

JAGDFELD

REAL ESTATE | Real Joy.



PROJECT (RE)DEVELOPMENT | TRANSFORMATION | MANAGEMENT

CULTIVATING VALUES. PURSUING PURPOSE. WITH JOY.

JAGDFELD
REAL ESTATE | Real Joy.

Over the course of more than forty years, Jagdfeld Real Estate has developed a wide base of expertise in real estate. Originally founded by Anno August Jagdfeld as a trust and tax consultancy business, the company group expanded gradually to embrace all the activities that currently shape the real estate landscape. During an interim period, different areas of the real estate business were divided between the DI Group and a number of other firms.

However, all activities are now organized and administered once again under the roof of the family-owned business: the Jagdfeld Group. As one of a total of six divisions within the Group, Jagdfeld Real Estate – headquartered in Düren, on the edge of Germany's Eifel region – handles activities along the entire real estate chain. To this day, our conviction remains that we succeed best in cultivating values and pursuing purpose when we take joy in our work.

RETAIL

- Approx. 292,000 m² of retail space
- 19 shopping malls and consumer goods stores currently under center management
- More than 312,000 m² of commercial space with more than 12,000 parking spaces under commercial and facility property management
- Responsible for more than 1,000 rent contracts with more than 275 retail partners
- Around 37.5 million customers per year

LIVING

- More than 5,400 administrative units and approx. 200,000 m² of residential space currently under commercial and facility property management
- Development of residential real estate projects exceeding €442 million in value

OFFICE

- Approx. 250,000 m² of office space with more than 3,000 parking spaces
- Approx. 107,000 m² office space with more than 1,400 parking spaces currently under leasing management and commercial and facility property management
- More than 110 current rent contracts for office spaces, with an occupancy rate of 99%

HOTEL

- More than 200,000 m² of hotel space
- More than 100,000 m² of hotel space currently under real estate management
- Complete hotel management contracts or lease contracts, e.g., with Kempinski

THE MIND BEHIND ADLON

WE PLACE OUR EXPERTISE AT YOUR DISPOSAL.

Joy and experience are the keys to our success. Over the decades, they've supplied us with an unerring instinct for creating lasting values. Once the exclusive domain of private investors, we've developed structures in recent years that cater to the specific needs of institutions and family offices.

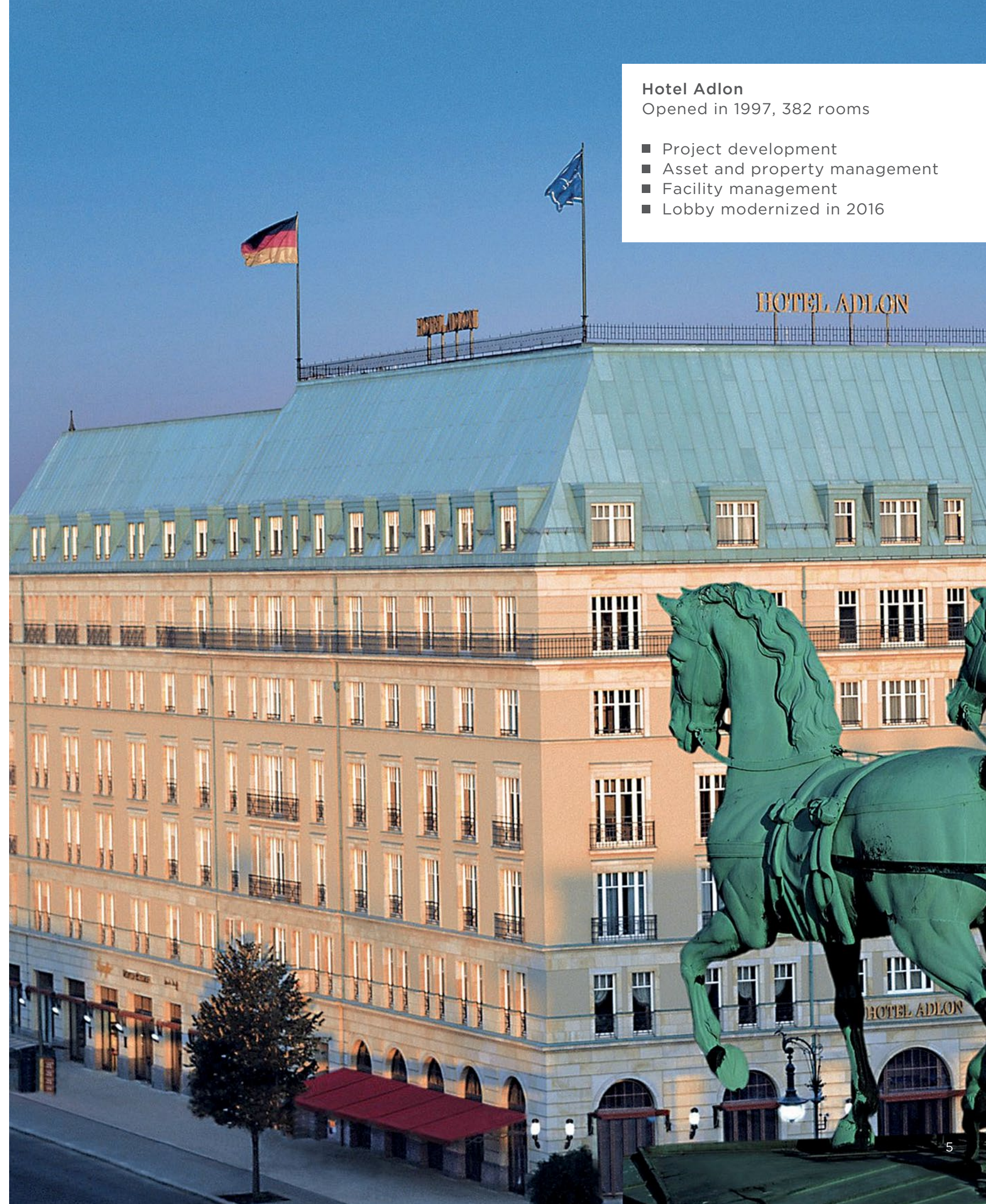
Our team includes project developers, architects, asset managers, center managers, property managers, building maintenance professionals, and countless experts who handle rentals, IT, marketing, and finances. In total, our team now has more than 200 experts who manage 44 projects with a combined value of more than €2.5 billion.

Our range of services:

- Successful project development
- Sustainable center management
- Targeted redevelopment
- Value-adding asset management
- Reliable commercial property management
- Expert facility management
- Professional parking lot management

Hotel Adlon
Opened in 1997, 382 rooms

- Project development
- Asset and property management
- Facility management
- Lobby modernized in 2016



WHERE THE BOSS ROLLS UP HIS SLEEVES

WE'RE HERE FOR YOU. IN PERSON.



Efficient development and value-adding management have become our inimitable hallmarks. Regardless of whether your project entails retail, residential, office, or hotel premises, we're able to meet the full range of challenges inherent to the real estate cycle and achieve the same high level of success in each and every area. Throughout the whole of Germany. Individual. Intelligent.

