

ENGEL & VÖLKERS

Company Presentation

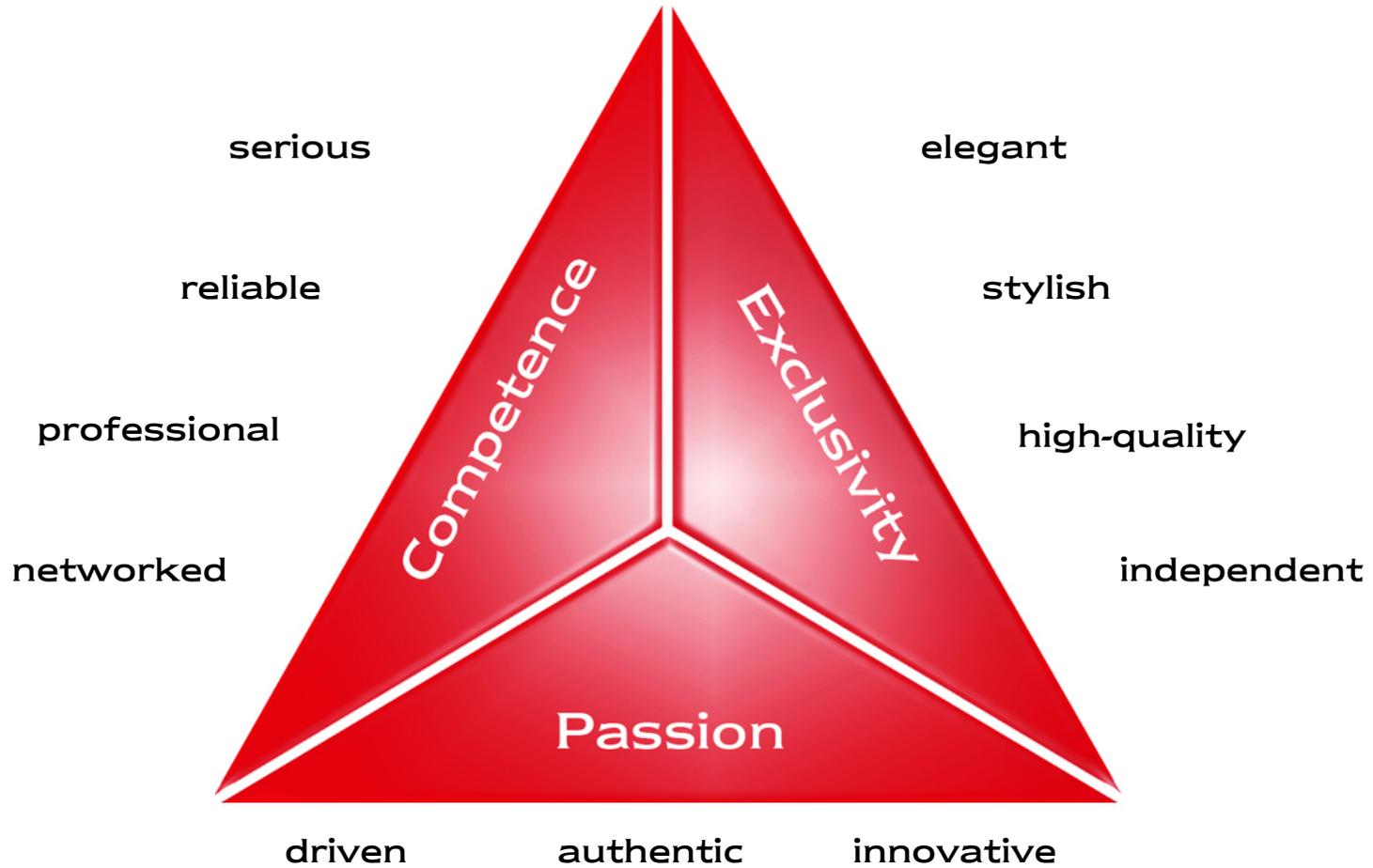
Company Presentation
Hamburg, January 2014

ENGEL & VÖLKERS

Our Vision

We link together the aspirations of discerning individuals around the world –
be it in a private or a business context – with total passion.

