



ENGEL & VÖLKERS

Company Presentation

Agenda

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OPTIONAL Your Local Partner – here to assist you

Location · Facts & Figures · Contact



Vision · Core Values · Identity

Our Brand – first-class
around the globe

“ We bring together the aspirations of discerning individuals around the world – be it in a private or a business context. With total passion. ”

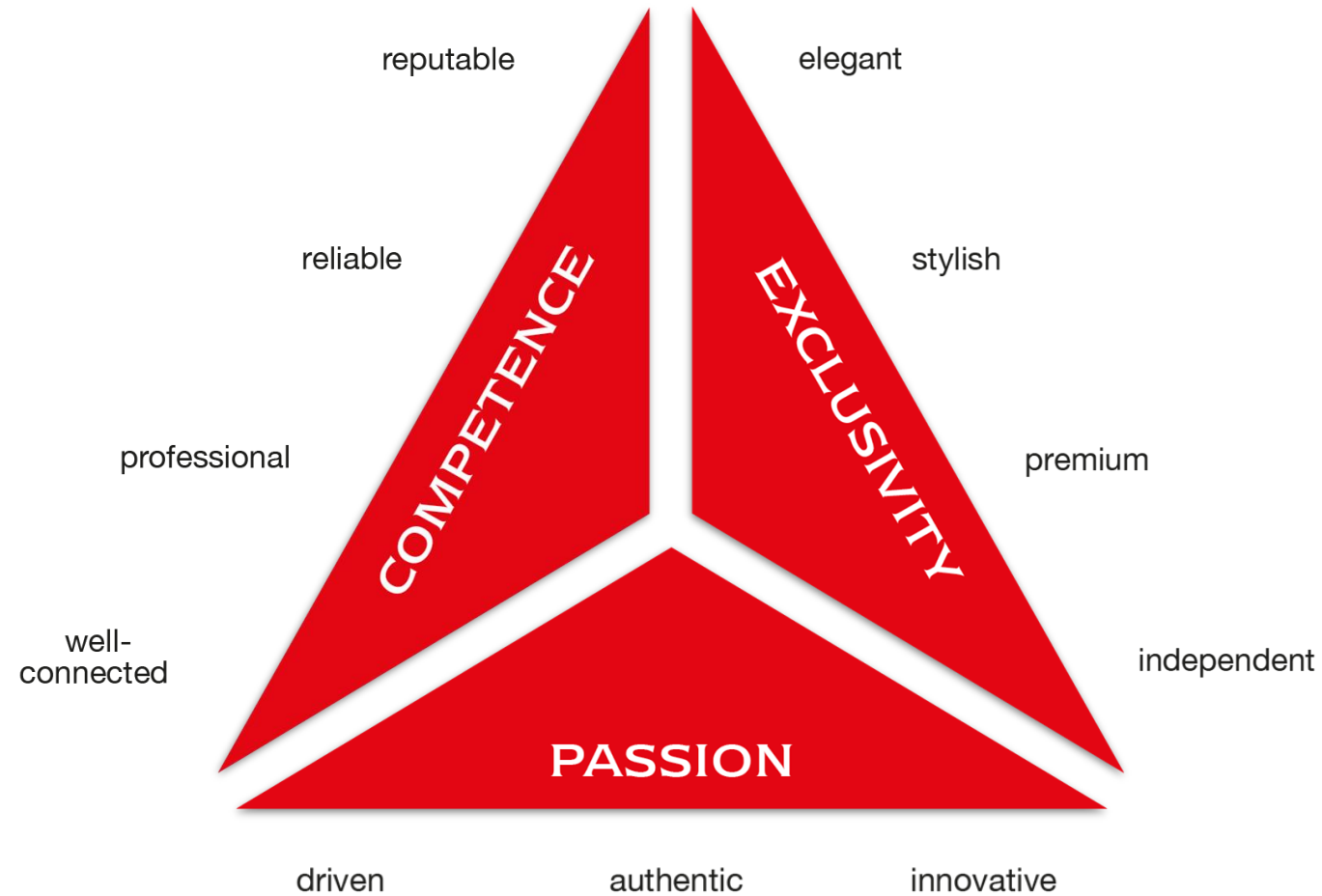
Christian Völkers, Founder and Chairman of the Advisory Board

