



goetzpartners

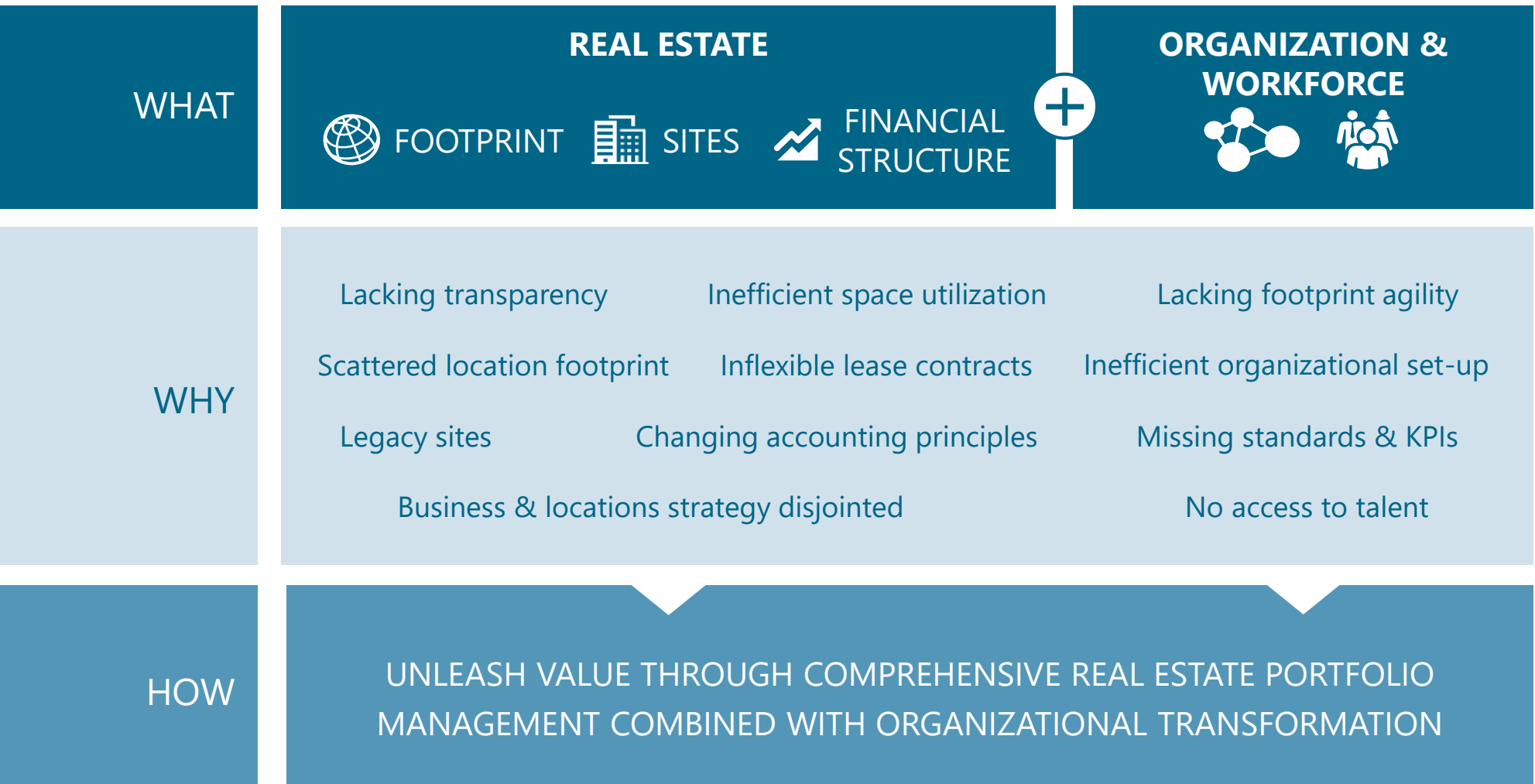
STRATEGY | M&A | TRANSFORMATION



BUSINESS ENABLEMENT STRATEGY

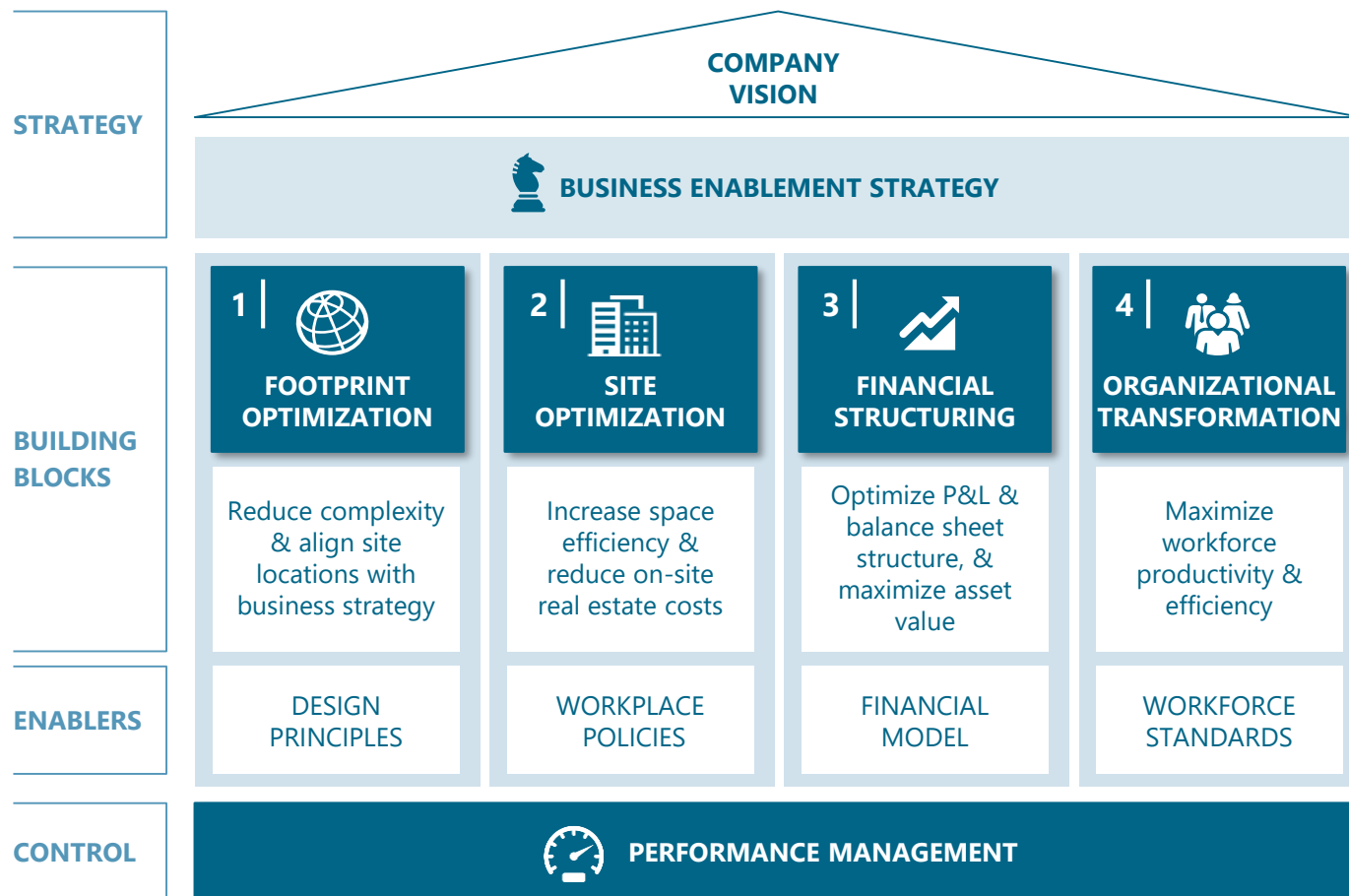
Unlocking value by optimizing real estate and
maximizing workforce productivity

Real estate portfolio management and organizational transformation offers untapped cost savings potential



A successful business enablement strategy combines both real estate and organizational elements

ELEMENTS OF BUSINESS ENABLEMENT STRATEGY



AT A GLANCE

Our industry experience shows that most companies underestimate the full potential of an approach tailored to the symbiotic relationship between strategic real estate portfolio optimization organizational transformation. This combination supports a successful company vision and strategy.