Our Core Values



Our World
Residential real estate



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Our World
Commercial real estate



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Our World

Yachts in the premium segment



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Our Leadership

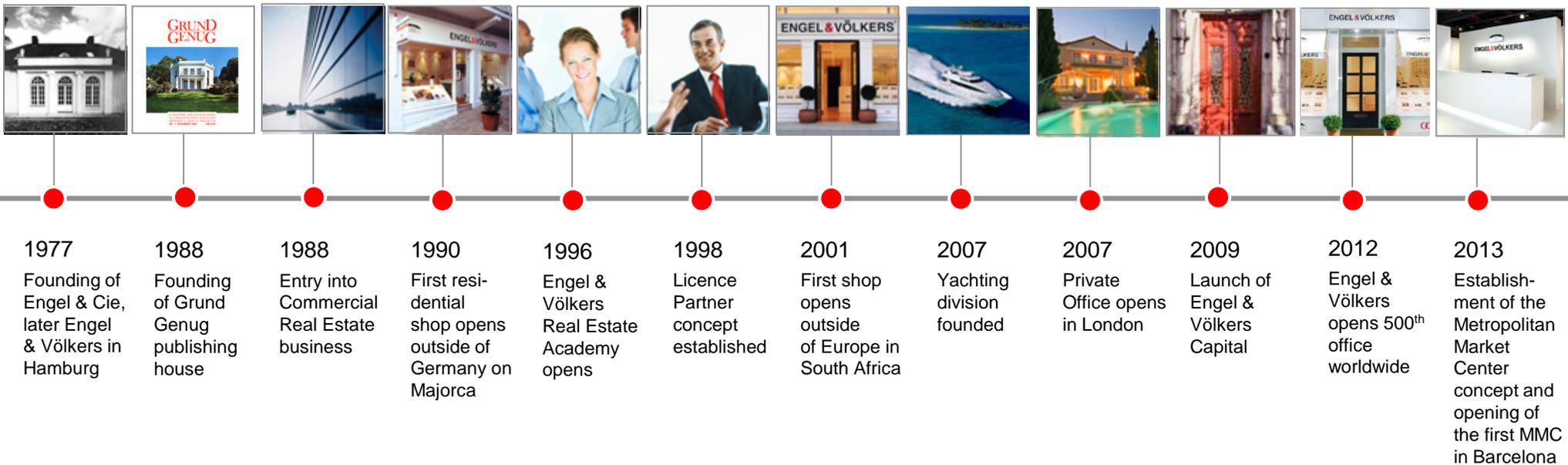
“Global business has changed since I founded Engel & Völkers over 35 years ago. However, quality products, premium service, and innovative thinking never seem to go out of fashion. Using this focused approach, we have steadily gained global market share, while simultaneously diversifying our product portfolio to best suit the needs of our clients.

