

REAL ESTATE BRAND VALUE STUDY 2015

TOP 100 REAL ESTATE INVESTORS EUROPE

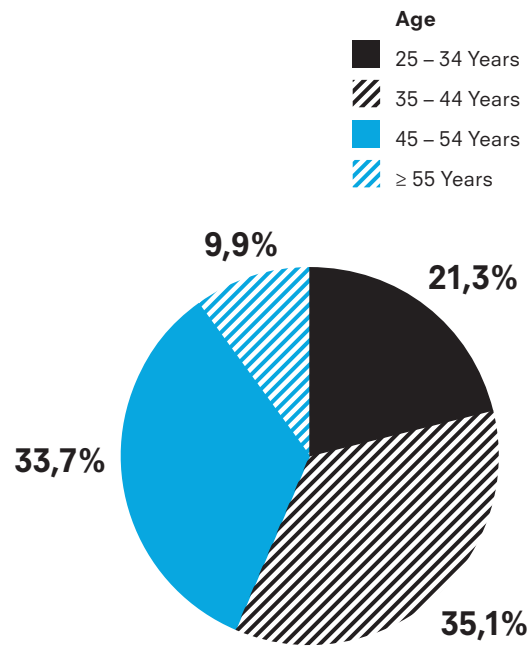
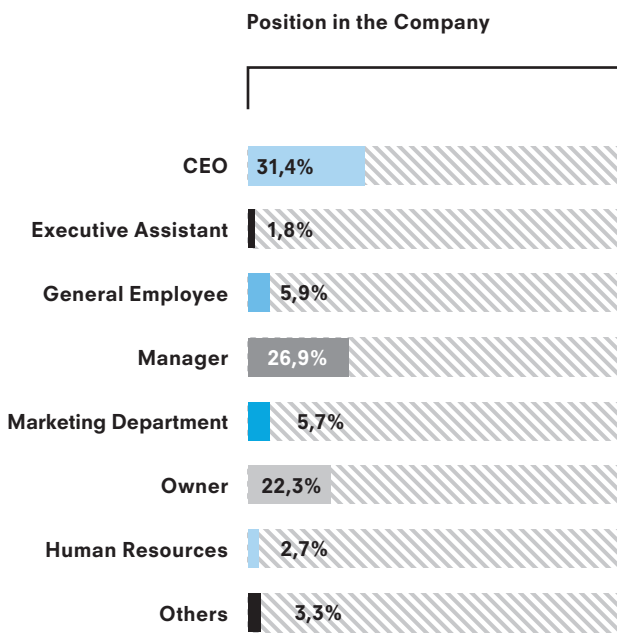
SURVEY STRUCTURE

Target group panel: 48,331 industry experts

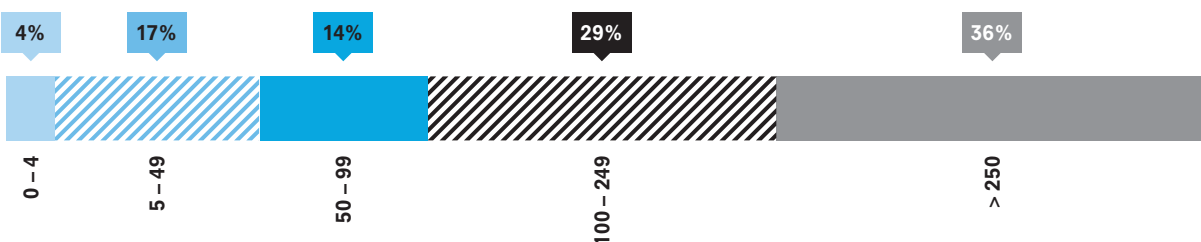
Brand panel: 101 companies

Survey period: 2/8/16 – 3/7/16

Amount of responses: 5,997



Number of Employees

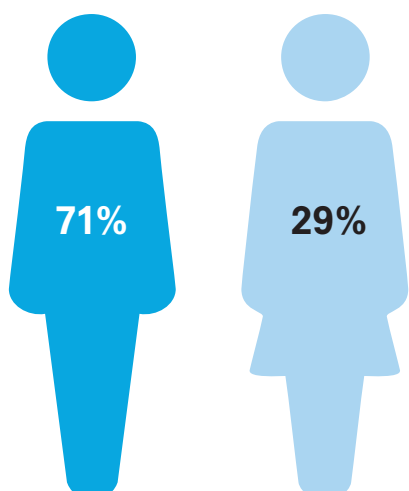


Business Location

Austria	12,4%
Belgium	1,9%
Bosnia / Herzegovina	0,2%
Bulgaria	0,8%
Czech Republic	2,1%
Croatia	1,2%
Denmark	3,9%
Finland	1,9%
France	10,9%
Germany	15,4%
Great Britain	14,3%
Greece	0,4%
Hungary	0,6%
Italy	4,5%
Latvia	0,6%
Netherlands	3,8%
Poland	3,6%
Portugal	5,1%
Romania	0,3%
Russia	5,1%
Spain	4,9%
Sweden	2,1%
Switzerland	0,9%
Turkey	3,1%

