



FOCUS ON WINCASA

A Swiss Prime Site AG
group company

Imprint

This brochure is also published in German, which is the original effective official version.

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THE LEADING REAL ESTATE SERVICES PROVIDER

360-DEGREE REAL ESTATE SERVICES

Wincasa is the leading integrated real estate services provider in Switzerland, with an innovative services portfolio spanning the entire property life cycle. The following pages will reveal which services this portfolio comprises as well as which visions shape the company's strategy, including

an interview with CEO Oliver Hofmann. Wincasa is also treading on a ground-breaking path in the realms of digitalisation and sustainability. Read about the relevant facts and figures here. We hope you will find the story interesting.

IN NUMBERS

SUSTAINABLY AND NATIONALLY SUCCESSFUL

EMPLOYEES

Number

820

PROPERTIES UNDER MANAGEMENT

in thousands

231

ASSETS UNDER MANAGEMENT

in CHF billion

64

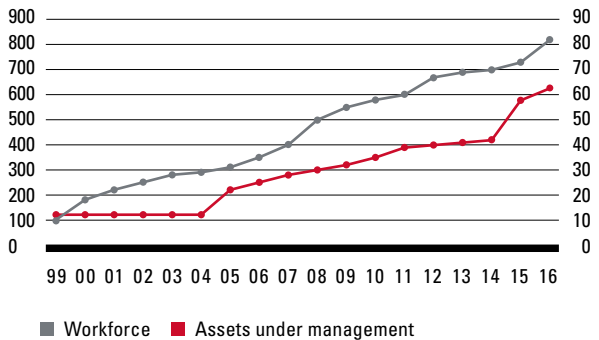
LOCATIONS



1 headquarters | 16 branch offices | 7 centre locations

GROWTH RATES SINCE FOUNDING OF THE COMPANY

Workforce | Assets under management in CHF billion



THE EXPERT IN LARGE AND COMPLEX REAL ESTATE PORTFOLIOS

CORPORATE CLIENTS

in CHF billion

17

INSTITUTIONAL INVESTORS

in CHF billion

47

RENTAL INCOME

annual, in CHF billion
collected for clients

3

RE-LEASING PER YEAR

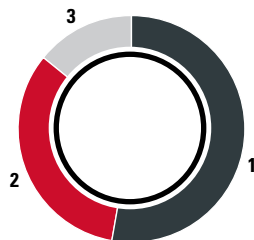
in % portfolio under
management

12–15

PORTFOLIO UNDER MANAGEMENT

by number of properties

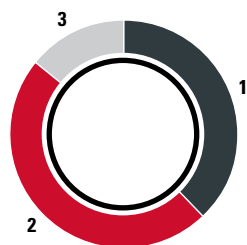
1 Office	53%
2 Residential	33%
3 Retail	14%



PORTFOLIO UNDER MANAGEMENT

by gross floor space

1 Office	38%
2 Residential	48%
3 Retail	14%



VISION

Wincasa is Switzerland's leading integrated real estate services provider.

The company is also the preferred real estate services provider of institutional investors and corporate clients in Switzerland.

Wincasa generates optimised, sustainable stakeholder value.



STRATEGIC CORNERSTONES

ACQUISITIONS & DIVERSIFICATION

Wincasa is well-anchored in the market and fosters ideal relationships with clients and tenants. The company acquires new contracts and establishes trust by means of its structured processes and impressive range of services offered. In addition, a diversified order book creates stability.

SPECTRUM OF SERVICES & PROFESSIONALISM

Wincasa is indeed the preferred company, operating as a life cycle-overarching real estate services provider with an integrated and competitive-oriented array of services as well as competent strategic advisory activities.

QUALITY & PROCESS LEADERSHIP

Wincasa boasts first-class, efficient procedures and processes, thus enabling the company to achieve the highest degree of security and quality for all stakeholders.

INNOVATION & DIGITALISATION

Wincasa also assumes a leading role in the realms of innovation and digitalisation. At the same time, the digital strategy derived from its corporate policy provides the framework. The company is already on the path toward becoming a digital master.