Forty years of experience have taught us that no two properties are ever the same. That's why we never work with one-size-fits-all concepts, but always draw up our own individual list of specifications. Our experts Benedikt Jagdfeld, Maximilian Jagdfeld, and Christoph Stoll make sure your made-to-measure property fits perfectly – while meeting highest quality standards. After listening carefully to your requirements, they evolve tailored solutions that perfectly mirror your wishes. Two generations, combining experience with progress. Recognized entrepreneurs who understand the markets.



"As a Special Situations Manager, I use my entrepreneurial instinct for your needs to develop results-driven approaches for your real estate project. Benefit from our deep understanding of the individual challenges surrounding your real estate."

Benedikt Jagdfeld, Owner & CEO



"In turbulent times like the present, investment decisions are entrepreneurial decisions, and they generally carry medium-term implications. As business director for Jagdfeld Real Estate, I'm actively involved in all important decision-making committees. This personal involvement creates a certain intimacy that in turn generates trust, accelerates processes and yields efficient results."

Christoph Stoll, COO | General Manager

SUSTAINABILITY BEGINS AT HOME

ESG IS A PET THEME IN OUR FAMILY.

The famous three letters – E for Environment, S for Social, and G for Governance – embrace all aspects of sustainability. And that's a good thing. Because only by connecting and addressing all three aspects can we reliably ensure our planet remains habitable and welcoming for future generations.

In our opinion, a truly sustainable property is one that operates with a low carbon footprint and stays welcoming and habitable for many years to come. The foundation for such sustainability is laid during the construction phase with high-quality, durable building materials that avoid “gray energy.” Ideally, to check the “S for Social” box in the ESG framework, the building should exude a pleasant, feel-good atmosphere. In our building projects, we're increasingly focusing on traditional resources that were often neglected in past decades, such as wood.

Another key aspect in real estate is ongoing maintenance and care, coupled with regular technological upgrades to reduce a building's carbon footprint. This can be as simple yet effective, for example, as modernizing lighting and HVAC systems. By deploying this measure we've been able to lower energy requirements by up to 60% – and thus reduce carbon emissions. Other steps we've taken in this direction include installing photovoltaic systems, creating green roofs, insulating facades, reusing wastewater, and providing electric charging stations for cars and bicycles. In each case, we adapt the measures to the local investment situation.

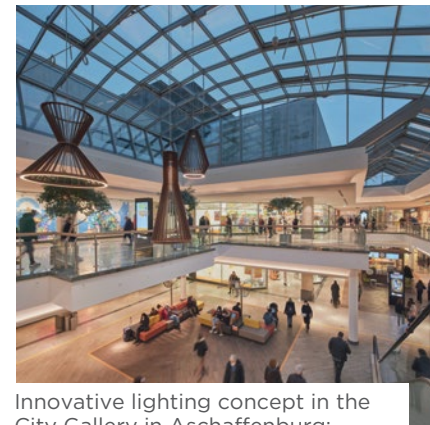
We also believe that converting and upgrading buildings to meet customer requirements is an act of sustainability – because such measures can, with comparatively little input, give the property a meaningful second life.

In cases where properties no longer serve their original purpose on account of demographic or social change, we develop creative strategies that breathe new life into the property and transform it into an attractive platform for life, work, and recreation. Sometimes this will be achieved by offering a different range of services, such as analog and digital parcel collection points in a shopping mall. Sometimes it involves more intensive repositioning or repurposing. Then – as Jagdfeld Real Estate has already demonstrated in various projects – a hotel might become a university, or a department store a kindergarten, or an office block student housing.

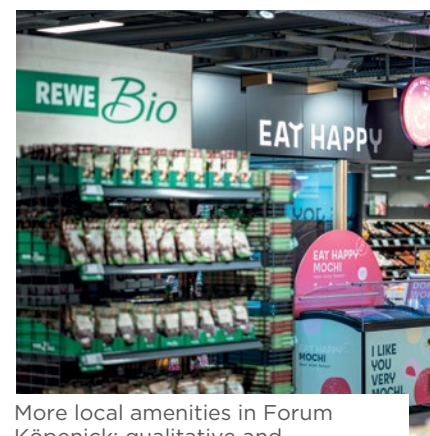


“As a family business that the growing generation always has in mind, we have been living sustainability on numerous levels in our and the properties we manage for many years.”

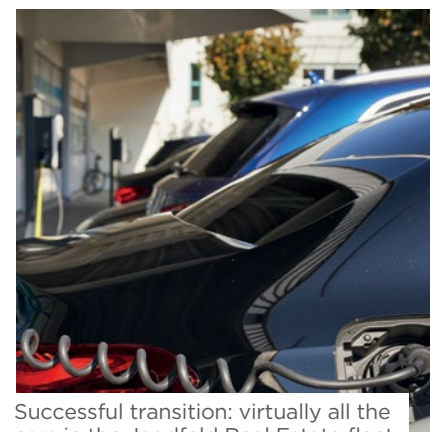
Maximilian Jagdfeld, Member of the Executive Board / General Manager



Innovative lighting concept in the City Gallery in Aschaffenburg: energy requirements reduced by approx. 60%



More local amenities in Forum Köpenick: qualitative and quantitative upgrade for REWE



Successful transition: virtually all the cars in the Jagdfeld Real Estate fleet are hybrid or electric



Creative repurposing in the City Gallery in Aschaffenburg: Karstadt department store becomes a kindergarten



Our sustainability code

USING THE UNCONSCIOUS CONSCIOUSLY

WE MEET TARGET GROUPS MORE PRECISELY.

Jagdfeld Real Estate has been using established strategic target group models based on psychological principles for many years in the development, revitalisation, leasing, and management of retail properties. They originate from Living environment research or neuroscientific research and combine this with empirical consumer research and geodatabases for localisation. Brain research proves that approximately 70 percent of purchase decisions are made unconsciously. Even seemingly very conscious and well-considered choices are influenced by our emotions.



Cengiz Herrmann
Executive Director Business Development & Innovation | General Manager

“At first glance, the over 80 million consumers in Germany appear very similar. However, socio-demographic factors alone can only inadequately determine which individual person buys which products and how to reach them effectively whether by terms, colours or images on which channel.

Individual value systems and consequently individual purchasing behaviours differ considerably. This is where we employ strategic neurological target group models. The profile analyses reveal the specific characteristics of the target groups and their quantitative presence. Together with our more than 45 years of expertise, we optimise retail properties regarding brands/tenants, materials, shapes and colours based on the preferences of these target groups.”



Development drawing Refurbishment Rathaus-Center Pankow for the prevailing psychological target group
kplus konzept, Düsseldorf

A vivid example: A classic socio-demographic target group definition is: female, happy in a relationship, over 35 years old, with an above-average income, living in a metropolis. This description applies to both Nicole Bauer, FDP – born in 1987, spokeswoman for women’s policy and diversity, and Jennifer Weist, a punk rocker, born in 1987, lead singer of Jennifer Rostock. However, their value systems and thus their shopping behaviour differ significantly.