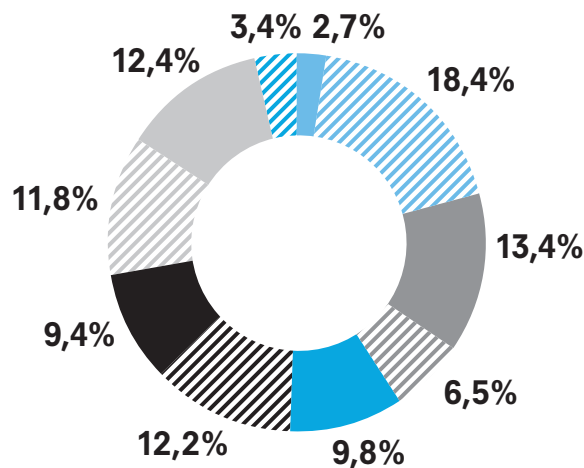


165



Branch





















Architects	Property Managers
Asset Managers	Real Estate Brokers
Banks	Real Estate Consultants
Facility Managers	Real Estate Developers
Funds/Investors	Tax Advisors



TOP 10 EUROPA

Brand

Brand value

01	Union Investment Real Estate			94,81
02	Deka Immobilien			88,67
03	Patrizia Immobilien			86,93
04	JP Morgan Asset Management			81,98
05	CBRE Global Investors			77,74
06	Invesco Real Estate			77,19
07	Lone Star			75,15
08	BNP Paribas REIM			74,37
09	Credit Suisse Real Estate			74,18
10	LaSalle Investment Management			72,53

#01

Union Investment Real Estate: Union Investment Real Estate is leading the competition. The reason for this is due to the excellent reviews from the category's Regional Expertise, and Expertise in Many Asset Classes. These excellent reviews, also led to a high Intention to Reuse.

Regional Competence

Expertise in many asset classes

Intention to Reuse

Headquarters, Year: **Hamburg, 1965** | Number of employees: **N/A** | Field of Activity: **Asset Management, Finance, Investment Management** | CEO/Manager(s): **Dr. Reinhard Kutscher** | Active in the countries: **Germany, France, New York, Singapore, Spain** | Divisions: **Logistics, Office, Retail** | Volume: **€ 29.9 billion (assets under management)**

www.union-investment.com/realestate

#02

Deka Immobilien: Deka Immobilien follows directly in second position. The brand is distinguished clearly from a high level of Trustworthiness, and their International Experience. These superb evaluations were further complemented by the percentage score from their excellent track record in Transactions Security.

Trustworthiness | International experience | Transaction Security

Headquarters, Year: **Frankfurt am Main, N/A** | Number of employees: **N/A** | Field of Activity: **Asset Management, Finance, Fund Management, Organization** | CEO/Manager(s): **Ulrich Bäcker, Burkhard Dallosch, Torsten Knapmeyer, Thomas Schmengler** | Active in the countries: **N/A** | Divisions: **Hotel, Logistics, Office, Retail** | Volume: **approximately € 27 billion (managed real estate assets)**

www.deka-immobilien.de

#03

Patrizia Immobilien: Patrizia Immobilien is the third-placed brand, they deserve this ranking thanks to an outstanding review of their Uniqueness, combined with this their Active Asset Management has helped to achieve a clear advantage over the competition, and has also led to a high Intention to Reuse.

Uniqueness | Active Asset Management | Intention to Reuse

Headquarters, Year: **Augsburg, 1984** | Number of employees: **800 +** | Field of Activity: **Asset Management, Investment, Project Development, Property Management** | CEO/Manager(s): **Wolfgang Egger** | Active in the countries: **Europe** | Divisions: **Residential, Retail** | Volume: **€ 17 billion (assets under management)**

www.patrizia.ag

#04

JP Morgan Asset Management: JP Morgan Asset Management occupies the fourth place in the ranking, and distinguishes themselves very well in terms of Flexibility and Expertise in many Asset Classes. Added to that, there was an outstanding assessment of their International Experience.

Flexibility | Expertise in many asset classes | Intention to Recommend

Headquarters, Year: **London, 1871** | Number of employees: **N/A** | Field of Activity: **Asset Management, Commercial Banking, Investment Banking, Investment Management, Private Banking** | CEO/Manager(s): **Mary E. Erdoes** | Active in the countries: **America, Asia Pacific, Europe** | Divisions: **N/A** | Volume: **\$ 1.7 trillion. (Assets, 2014)**

www.am.jpmorgan.co.uk

#05

CBRE Global Investors: In fifth place is CBRE Global Investors. The brand study rated their Active Portfolio Management and International Experience particularly high, and succeeded with a good combination other values including a high Intention to Reuse.

International experience | Active portfolio management | Intention to Recommend

Headquarters, Year: **Los Angeles, 2011** | Number of employees: **800** | Field of Activity: **Investment** | CEO/Manager(s): **Matt Khourie** | Active in the countries: **Asia, Europe, UK, USA** | Divisions: **Office, Retail** | Volume: **\$ 89 billion (assets under management)**

www.cbreglobalinvestors.com