Our combined approach leverages all required key elements from classic real estate topics, such as footprint optimization and space efficiency, financial asset structure improvement, and organizational transformation.

To define the target state we implement enablers that serve as guardrails for execution.

Achieve up to 30% in cost savings through a successful business enablement strategy

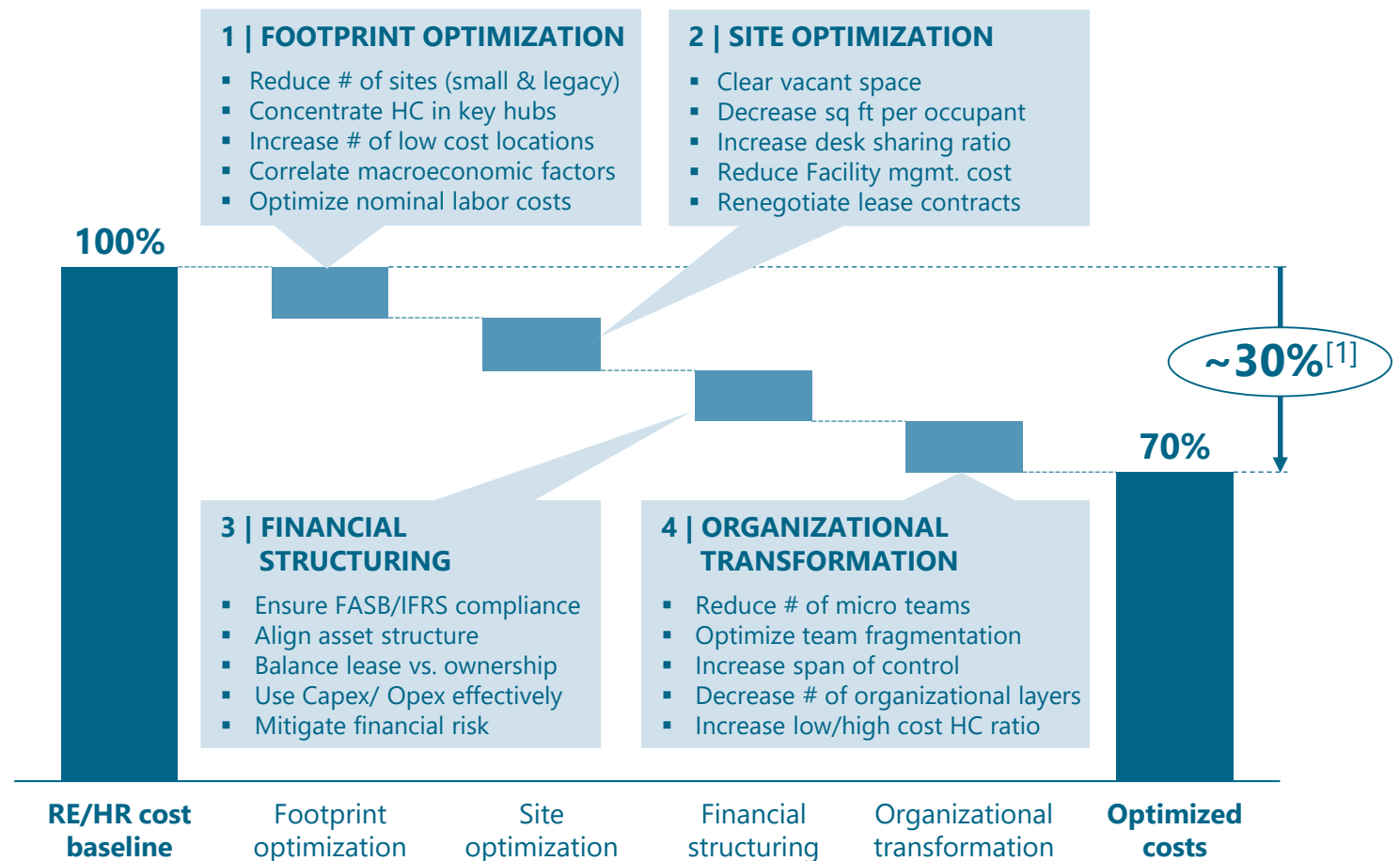
AT A GLANCE

Companies today are facing a myriad of disruptive forces in an increasingly competitive business environment. To ensure growth and profitability, companies resort to short-sighted strategic moves and performance improvement efforts.

