

Warsaw, 13<sup>th</sup> April 2021

**The OfficeME program is now in place at the CPIPG office buildings on Aleje Jerozolimskie.**

**CPI Property Group (CPIPG) is the largest owner of commercial real estate in the Czech Republic, Berlin and Central and Eastern Europe. CPIPG is continuing with the implementation of its proprietary OfficeME program, which is aimed at strengthening relations with tenants, and at improving the comfort of their work.**

Building and strengthening the relationships it has with tenants is a key part of CPIPG's sustainable development policy. The OfficeME program was developed in response to that strategic goal. The key idea at the heart of the program is the introduction of practical solutions and amenities that facilitate functioning safely in the office buildings. These changes are designed to make everyday office life easier and more enjoyable.

CPIPG began implementing OfficeME in September 2020 at the Warsaw Financial Center. It continued the rollout with the Atrium Centrum and the Central Tower in the autumn. As of March 2021, the program now also covers the buildings in the CPIPG portfolio that are located on Aleje Jerozolimskie: the Eurocentrum Office Complex, Equator I, Equator II and Equator IV. The office buildings involved offer a total space of over 150,000 m<sup>2</sup> GLA and provide workspace for approximately 13,000 people.

*"We have been conducting communication activities for a long time" – says Monika Olejnik-Okuniewska, the Marketing Director of CPIPG Polska. She continues: "These have been aimed at increasing the synergy between individual buildings, especially in terms of using the infrastructure and amenities that are available. These are mainly offered by Eurocentrum, which has a modern retail and service complex. Now, thanks to the introduction of the program, we will be able to integrate employees more, and we can help build better networking between companies based in individual buildings. This can be done, for example, by organizing special events or by presenting the products and services offered by our tenants."*

As a part of the program, the reception areas at Eurocentrum and the Equator I, II and IV office buildings were standardized. All of the buildings feature the same design, and the building staff have matching uniforms. The buildings in the program have introduced their own standard of service excellence, along with specifically setting the criteria for the first contact with people

entering the building, and for ensuring friendly and effective communication between guests and tenants.

An additional added convenience is the Concierge service, which is available free of charge for the employees of companies based in the office buildings. At a designated position in the lobby, a Concierge specialist is on duty. They can be commissioned to undertake any matter, whether it's in the area of business operations, or private matters that are necessary to be carried out during working hours. Contacting the Concierge can be done by phone or online. Personal protective equipment is also available for purchase at the Concierge stand. The program is ongoing, and will continue to develop, including implementing suggestions from our tenants.

*“Currently, we need to focus on all aspects of functioning safely in an office environment” – comments Marta Hanczewska, the CPIPG Marketing Manager responsible for the implementation of the program. She continues: “Therefore, as part of OfficeME, we focus primarily on the best service, which is also available online. The Concierge service can be extremely useful in organizing a virtual office reality, as well as a home office reality. Over time, we’ll focus on direct actions, and implement a free OfficeME app that will make using the amenities in adjacent office buildings even more convenient and easier.”*

Currently, CPIPG owns 14 office buildings in Warsaw (and manages 13 of them). They have a total area exceeding 314,000 m<sup>2</sup>.

**Please feel free to contact me for more information about CPI Property Group:**

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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.