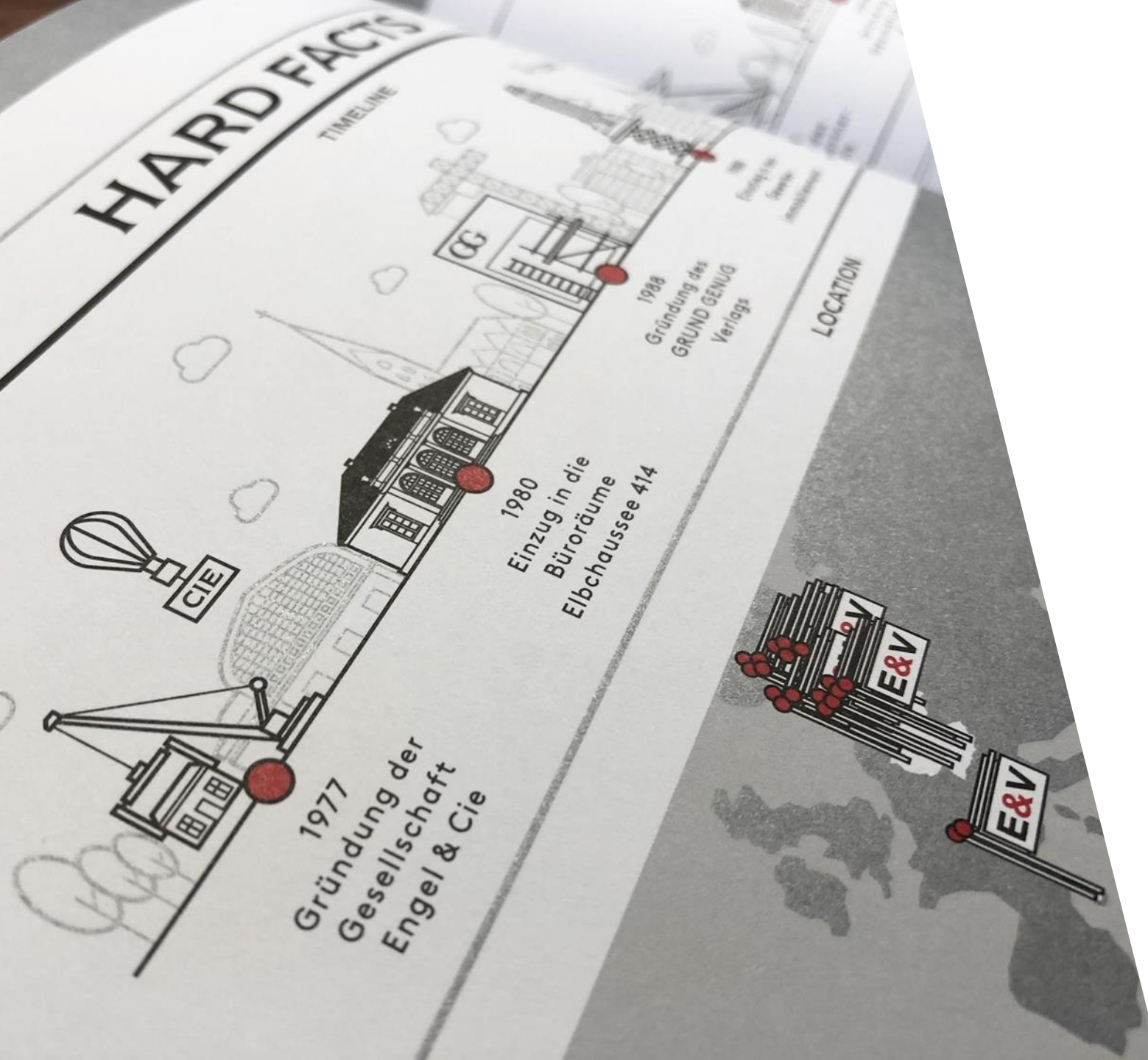
Our Brand · Core Values

Competence, Exclusivity, Passion: the core values of our company – for more than 40 years



What does the Engel & Völkers brand stand for?





Milestones · Facts & Figures

Our Growth – from 1977 to the present

Our success story began back in 1977 ...

1977

Founding
of the company
Engel & Cie



1988

Founding of the
Grund Genug
publishing house



1988

Entry into
the commercial
real estate market



1990

Opening of
the first office
outside Germany



1995

Opening of the company's
in-house real estate
academy



1996

Launch of the
Engel & Völkers
shop system



... and over 40 years later

1998

Introduction of the
franchise partner system



2001

First shop opening
outside Europe in South
Africa



2006

Opening of the
Head Office
in New York



2007

Founding of the
business divisions
Yachting and Private
Office



2013

Launch of the Market Center
concept and opening of the
first MC in Barcelona



2015

Founding of the
business division
Aviation



... it is more exciting than ever

2018

Relocation to new
company headquarters in
Hamburg's HafenCity



2019

Opening of the
Market Center
in Athens



2020

Sven Odia becomes sole
CEO, Christian Völkers
Chairman of the Supervisory
Board



2021

The investment company Permira
becomes the majority shareholder of
Engel & Völkers, with 60% of the company
shares. The company will remain a strongly
family-run organisation



