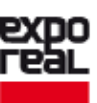


EXPO-REAL MUNICH

“International Trade Fair for Property and Investment”

October 4-6 · Messe München

LAI - 2017



Building networks

20th International Trade Fair for Property and Investment
October 4 - 6, 2017 · Wednesday - Friday · Messe München, Germany

EXPO REAL 2016 in figures

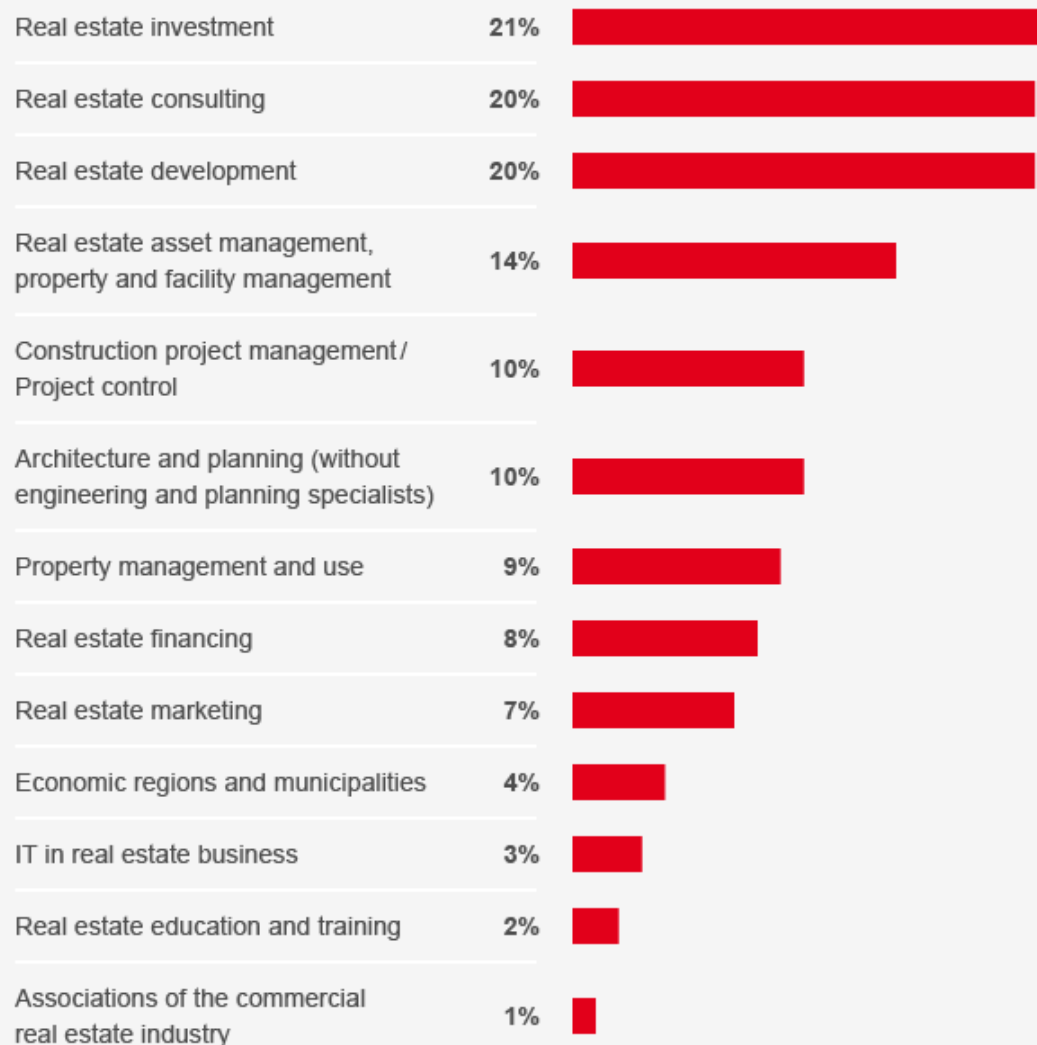
PARTICIPANTS

- 39,101 participants, 77 countries (2015: 74) (3.3% rise/2015).
 - 18,963 trade visitors (2015: 18,985)
 - 20,138 company representatives (2015: 18,872).
- International trade visitors 29.5% (2015: 28%).
- Top ten countries: Germany, UK, Netherlands, Austria, Switzerland, Poland, France, Czech Republic, USA, Luxembourg and Spain.

