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Press release

HB Reavis reveals brand refresh to amplify its people-centric strategy

International real estate developer HB Reavis has revealed a refreshed corporate identity to align with the company's current strategy and philosophy of developing unique people-centric spaces that enhance productivity, well-being and overall experience of those that use them as well as the surrounding communities.

What began as a small Bratislava-based real estate developer has evolved into one of Europe's biggest developers with operations in the United Kingdom, CEE and Turkey and a current pipeline of 21 developments across its portfolio. In order to capture this recent exceptional growth, the company recognised the need to evolve its brand to reflect the current vision and mission of the company.

Created by HB Reavis in close collaboration with London-based creative agency Sectorlight, the new sensitively updated corporate identity has been reinvigorated to be more dynamic, warm, emotive and appeal to new and existing audiences in digital, social, print and physical channels.

The logo's visual softness demonstrates that HB Reavis is human, approachable and people-centric in the way it delivers real estate solutions and collaborates with its various stakeholders. The different gradients and vibrantly warm colours visualise how HB Reavis' passion for their work can be infectious to everyone they meet; integrating imagination with its ability to inspire new environments for work and play. The combination of two fluid shapes and colour reflect HB Reavis' innate entrepreneurial spirit and excitement for what they do.

Pavel Trenka, CEO, HB Reavis Group, said: "We are really excited to unveil our new brand which fits perfectly our strategy and activities aimed at pushing the boundaries of modern workplace solutions and at disrupting the industry standards. From many discussions with our clients and partners we felt the need to better express who we really are and what we stand for. While there are multiple brand attributes that we want to convey, being perceived as human-centric, passionate and innovative rank on top. I want to thank the Sectorlight team for their ability to perfectly capture that through the choice of warm colors, organic shapes and the changing of our logo mark. We hope the new brand, obviously anchored in our actual endeavours, will help our audiences understand our vision and strengthen their confidence to interact with us in new ways."

Peter Terpak, Group Marketing and Communications Director, HB Reavis Group, said: "We have adopted a bold approach with our new brand, with a much more B2C feel than the industry norm. This reflects our focus on the people who experience our buildings, workplaces and surrounding neighbourhoods. Our goal was not only to create a new and dynamic visual identity, but also use this opportunity as a holistic process to weave together all aspects of HB Reavis' brand personality across all internal and external relations with our partners, clients and the industry at large."

Nick Cannons, Creative Director, Sectorlight, commented: "The first thing we noticed about HB Reavis was how they approached things very differently; not only in what they do as a developer, but how they do it as a group of people. They have a very real, collective spirit and natural drive to make things better. For us, this was the place to start the brand journey. We wanted to avoid any market jargon and establish a more emotive and human visual identity and tone of voice that would give HB Reavis a familiar and universal appeal. HB Reavis people are also very passionate and are challenging industry norms so we wanted to express this visually through playful shapes and vibrant colours. The result is a strong and dynamic language that can flex across multiple touchpoints."

The rebrand comes as HB Reavis moves forward with a number of new initiatives and projects including:

- Several showpiece developments, such as Varso Place in Warsaw, a 53-storey mix use tower that will be one of Europe's tallest buildings when complete, Bratislava's Stanica Nivy shopping centre & bus station and Budapest's Agora office complex, as well as new site acquisitions in the London market.
- WELL certification for its CEE office schemes, which HB Reavis is pursuing as one of the first commercial developers in the region.
- Origameo, HB Reavis' workplace solutions business that helps clients relocate to suitable, modern environments.
- HubHub, HB Reavis' proprietary large-scale co-working platform launching initially in Warsaw and Bratislava.

- Ends -

About HB Reavis

HB Reavis' mission is to bring remarkable experiences to people's lives through our real estate solutions.

The people who experience our developments are our main focus - our aim is to deliver great spaces that enhance productivity, well-being and overall experience of those that use them as well as the surrounding communities. As an integrated pan-European developer we design, build and manage our buildings; we also act as investment manager and manage spaces for co-working. We operate in the UK, Poland, the Czech Republic, Slovakia and Hungary while exploring development opportunities in Germany and Turkey.

Since HB Reavis was founded in 1993 we have successfully delivered 990,000 square metres of commercial space. Our portfolio includes more than 70 per cent of modern workspace, making us one of the European leaders in workplace solutions across the continent. We have further developments totalling more than 1.2 million sq m either in the planning phase or under construction. With a total of €2.1 billion in assets and staff of more than 600 people, we're proud to say that HB Reavis is among the European market leaders in real estate.

The exceptionally high standards we set in terms of development quality and sustainability have been recognised internationally with a series of awards, including "Best employer in Poland" - awarded by AON Hewitt, "Best Developer in CEE 2017" in the CEE Quality Awards and "Best Office Developer 2016" in the World Finance awards.

If you would like to know more, please visit <http://www.hbreavis.com>.

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