If you were to base your approach solely on socio-demographic data, you would likely not reach your full sales potential. We can help you make the right decisions regarding tenant selection, shopping center advertising, architecture, furnishings, lighting or material selection.

Archetypes of psychological-social target group approaches



Performer / Achiever
(success-oriented, status-conscious, tech-savvy)



Disciplined / Believer
(traditional, security-conscious, down-to-earth)



Hedonist / Experienter
(fun and experience-oriented, trend-conscious)



Socio-ecological / Maker
(sustainability-oriented, ethical, community-oriented)



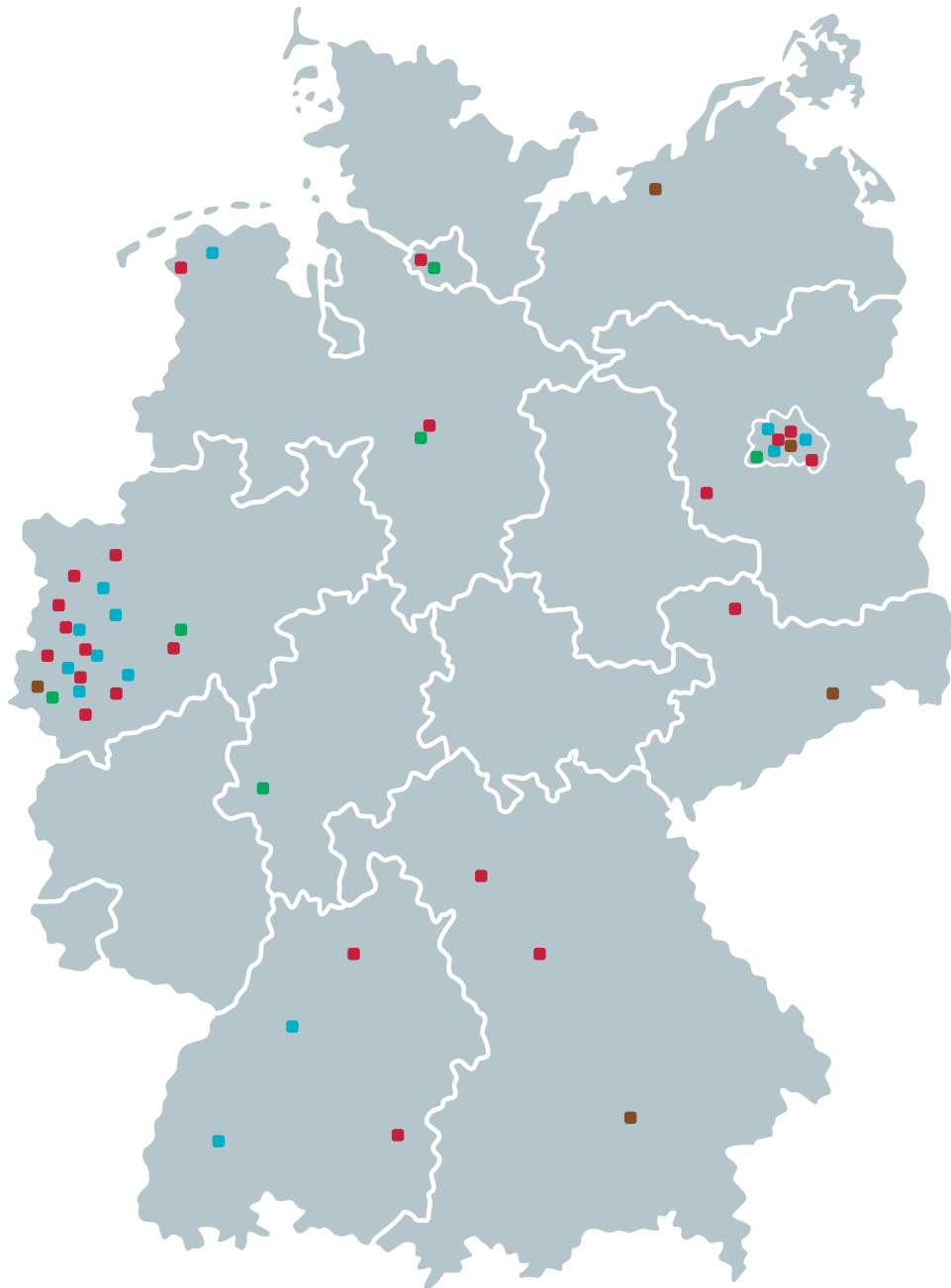
Socio-demographic “look-alikes” with different value systems



DEVELOPING FUTURE-PROOF PROJECTS

WE TRANSLATE EXPERIENCE INTO SUCCESS.

From local retail parks to the refurbishment of large retail spaces and shopping malls, from urban buildings offering a combination of office and retail space to large office blocks with 40,000 m² of floor space, from mixed-use properties to purely residential buildings, and from hotels in medium-density regions to classy, cosmopolitan luxury hotels – we’re the reliable partner at your side, bringing more than four decades of experience in project development to the table. Over the years, we’ve developed and managed more than 800 properties with a combined value of more than €5 billion.



Our project development portfolio 1985–2022



RETAIL

Approx. 292,000 m²



LIVING

Approx. 200,000 m²



OFFICE

Approx. 250,000 m²



HOTEL

Approx. 200,000 m²



Well-living project in Düsseldorf Bilk

HWKN, New York



“We believe there’s more to holistic project development and project management than just creating new and lucrative commercial spaces. We also make sure you benefit from long-term value retention by modernizing your real estate in a cost-efficient manner and by optimizing the running costs.”

Friedrich Wilhelm Zimmermann
Head of Technical Project (Re)Development

SHAPING QUALITY OF LIFE



WE NETWORK ASSET CLASSES WITH EACH OTHER.

Long before people started raving about “neighborhoods,” Jagdfeld Real Estate had begun developing this form of cohabitation as the quintessence of the new marketplace. Tapping into our extensive expertise in retail, residential, office, and hotel real estate, we began networking the different disciplines in several of our projects. City Center Bergedorf (CCB) near Hamburg is perhaps one of our most forceful and vibrant examples. CCB was first developed

back in 1973 and subsequently extended and revitalized through multiple phases. It was deliberately positioned opposite the central railway and bus station and adjoining Bergedorf’s pedestrian zone. CCB has thus become an integral part of the city landscape.

As well as providing local amenities, the mall invites customers to enjoy a satisfying shopping experience with 80 stores and restaurants spread

over a total floor area of 36,500 m². In addition, an extensive range of service providers occupy 11,000 m² of office space and doctor’s offices. Enthroned in the tower above are some 90 residential apartments with a total of 5,400 m² floor space, offering fantastic panoramic views over Bergedorf. Besides a medical center with 19 specialists and a renowned eye clinic, the CCB also houses the service center for Bergedorf district council and the public health office. Last but not

least, the “town within a town” includes an independent parcel shop and two bank branches. To ensure customers and employees can arrive and park in comfort, a total of 1,200 parking spaces are available in the basement of the mall as well as in the parking lot below the bus station across the street. Embracing a church and located in close proximity to the old part of the town, the mall offers quality of life with a stimulating variety of social and cultural offerings.



