

A blurred background image showing a detailed architectural model of a modern building with various levels and structures. The model is made of light-colored materials, possibly wood or metal, and is set against a bright, out-of-focus background.

MOMENI

Excellence in Real Estate Investment, Development and Management

MOMENI Group – EBS Real Estate Congress 2019

European Business School, Workshop, 29 March 2019

Andreas Gladisch, Managing Director

Snapshot Profile



- Owner-managed real estate group, **founded in 2004**
- **3 offices** and investment focus on prime CBD locations in Germany`s top-tier cities
- **3 business units** - Development, Investment-/Asset Management, Real Estate Management
- **Sector focus** on class-A commercial developments and investments (office, retail, partially residential)
- Combination of **hands-on-approach and institutional Best-Practices**



Realized Investment Volume in excess of € 4,5 bn

MOMENI Group – Track Record (Selection)

„Hohe Bleichen X3“
Hamburg



„LEOS“
Munich



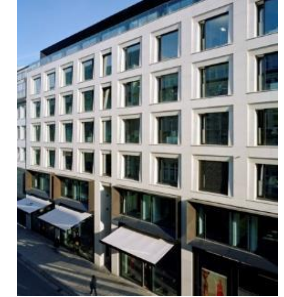
„SPRINGER QUARTIER“
Hamburg



„BEN XII“
Dusseldorf



„63GRAD“
Hamburg



„WALLHAUS“
Hamburg



„DREISCHIEBENHAUS“
Dusseldorf



„X1“
Hamburg



„WALLARKADEN“
Cologne



„THREE GEORGE“
Dusseldorf



„Breite Straße 3“
Dusseldorf



„Friedrichstraße 108“
Berlin



„Deutsche Bank Campus“
Cologne



„Karl-Arnold-Platz 1a“
Dusseldorf



„Börsenplatz 1“
Cologne



Case Study: „Albplatz Forum“

MOMENI acquired "Albplatz Forum" on behalf of a regulated fund vehicle in 2018 ("Fund"). The Fund invests with a value-add to opportunistic investment strategy and targets above average income returns and total returns.



Case Study: „Albplatz Forum“

*You will be presented with relevant property details and background information during the workshop.
On this basis you will have to:*

- 1** Perform a market and location analysis and choose a reasonable letting approach (single- vs. multi-let)
- 2** Evaluate strategic options / value drivers (especially building standard & refurbishment opportunities)
- 3** Choose and explain your preferred usage concept under consideration of the location/competition
- 4** Perform a SWOT Analysis
- 5** Develop and explain your marketing/product strategy (project name, claim, logo)



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