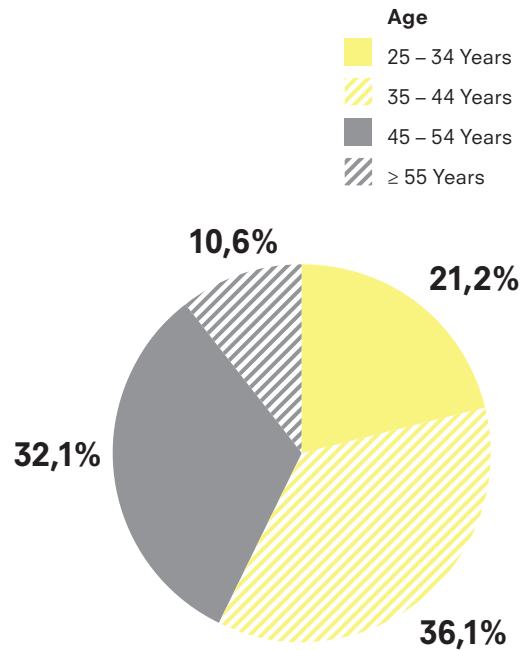
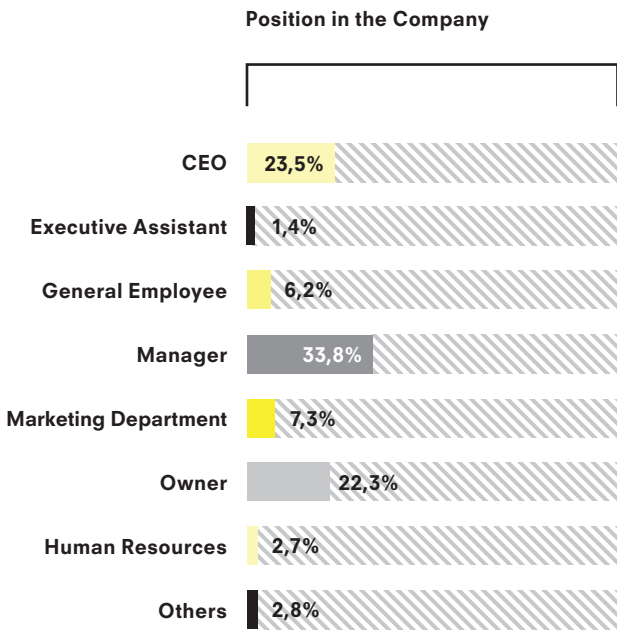


REAL ESTATE BRAND VALUE STUDY 2015

TOP 50 REAL ESTATE DEVELOPERS EUROPE

SURVEY STRUCTURE

Target group panel: 48,331 industry experts
 Brand panel: 56 companies
 Survey period: 2/8/16 – 3/7/16
 Amount of responses: 4,801

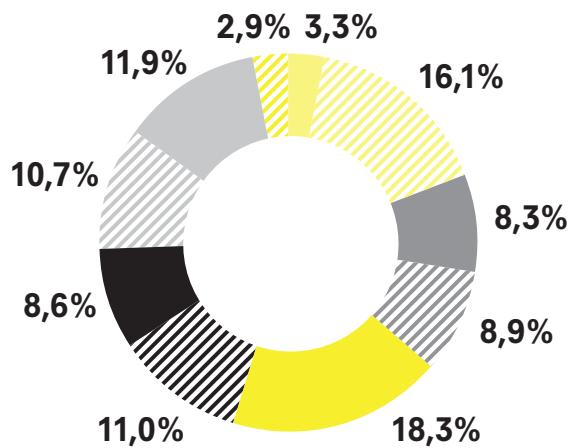
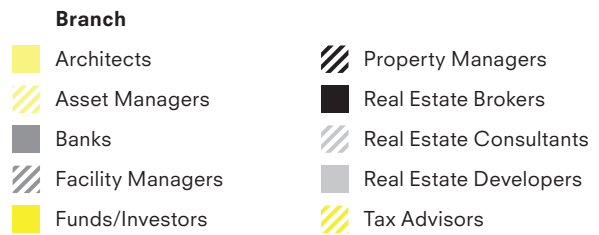
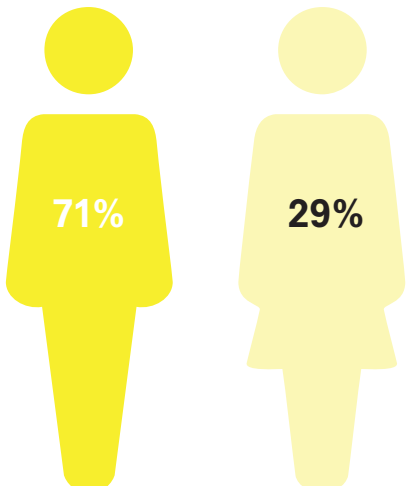