2021

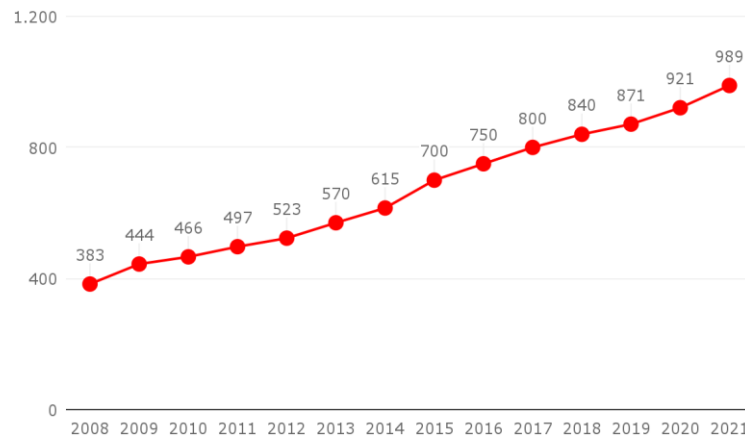
Engel & Völkers achieves Group
commission revenues in excess of
more than one billion euros for the
first time



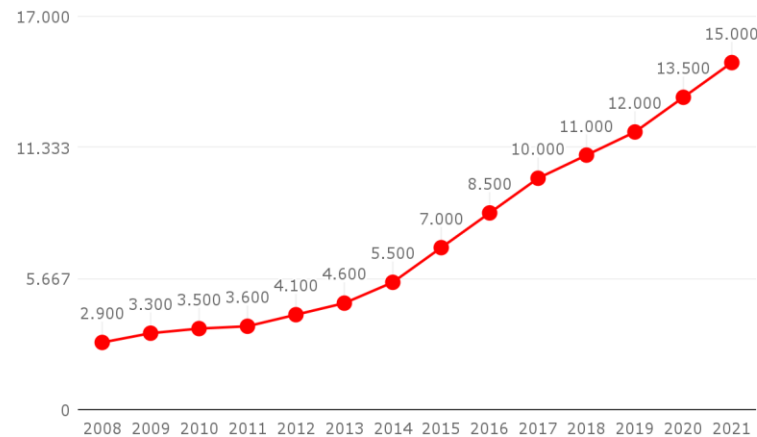
In 2021, total revenues from commission (gross) totalled 1,27 billion euros.

We have a global presence – and grow continuously

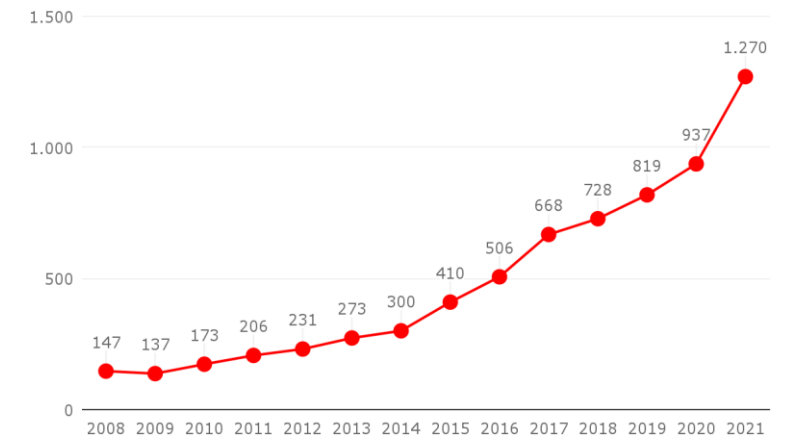
The Engel & Völkers network has been constantly expanding for many years. In 2021, more than 15,000 people (+14% vs. 2020) were working under the brand at the 900 established locations worldwide. Group commission revenues (gross) rose by over 39% in 2021, compared to the previous year, continuing the strong growth trend of recent years.



Number of Engel & Völkers locations worldwide



Number of people in the Engel & Völkers network



Total commission revenues (gross) of the Engel & Völkers Group in mio. EUR

Management Board · Business Model · USPs

Our Company – on the path of success

New horizons in sight – our Management Board



Kai Enders

Member of the
Management / CEO
DACH

Paloma Pérez Bravo

Member of the
Management / COO

Christian Völkers

Founder and Chairman
of the Advisory Board

Sven Odia

Managing Director / CEO

Thilo von Trotha

Member of the
Management / CFO

The essence of our Brand – visionary by tradition



“For over 40 years now, my top priority has been to strengthen our global brand and drive innovation in the world of real estate brokerage. We will continue to develop our comprehensive range of services to best meet the needs of our discerning clients. Together with Permira, we are now able to further reinforce Engel & Völkers’ position as an industry frontrunner in the luxury segment, and to firmly establish the company as a digital pioneer.”

Christian Völkers, Founder and Chairman of the Advisory Board

Ideally positioned – and on a course of global expansion

In addition to our established franchise concept, operations since 2013 have also included the group's own Market Centers (MCs) in the most strategically important cities worldwide - including Madrid, Paris, Rome, Athens, New York, Dubai and Hong Kong.