BUSINESS MODEL

INNOVATIVE SOLUTIONS SPANNING THE REAL ESTATE LIFE CYCLE

As a competent real estate services provider, Wincasa directs its focus on properties and offers the entire range of services spanning a property's life cycle under one roof. Strategic advisory services and positioning, planning, construction, operating business, revitalisation or property acquisitions and sales are not regarded as isolated processes, but rather as central steps on the path toward a successful overall project and sustainable achievement in the area of real estate portfolio management.

Wincasa is perceived as the leading competent and strategic advisory company, based on its broad spectrum of internal expert know-how, proactive development and expansion of knowledge as well as application of state-of-the-art technologies and security standards.

Thanks to the company's integrated, competitive-oriented offering, Wincasa is the preferred real estate services provider in Switzerland.



CONCEPT & PLANNING

- > Strategic facility management
- > Real estate/portfolio strategy
- > Strategic and technical property analyses

CONSTRUCTION & EXECUTION

- > Construction management
- > Developer fiduciary services
- > Construction-related facility management
- > Implementation management

OPERATION & UTILISATION

- > Management
- > Centre management
- > Initial leasing/re-leasing
- > Vacancy management
- > Energy controlling
- > Operational optimisation

REVITALISATION & SALES

- > Revitalisation
- > Re-leasing
- > Sales advisory services

DNA

Employees constitute the essence of the company and account for its sustainable success. Wincasa's values pave the way for specialists to merge into innovative teams and define their interaction with one another – internally and externally.



WINCASA

RESPECT

Wincasa treats all people with respect.

QUALITY

Wincasa fulfils the highest standards of quality for its clients.

INNOVATION

Wincasa thrives on innovation and continuously seeks further development.

RESPONSIBILITY

Wincasa actively assumes its responsibility and acts as a role model.

INTEGRITY

Wincasa places integrity at the forefront of its actions.

INTERVIEW

OLIVER HOFMANN, CEO OF WINCASA

With 820 specialists situated at 24 locations, Wincasa offers everything revolving around the real estate life cycle under one roof. What does that mean exactly?

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Wincasa was founded in 1999 as a pure property management company. Since that time, the real estate market has changed significantly. The demands on the part of investors, property owners and tenants have become more multifaceted and sophisticated. Meanwhile, we are therefore offering a broad, integrated assortment of services, ranging from investment advisory to development projects, construction, marketing and property operations and extending to real estate revitalisation or sales. We boast the relevant know-how regarding all categories of property utilisation (residential, office, retail), as well as for special properties such as hotels, aqua-theme parks or services-oriented properties such as residences with supplementary amenities. We are in a position to manage major diversified real estate portfolios as well.

To what extent has the real estate market changed in the past 20 years?

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The market has changed significantly. Real estate has established itself as an asset class. There

were no stock exchange-listed real estate corporations 20 years ago, while today there are 12. The educational aspect of the sector has become more professional. Even the environment in the services sector has become increasingly more international with the market presence of facility managers, marketers and transaction advisors operating at the continental and global levels. New real estate advisory teams have emerged nationally at banks, insurance companies and the «big four» consulting firms.

The market has changed significantly.

Oliver Hofmann

The real estate market has grown – accounting for up to 18% of Switzerland's gross domestic product (GDP) in the interim – and become more international, professional and of course significantly more intensively competitive.

And what is the impact of these changes from the perspective of a real estate services provider?

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We assume numerous functions and interfaces from our clients that previously were the respon-



OLIVER HOFMANN

CEO of Wincasa since 2013

Oliver Hofmann (47) is CEO of real estate services provider Wincasa, which has been a Swiss Prime Site group company since 2012. He is a qualified banker and has completed post-graduate studies in business administration. Oliver Hofmann holds a Master of Science in Real Estate from CUREM/ University of Zurich and was Chairman of the «Royal Institution of Chartered Surveyors» (RICS) Switzerland. His professional career includes positions as Head of Real Estate M&A/Advisory at UBS and previously in the finance department at IBM Switzerland for several years.

sibility of the contracting party – increasingly services at the asset management level as well, in addition to property management. We will require even more specialists in the future that operate on a networked and cross-functional basis. New services are also in demand, for example, in the realms of site management or sustainability management.