“The way Jagdfeld Real Estate is organized reflects the interplay between the various spheres of life in the heart of a neighborhood. All the professionals who specialize in developing neighborhood structures are housed under the same roof and work hand in hand to organize and implement their plans. As a project developer, I can access this expertise any time I need to.”

Armin Elsen, Head of Commercial Acquisition & (Re)Development



MAKING RETAIL MORE ATTRACTIVE



WE REVITALIZE PROPERTIES SUSTAINABLY.

Our current revitalization projects focus on real estate in the retail and hotel industries, predominantly in medium-sized towns in Germany. Together with the GMA, an institution that specializes in market and sales research, we've published a list of Germany's most attractive medium-sized towns.

It clearly shows that strategies need to be adjusted in light of the strong competition from nearby cities. Many medium-sized towns don't have modern shopping malls – and if they do, they're often outdated and unattractive. Such malls are no longer capable of binding purchasing power within their own town or offering consumers an exciting shopping experience.

As goal-oriented experts in value appreciation, we design modern and sustainable commercial properties that meet consumers' needs. We also breathe new life into aging shopping malls based on the relevant target group. Currently, we're engaged in no fewer than five different revitalization projects for retail properties under our management. With a combined value of around €70 million, we'll be implementing our plans over the next two years while business continues as usual.



**Our new design for
refurbishing one of
our current malls**

kplus konzept, Düsseldorf

GETTING ALONGSIDE SHOPPERS



RETAIL

LOCAL RETAIL WITH APPEAL.

We place a strong focus on local amenities for people who live in medium-sized towns and small towns. These are the market places of tomorrow! In order to develop shopping malls with local amenities, or retail parks for consumer

goods, you need to understand the location. You also need complex technical and economic expertise. We cooperate with economically strong retail partners such as Netto, Edeka, REWE, and Kaufland to guarantee sustainable success at

each site. Our specialists boast many years of experience in developing retail spaces, small and large (e.g., for hypermarkets). Alongside traditional stand-alone approaches, we're increasingly focusing on mixed-use strategies – creative

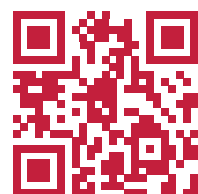
combinations of retail space and residential areas, for example – to enhance the environmental and economic benefits for all parties. Naturally, our projects always focus on location-specific requirements as well as customer needs.



"We're in constant contact with retailers in the food industry and consumer goods industries, so we know what tomorrow's customers are looking for. By actively analyzing new developments, we're able to develop concepts for you that comply with planning regulations. Then we work with you to achieve profitable growth."

We believe that in order to be contemporary, architecture in densely populated towns and cities should combine different forms of usage. We come alongside the local authorities to develop made-to-measure concepts. One aspect of our development work lies in creating homes that are within close proximity of local amenities."

Armin Elsen, Head of Commercial Acquisition & (Re)Development



Short video about
local amenities in
Titz-Rödingen



Short video about
local amenities in Kettig



© Architekten Naujack Rind Hof GmbH

REINVENTING SHOPPING PLACES



WE TAKE FUTURE CONSIDERATIONS INTO ACCOUNT IN OUR SHOPPING MALL MANAGEMENT

With online shopping on the increase, our primary aim in our retail properties is to reposition them so they can anchor themselves in the hearts and minds of customers as a solid “third place.” To help consumers rediscover the joys of store-based shopping, we develop customized retail concepts that cater to the exact needs of the relevant target groups. We also optimize the mix of stores and brands and adjust marketing strategically to reflect the market positioning of the mall.

Our comprehensive 360° approach makes our malls more attractive to customers, while our on-site center management addresses their needs and provides them with optimum service. With the help of Limbic®, our experienced leasing managers are able to anticipate the needs of tomorrow’s customers. Next, using tailored spatial structures, they successfully develop and implement attractive and innovative leasing and business sector concepts.



TeckCenter, Kirchheim / Teck



Forum Köpenick, Berlin

Proven value retention:

Times have been tough in recent months for service providers, restaurants, and brick-and-mortar stores. But despite the critical parameters, we’ve been able to stabilize the situation in our leasing portfolio by focusing on fair partnerships and taking suitable marketing measures to attract customers.

Rathaus-Center Pankow, Berlin



“Retail is detail. This applies to all facets of managing our briefs. Irrespective of whether we’re talking about center management or leasing, our highly effective and experienced teams understand the parameters and are able to fine-tune them to generate more value for our visitors and customers. We turn retail projects into genuine third places. This lays the groundwork for our retail partners and store operators to succeed in their business.”

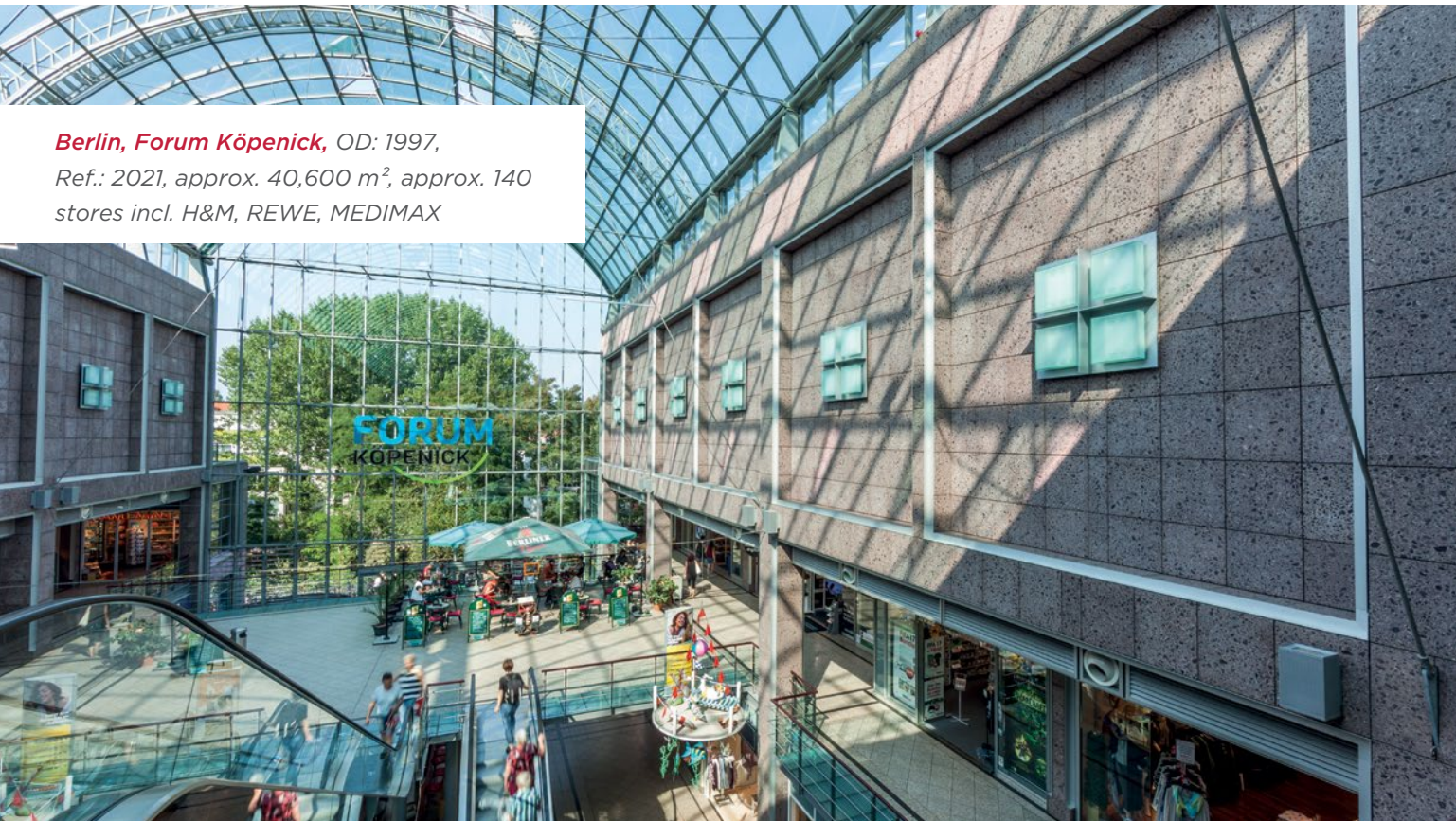
Michael Bünnagel
Head of Center & Property Management