Franchise System



Company Owned (MC)



Long-established – our Franchise concept

- We have been an international licensor of residential property and commercial real estate since 1998, assigning rights to our brand to selected partners in contractually defined regions.
- They benefit from the strength of our brand, our international network and our many years of experience in the property sector.
- We also provide our partners a comprehensive system platform, which supports both offline and online with the brokerage activities.
- Thanks to our standardised service concept and the uniform image of our brand, licence partners, real estate agents and clients around the globe all have the same brand experience.



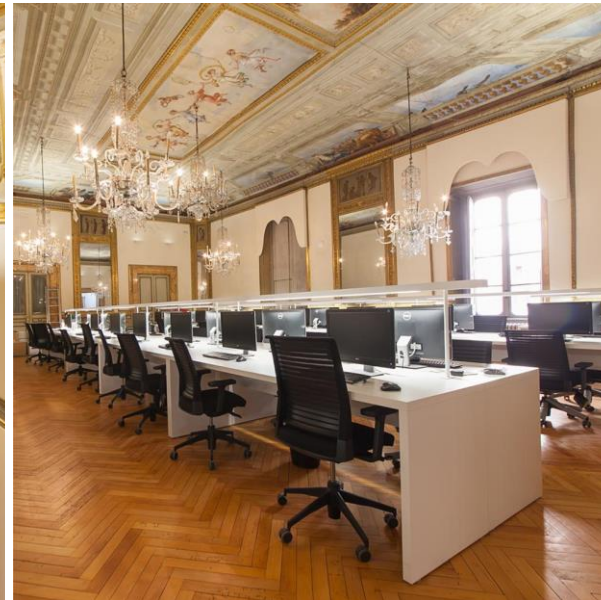
Innovative – our Market Center concept

- In 2013, we introduced the Market Center (MC) concept in addition to the successfully established licence partner system.
- The aim is to offer even greater expertise in international metropolises with a larger number of real estate agents, as well as to gain a larger market share in strategically key locations.
- The region of an MC covers a geographical area with a transaction volume equivalent to that of 10 to 20 classic Engel & Völkers residential property shops or commercial offices.
- At present, as many as 500 real estate agents operate successfully in each of our MCs, of which there are more than 17 worldwide.



Our Company · Business Model

Impressions – our international Market Centers



The success factors of our company



Our Brand

A consistent image and a standardised marketing concept



Our Network

A presence in over 30 countries, with access to potential clients and to properties



Our Platform

A diverse range of innovative tools and digital services for effective property brokerage



Our Service

A comprehensive range of services – from initial consultation through to contract closure



Our Competence

The expertise of our local agents – at more than 900 locations around the world

Core Business · Other Business Segments

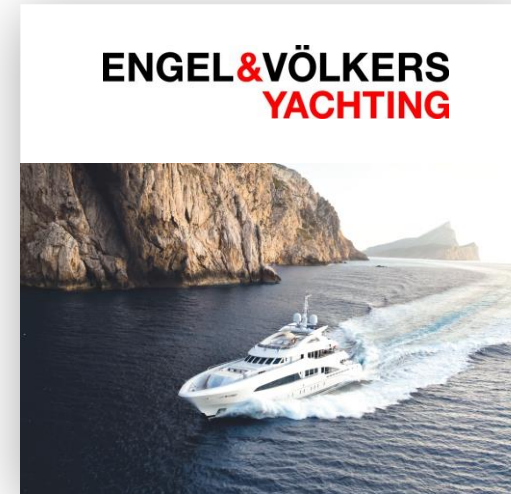
Our business divisions –
diverse and unique



Our Business Divisions · Core Business

Our world – as diverse as
the aspirations of our clients

Our passion is bringing the two together – whether that be brokering high-end residential property and commercial real estate, exclusive yachts or aircraft in the premium segment.



Residential property – the heart of our company

- The very first Engel & Völkers office opened in the “Elbe suburbs” of Hamburg in 1977.
- With over 800 residential property shops, we have become the world’s leading provider for the brokerage and rental of premium property.
- Our unique and constantly growing network, together with the strength of our brand, give us access to a large number of prospective clients.
- The residential property shops are situated in prime locations and fitted with a standardised corporate design, creating a strong bond and sense of proximity with clients and interested parties.



Development Services – expertise in all aspects of successful project development

- Engel & Völkers Development Services supports project developers throughout the entire life cycle of a real estate project.
- Our range of services extends from conception and project planning through to marketing and after-sales service.
- In direct dialogue with the Engel & Völkers Development Services International Board, which is made up of experts from eight countries, we take the most influential residential trends into consideration.



Private Office – exclusive service for the brokerage of exceptional residences

- Since 2007, we have been offering an exclusive first-class service to particularly wealthy international private clients.
- Availing of our extensive residential property portfolio, we give selected clients access to the network, as well as support and guidance in their search for a suitable property or buyer.
- Sellers benefit from the discreet marketing of properties to specially selected prospective buyers.
- Buyers enjoy access to a pool of premium real estate that is marketed exclusively, away from the public domain.