Where do you foresee the greatest development potential in the real estate industry in the coming years?

The ageing population and affluent «silver society» will continue to revitalise the assisted living property as well as healthcare-oriented real estate segments. Moreover, the changing consumption behaviour of the younger generations is driving retailers toward more «omni-channeling», which is altering the picture for shopping centres in addition to their tenant mix. Vacant commercial and office properties resulting from outsourcing in the manufacturing sector and off-shoring in the financial sector must be adapted to new types of utilisation. Supplementary demand and creative conversions are popular here. Focus will be increasingly directed at sustainability-relevant, compact construction in «smart cities». Our mobility habits will have a significant impact too. All these trends are taking place at a rapid pace. Hence, those of us in the property management sector will certainly not be subjected to boredom.

To what extent is digitalisation changing the real estate sector?

Digitalisation in and of itself is nothing new. The real challenge here is also the speed and intri-

cacy with which digitalisation affects the real estate sector as well as our entire society. We must adapt to the changing needs of property owners and tenants in addition to employees.

Digitalisation basically opens the door to numerous new opportunities and generates added value for all the relevant players. While the search for an apartment will be more comfortably structured for tenants in the future thanks to an increasingly more digitalised application process, property owners as well as proper-

We have aspirations of becoming a digital leader.

Oliver Hofmann

ty managers will reap benefits from process streamlining and more efficient management of real estate portfolios. Wincasa is developing various digitalisation projects revolving around workflow automation, in addition to pursuing digitalisation in the realms of communications and customer experience.

As the leading real estate services provider in Switzerland, we have aspirations of becoming a digital leader. We will not just participate in the transformation of the sector, but rather decisively steer the trend. The latest example is our «My Wincasa» digital tenant portal, where tenants can manage and view everything revolving around their rental agreements electronically and paper-free.

What are the key factors that have most strongly influenced Wincasa's sustainable success, which now spans already more than 15 years?

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The systematic focus on institutional investors and corporate clients with larger real estate portfolios, comprehensive corporate governance and a network of locations throughout Switzerland have proven to be successful. Wincasa continues to be distinguished by its long-term activities aimed at qualitative process management and constant innovations.

How do you aim to defend/solidify Wincasa's leading position in the years ahead?

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The priorities are directed at constantly improving quality, implementing the envisaged «digital mastery» and assuring focused profitable growth.

What are the core issues which you face as a company today as well as tomorrow?

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In addition to the digitalisation theme, we are also committed to pursuing the sustainability issue both internally and externally, within the scope of the group-wide sustainability-relevant concept. We are convinced that sustainable business success can only be achieved through assuming ecological, social and corporate responsibilities. Our clients are also increasingly focusing on sustainable management of their real estate portfolios.

Furthermore, the vacancy management issue plays a central role. Today, it is no longer so easy to generate suitable demand for each property offered, particularly in the office real estate

market. Here, we pursue proactive matchmaking and attempt to purposefully and appropriately reconcile supply and demand.

We invest significantly in employees.

Oliver Hofmann

And finally, being regarded as an attractive employer is also a key issue, in our view. As a services provider, our employees constitute our greatest asset. Consequently, we invest substantially in our workforce – including through further education programmes in the areas of future junior staff, management and digital skills – and we are intensively focused on the employer branding topic.

LEADERSHIP ASPIRATIONS

GROWTH AND INNOVATION FOR SUSTAINABLE SUCCESS



ENHANCING CUSTOMER SERVICE AND BOOSTING INNOVATION WITH A FOCUS ON

- > increased mobility
- > better transparency
- > contacts independent of locations and time
- > real-time information for tenants and investors



PROFESSIONALISM AND KNOWLEDGE MANAGEMENT

- > research-based data and evaluations for sound investment decisions
- > internal promotion and leadership programmes for securing future junior staff



DIGITAL INNOVATION

- > Building Information Modelling (BIM) services for construction
- > Customer experience optimisation
- > 3D/virtual reality in marketing
- > My Wincasa tenant portal