EXEMPLARY RETAIL REFERENCES

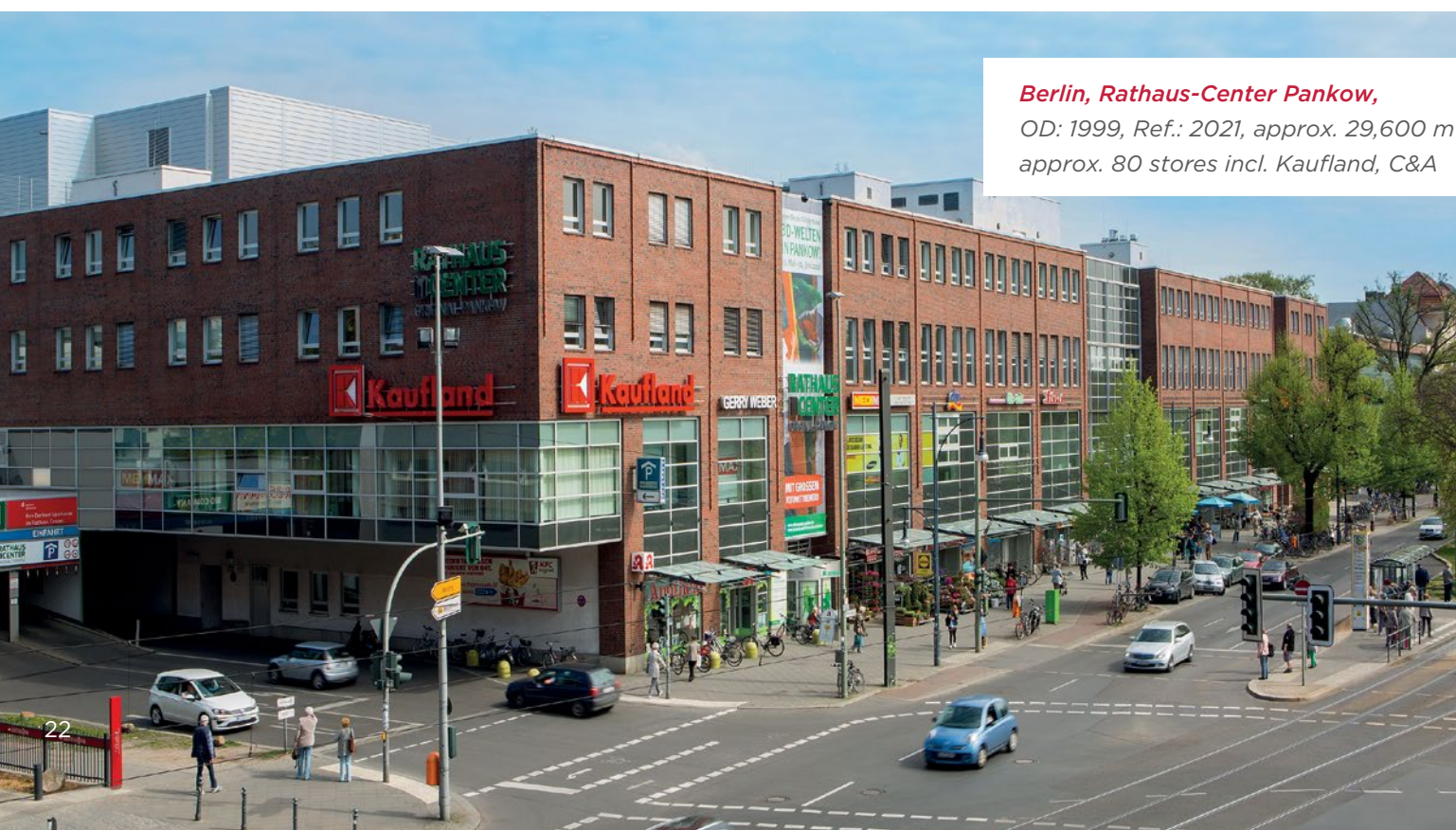
OUR PROJECTS COME IN ALL SHAPES AND SIZES.



OD = Opening date Ref. = Most recent refurbishment



Berlin, Forum Köpenick, OD: 1997,
Ref.: 2021, approx. 40,600 m², approx. 140
stores incl. H&M, REWE, MEDIMAX



Berlin, Rathaus-Center Pankow,
OD: 1999, Ref.: 2021, approx. 29,600 m²,
approx. 80 stores incl. Kaufland, C&A



Emden, DollartCenter, OD: 2000, approx. 24,000 m²,
approx. 36 stores incl. Multi, expert, H&M, JYSK, Aldi



Kirchheim, TeckCenter, OD: 1978, Ref.: 2016, approx. 9,900 m²,
approx. 20 stores incl. C&A, Deichmann, Yeans Halle



Riesa, Riesapark, OD 1993, Ref.: 2016, approx. 45,500 m², approx.
50 stores incl. Real, Aldi, Toom, MEDIMAX, Kress Modezentrum



Berlin, LIO, OD: 2007, Ref.: 2015, approx. 12,600 m², approx. 25
stores incl. REWE, Aldi, C&A, Rossmann, Woolworth, Reno, Elixia



Torgau, PEP Torgau, OD: 1994, approx. 30,000 m²,
approx. 30 stores incl. OBI, Kaufland, dm



Siegen, Siegerland Center, OD: 1973, Ref.: 2012, approx.
14,200 m², approx. 20 stores incl. REWE, Media Markt, dm

EXEMPLARY RETAIL REFERENCES

WE'RE AT HOME IN ALL BRANCHES OF THE RETAIL INDUSTRY.