As a consequence, many businesses have been left with overly complex, inefficient, and geographically sub-optimal real estate portfolios and organizations.

Project experience has shown that, real estate and workforce related cost inefficiencies can be greatly reduced through the targeted application of key optimization levers.

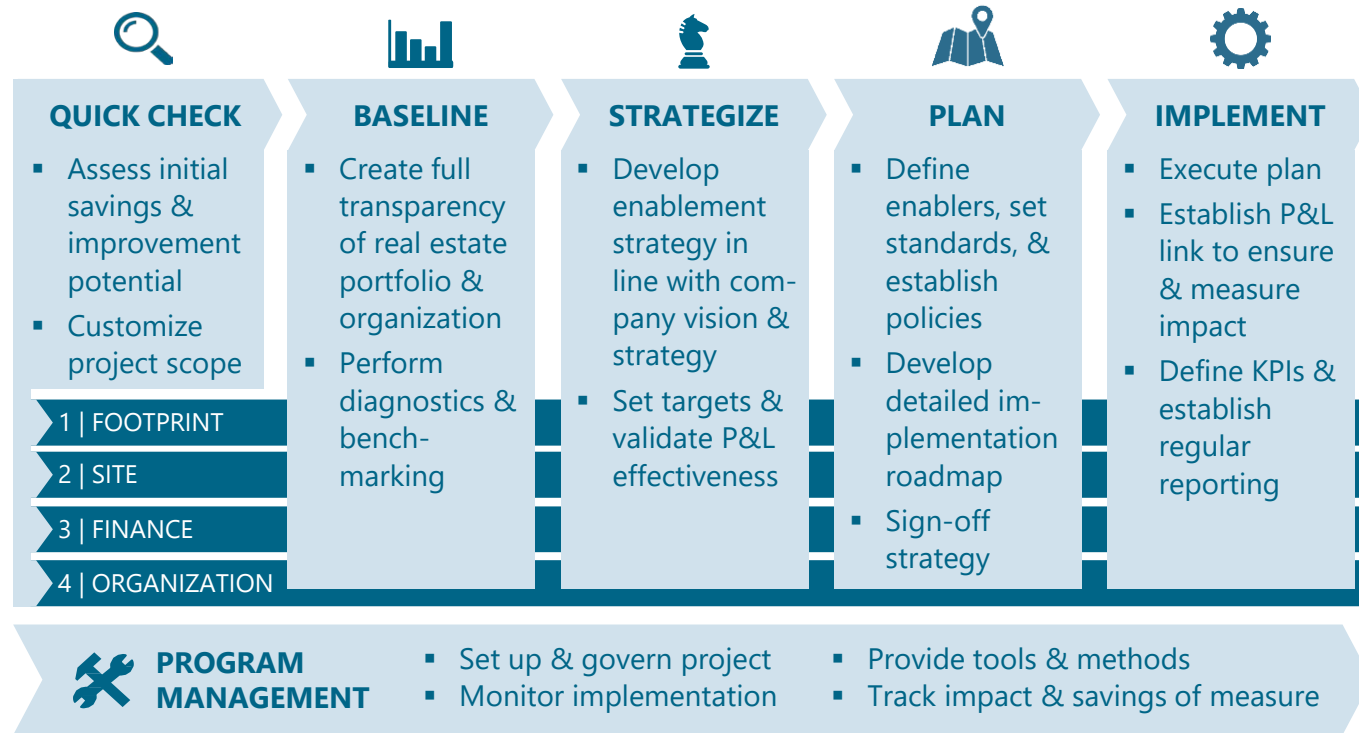
SELECTED LEVERS TO REDUCE REAL ESTATE & WORKFORCE RELATED COSTS



FASB = Financial Accounting Standards Board, HC = Headcount, HR = Human Resources, IFRS = International Financial Reporting Standards, RE = Real Estate
 [1] Based on project experience
 Source: goetzpartners, NKF

