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An Ambition to Set New Industry Trends

The future lies in communities

We're now fully focused on creating and managing complete business districts rather than individual buildings. For us, the best way to deliver remarkable experiences is to develop neighbourhoods big enough to support the vast range of services we believe are vital to support companies' and communities' growth.

In line with this strategy in Czechia, the Group has announced on the 5th of February 2019 to vend the stand-alone projects in Prague because they are not sizable enough to make them suitable for the development of such business districts.

Now, we're pushing ahead with our project in Brno – Czechia's second biggest city – which is comparable in size to Agora Budapest and Varso Place. The increasingly popular Aupark Hradec Kralove shopping centre will remain part of our portfolio.

Our co-working platform is another facet of our work we see growing exponentially over the coming years. Already a successful network, the co-working brand facilities operate under the HubHub brand.

Right now, our most prominent projects include One Waterloo, near London's busiest transport hub, Varso Place, which includes CEE's tallest tower and the shopping centre and international coach terminal, Nivy Station in Bratislava.

Headlines are also being written about Agora Budapest, soon to be Raiffeisen Bank's Hungarian headquarters, and DSTRCT.Berlin, the transformation of a period building into a state-of-the-art creative business address.



Our way UP

We don't merely lead the industry at HB Reavis, we set trends. From innovative building designs to creative workspace solutions, we put users at the heart of every decision and the forefront of delivery. And it's a method that's winning friends across the continent.

Over the last year, we've cemented that way of thinking into an evolved portfolio of services, brands and a development pipeline of truly ground-breaking projects.

The shift from B2B to B2U

To create remarkable experiences, we had to focus on the people who live and work in our developments. It's a shift that was enhanced by the pan-European occupiers research published by CBRE in April 2018* which shows occupiers are giving more and more weight to the effects of workplace solutions regarding productivity and employee satisfaction rather than operational efficiency. We assess the impact our products and services have on our clients and constantly explore ways to improve their productivity and well-being.

A

Shift to focusing on large-scale business hubs

As working habits change, there's more focus on flexibility. People want more variety in the spaces they work in as well as help with more agile collaboration – not to mention tech advancements and access to start-up and innovation communities. To meet those needs, we've concentrated our efforts on creating and operating large, 10,000 worker business hubs. That scale means we can infuse our designs with genuine flexibility and foster inspirational communities with the freedom to encourage social synergies.

B

Additional operator role

If we're to ensure users get the support they need, it's not enough for us to build and hand over the keys. We need to manage our projects after completion. But while not necessarily taking on full equity, we're using our services and innovations to significantly increase rental income and set new standards for the industry.

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*CBRE Research – EMEA OCCUPIER SURVEY 2018;
Optimising user experience: The personalised workplace

What we achieved in 2018

- Evolved from being a straightforward developer into an international workspace provider (WaaS)
- Announced our first two German projects in Berlin and Dresden
- Second phase of our Gdanski Business Center in Poland was sold out for over €200m
- The landmark Varso Tower project has seen construction move above ground.
- Sold Metronom Business Center for CZK 2.3bn
- Purchased the Farringdon West development in London (Bloom Clerkenwell)
- Started work on One Waterloo, a landmark London project