assumes, on behalf of the builder, management duties in respect of the construction project as a whole with regard to companies contracted to execute the building work. Of particular importance is his responsibility to represent the interests of the builder vis-à-vis the appointed building companies.

07 Real estate asset management, property and facility management

07.01 Real estate asset management

Real estate asset managers act as asset managers for real estate investors. Their key task is to identify the yield potential of real estate property and to realize this potential in consultation with their real estate investor clients.

Real estate asset managers identify value-add potential of properties and prepare real estate and property strategies for their real estate investor clients, taking into account the possibilities of risk-return optimization. This includes the strategic real estate analysis and selection, development/drafting of real estate and property strategies (taking into account the real estate investor's objectives), property-specific investment/divestment planning, property-specific maintenance strategies, and preparing real estate-specific business plans.

Real estate asset managers also manage the implementation of the real estate and property strategies of their real estate investor clients. Specifically, real estate asset managers manage the acquisition and sale of real estate, as well as real estate investments and divestments with the objective of risk-return optimization. This involves the planning, structuring and allocation of financial resources for real estate investments with the aim of appreciating the value of existing capital and avoiding deficits.

07.02 Property management

Property managers are responsible for the operational and return-oriented management of a real estate property. Their key task is to ensure the best possible use or exploitation of real estate.

Property managers represent the interests of real estate owners in a fiduciary capacity, execute their real estate and property strategies, maintain contact with tenants or other users, procure new tenants and other users, ensure a smooth technical and infrastructural management and maintenance of the property, if required by hiring external facility management service providers, ensure a proper organization of the management of the property and execute the business and administrative aspects of facility management including rental and property contract administration, rental and property accounting, payment recovery, utility/service charge statements, insurances, budgeting, business planning and reporting.

Definition of exhibition sectors

Cont. 07 Real estate asset management, property and facility management

07.03 Facility management services

Specification of admissible companies: Only such firms are admissible as offer all the facility management services required for buildings, plots of land, other sites and parking areas from a single source, whereby it is irrelevant whether they render the facility management services themselves or have them rendered by subcontractors. By contrast, not admissible are companies which are sup-

pliers, planners and consultants providing individual facility management services such as cleaning, security, garden maintenance and groundskeeping, catering, energy management service, energy supply and consumption accounting services, relocation services, etc. as well as consortiums of suppliers of individual facility management services jointly offering all facility management services of the abovementioned kind.

08 Operators and users of commercial property

08.05. Logistics and Industrial property

Logistics properties are properties used for the storage, picking and distribution as well as the transshipment of goods. As opposed to that, industrial properties are used for the production of tangible or intangible goods. Modern logistics properties can accommodate both logistics services and industrial production.

Status: January 2018