OD = Opening date Ref. = Most recent refurbishment



Bonn Bad Godesberg, Fronhofer Galeria, EÖ: 2003, approx. 16,100 m², approx. 17 stores incl. H&M, dm, C&A



Neuwied, Neuwied Galerie, EÖ: 2006, Ref.: 2016, approx. 13,400 m², approx. 20 stores incl. Kaufland, dm, Reno



Titz-Rödingen, local amenities, EÖ: 2020, approx. 1,200 m², stores: Netto Marken-Discount, Schneider bakery



Dülmen, local amenities, EÖ: 1992, Ref.: 2012, approx. 9,800 m², Real supermarket



Aachen, Gut Kullen, EÖ: 1982, Ref.: 2017, approx. 3,500 m², approx. 10 stores incl. HIT superstore



Halver, Kaufpark, EÖ: 1983, Ref.: 2018, approx. 4,400 m², store: REWE



Delitzsch, retail park, EÖ: 1992, Ref.: 2018, approx. 11,000 m², store: Kaufland

Hagen, Brandt-Quartier, EÖ: 2020, ca. 9,000 m², 9 stores incl. REWE, dm, Aldi, Clever fit



HOLISTIC MANAGEMENT FOR RESIDENTIAL PROPERTIES



WE OFFER PERSONAL, INTEGRATED SERVICES.

Our reliable and experienced team of real estate agents, tax consultants, accountants, architects, and building services technicians is here to manage your residential property assets – while you sit back and relax with total peace of mind. We currently manage 5,400 units at more than 20 locations across Germany. With a primary focus on managing rental and owner-occupied apartments, we handle rental and utility sums totaling more than €10 million each year and administer maintenance budgets averaging €2 million per annum.

As a member of the Association of North Rhine-Westphalia Property Managers (VNWI) we comply with strict quality standards in all the services we offer. Our staff undergo regular training to ensure we always remain up-to-date on legal and practical issues and are able to act as your reliable, expert partner for integrated property management.

Full occupancy rates in the residential complexes under our management bear testimony to the high quality of life they offer. Over the years, this is what guarantees the best possible results – not only for institutional landlords, but also for owner-occupiers.



Our comprehensive portfolio of services:

- Rental management
- Block management
- Condominium management
- Building maintenance management
- Concierge services
- Asset management



“Our primary task is to maintain the value of your residential property; our goal is to increase it. In doing so, our actions are always fair and reliable. We offer comprehensive property management as well as individual service packages that are tailored to your needs. Our specialists will always find solutions to your specific challenges – reliably, adeptly, and within the agreed schedule. Regardless of which service you choose, we’ll always provide you with a dedicated contact.”

Michael Sadecki
Head of Residential Property Management /
General Manager

EXEMPLARY RESIDENTIAL REFERENCES

WE HAVE AN INTRICATE UNDERSTANDING
OF THE MARKET SEGMENT.



Hannover, Kronsberg

Asset management
Rental management
Brief from 2000
145 residential/business
units, 129 parking spaces

Watch video



Frankfurt/M., Westpark

Asset management
Rental management
Brief from 1998
408 residential units
358 parking spaces

Frankfurt/M., Smiles

Block management
Brief from 2019
123 residential units
111 parking spaces



Offenbach, Bürgel

Asset management
Rental management
Brief from 1998
325 residential units
301 parking spaces



Berlin, Grunewald

Asset management
Rental management
Brief from 1994
20 residential units
20 parking spaces

Frankfurt/M.-Bonames, Brandhöfchen

Asset management
Rental/joint/owner-
occupancy management
Brief from 1995
97 residential units
109 parking spaces



Watch video

ENSURING ENTREPRENEURIAL SUCCESSES



EFFICIENT WORKSPACE MANAGEMENT.

Over the last 40 years, Jagdfeld Real Estate has developed and created more than 277,000 m² of workspaces. Our experts in business properties build on decades of experience in the commercial and technical asset management of widely differing office premises.

To market your premises professionally, we combine print, online, and out-of-home media with our personal network of clients and agents. Whether it's drawing up a needs-oriented layout for a prospective tenant or catering to the user-specific space requirements of an existing tenant, we'll compile a suitable lease proposal and draft the rental agreement in a flexible, customized, and return-oriented manner.



Our office management services:

- Efficient marketing of space to safeguard returns over the long term
- Optimizing operating expenses
- Obtaining discounted rates from energy providers
- Cost-effective supervision of all service providers
- In-house facility management services
- Recommendations for optimizing the worth of your real estate

"Our goal is to improve the performance of your property and the quality of your workspaces and usage concepts, as well as to optimize your utility costs and your cost per square meter of floor space. In order to ease your workload, our highly motivated office team pursues an integrated property management policy that's sustainable and efficient. It's also incredibly innovative. What's more, our 24-hour service hotline is always open to you and your tenants. Because we know that satisfied, solvent tenants are key to ensuring profitability and steadily increasing the market value of your business property."

Thomas Kühl
Head of Fund Management | General Manager

EXEMPLARY WORK-SPACE REFERENCES

WE DESIGN INNOVATIVE SPACE UTILIZATION CONCEPTS.

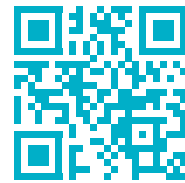


Berlin, Spreebogen Plaza

22,900 m² floor area
300 parking spaces
99% occupancy rate



Watch video



Watch video

*Berlin, Plaza
Frankfurter Allee*

37,400 m² floor area
740 parking spaces
99% occupancy rate



Bonn, Detecon

28,400 m² floor area
400 parking spaces
99% occupancy rate

DEVELOPING AND MANAGING EXCELLENCE



WE TAKE CARE OF THE ENTIRE VALUE CHAIN.

When developing real estate for the hotel industry, location is crucial. Boasting arguably the best location in Germany, our hotel experts were able to open the restored Hotel Adlon in Berlin in 1997 as a luxury hotel in the international 5-star plus category. Similarly luxurious, Hotel Quellenhof in Aachen was exclusively refurbished and reopened in 1997 as a top-class business

and congress hotel; we're currently in the process of modernizing it once again. By contrast, the c/o56 Hotel in Chemnitz presents itself as a dynamic, young lifestyle hotel attracting a diverse range of guests. When developing the seaside hotel in Zingst on Germany's Baltic coast, our experts catered to the discerning needs of those seeking a calm and relaxing beach holiday.

However, developing or refurbishing real estate in the hotel industry is only the first step in the value chain. As the chain progresses, our experienced and integrated property management team guarantees that hotel real estate is not only maintained in a manner befitting its status – but also grows in value.



“Our integrated concept and consulting approach to hotel real estate management increases the value of your property over the long term. Our local team of experts ensures the fabric of your building is preserved by conducting regular, independent inspections. Thanks to our good relationship and favorable talks with Kempinski, we were able to secure a 20-year extension of the lease agreement for Hotel Adlon, which in turn ensures stable revenues for the fund. Our management expertise also guarantees excellent service quality in our self-managed hotels”

Benedikt Jagdfeld
Owner & CEO



Our hotel expertise:

- Acquisition of property and procurement of development rights
- Needs-based development of hotel properties
- Sustainable contract arrangements with suitable hotel operators/in-house operation
- Holistic operative hotel management
- Facility management using local teams of experts
- Advice and strategies for regular modernization work
- Additional usage concepts via a Germany-wide network of retailers
- Revitalization and transformation
- Sustainable asset management

EXEMPLARY HOTEL REFERENCES

IN A CLASS OF THEIR OWN.