Commercial real estate – Wide-ranging expertise in six market segments

- In 1988, we successfully expanded into the brokerage of commercial real estate, focusing on the following market segments:
 - Residential Investment
 - Office Services
 - Industrial Services
 - Retail Services
 - Hotel Consulting
 - Investment Consulting
- With over 100 offices, Engel & Völkers Commercial has established a reputation as one of the leading brands in the international real estate market.



Motor and sailing yachts – steering the course for sophisticated client wishes

- In 2007, we launched the Yachting business division with a view to offering our discerning clients a customised service in this segment as well.
- In addition to independent consulting and the brokerage of motor and sailing yachts, our range of services also includes a yacht charter service and the organisation of new builds and refits.
- The focus of our business activities is the brokerage of yachts with a length of 25 metres or more, as well as models with a particularly exclusive standard.
- Yachting-Shops:
 - Sausalito, California
 - Newport Beach, California
 - Naples, Florida
 - Malta



ENGEL & VÖLKERS
YACHTING

Private and business aircraft – for air travel in the utmost comfort

- Founded in 2015, our Aviation business division specialises in the global brokerage of business and private aircrafts, as well as personally tailored charter flights.
- Our portfolio ranges from small propeller aircrafts and helicopters to large super jets for transatlantic flights.
- The service is aimed at search clients and owners and includes comprehensive consultancy on legal and tax issues, aircraft management, financing tools and insurance.



ENGEL & VÖLKERS
AVIATION

Our Systematic Approach – innovative and networked

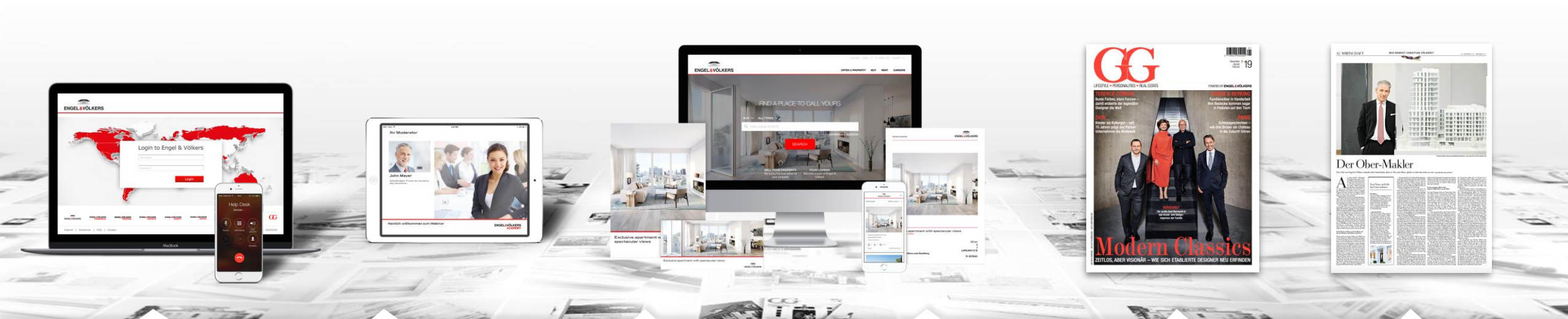
Company headquarters – the home of our system platform

- The Engel & Völkers headquarters in Hamburg's HafenCity was designed by award-winning New York architect Richard Meier.
- The building ensemble known as "Quartier am Strandhaus" encompasses the 15-storey residential tower "Quartier am Strandkai Lighthouse" with 67 exclusive freehold apartments, the "Quartier am Strandkai Wohnen" with 30 rental apartments, and our headquarters.
- The world of Engel & Völkers can be experienced with all the senses, over an area of 6,800 square metres in total – with a large atrium, open plan work spaces, high-tech conference rooms, the "Grund Genug" library and merchandise shop.