EXHIBITORS:

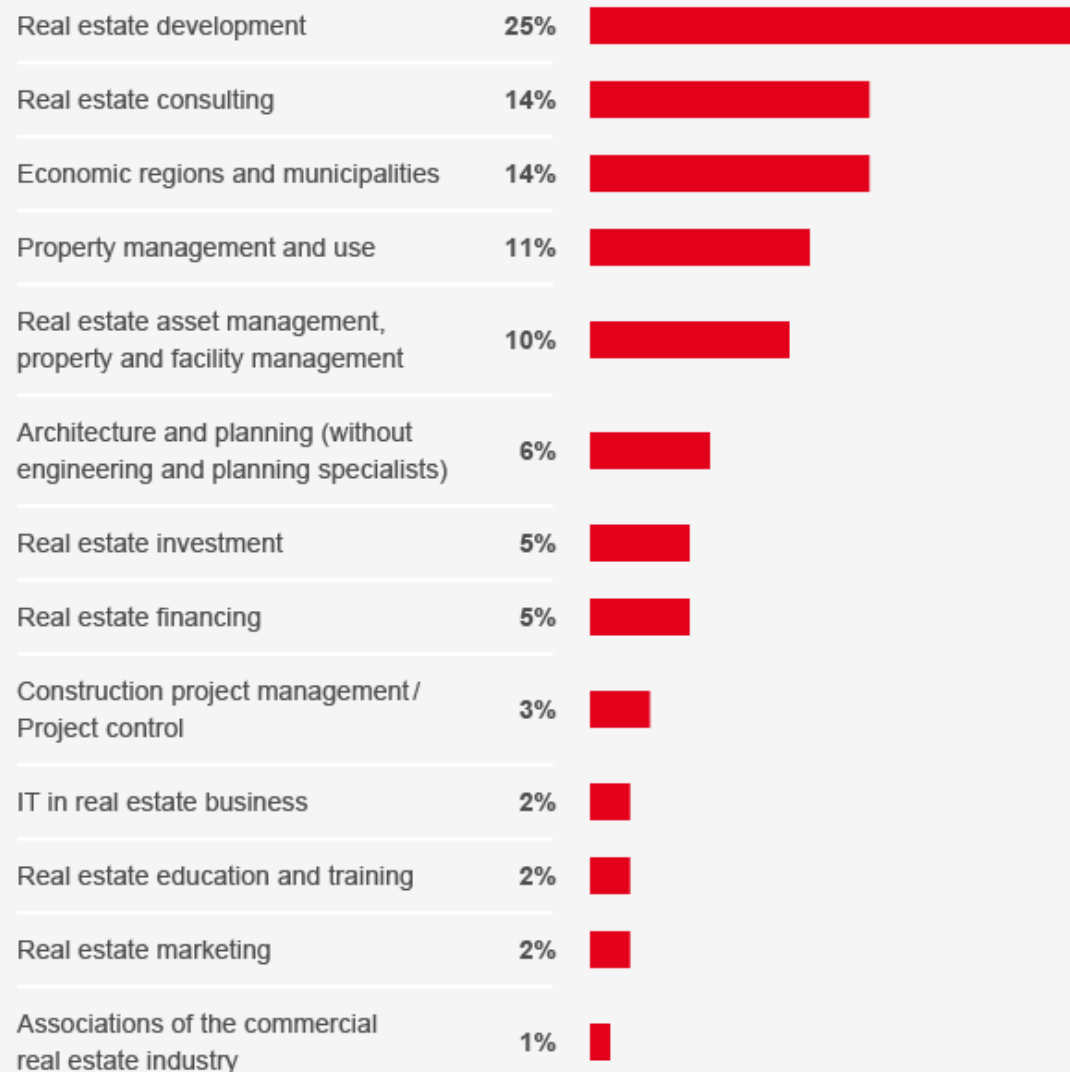
- 1,768 exhibitors, 2016 (3.6% rise/1,707 of 2015) 29 countries.
- Companies outside Germany: 23.3%
- Top ten countries: Germany, Austria, Netherlands, Poland, Switzerland, UK, Hungary, France, USA, Luxembourg and, Italy and Czech Republic.

