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## **OfficeME program in Warsaw's CPIPG office buildings**

**CPI Property Group (CPIPG), the largest commercial property owner in the Czech Republic, Berlin and the CEE region, has developed and started the implementation of its signature program, OfficeME, aimed at strengthening relationships with tenants and improving their comfort of work.**

CPIPG, as a socially responsible owner and manager of office properties, aims not only to continuously improve the quality of its space, but also to build and strengthen relations with tenants as a key element of its sustainable development policy. A signature program OfficeME was created in response to the satisfaction surveys conducted amongst the tenants. The aim of OfficeME is to introduce practical solutions and amenities that will improve safe functioning in the office building, as well as make the everyday office life easier and more pleasant. The program is based on three pillars: comfort, safety and development. Innovation and functionality serves as the basis for all activities.

Individual elements of the program were introduced as a test phase in the Warsaw Financial Center (WFC) – one of the most prestigious office buildings in the CPIPG portfolio. The first solutions for raising the standards of operation of the buildings concerned the complete reorganisation of the reception. Not only the appearance and the elements distinguishing reception counters changed. Most importantly, the composition and the look of the reception employees are completely different now. CPIPG has developed its own service standards, including criteria for establishing first contact with people entering the building as well as efficient and friendly communication between guests and tenants. In October, the new reception, organised according to the developed standards, also appeared in Atrium Centrum. The next office building to be changed in 2020 is the Central Tower.

An innovative solution, introduced in WFC in September 2020 and in Atrium Centrum, is the Concierge service, available free of charge for employees of companies having their seats in the office building. A professional is available at the designated stand in the lobby. He can help the employees deal with any matter – business-related, e.g. organisation of a business lunch, catering, picking up guests from the airport, etc., as well as each employee can individually seek help with handling private matters which need to be carried out during work hours, e.g. organisation of a move, finding recommendations for kindergartens for children, for holidays, collection of shopping items, etc.

Next to the Concierge stand, there is also a sales point offering essential products, such as a sticky lint roller, disposable toothbrush, sewing kit, umbrella and many others.

*'The major operational objective of CPIP is to continuously improve the comfort of work and the level of tenant satisfaction in all aspects of the office building's operation. The amenities that we are gradually introducing will be intuitive and easy to use. We are open to all the needs of the building's users. The first changes implemented in the Warsaw Financial Center have shown that the solutions we have proposed meet with an extremely positive response,'* explains Monika Olejnik-Okuniewska, Marketing Director at CPIP Poland.

At the moment, safety matters are strictly connected with the pandemic. *'Upon the introduction of the restrictions in March 2020, CPIP developed and implemented necessary procedures to ensure the safe return of the employees to the offices. The implemented procedures are strictly observed in all CPIP office buildings,'* emphasizes Marcin Mędrzycki, the acting Head of Asset Management at CPIP Poland.

In further stages, there are plans to implement a development pillar, under which educational actions and special events, related to environmental issues, social involvement or personal development, will be carried out in office buildings. Tenants will be invited to participate in the organisation of such events.

*'The program will be implemented gradually in selected office buildings. It will evolve and grow according to the needs of the tenants whom we have already invited to share their opinions and ideas,'* adds Marta Hanczewska, Marketing Manager at CPIP Poland, responsible for the implementation of the program in the office buildings owned by the company.

At present, CPIP owns 14 office buildings in Warsaw (the company performs the proprietary management function over 13 of them), with a total area exceeding 314,000 sq m.



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**CPI Property Group (CPI PG)** is a leading commercial and hotel real estate company in Central and Eastern Europe and Germany, focusing its activities on long-term real estate investment and leasing. It belongs to a small group of companies in the region with an investment rating. Moody's rated Baa2 and Standard&Poor's: BBB.

CPI PG is the largest owner of retail space in the Czech Republic and office space in Berlin. CPI PG is headquartered in Luxembourg and its shares are listed on the Frankfurt Stock Exchange. The Group operates in the office, retail, residential and hotel real estate sector with total assets of over 9.1 billion euros.

In Poland CPI Property Group has been operating since 2013. It owns and actively manages 24 properties in the office, retail and hotel sectors. The company's investments are located in Warsaw, Elbląg, Zamość, Tarnów, Radom and Zgorzelec. The Company plans to further engage in the Polish market by purchasing and investing in selected office properties in the best locations in Warsaw.