

**CORPUS SIREO**  
ASSET MANAGEMENT RETAIL

# KNOW-HOW IMPROVEMENT VALUE CREATION

Holistic asset management solutions by market experts for investors, developers, and occupiers of retail properties

THE REAL ESTATE PEOPLE



# STRONGEST ASSET CLASS IN GERMANY

In these economically turbulent times, Germany serves as stabilising anchor within Europe's single currency area. Due to its polycentric market structure and the concomitant diversity of investment and trading locations, as well as the positive trend in internal consumption, German retail property ranks high on the list of investor destinations. Especially private and institutional investors from inside and outside Germany are looking for retail properties let on long-term leases in promising locations in German Class A and Class B cities.

Few if any other asset classes in Germany saw an investment volume comparable to retail real estate in recent years. We deploy an experienced team of retail specialists to take care of clients in all German retail trade locations. As a one-stop provider, we deliver retail competence to owners, developers and multiples, from the concept and acquisition, to successful letting and performance, all the way to the eventual disposal.

# 16.5

bn EUR in assets under management

# “RETAIL IS DETAIL”

Whether shopping centre, retail warehouse park, retail and wholesale outlets, or high-street properties – the professional asset management of retail real estate constitutes the foundation for the sustained success of institutional investors, project developers, private investors and property asset holders. CORPUS SIREO Asset Management Retail GmbH brings you the entire asset management program for retail real estate.

What defines us is a superior quality standard and a diversified service spectrum for a wide variety of clients and across all real estate asset classes. Not incidentally, CORPUS SIREO has emerged as the market leader among Germany’s real estate asset managers from the “Real Estate Asset Manage-

ment Ranking” compiled by Bell Consultants for the third time in as many years. In the years 2011 and 2012, CORPUS SIREO also won the IMMOBILIENMARKEN AWARD as the most valuable brand in the asset management segment. Moreover, CORPUS SIREO counts among the four most popular employers in Germany’s real estate industry.

## CLIENT-FOCUSED POSITIONING NATIONWIDE

The nationwide network of CORPUS SIREO is one of our main fortes. Rather than limiting ourselves to the “Big Seven” locations, we maintain a presence in key regional cities across Germany. Our in-depth market expertise in combination with local know-

how constitute the foundation for successful real estate management including analysis and conceptualisation.

You certainly benefit from our nationwide presence: For it is especially in attractive small and mid-sized cities that growth opportunities present themselves that we may exploit on behalf of our clients.

## EXPERIENCED EXPERTS FOR SHIFTING MARKETS

Attracted by the sound consumer climate and a bright economic outlook, international retail multiples are pushing onto the German market in increasing numbers. Simultaneously, domestic multiples are always on the lookout for



### KURFÜRSTENDAMM BERLIN:

Listed property ensemble in prime location on Kurfürstendamm – Berlin’s showpiece boulevard and hot spot for national and international retailers.



auspicious locations. As a result, the retail market is one of the most stable-valued segments of the real estate economy. This is the basis on which we build stable and prosperous client relations.

We are thoroughly familiar with the ambitions and objectives of our clients – from high-net-worth family offices with a long-term investment horizon, to international investors of the most diverse risk affinity whose investment destination happens to be the German market.

We also deploy our holistic asset management experience on behalf of established institutional investors whose interest in the investment class retail remains high and who generate a rising

demand for properties in the risk class Core+ and just below. CORPUS SIREO is a competent partner when it comes to designing attractive investment vehicles, swiftly launching investment funds, and providing value-add management to the assets held therein.

We also manage and realise distressed real estate inventories on behalf of international investors, banks and receivers, loan servicers and NPL investors. Our nationwide presence in Germany enables us to take over the management of complex, extensive real estate portfolios, and to optimise their values.

## OUR SERVICES AT A GLANCE

Our retail experts are experienced specialists that have been active in the retail real estate business for many years. CORPUS SIREO puts his professional know-how to work for its clients, making a joint effort to develop optimal solutions.

Shopping is very basic human need. Lately, however, the activity of shopping has increasingly evolved into a leisure pastime of entertainment value. The retail trade therefore confronts the challenge of accommodating this dual set of expectations. It is yet another creative, conceptional issue that the retail experts of CORPUS SIREO are well equipped to address.

### PEDESTRIAN ZONE NIENBURG:

Strong brands in mid-sized cities, to – Nienburg's high-street location of Lange Strasse.



### NEUTOR GALERIE DINSLAKEN:

Your gateway to a brand new shopping experience! Enjoy retail variety on a total sales area of 22,000 sqm.