Participant structure 2016



Multiple answers possible, source: visitor/participants survey EXPO REAL 2016, Gelszus Messe-Marktforschung

Exhibitor structure 2016



Multiple answers possible, source: Exhibition Management EXPO REAL 2016

Here are some participant comments:

- **Jos Tromp, Executive Director, Head of Research Continental Europe CBRE B.V., Germany**
“At EXPO REAL my most important goal is meeting colleagues and clients efficiently both in a formal and informal way. The general highlight is that all decision-makers in real estate are here. EXPO REAL is a leading networking event bringing together experts in the real estate sector that help drive forward the development of urban areas.”
- **Daniel Riedl, FRICS CEO, CEO BUWOG AG, Austria**
“EXPO REAL is the most important fair for us. We work in the German-speaking area, and as such we make sure we have a prominent presence here each year. At EXPO REAL we meet our business partners and it is a very efficient place to hold talks.”
- **Matthias Leube, Head of Asset Management & Transactions in Germany, AXA IM - Real Assets, Germany**
“EXPO REAL is massively relevant. It was a great show. What really struck me was that there were so many international participants this year. That's a trend that's been building up for a number of years and, in fact, the whole show is now much more focused on global markets and not just on Germany.”
- **James A. Fetgatter, Chief Executive, Afire, USA**
“EXPO REAL is the supermarket of real estate ideas and deals. It is the most serious and effective conference we attend.”

LAI Members comments:

“Thanks Aurelio, Madrid Chapter will also support the initiative, by communicating it to the members, encouraging the attendees to Expo Real to identify other potential members of LAI, not only in Madrid but in other European main cities. Kind Regards.”

David Sanchez, LAI-Madrid President

“Thanks Aurelio, Just to confirm that the London Chapter supports the initiative to increase membership by attending Expo-Real Munich. We will canvas members in advance to help arrange meetings and contacts at the event. Regards.”

Robert Maguire, LAI-London President

“Hola Aurelio, Yo voy a Expo como todos los años pero no sé en qué puedo ayudar. Espero que estés muy bien por lo demás. Abrazo.”

Esperanza de Justo, LAI-Madrid Member

LAI GOALS

The purpose would be twofold:

- to identify potential new members for the London, Madrid & UAE Chapters
- to start prospecting for new chapters in the other prominent European & Middle East business centers

LAI STRATEGY

- We suggest establishing a “soft presence” by scheduling a series of one on one meetings at the informal meeting places within the trade fair and its proximities.
- We might have LAI friends in London, Madrid & UAE and other who would have access to a company booth and perhaps allow us to take meetings there.
- This strategy would allow us to keep our costs low as we explore the viability of this exercise.

LAI STRATEGY

New Membership & New Chapters:

Companies attending the Trade Fair, and persons from the attending companies:

- Could be obtained from the www.propertyeu.info,
- These are companies and executives that usually attend at least one of the following meetings in Europe:
 - ExpoReal,
 - Mapic,
 - Mipim,
 - Rics,
 - ULI,
 - InRev,
 - ISCS,
 - EPRA
- Executives and their connection could be found very easily in the “Who’s Who” part of this webpage.

LAI STRATEGY

Advisers/Consultants:

- Amsteliu
- Anixton
- Atlanticus
- Bopro
- Buck
- Catella
- CBRE
- Colliers
- Cushman & Wakefield
- Darian
- Deloitte RE
- Dutch Green Company
- Escalier
- GE Capital RE
- Hexagon Financial & Advisory
- Lab & Company
- Maior Valor
- Mallexpert
- MS Commercial RE Capital
- PwC RE
- Savills

Architects:

- Champman Taylor
- Gensler
- HOK
- SOM

Brokers/Valuers:

- Bernheze
- BNP Paribas RE
- CBRE
- Colliers
- Doble Digits
- DPM
- DRS RE
- FRIS
- Gesvalt
- Hoen Dzn
- JLL
- ST- Sociedad de Tasación
- Tasinsa

Developers:

- Apsys
- Arricano RE
- ASR RE

- Atrium European RE
- Bakkers
- Bouwfonds
- BPD Europe
- Kinnisvara
- ECE
- Foruminvest
- Futuereal
- Garbe Logistics
- HafenCity Hamburg
- IGD Group
- IKEA
- Kennedy Wilson
- Klepierre
- Land Securities
- Lend Lese
- Mayland RE
- McArthur Glen
- P3 Logistic Parks
- Point Park Properties
- Prologis
- Raiffeisen EPD
- Ream International
- RECE
- SES
- Skanska
- Sonae Sierra
- Tishman Speyer
- Westfield
- WRBC Development

