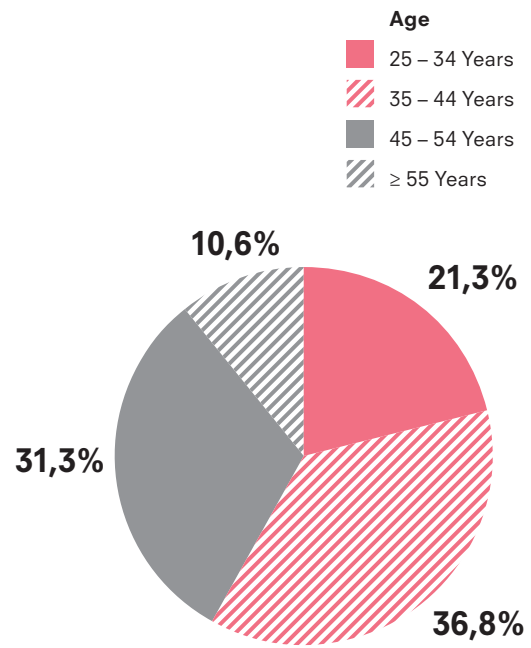
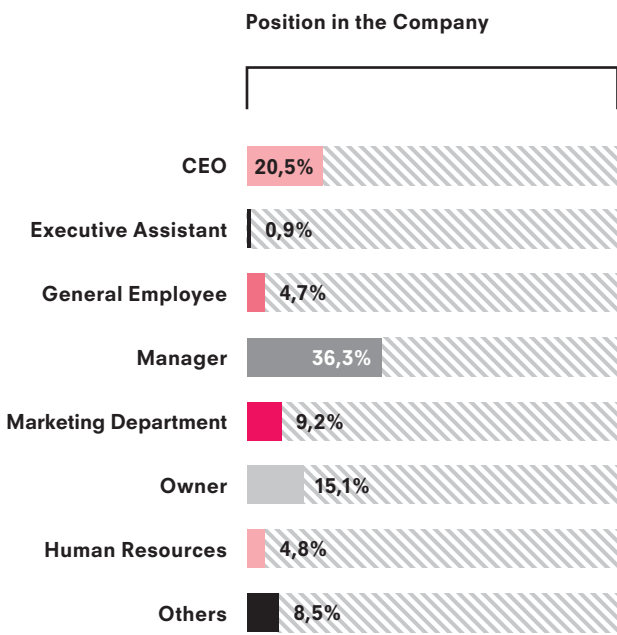


REAL ESTATE BRAND VALUE STUDY 2015

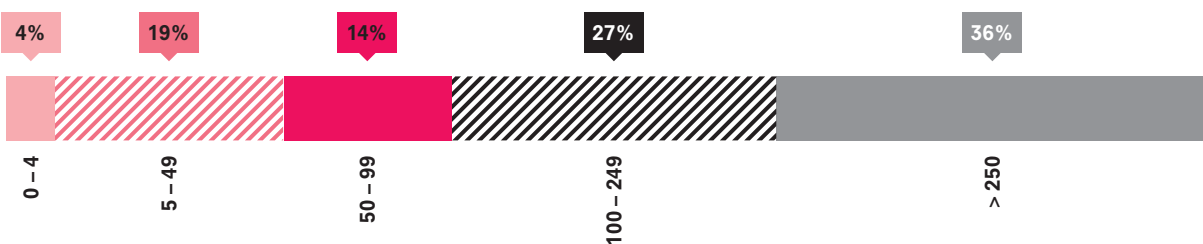
TOP 50 RETAIL DEVELOPERS & OPERATORS EUROPE

SURVEY STRUCTURE

Target group panel: 19,361 industry experts
 Brand panel: 78 companies
 Survey period: 12/3/15 – 1/25/16
 Amount of responses: 1,478

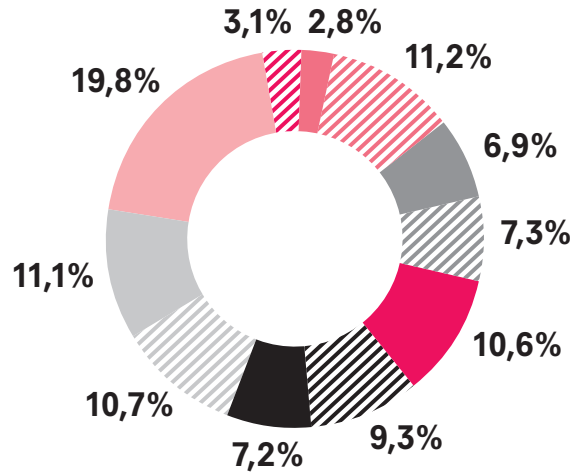
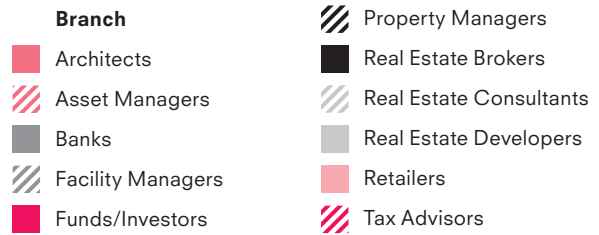
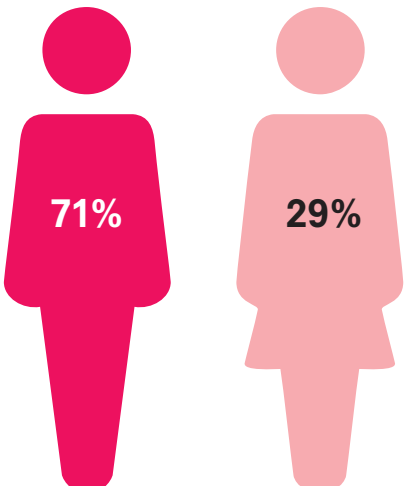