Our Systematic Approach · Platform

The pillars of our success – in a networked platform



Technology

Development and implementation of innovative technology products

Academy

Ongoing training of our agents and employees

Creative

Conception of many different platform products from UI/UX through to Print

Marketing

Development of marketing strategies and tools in line with the market

GG

Lifestyle magazine produced by the in-house publishing house

Corporate Communication

Network communication and Press Relations

Technology – innovative products for a data-driven future

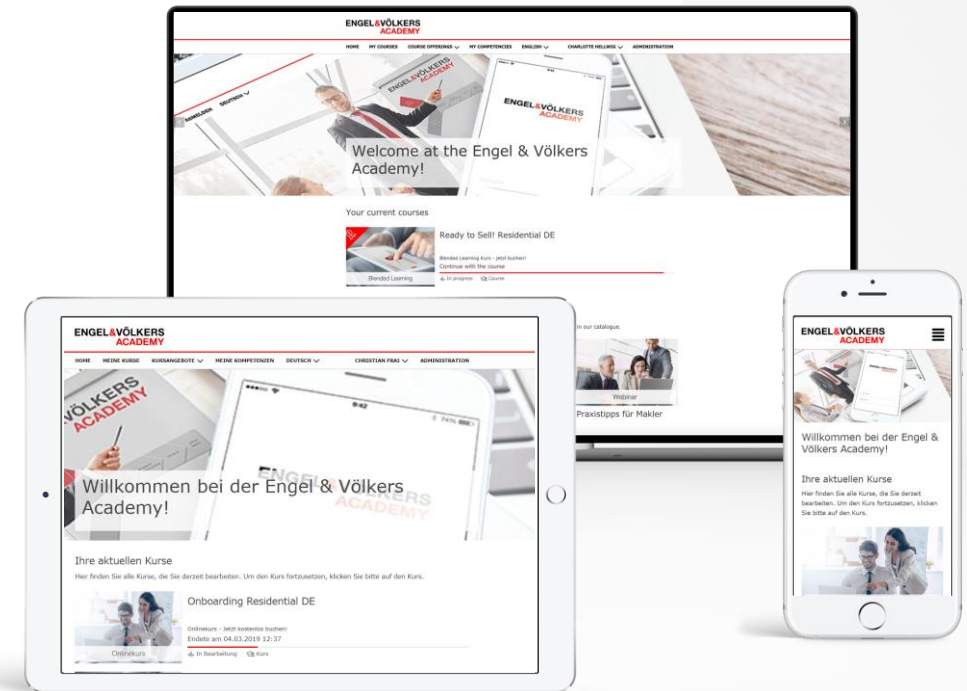
- Our aim is the conception, launch and ongoing development (in line with data protection) of innovative technology products for effective property brokerage.
- The client is always in focus during the development of our products. Their feedback flows continuously into the product design process.
- As a start-up within the Engel & Völkers Group, E&V Technology works according to agile principles and with iterative, incremental approaches.
- We set out the foundations for the digitalisation of property brokerage - increasing the competitiveness of the E&V network in the process and expanding our business model all time.



ENGEL & VÖLKERS
TECHNOLOGY

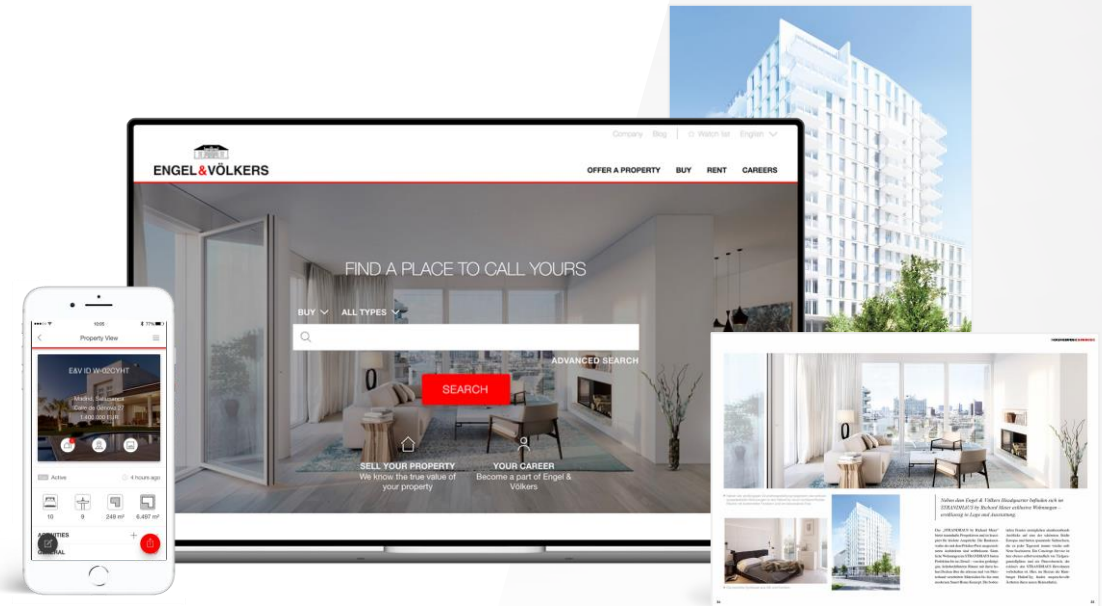
E&V Academy – advancing skill sets throughout the entire global network

- For over 20 years now, we have been offering standardised training in property brokerage for all levels, as well as other content aimed at specific target groups and flexible learning formats within the scope of a modern, integrated training system.
- Our E-Academy enables learning to take place independently of time and place on any end device, allowing individuals to learn and grow alongside their day-to-day work as efficiently as possible.
- In our in-class seminars, the entire network is instructed by experienced trainers on topics such as acquisition, sales, marketing, recruitment, leadership skills and specific specialist knowledge.
- Training is offered in six languages:
German, English, French, Spanish, Portuguese and Italian.