Engineering:

- Arcadis
- Arup

Financial Services Providers:

- ABN Amro
- Allianz RE
- Amundi RE
- BayernLB
- Berlin Hyp
- BNP Paribas
- Cassa DeP
- Corestate Capital
- Delin Capital
- Fakton Capital
- FGH Bank

- First Title Insurance
- Global Property Research
- HypothekenBank Frankfurt
- ING RE
- KGAL
- Masterdam
- Newomij
- PBB DP
- PGGM Investments
- Standard Life Investments
- SynVest
- UBS GAM

Investors:

- Aberdeen AM
- Aegon AM
- Aerium Finance
- AEW Europe
- Alstria
- APG AM
- Apollo MI
- Aviva Investors
- Axa IM RE
- Axiare
- Beni Stabili Gestioni
- Benson Elliot
- Berlin Hyp
- Blackrock
- Blackstone
- BNP Paribas RE
- Bouwfonds IM
- Capman RE
- Castellum
- CeGeReal
- Cofinimmo
- Commerz Real
- Cordea Savills
- Corestate Capital
- Credit Suisse
- Davidson Kempner
- Deka Immobilien
- Deutsche Annington
- Deutsche Wohnen
- Dogus
- Drago Capital
- Enstar Capital
- Europa CP
- Evans Randall
- Finae Advisors
- Fonciere des Murs
- Fonciere des Regions
- FTI
- Gagfah
- Gecina
- Grosvenor
- Heitman
- Hermes REIM
- HI Partners
- HIH – Hambourische IH
- Hines
- Hispania
- Icade Conseil
- ICI REIC
- IDEA FIMIT
- IMMOFINANZ
- Internos RI
- Intu Propeties
- JP Morgan AM
- Kanam Int'l
- La Francaise Global REIM
- Lar
- Lasalle IM
- Leg Immobilien
- Legal & General IM
- London & Regional Properties
- Lone Star
- M&A Property Investors
- M&G RE
- Madison IR
- Merin
- Merlin Properties
- Morgan Stanley
- Nordic REP
- Orion CM
- Patrizia
- Patron Capital
- Persoons Project
- PGGM Investments
- Pradera
- Pramerica REI
- PSP Group
- Real IS
- Redevco
- Rockspring PIM
- Schroeder PI
- Segro

- Shaftesbury
- Sorgente Group
- Standard Life Investments
- Starwood CE
- Stena Realty
- Swiss Prime Site
- Sydney & London Properties
- Syntus Achmea RE
- Threadneedle PI
- TowerInvest
- Tristan CP
- Unibail-Rodamco
- Urban Industrial
- Valad Europe
- Vastned Retail

Investors/Developers:

- Alinso Group
- Altarea Cogedim
- Amvest
- Apollo MI
- Breevast
- Cap Invest
- Chayton Capital
- Citycon
- Freeport Retail
- Freo F&REO
- Goodman
- Great Portland Estates
- Hammerson
- Ivanhoe Cambridge
- Logistics CP
- LokinTamse PRE RI
- Montea
- OVG RE

Lawyers/Notaries, Public/Tax Consultants:

- Ashurst
- Baker & McKenzie
- Clifford Chance
- CMS DSB
- Dentons
- DLA Piper
- Eversheds
- Garrigues
- Gomez-Acebo & Pombo
- Greenberg Taurig
- Hogan Lovells

- Le Breton & Associes
- Lexence
- Paul Hastings
- PM&T Pontecorvi Mannaerts & Triboldi
- SQB Squire Patton Boggs
- Taylor Wessing
- Van Doorne
- Wintertaling A&N

Real Estate Investment Managers:

- 8G CP
- Aberdeen
- Amstar
- Bouwinvest
- CBRE GI
- Colony Capital
- Cushman & Wakefield
- Emerg CP
- Hamburg Trust REIM
- Invesco RE
- Kgal
- Lapithus Management
- Larkai
- Lasalle IM
- M&G Investment
- Meyer Bergman
- Neinever
- Palatium IM
- Patrizia
- Prelios
- Redos RE
- TH RE
- Trinova
- Triuva
- TW Residential
- Valad
- Vicus
- Warburg HIHI

Real Estate Managers:

- Bilfinger REA
- BMO REP
- BNP Paribas REIM
- CBRE
- Colliers
- Confia
- Cording
- Conerstone