It has been a great journey so far, but it is only just the beginning.“

Christian Völkers, CEO/ President

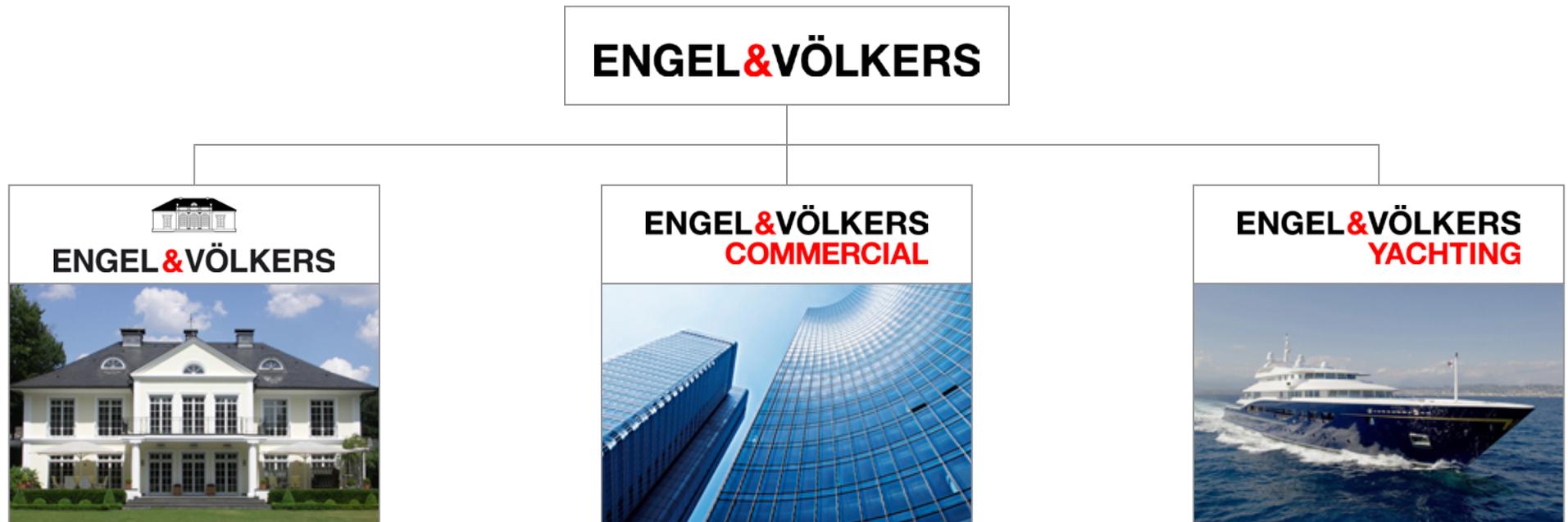


Our Milestones



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Our Structure





ENGEL & VÖLKERS

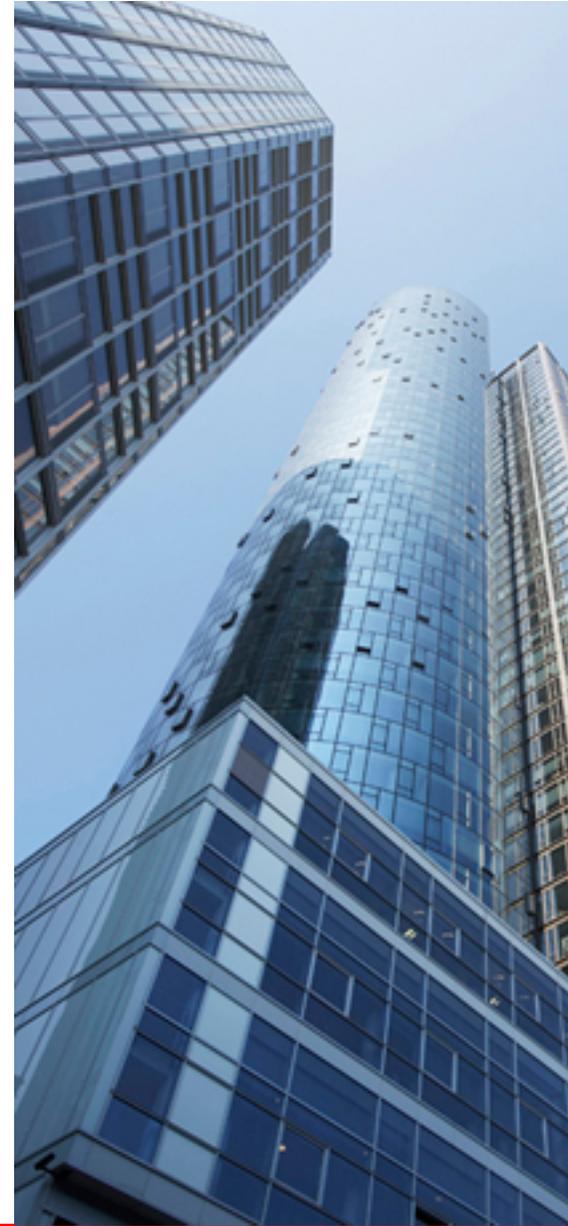
- We are a market leader in the sale and rental of the world's most exclusive properties.
- Our distinctive property shops convey an elegance and attention to service that has made our brand one of the strongest real estate brands in the world.
- Working with premium developers, we market exclusive resorts and second home developments situated in the most stunning locations.
- Through our unique licensing system, our residential business has grown rapidly with more than 520 property shops now operational in 38 countries.