Number of Employees























Business Location

Austria	9,9%
Belgium	2,1%
Bosnia/Herzegovina	0,3%
Bulgaria	0,6%
Czech Republic	1,8%
Croatia	1,2%
Denmark	3,1%
Finland	2,2%
France	10,9%
Germany	17,3%
Great Britain	14,3%
Greece	0,4%
Hungary	0,6%
Italy	4,0%
Latvia	0,6%
Netherlands	4,1%
Poland	3,5%
Portugal	4,9%
Romania	0,8%
Russia	5,1%
Spain	6,6%
Sweden	2,1%
Switzerland	0,9%
Turkey	2,7%



TOP 10 EUROPA

Brand Brand value

01	Goodman Group			90,73
02	IDI Gazeley (Brookfield Logistics Properties)			78,95
03	Tishman Speyer			71,65
04	OVG Real Estate			70,51
05	Hines Europe			61,62
06	Strabag Real Estate GmbH			61,02
07	BNP Paribas Real Estate			60,56
08	Prologis			59,64
09	Ghelamco Poland			57,01
10	Hochtief Projektentwicklung			55,57

01

Goodman Group: Goodman Group took first place in the ranking. The brand impresses with a high degree of Reliability and Punctuality. The brand manages to capitalise on these and other factors by their clients distinct Intention to Reuse.

Trustworthiness | **Punctuality** | **Intention to Reuse**

Headquarters, Year: **Sydney, N/A** | Number of employees: **1,099** | Field of Activity: **Management, Project Development** | CEO/Manager(s): **Gregory Goodman (Group CEO)** | Active in the countries: **America, Asia Pacific, Europe** | Divisions: **Logistics, Office, Retail** | Volume: **€ 20.9 billion (assets under management)**

www.goodman.com

02

IDI Gazeley: IDI Gazeley (Brookfield Properties Logistics) placed themselves in second the position with very good reviews for the categories International Experience and Solution Competence. In addition, the brand has scored very well in terms of Personal Experience.

International Experience | **Solution Expertise** | **Personal Experience**

Headquarters, Year: **London 1987** | Number of employees: **N/A** | Asset Management, Investment, Project Development | CEO/Manager(s): **Jay Cornforth** | Active in the countries: **Asia, Europe, North America** | Divisions: **Logistics** | Volume: **\$ 3.7 billion (assets under management)**

www.brookfieldlogisticsproperties.com

03

Tishman Speyer: Third Place goes to Tishman Speyer, particularly striking are the positive comments in terms of Regional Competence, and in addition to that, the brand has achieved extremely good values with Adherence to Deadlines and Intention to Recommend.

Regional Competence | **Adherence to Deadlines** | **Intention to Recommend**

Headquarters, Year: **London 1978** | Number of employees: **1,546** | Field of Activity: **Investment Management** | CEO/Manager(s): **Michael Spies (Senior Managing Director)** | Active in the countries: **Asia, Europe, Latin America, USA** | Divisions: **Office, Residential, Retail** | Volume: **\$ 76.1 billion (Total value of the property portfolio worldwide)**

www.tishmanspeyer.com

04

OVG Real Estate: OVG Real Estate, ranked fourth in the ranking, is rated highly for their Innovation and Uniqueness. Yet another and very important brand factor is their Cost Constancy and has also been emphasized.

Innovative strength | **Uniqueness** | **Adherence to Deadlines**

Headquarters, Year: **Amsterdam, 1997** | Number of employees: **between 11 and 50** | Field of Activity: **Asset Management, Investment, Management, Project Development, Renovation** | CEO/Manager(s): **Coen van Oostrom** | Active in the countries: **Germany, Netherlands** | Divisions: **Office** | Volume: **N/A**

www.ovgrealestate.com

05

Hines Europe: The Hines Europe brand is in fifth place. Noteworthy are their outstanding values in Regional Expertise and their Competence in Solving Problems. In addition, they manage to get their brand a very good rating for the Quality of Project Management they provide.

Regional Competence | **Solution Expertise** | **Quality of project control**

Headquarters, Year: **London 1991** | Number of employees: **276** | Field of Activity: **Asset Management, Investment Management** | CEO/Manager(s): **Michael Topham** | Active in the countries: **Europe** | Divisions: **Office, Residential, Retail** | Volume: **\$ 14.2 billion**

www.hines.com