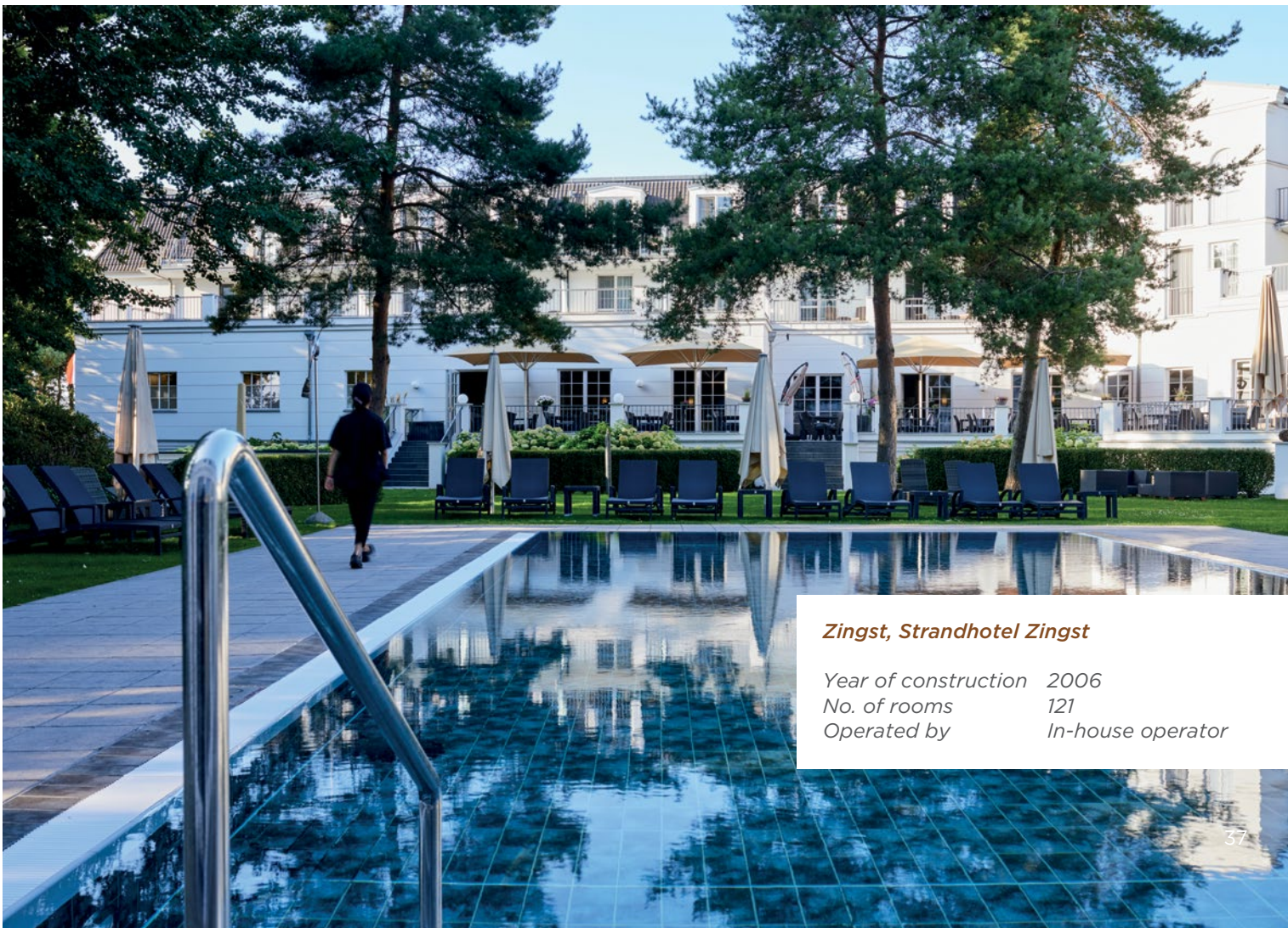
Aachen, Parkhotel Quellenhof

Year of construction 1916
Refurbished 1999 Hotel
2002 Spa and
conference area
2020/21 Terrace
and rooms
No. of rooms 185
Operated by In-house operator



Berlin, Hotel Adlon

Year of construction 1997
No. of rooms 382
Operated by Kempinski Hotels



Zingst, Strandhotel Zingst

Year of construction 2006
No. of rooms 121
Operated by In-house operator

BRINGING SPECIALISTS TOGETHER

WE INTEGRATE ASSET AND PROPERTY MANAGEMENT.

The combined expertise of our specialists working under the Jagdfeld Real Estate umbrella enables us to create fast and flexible workflows and ensure successful implementation. Our efficient solutions pave the way for your long-term success.

Asset management:

- Real estate development
- Achieving savings goals
- Checking tenant mix and advertising strategies
- Letting
- Development of industry-based concepts
- Developing repurposing concepts for real estate
- Investment consultancy



"Our experienced, interdisciplinary team combines expertise and enthusiasm with the latest scientific findings from consumer research and Limbic® to ensure your property is as attractive as it can possibly be. Fully occupied retail parks and shopping malls stand as proof to our expertise and efficiency."

In addition, we create focused service packages that secure and maximize all capital invested in the real estate, while simultaneously exploiting all potential for value appreciation. Success is achieved by developing a future-oriented, specific, transparent, and holistic investment strategy."

Monika Kliegel

Senior Property Manager | Teamleader

"Our successes in managing real estate in retail and business rest on our expertise and on our exacting focus on high quality, meticulously complete data. As an owner, you benefit from our fastidious handling of data – because it means we can supply you with any information you require, any time you need it, and also creates a high level of transparency in all we do. To help you plan for the future and create results-based report portfolios, we not only provide you with performance analyses, but also with risk assessments and scenario breakdowns. Analyses of the market, the competition and technical innovations lay the groundwork for delivering sound recommendations for targeted optimization measures."

Patrick Birgel

Senior Property Manager

Property management:

- Managing contracts and receivables
- Handling tenant support and correspondence
- Processing deposits, adjusting rents, invoicing utility costs (in Yardi, SAP, MRI, and RELion)
- Conducting inspections of property to check condition of building
- Preparing and monitoring budgets for construction measures and modernization work
- Reviewing contracts for rental proposals (creditworthiness, special arrangements)
- Preparing rental and investment propositions
- Regular reporting

STRATEGICALLY CREATIVE

REASON VERSUS EMOTION? WE WORK WITH BOTH!