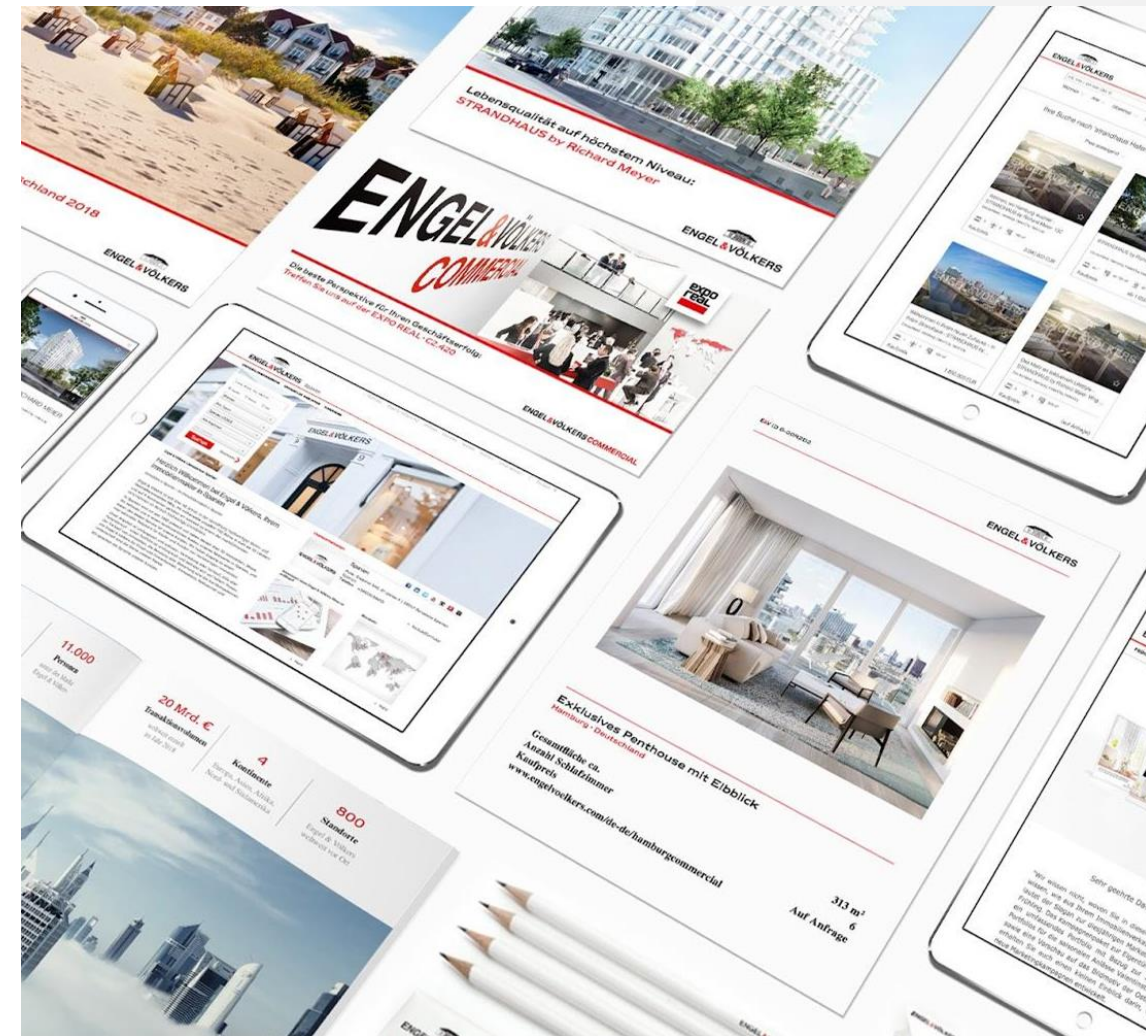
Creative – shaping our brand and developing user-focused products

- The focus of our activities is on the design and perception of the Engel & Völkers brand across all communication channels and touchpoints.
- The conception and implementation of our digital products (apps, websites, online banners, etc.) are strongly and consistently geared to the needs and user behaviour of our clients.
- In developing cross-media campaigns and a multitude of other communication tools specific to our target group, we transport the message of our brand and our expertise within the scope of the unique Engel & Völkers service concept.



Marketing – systematic brand management for a consistent brand experience

- The aim of our marketing activities is to grow awareness for the Engel & Völkers brand worldwide and to secure a sustainable positioning in the premium segment.
- Consistent and systematic brand management is essential in order to give our clients a standard brand experience at every point of contact. Across all channels, from visiting the website through to visiting the E&V Shop.
- To ensure a standardised brand experience, we provide our franchise partners with a comprehensive portfolio of online and offline marketing tools – enabling them to reach out to their clients in a targeted way and broker real estate effectively.



GG – the lifestyle magazine produced by our in-house publishing house

- GG is distributed worldwide through the Engel & Völkers network and showcases trends in architecture, design, art and travel, and exclusive real estate, complemented by interviews, features and home stories with world-famous personalities.
- Total circulation per issue: around 320,000 copies
- The GG is published quarterly in 34 countries in six languages (English, German, Spanish, French, Italian and Flemish).
- GG can be found online as an eMagazine at www.issuu.com. The magazine also has its own homepage and Instagram account.