# QUALITY AND TAILORED SOLUTIONS

Due to the growing appeal of the asset class of retail property and the dwindling supply in just such real estate in core sites and attractive high-potential locations, Germany's investment market is subject to an intensifying selection process. The quality of the asset management thus plays a definitive role for entrepreneurial success.

## **SUCCESS TAILORED TO EACH CLIENT'S NEEDS**

Our tailored, value-driven asset management, and the bespoke, flexible facilitation of different investor groups and portfolios by a specialised client management will sustainably enhance the value of retail real estate.

In terms of real estate investments, we assist portfolio holders and counsel investors, including entry-level activities in Germany. Lately, we managed a transaction volume of approximately one billion euros annually across asset classes, and have had 16.5 billion euros in real estate assets under management. Last but not least, our Center Management department completes the range of services.

## **THINKING LIKE AN OWNER**

With around 16.2 million square metres of floor area under active management, we have come to think like an investor. Our interdisciplinary teams have long-term experience in raising the value-add potential of properties and portfolios of national and international clients. So we are well aware of what matters to them. By assisting them both in their direct commitments and in structuring fund solutions, we are perfectly positioned to closely support investors in Germany.

We advise clients not only in all of their investment decisions, but may also take over heterogeneous real estate portfolios across Germany on short notice. The idea is to boost the properties' performance and cash flow, cut their operating costs, and minimise vacancies. It is a good way to preserve and enhance the value of your portfolio. To this end, we rely primarily on our local market know-how and high-powered IT tools.

# OUR SERVICES

## Consultancy and Analysis

- Consultancy on any issue concerning the development, management, and use of retail property
- Market, location and property analysis
- Human resource analysis, overhead and ownership cost analysis

## Asset Management

- Capital preservation and value added through pro-active asset management
- Active management to optimise floor-space productivity
- Optimal market positioning of properties
- Concept optimisation especially for shopping centres and retail warehouse parks
- Action plans to address letting and marketing issues
- Analysing and optimising retail sales
- Development of footfall-boosting measures
- Portfolio management

## Letting

- Letting retail areas
- Negotiating signature-ready leases
- Restructuring leases
- Developing and implementing marketing concepts
- Actively monitoring unexpired leases

## Transaction Management

- Market, location, and competitive market analysis
- Due diligence of properties and their performance
- Selection of suitable retail locations
- Buying and selling real estate

## Center Management

- Positioning
- Marketing
- Events
- Optimisation of tenant mix
- Tenant rotation

Delivering retail competences as a one-stop provider to owners, developers and multiples, from the concept and acquisition, to successful letting and performance, all the way to the eventual disposal.



“ We believe that proactive asset management is the only viable approach to capital preservation and capital growth. Market sensitivity and expertise, creativity and conceptual thought form the basis of our success.

” **THORSTEN PRIOR**  
Executive Director



“ Our fortes include an extensive track record, a high-powered network, and great sensitivity for the concerns of our clients.

” **DIRK WOLLWEBER**  
Director



“ The asset class of retail real estate keeps gaining in significance among private investors / family offices. In 2012, the transaction volume of this group of investors in the retail real estate sector already totalled 2.1 billion euros, subject to an upward trend.

” **GUIDO NIESLER**  
Senior Executive Manager



“ Whether shopping centre, retail warehouse park, or high-street property – our clients benefit both from the unique expertise and from the regional structure of CORPUS SIREO.

” **GEORG ORLICH**  
Senior Executive Manager



“ Our service spectrum covers the entire retail sector. It extends from project development and project management, to conceptualisation and letting, and all the way to centre- and asset management, including acquisition and disposition.

” **CHRISTOPH JAUCK**  
Senior Executive Manager

# THE REAL ESTATE PEOPLE – AT A GLANCE

Clients of various size and each with their specific requirements trust us to keep optimising their real estate portfolios, which add up to approximately 16.5 billion euros under our management. For CORPUS SIREO, this means mobilising the hidden potential of a wide variety of property inventories, or to seize new investment opportunities.

Around 560 staff work out of 11 locations in Germany and Luxembourg are dedicated to this goal. They are supported by a lean structure: The group of companies consists – in addition to Asset Management Retail – of five other corporate client divisions.

## INVESTMENT MANAGEMENT

Conceptualisation, initiation, and management of direct and indirect real estate investments

## ASSET MANAGEMENT COMMERCIAL

Set-up, optimisation and marketing of real estate portfolios

## ASSET MANAGEMENT RESIDENTIAL

Holistic management of residential portfolios

## PROJECT DEVELOPMENT

Conceptualisation, realisation, and marketing of residential projects

## BROKER

Our estate agency, marketing residential and commercial real estate

### Your Contact:

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