ENGEL & VÖLKERS



ENGEL & VÖLKERS COMMERCIAL

- In 1988, we successfully entered the commercial real estate business by focusing on clearly defined market segments:
 - Investment Properties
 - Office Space
 - Industrial Space
 - Retail Space
- Our Advisory team has an extensive global partner network and access to top firms such as Nokia, GE Capital and Goldman Sachs.
- With 49 offices Engel & Völkers Commercial has solidified its position as a leading international real estate brand.



ENGEL & VÖLKERS YACHTING

- We began operating in the premium yachting segment in 2007.
- Utilising the strength of the Engel & Völkers brand and network, we offer unique access to our global clients.
- Our service offer includes independent brokerage and charter services as well as management of new construction and refits.
- As we are not affiliated with any manufacturer or shipyard, Engel & Völkers Yachting prides itself on providing truly independent, unbiased consultation and support to its clients.



ENGEL & VÖLKERS CAPITAL

- Engel & Völkers Capital AG is specialised in the issuance of sustainable investment funds within the real estate sector. Its offering ranges from multi-purpose residential and office buildings to commercial real estate, and from individual properties and building complexes right through to extensive real estate portfolios.
- These offers are available either as mutual funds for the public or as private placements for an exclusive group of investors. With a strict focus on sustainable return, security and growth, Engel & Völkers Capital utilises the opportunities that arise in attractive property markets.





- This preeminent lifestyle magazine welcomes readers into the world of high quality and luxury living showcasing the finest properties and yachts our global network has to offer.
- Using breathtaking photos and intriguing prose, readers become emotionally hooked with the turn of every page.
 - Global Circulation: around 150,000
 - Distributed worldwide throughout the Engel & Völkers network
 - Published quarterly
 - Printed in English, German, Flemish, French, Spanish and Italian



- **External Communication:** The international PR activities reach a global audience and are aimed primarily at increasing the level of awareness for the Engel & Völkers brand within the public domain.
 - Targeted, professional communication increases the transparency of the company, as well as building trust and credibility.
 - Strategic positioning in the media forms an ideal and effective means of support for all master licence partners and licence partners, be it for the distribution of licences, the sale of properties, or for acquisition purposes.
- **Internal Communication:** The InHouse Screensaver is the central online platform for internal communication at Engel & Völkers. Through this medium, all E&V employees worldwide are kept informed about current E&V news in the different licence regions and at the company headquarters in Hamburg.
 - The InHouse Screensaver is very user-friendly, displaying all news and information directly on each employee's individual computer screen.
 - The company news on the InHouse Screensaver is updated on a daily basis. Articles are usually featured for a period of five working days. After this time, employees can then search for and read articles using the InHouse archive.



ENGEL & VÖLKERS IT-SERVICES

- IT-Services GmbH is a wholly owned subsidiary of the Engel & Völkers Group. It provides IT products and services that are specifically tailored to the international property market and support all Engel & Völkers shops and offices worldwide in their endeavours to
 - Acquire new clients
 - Manage client relations in an optimum way
 - Process sales activities in a transparent manner right from the acquisition stage through to the closure of transactions.
- Working together with internationally leading online marketing companies, IT-Services GmbH supports the entire E&V network in its sales operations. The services provided range from content creation and the analysis of Homepage traffic statistics through to search engine optimisation.
- Continuous quality management and permanent technical development of the IT products ensure that all E&V employees are able to work efficiently at any given time and wherever they happen to be in the world.





ENGEL & VÖLKERS

— PRIVATE OFFICE —

- From its headquarters in London, the Private Office provides personal support to ultra-affluent clients interested in buying or selling from within the highest-end segment of the global luxury property market.
- With the utmost discretion and privacy, coupled with first-class service, the Private Office offers its clientele access to a global audience of incomparable wealth and sophistication.
- A key component of the Private Office service is the exclusive VIP Marketing Package, which is mailed directly to a preselected recipient list of more than 3,000 VIPs worldwide.