Our tailored program approach focuses on company-specific needs with the highest impact and savings potential

PROGRAM APPROACH



AT A GLANCE

Our tailored program approach is based on an initial assessment along the 4 building blocks to identify company specific focus areas with the greatest business impact and savings potential.

A rigorous baselining creates full transparency on the current footprint, and financial & organizational structures, while respective diagnostics and benchmarking lay the foundation for targets and improvement measures.

Centralized program management ensures speed of implementation and delivery of targets.

KEY SUCCESS FACTORS

- ★ Availability, granularity and consistency of data (RE, HR, Finance)
- ★ Centralized PMO and clear governance structure with dedicated decision body
- ★ Management buy-in and continuous alignment with key business stakeholders
- ★ Performance management to translate targets & measure progress

goetzpartners and NKF supported various clients successfully in transforming real estate portfolios and organizations

OUR REAL ESTATE EXPERTISE

150,000+ sites	200+ countries
+650m sq ft gross area	\$10bn real estate spend
<p>Holistic portfolio from strategy to operations</p> <p>Expertise in office space, retail, manufacturing, logistics and technology</p>	

JOINT PROJECT REFERENCES

- | | |
|--|---|
| <p>1 GLOBAL TECHNOLOGY GROUP</p> <ul style="list-style-type: none"> ■ \$15.7bn revenue ■ 90,000 employees ■ >600 sites in >100 countries ■ ~\$450m budget | <ul style="list-style-type: none"> ✓ Restructuring of portfolio and facility services (~40% cost reduction) ✓ Revision of mode of operation |
| <p>2 INTERNATIONAL TELCO OPERATOR</p> <ul style="list-style-type: none"> ■ \$20bn revenue ■ 50,000 employees ■ >140,000 sites in ~15 countries ■ ~\$1.3bn budget | <ul style="list-style-type: none"> ✓ Cost-out with a focus on core properties (~30% cost reduction) ✓ Establishment of a group corporate real estate function |
| <p>3 GLOBAL ENGINE MANUFACTURER</p> <ul style="list-style-type: none"> ■ \$19bn revenue ■ 55,200 employees ■ 34.5m sq ft ■ 635 Sites ■ 190 countries | <ul style="list-style-type: none"> ✓ 145 projects with \$79.3m in YTD transaction savings ✓ Account management, lease administration, data management, project management, transaction management, technology |

Together, we provide E2E service and Real Estate solutions from strategy to execution to continuous improvement



INDEPENDENT ADVISORY FIRM for all key issues of entrepreneurial activities: Strategy, M&A, Transformation

- ✓ More than 350 advisors in 14 offices in 11 countries
- ✓ Projects with leading global companies and in >100 countries

PROFOUND EXPERTISE in corporate real estate strategy and organizational transformation

- ✓ Corporate & business enablement strategy
- ✓ Financial and operational transparency, operationalization of targets
- ✓ Large scale program governance, management and tracking



One of the LEADING REAL ESTATE PROVIDERS globally

- ✓ 15,000 advisors in 400 international offices in America, EMEA & APAC
- ✓ 570m sq ft under management and strong growth within the last 5 years (~\$2bn revenues)

IN-DEPTH KNOWLEDGE in real estate management and financial structuring

- ✓ Market analysis and benchmarking
- ✓ Lease renegotiation and brokerage
- ✓ FASB/IFRS and asset alignment
- ✓ Workplace strategy



Ranked #4

National Real Estate Investor

Top Brokerage Firms 2017

Ranked #3

Commercial Property Executive

Top Brokerage Firms 2017

Ranked #4

Real Estate Alert Top Office Brokers Representing Sellers

First Half, 2017

October 2017

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Source: goetzpartners, NKF

Meet our expert leadership team

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