Marketing:

- Inclusive, target-group specific marketing plan
- Strategic marketing and communication measures
- Unique positioning concepts
- Social media strategies
- Shopping mall events with identification potential
- Increasing the shopping mall income
- Supporting retail refurbishment marketing



"Understanding lays the foundation for effective marketing in projects across all the asset categories we manage: Which types of people move in which environments? What do they dream of? Which values are important to them? How do these find expression in their leisure activities and consumer behavior? Limbic® enables us to answer these questions and develop precise and targeted solutions – 360°, and along the entire customer journey. In addition to strategic recommendations, a sharpened corporate identity, emotion-based events, or networked online/offline campaigns, this includes all the actual, potential, and continuously changing touchpoints of our customers."

Roland Hoffmann, Head of Marketing

"We bring your retail property to life. Based on the individual specifications of your real estate, we create a uniquely tailored mix of tenants and business segments, find the right tenant/retail concept, and conduct the necessary negotiations on your behalf – from the initial lease proposal through to the final tenancy agreement. One that's flexible, reliable, and fair for all contract partners. Hand in hand with our asset and

center management colleagues, we develop innovative letting concepts, manage existing leases, and maintain contact with our tenants. Thanks to the combined expertise of our experts and the close relationships we foster with retailers and unions, we're able to create forward-looking retail solutions."

Marius Lorenz, Head of Leasing



Leasing management/retail:

- Innovative repurposing plans
- Target-group specific rentals
- Screening/analysis of existing tenant contracts
- Close relationships fostered with all relevant retailers

DELIVERING PERFECTION – BEHIND THE SCENES

WE ORGANIZE BACKEND PROCESSES SMOOTHLY AND QUIETLY.

From comprehensive property accounting to property management accounting, you can rely on our experienced team to master even the most complex challenges. Besides handling everything involved in general ledger accounts and accounts receivable and payable, we'll also prepare your operating costs statement. We provide you with all the figures you need for your advance sales tax returns and reports, always using the latest real estate-specific IT applications. With the utmost proficiency. On time and reliably.



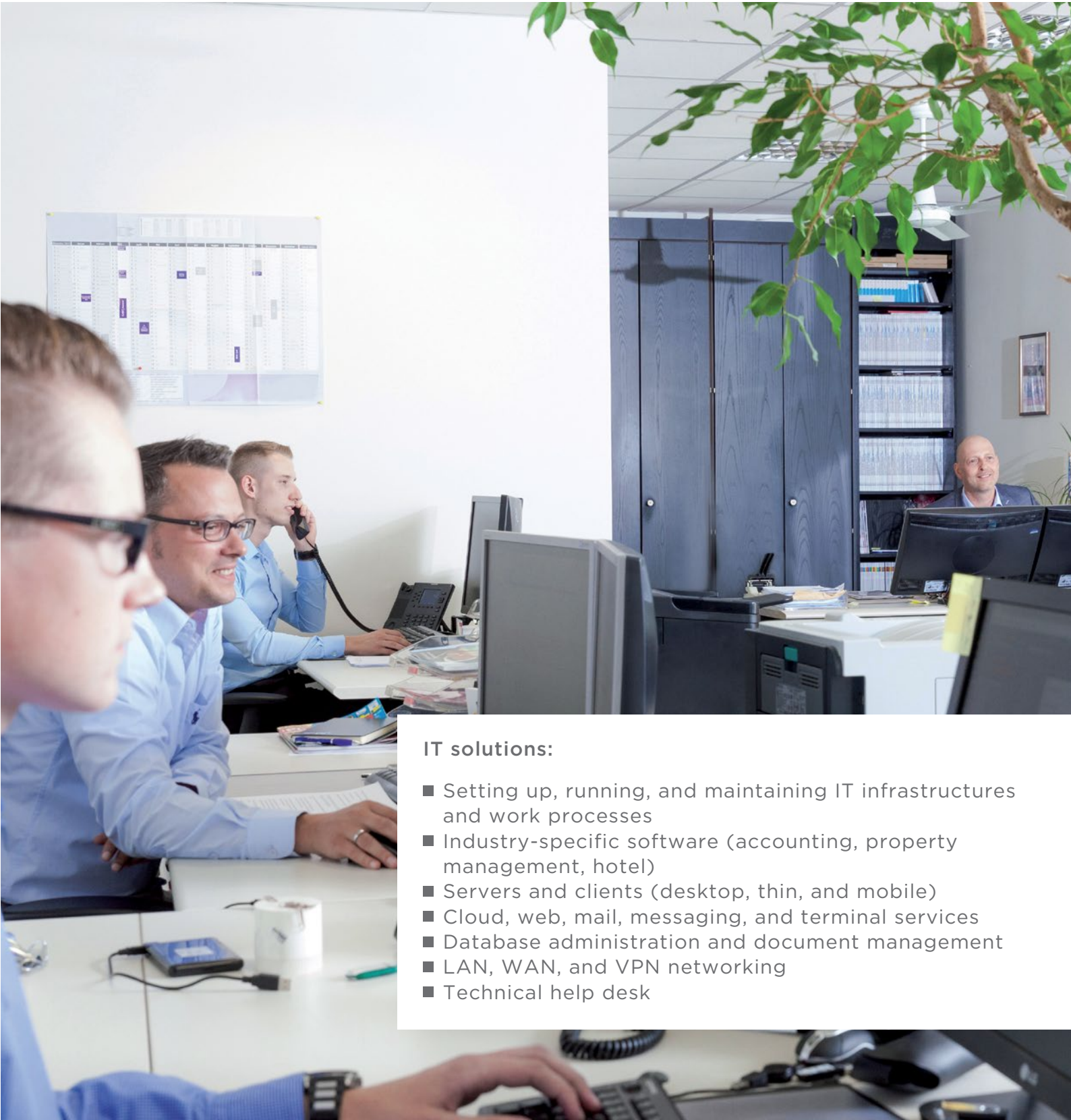
Marita Schmidt, Head of Accounting / General Manager

Balance sheet accounting:

- Owner representation
- Debtor and creditor management
- Rental invoices
- Rent-payment reminders/final reminders based on owner's specifications
- Electronic invoice management
- Utility invoicing
- Preparation of advance sales tax returns

"Whether it's cloud computing, remote desks, thin clients, or conventional UNIX, Windows, or Mac-based workstations – our in-house IT experts have the right solutions for all requirements. We use multiple computer centers to safeguard the productivity of our corporate Group, and we upgrade our solutions on an on-going basis. We continually upgrade our tools and IT portfolios for all divisions of the Jagdfeld Group to ensure we're consistently able to meet the manifold challenges of the industry. Amongst our many strengths are digital project development, portfolio management, chairing meetings, monitoring, and customer-specific reporting. Benefit from our expertise, flexibility, and experience!"

Mathias Epperlein
Chief Information Officer / General Manager



IT solutions:

- Setting up, running, and maintaining IT infrastructures and work processes
- Industry-specific software (accounting, property management, hotel)
- Servers and clients (desktop, thin, and mobile)
- Cloud, web, mail, messaging, and terminal services
- Database administration and document management
- LAN, WAN, and VPN networking
- Technical help desk

JAGDFELD

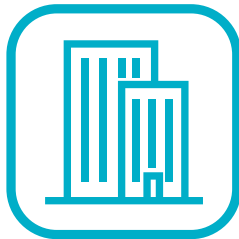
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RETAIL



LIVING



OFFICE



HOTEL

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