Number of Employees



Business Location






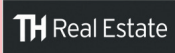













Austria	11,8%
Belgium	1,8%
Bosnia/Herzegovina	0,4%
Bulgaria	0,6%
Czech Republic	1,2%
Croatia	0,9%
Denmark	4,9%
Finland	2,8%
France	7,9%
Germany	19,8%
Great Britain	12,5%
Greece	0,3%
Hungary	0,8%
Italy	4,2%
Latvia	0,9%
Netherlands	4,4%
Poland	2,9%
Portugal	5,1%
Romania	0,9%
Russia	4,7%
Spain	5,3%
Sweden	1,9%
Switzerland	0,9%
Turkey	3,1%



TOP 10 EUROPA

Brand

Brand value

01	Unibail-Rodamco	unibail-rodamco		91,04
02	CBRE Global Investors			89,84
03	ECE Projektmanagement			88,72
04	TH Real Estate			83,16
05	Westfield			79,42
06	Klepiere			77,89
07	Hammerson UK			71,75
08	Inter IKEA			63,28
09	TriGranit			59,34
10	Sonae Sierra			58,47

01

Unibail-Rodamco: Unibail-Rodamco is the European securing the first place spot, bolstered by the brands conviction to effective Project Management and In-Time Delivery. Moreover, their expertise in the area of Property Utilisation is also highlighted.

Outstanding project management

Adherence to Deadlines

Experience in different asset classes

Headquarters, Year: **Unibail-Rodamco, 2007 (1968 first established as Unibail)** | Number of employees: **2085** | Field of Activity: **Investment, Project Development** | CEO/Manager(s): **Christophe Cuvillier** | Active in the countries: **Belgium, Germany, Finland, France, Italy, Netherlands, Austria, Portugal, Scandinavia, Spain** | Divisions: **Office, Retail** | Volume: **€ 37.8 billion (Portfolio)**

www.unibail-rodamco.de

02

CBRE Global Investors: In second place CBRE Global Investors, who stand out due to their excellent Transactions Security, and combined with that of an excellent High Quality of Implementation, leads to success within this demanding competitive environment. These and other positive values led to a high Intention to Reuse.

Transaction Security | **High Implementation Quality** | **Intention to Reuse**

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

03

ECE Projektmanagement: ECE Projektmanagement has secured third place in the ranking by means of their excellent Accuracy in Costing, and an equally highly evaluated standard for their Adherence to Deadlines. This brand has also attained a high intention to reuse.

Adherence to Budget | **Adherence to Deadlines** | **Intention to Reuse**

Headquarters, Year: **Hamburg, 1965** | Number of employees: **3,600** | Field of Activity: **Management, Planning, Project Development, Rental** | CEO/Manager(s): **Alexander Otto** | Active in the countries: **Bulgaria, Germany, Italy, Lithuania, Austria, Poland, Russia, Spain, Turkey, Hungary** | Divisions: **Office, Residential, Retail** | Volume: **€ 30 billion (assets under management)**
www.ece.com

04

TH Real Estate: The fourth-placed brand, TH Real Estate, is characterized by a very good assessment after implementation, an impressive Record of Success, as well as Experience in finding Solutions. In addition, the brand managed to achieve very high values in the category Intention to Recommendation.

Solution Competence | **Successful Track Record** | **Intention to Recommend**

Headquarters, Year: **London, N/A** | Number of employees: **430 (worldwide)** | Field of activity: **Investment, Management** | CEO/Manager(s): **Mike Sales** | Active in the countries: **Asia, Australia, Europe, UK, USA** | Divisions: **Logistics, Office, Residential, Retail** | Volume: **€ 798 billion (assets under management)**
www.threalestate.com

05

Westfield: Westfield occupies the fifth spot, what stood out clearly in the judging was their Accuracy in Costing and Excellent Project Management. The brand was impressive during the entire evaluation, and scored well for a high Intention to Reuse.

Adherence to Budget | **Excellent Project Management** | **Intention to Reuse**

Headquarters, Year: **Sydney, 1960** | Number of employees: **1,200** | Field of Activity: **Architecture, Construction, Finance, Real Estate Development, Law Leasing, Commercialisation** | CEO/Manager(s): **Peter Lowy, Steven Lowy** | Active in the countries: **Australia, New Zealand, UK, USA** | Divisions: **Retail** | Volume: **\$ 29 billion (portfolio value)**
www.westfieldcorp.com