

# SWISS PRIME SITE

## MEDIA RELEASE

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### Swiss Prime Site: Ventures serve as further source of innovation

- **Collaboration with start-ups via partnership with Venturelab**
- **Stepped-up focus on the market and customers through technical innovation**

#### **Market focus and strengthening of business model through innovative technologies**

Swiss Prime Site is ensuring that its focus is directed at customers and markets through innovative technologies already at the present time. Starting from September 2017, the search for new technologies will be further intensified through the Swiss Prime Site Venture Team's partnership with the Venturelab innovation platform on a group-wide basis. The objective of the partnership is aimed at further accelerating the innovation process and achieving technological leadership through collaboration with start-ups and, where appropriate, through investments. This should pave the way for Swiss Prime Site to step up its focus on the market and customers of the future.

According to René Zahnd, CEO of Swiss Prime Site: «Our start-up engagements are based on the long-term view and should underpin our aspiration as innovative leader in the real estate sector.» Marcel Denner, Head of Corporate Ventures & Development, adds: «Through our collaboration with start-ups, we offer newly emerging and up-and-coming companies direct access to proven experts from the real estate sector to test and further develop their business models».

Beat Schillig, Founder of Venturelab: «The effectively forceful Swiss Prime Site Venture Team is perfectly positioned for setting up strategic partnerships with innovative start-ups or executing promising investments».

In this context, the Group lent its support to the seventh annual «TOP 100 Swiss Startup Award 2017» at the «NZZ Site» in Schlieren – a Swiss Prime Site Immobilien investment – on 6 September 2017.

#### **Innovation is part of sustainable strategic corporate development**

Swiss Prime Site is pursuing the ambition to continuously further develop its business model, striving to be on the front lines of technology and thus positioning itself as Switzerland's leading listed real estate company in the future as well.

Within the Group, Swiss Prime Site is systematically carrying out the exchange of know-how and experience as well as innovation between the core real estate business and the real estate services, assisted living and retail business fields at all levels.

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## **Swiss Prime Site**

Swiss Prime Site is Switzerland's leading listed real estate company. The value of the Group's high-quality portfolio exceeds CHF 10 billion and comprises value-retaining properties in prime locations, most of which incorporate office and retail space. Swiss Prime Site Immobilien AG invests in first-class buildings and land. These activities, coupled with transformation and development projects encompassing entire large-scale sites, constitute Swiss Prime Site's core business. The principal property in the Group's real-estate-related business is Jelmoli – The House of Brands in Zurich, Switzerland's leading premium department store. The store's overall floorspace of 23 800 m<sup>2</sup> is divided between Jelmoli formats and shop-in-shop concepts operated by third parties. As Switzerland's largest and most significant integrated real estate services provider, the Group's Wincasa division ideally complements Swiss Prime Site's core business. Wincasa's innovative service offering covers the entire property life cycle. The value of its assets under management is approximately CHF 65 billion. Tertianum, Switzerland's leading service provider in the expanding assisted living for seniors field, further complements Swiss Prime Site's business portfolio. At its more than 73 residential and care centres, Tertianum's mission is to provide high-quality living accommodation which combines the autonomy senior residents want with the individual services, security, care and support they need. In 2017, the Group established Swiss Prime Site Solutions, an asset management company focusing on the real estate sector. This business field develops tailor made service solutions and investment products for third-party clients.

Swiss Prime Site is notable for its experienced management team, its high level of earnings continuity and its excellent risk/return profile. The company has been listed on SIX Swiss Exchange since 2000 and has a market capitalisation of some CHF 6 billion.

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