- Corpus Sireo
- Dahls Eiendom
- EY
- Hannover Leasing
- Helaba
- L'Etoile Properties
- Multi Corporation
- Rynda PI
- Skymark
- Stam Europe
- Strabag P&FS
- Tag Immobilien
- Treureal
- Vasakronan

Sector Associations:

- EPRA
- FRESH
- ICSC
- INREV
- RICS
- ULI

Service Providers:

- Britlayer
- Colliers
- Colony Capital
- Cording
- Equity Estate
- FRHI H&R
- Green Street Advisors
- HVA Holland Vastgoed Advies
- MN IM
- Orchard Street
- Q-Park
- RCA Real Capital Analytics
- Real Consultants
- Segro
- Tias Nimbas Tilburg
- Warehouses de Pauw
- Yardi Systems

LAI STRATEGY



Prospect Chapters in RVPEurope Region (Europe+Middle East) (Population Metropolitan Areas, million people):

- From the size of the conurbations the best candidates to strengthen our efforts seems to be:
 - Paris: 12.3
 - Moscow: 12.1
 - Cologne/Bonn: 11.7
 - Riyadh: 6.5
 - Milan: 5.3
 - Katowice: 4.6
 - Dubai: 2.8
 - Stockholm: 2.2
 - Doha: 1.7
- From other considerations as political centre and financial importance, we could think also about:
 - Berlin: 5.9
 - Frankfurt: 5.5
 - Amsterdam: 4.5
 - Jeddah: 4.7
 - Amman: 4.0

LAI STRATEGY



Meeting possibilities at ExpoReal:

- There is the “Meeting Centre”, where every company could buy a maximum of 3x50’ slots, meeting rooms from 8 to 12 people at a price per slot of 350€.
- There is the “Meet & Retreat Lounge” where every company could buy a maximum of 2x60’ slots, open meeting space arranged from 4 to 6 people at a price per slot of 35€
- Informally at cafes and restaurants inside Messe München

LAI STRATEGY



Meeting possibilities

Outside ExpoReal:

- **Hotel Novotel Muenchen Messe**, Willy-Brandt-Platz 1, just by the U-Bahn and the “Riem Arcaden” shopping mall, south to the west entrance “Messe Munchen”.
- Informally at cafes and restaurants inside “Riem Arcaden” shopping mall.

LAI STRATEGY: BUDGET

EXPO REAL MUNICH, 4-5-6 October 2017			
Air Fares	Price	Persons	
Europe	250,00	1,00	250,00
America	1.200,00	2,00	2.400,00
			2.650,00
Hotel	Price	Nights	
Europe	500,00	3,00	1.500,00
America	500,00	8,00	4.000,00
			5.500,00
ExpoReal Tickets	445,00	3,00	1.335,00
Transportation	Price	Persons	
S-Bahn Airport	25,60	3,00	76,80
U-Bahn	19,80	3,00	59,40
Origin Airport	75,00	3,00	225,00
			361,20
Meals	Price	Persons	
Lunches & Dinners	550,00	3,00	1.650,00
Invitations & Entertainment	100,00	3,00	300,00
			1.950,00
Meeting Spaces	Price	No.	
Meeting Center 3x50' slots	350,00	3,00	1.050,00
Meet & Retreat Lounge 2x60' slots	35,00	2,00	70,00
			1.120,00
Contingencies (15%):			1.937,43
GRAND TOTAL:			14.853,63

Adjusted: 1 people from America, 1 from Europe			
Air Fares	Price	Persons	EUR (€)
Europe	250,00	1,00	250,00
America	1.200,00	1,00	1.200,00
			1.450,00
Hotel	Price	Nights	
Europe	300,00	2,00	600,00
America	300,00	4,00	1.200,00
			1.800,00
ExpoReal Tickets	445,00	2,00	890,00
Transportation	Price	Persons	
S-Bahn Airport	25,60	2,00	51,20
U-Bahn	19,80	2,00	39,60
Origin Airport	75,00	2,00	150,00
			240,80
Meals	Price	Persons	
Lunches & Dinners	450,00	2,00	900,00
Invitations & Entertainment	100,00	2,00	200,00
			1.100,00
Meeting Spaces	Price	No.	
Meeting Center 3x50' slots	350,00	0,00	0,00
Meet & Retreat Lounge 2x60' slots	35,00	0,00	0,00
			0,00
Contingencies (15%):			822,12
GRAND TOTAL:			6.302,92

64,3% reduction