ENGEL & VÖLKERS ACADEMY

- The Engel & Völkers Academy was established in 1996 to guarantee standardised, high-quality training to all Engel & Völkers employees worldwide.
- Using experienced trainers and state-of-the-art technology, 1,900 individuals per year receive specialist training in:
 - Corporate brand values
 - Operational systems
 - Service expectations
 - Sales strategy
 - Branding
 - Customer service
- Due to our international expansion and various regional market requirements, regional academies have additionally been established.



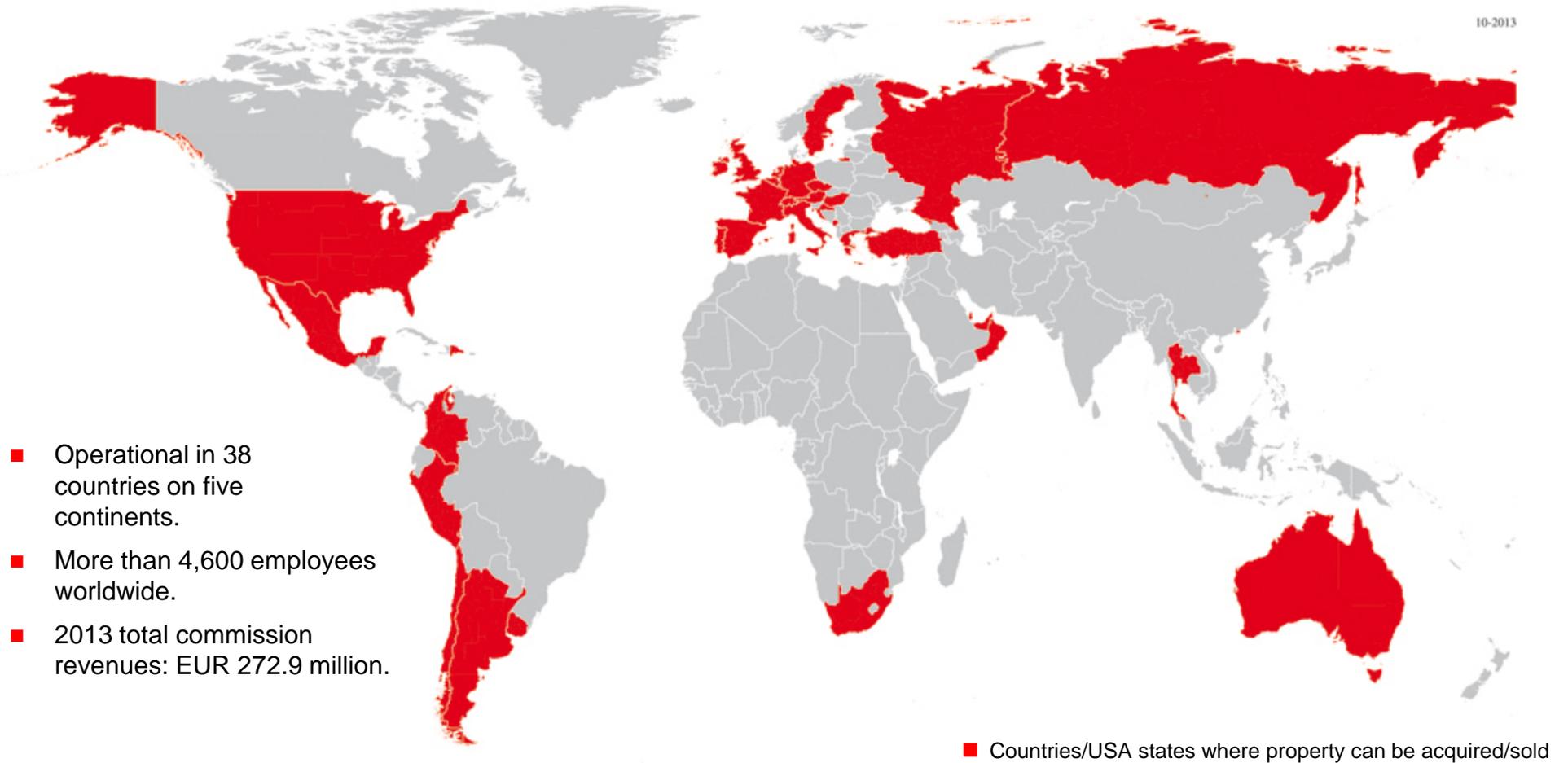
ENGEL & VÖLKERS CHARITY

- Believing that business is inextricably linked with social responsibility, the Engel & Völkers Charity was launched in 2008.
- The Engel & Völkers Charity is a non-profit organisation that is working to build a school in the rural village of Agbetiko in Togo, and to provide essentials such as clothing, books, and furniture for the pupils.
- 100 per cent of the proceeds go directly to this school project.
- We understand that a home is not simply where you rest your head, but also where you learn, laugh, and play.