NEW SERVICES

- > vacancy management with proactive matchmaking for supply and demand
- > portfolio management cockpit thanks to comprehensive software package
- > revitalisation and site management in retail sector

DIGITALISATION

PLAYING A PIONEERING ROLE IN DIGITALISATION TOO



Digitalisation is fundamentally changing the real estate sector. Digitalisation is lagging behind here compared with other sectors, but swiftly catching up. Wincasa recognised at an early stage the necessity for digital transformation and corresponding change management. As sector leader, the company has been increasingly focusing on digital leaders from other sectors and systematically pursuing digitalisation. In order

to maintain and extend its competitive capabilities, Wincasa is executing numerous projects within the scope of its digital strategy revolving around mobility, communications, process efficiency and data utilisation. The latest project comprises the «My Wincasa» communications portal, with which tenants are able to manage everything relating to rental agreements easily, electronically and without the need of any paper.

SUSTAINABILITY

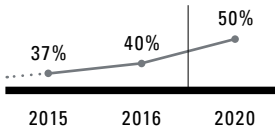
HOLISTIC PERSPECTIVE FOR LONG-TERM SUCCESS

Wincasa's sustainability concept forms an integral part of Swiss Prime Site's sustainability-relevant strategy. Like the entire group, Wincasa is convinced that the future success of the busi-

ness is directly dependent on how the company lives up to its ecological, economic and social responsibilities.

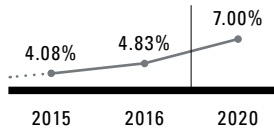
WOMEN IN MANAGEMENT POSITIONS
in %

40



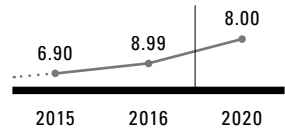
APPRENTICES
in %

4.8



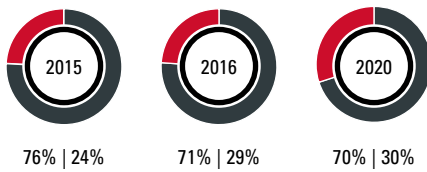
TRAINING/FURTHER EDUCATION INTERNAL
in h/FTE¹

9.0



¹ full-time equivalent

PORTFOLIO DIVERSIFICATION¹
AUM² in %



CO₂ EMISSIONS
tCO₂/FTE³



■ Share of three largest clients ■ Remaining clients

¹ mitigation of risks through broad portfolio base

² assets under management

³ full-time equivalent

SERVICES

LOOKING TO THE FUTURE

MANAGEMENT

We are the leading provider of high-quality property management services for institutional investors and clients throughout Switzerland.

Walter Schärer, Head of Property Management

CONSTRUCTION & FACILITY MANAGEMENT

We uphold the interests of our clients in project management and facility management contracts as well as developer fiduciary services contracts in all phases of a property's life cycle. At the same time, the fiduciary services provided by our technical specialists generate maximum benefits and added value for our clients.

André Töngi, Head of Construction & Facility Management

CEO DOMAIN

We pursue the overall management of the company's business activities through the flexible deployment of experienced experts in strategic corporate and customer development. Likewise, we ensure process management through proactive compliance with corporate governance and sector standards.

Oliver Hofmann, CEO

HUMAN RESOURCES

We are competent contact persons and providers of resources revolving around all personnel management issues internally and externally.

Dr. Hans-Peter Näf, Head of Human Resources

CENTRE MANAGEMENT

We provide comprehensive retail and centre property management for retail real estate owners. At the same time, our extensive market know-how, good relations with retailers and profound knowledge of consumer needs are impressive qualities.

Philipp Schoch, Head of Centre Management

LETTING & INVESTMENT ADVISORY

We offer first-class, professional strategy, transaction and marketing services for private, institutional and corporate clients all under one roof.

Bruno Kurz, Head of Letting & Investment Advisory

FINANCE & CORPORATE CENTRE

We provide high-quality innovative and structured finance and IT services for internal as well as external clients in a defined scope and on a timely basis.

Markus Brechbühl, CFO

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