



NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION IN WHOLE OR IN PART, IN, INTO OR FROM THE UNITED STATES, CANADA OR AUSTRALIA OR ANY OTHER JURISDICTION WHERE TO DO SO WOULD CONSTITUTE A VIOLATION OF THE RELEVANT LAWS OF SUCH JURISDICTION.

MEDIA RELEASE

15 December 2014
For immediate release

Swiss Prime Site opens office in Geneva

Swiss Prime Site AG (SPS), with headquarters in Olten, will establish a presence in Geneva with its own office starting from 1 January 2015, thereby taking into account the considerable significance as well as growing momentum of the Western Switzerland real estate market. Sylvère Berney will be Director of the new Geneva office, who was previously Director of Centre Management and member of the Management Board of the Wincasa subsidiary.

Swiss Prime Site is opening the doors to its office in Geneva as at 1 January 2015, with the objective of underpinning proximity to the market and strengthening relations to the various local stakeholders. Indeed, Geneva is the second most important regional real estate market, accounting for a 22% share of the total portfolio value after Zurich (41% share). Some of the major properties located in the region include, for example, the La Praille shopping/leisure centre in Grand Lancy, the Place du Molard and Rue du Rhône commercial properties in Geneva, as well as the new Aux Armourins commercial building in Neuenburg. In addition, Swiss Prime Site has some key development projects in the pipeline between Geneva and Montreux that justify local representation. According to CIO Peter Lehmann, "We are convinced that we will be able to even more effectively tap the enormous potential in French-speaking Switzerland in the future and are pleased to have Sylvère Berney – a professional in the sector with a proven track record – on the team."

Establishing Tertianum and Vitadomo

Swiss Prime Site also foresees growth opportunities particularly in the assisted living segment, where the SPS subsidiary Tertianum ranks among the leading providers. The current portfolio of properties and projects in the Zurich, Central and Eastern Switzerland and Ticino regions are to be expanded in Western Switzerland through Vitadomo senior centres. Tertianum will therefore meet the growing demand for residential properties featuring service and geriatric care facilities in the Lake Geneva region as well.

Sylvère Berney boasts years of extensive experience in the Swiss retail and real estate markets. He worked for C&A and Coop in Geneva for more than ten years, held the position of member of the Directorate General of EPA for five years and later served as Director of Jelmoli Immobilier Suisse Romande, where he was responsible for the properties in Western Switzerland. With the acquisition of Jelmoli by Swiss Prime Site, Sylvère Berney became a member of the Management Board of Wincasa (also a Swiss Prime Site Group company since 2012), where he held the position of Director of Centre Management.



Address of Geneva office:

Sylvère Berney, Director of Geneva office (from 1 January 2015)
Swiss Prime Site AG
Avenue Cardinal-Mermillod 36
1227 Carouge/Geneva
Tel. +41 22 307 00 23
sylvere.berney@swiss-prime-site.ch

Media contact:

Peter Lehmann, Chief Investment Officer
Tel. +41 58 317 17 30
peter.lehmann@swiss-prime-site.ch

Swiss Prime Site AG is Switzerland's largest listed real estate investment Company. The Group's portfolio is valued at CHF 9.6 billion and comprises first-class, value-retaining and high-quality properties with primarily office and retail floor space situated in prime locations. The real estate investments, coupled with the real estate services provided by subsidiary Wincasa AG, make up the real estate segment. The retail and gastronomy segment consists of primarily Jelmoli – The House of Brands department store and Clouds Restaurant in Prime Tower, Zurich. The assisted living segment comprises the senior residences and geriatric care facilities provided by Tertianum Group, which was acquired in mid-2013.

Swiss Prime Site is distinguished by its experienced management team, considerable earnings continuity and excellent risk/return profile. The Company has been listed on the SIX Swiss Exchange since 2000 and reports market capitalisation of CHF 4.3 billion.

SIX Swiss Exchange / symbol SPSN / securities number 803 838

THIS PRESS RELEASE IS NOT BEING ISSUED IN THE UNITED STATES OF AMERICA AND SHOULD NOT BE DISTRIBUTED TO UNITED STATES PERSONS OR PUBLICATIONS WITH A GENERAL CIRCULATION IN THE UNITED STATES. THIS DOCUMENT DOES NOT CONSTITUTE AN OFFER OR INVITATION TO SUBSCRIBE FOR OR PURCHASE ANY SECURITIES. IN ADDITION, THE SECURITIES OF SWISS PRIME SITE AG HAVE NOT BEEN REGISTERED UNDER THE UNITED STATES SECURITIES LAWS AND MAY NOT BE OFFERED, SOLD OR DELIVERED WITHIN THE UNITED STATES OR TO U.S. PERSONS ABSENT FROM REGISTRATION UNDER OR AN APPLICABLE EXEMPTION FROM THE REGISTRATION REQUIREMENTS OF THE UNITED STATES SECURITIES LAWS.