Our Success

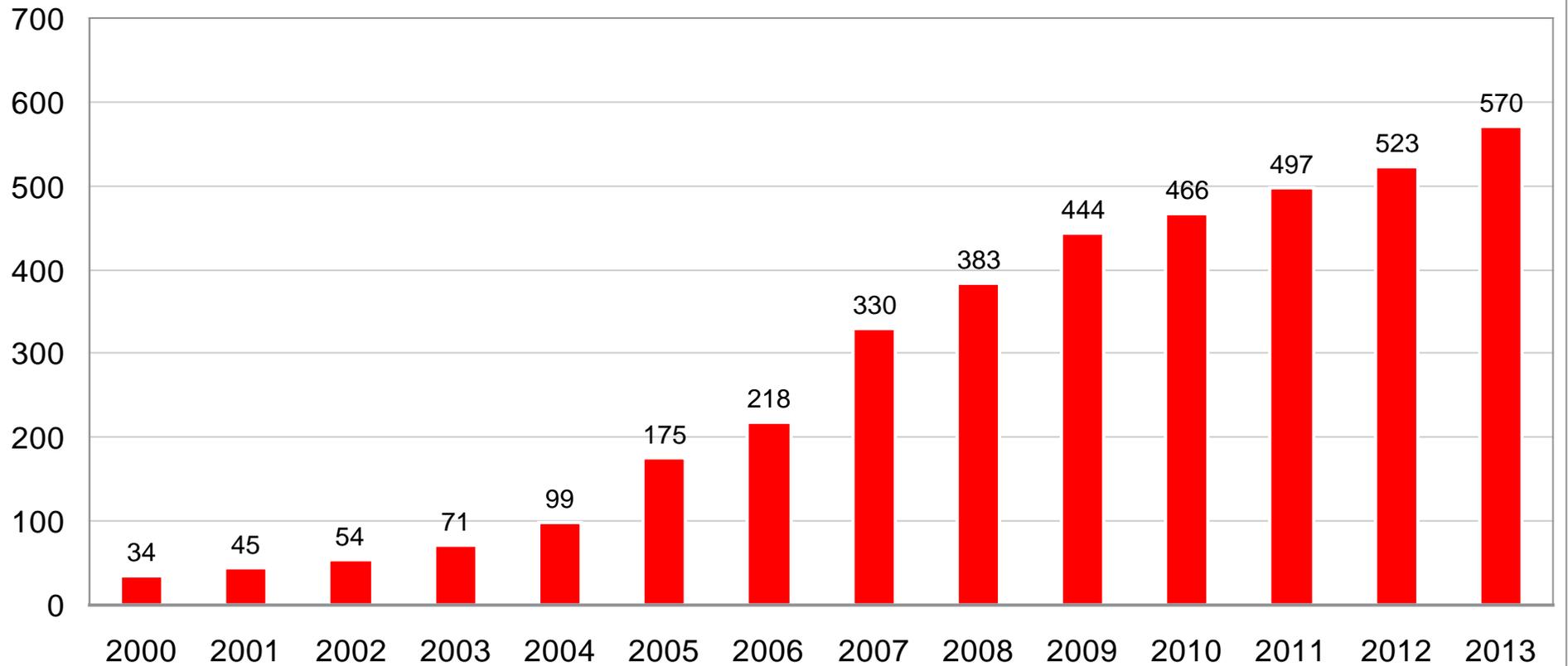
Global Reach and Revenues



Company Presentation

Our Success Global Presence

Residential Shops and Commercial Offices Worldwide

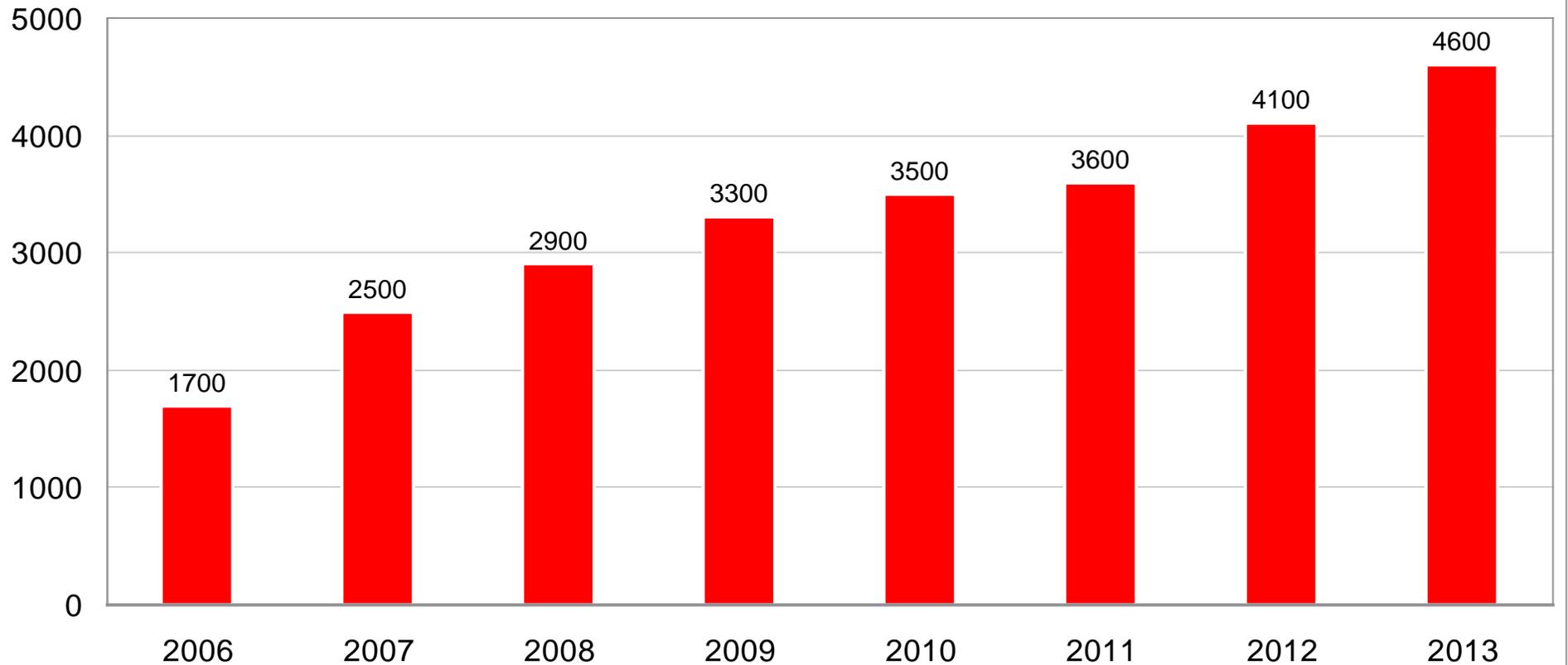


Company Presentation

Our Success

Global Presence

Employees Worldwide



Company Presentation

Our Points of Differentiation

We have always remained focused on the core tenets of our business that have laid the foundation for our success:

- **Brand:** A clear and consistent corporate identity and standardised marketing concept.
- **Network:** With a global network spanning 38 countries and five continents, we offer our clients access to a global audience.
- **Shop Concept:** Through our unique property shops, we are truly where our customers are.
- **Service:** We are wholly committed to a level of service and support that is unparalleled.



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