Global Corporate Communication – internal daily communication within the network

- The Internal Communication team keeps everyone in the global Engel & Völkers network informed about news from the licence regions and Hamburg headquarters.
- Licence partners and real estate agents receive regular online newsletters with information from departments at headquarters tailored to specific target groups.
- Everyone in the global network receives daily updates via an internal communication platform about colleagues' success stories. The aim of this is to foster the exchange of best practice.



Global Corporate Communication – external brand placement with high media impact

- Our relations with international journalists result in the continuous presence of the Engel & Völkers brand and our real estate in the media.
- We raise public awareness for the brand, and position the Management Board, our real estate agents and licence partners as market experts in the worldwide press.
- Owners and search clients both benefit during the brokerage process from the strong brand image of an established company.



E&V Polo School – where dynamism and performance meet team spirit

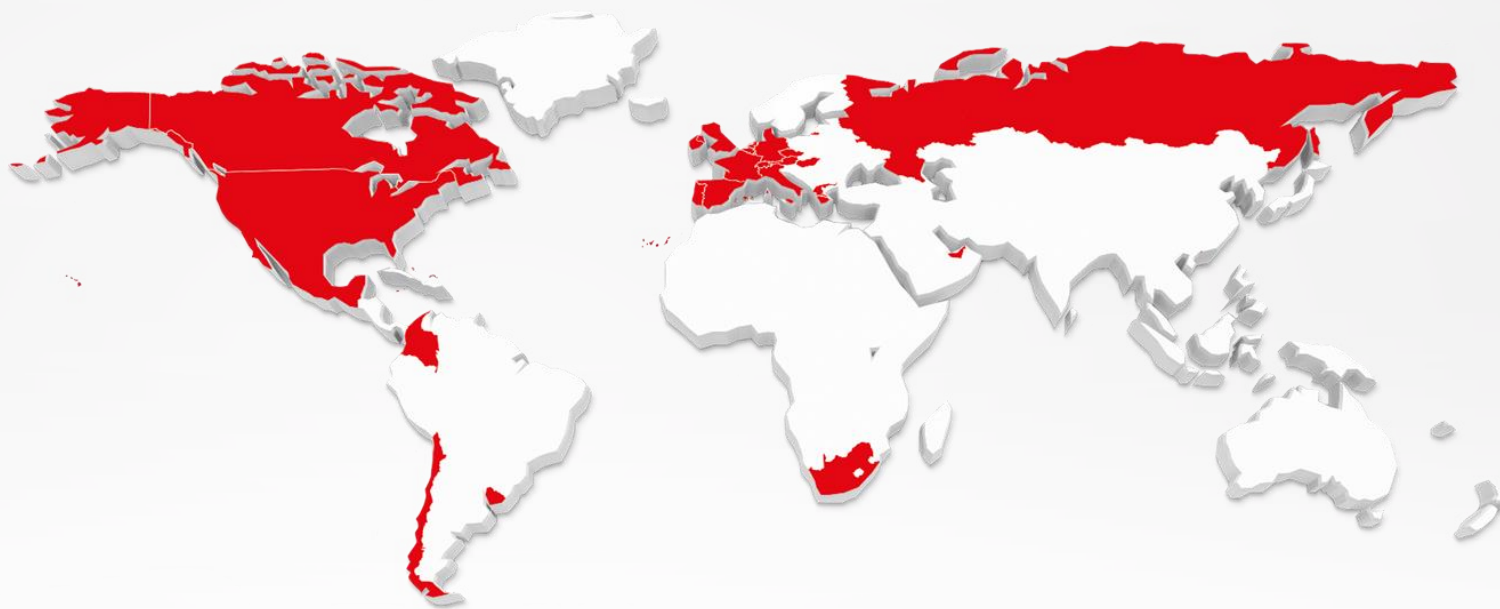
- The Polo School was founded in 2014 in cooperation with Land Rover – a brand that has long been committed to sporting and leisure activities that in line with its corporate philosophy and brand values.
- Courses for adults, children and young people are offered at a total of six locations: Hamburg, Düsseldorf, Frankfurt, Munich, Majorca and Argentina.
- Trainers include international polo players including Christopher Kirsch.
- The Polo School is represented with a road show at over 20 different events.



E&V Charity – creating room for education and a brighter future

- We founded the Engel & Völkers Charity in 2008 with the aim of giving children in West Africa the opportunity to receive an education.
- In Agbetiko, a small village in Togo, we funded the construction of a school which is now currently attended by around 160 pupils.
- Our next building projects will be a health centre, a secondary school where agriculture and livestock breeding will be taught, and a farm where students can put what they have learned into practice.
- The aim of our non-profit organisation is to help children in the long term and to pave the way for them to lead an independent life.





Thank you for your attention!