



Befimmo

Investor Day 2018

The flexible office revolution





# About Martine Rorif

- Civil Engineer (ULB 1990)
- 25 years of experience in real estate
- COO of Befimmo since 1997





# About Alexandre Ponchon

- Marketeer – EPHEC 1999
- Entrepreneur, passionate about people
- Founder & co-owner of Silversquare since 2008





# THE COWORKING MARKET





By 2020, 60% of companies believe they will use coworking as part of their office portfolio.





Office tenants see flexible coworking concepts no longer as just a way to manage the costs, but also a way to innovate, work together with other entrepreneurs and to attract talent.





# What occupiers really want:

01

## WORKPLACE

- Increasing choice of locations and settings
- Focus on collaborative work
- Workplace-of-choice

02

## PLACE

- Increasing collaborative innovation
- Vibrant mixed use of urban areas

03

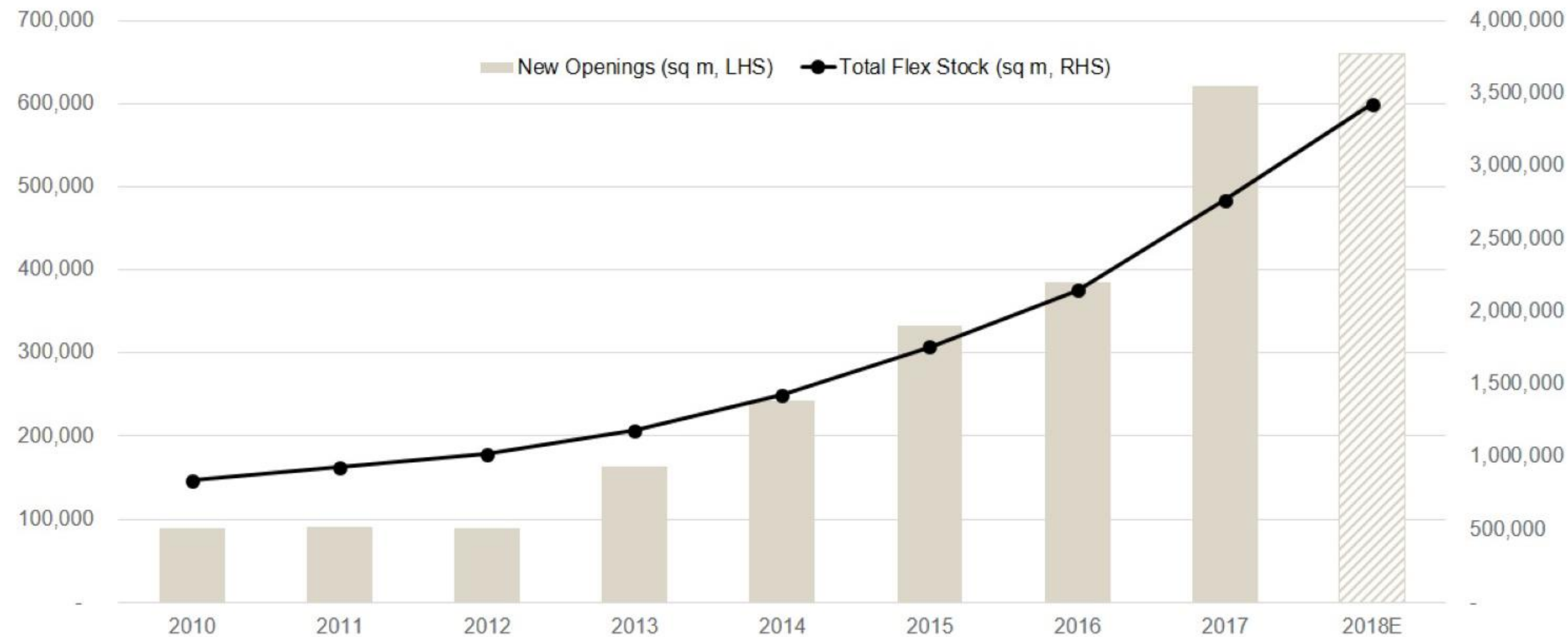
## TECHNOLOGY

Seamless connectivity between virtual and physical environments



# Flex Space in Europe - 2010-2018

**Is Flex Space for real? | Strong growth in Europe since 2015**  
29% growth in Europe in 2017\*



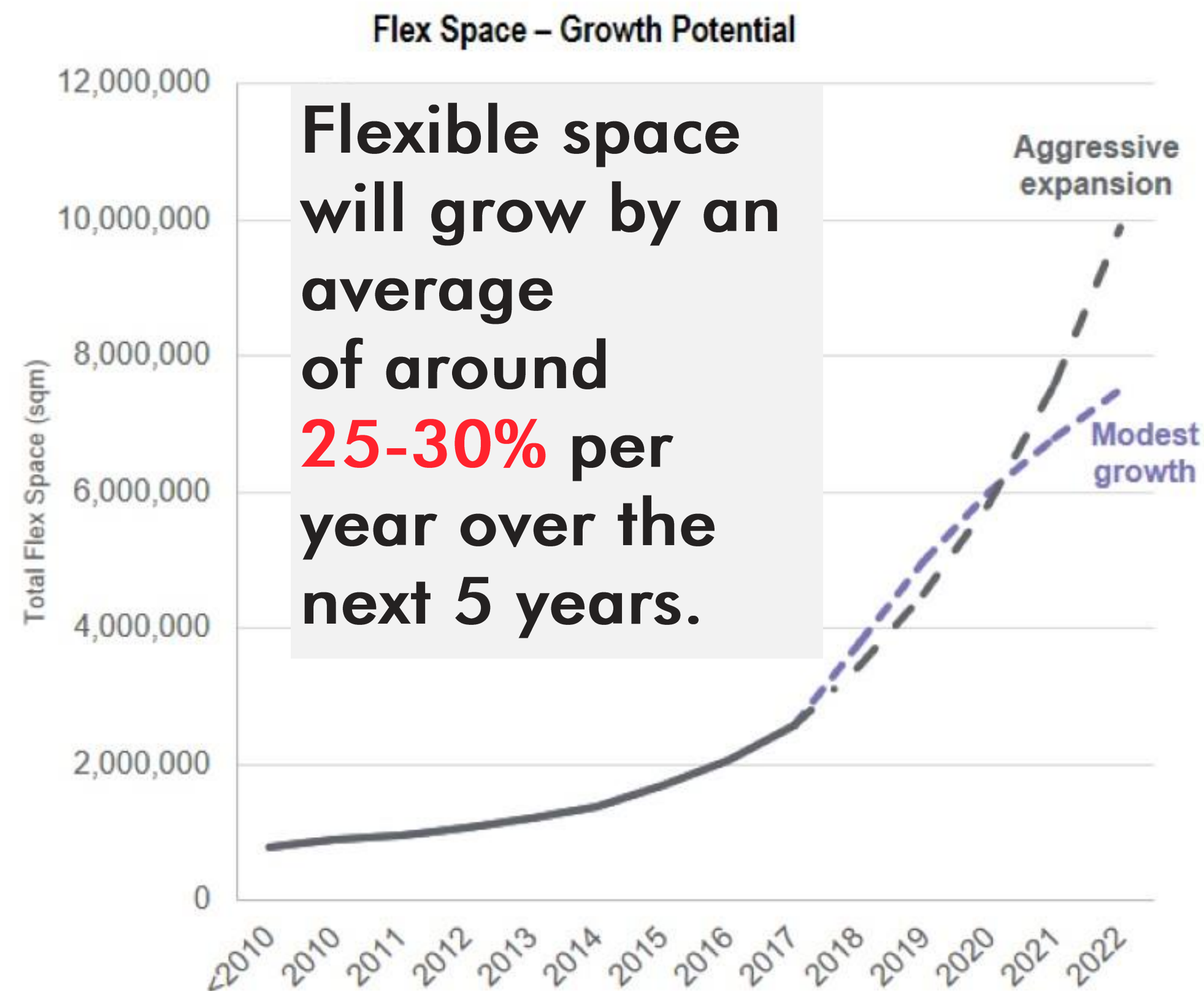
\*Top 20 European markets. 2018E Preliminary numbers



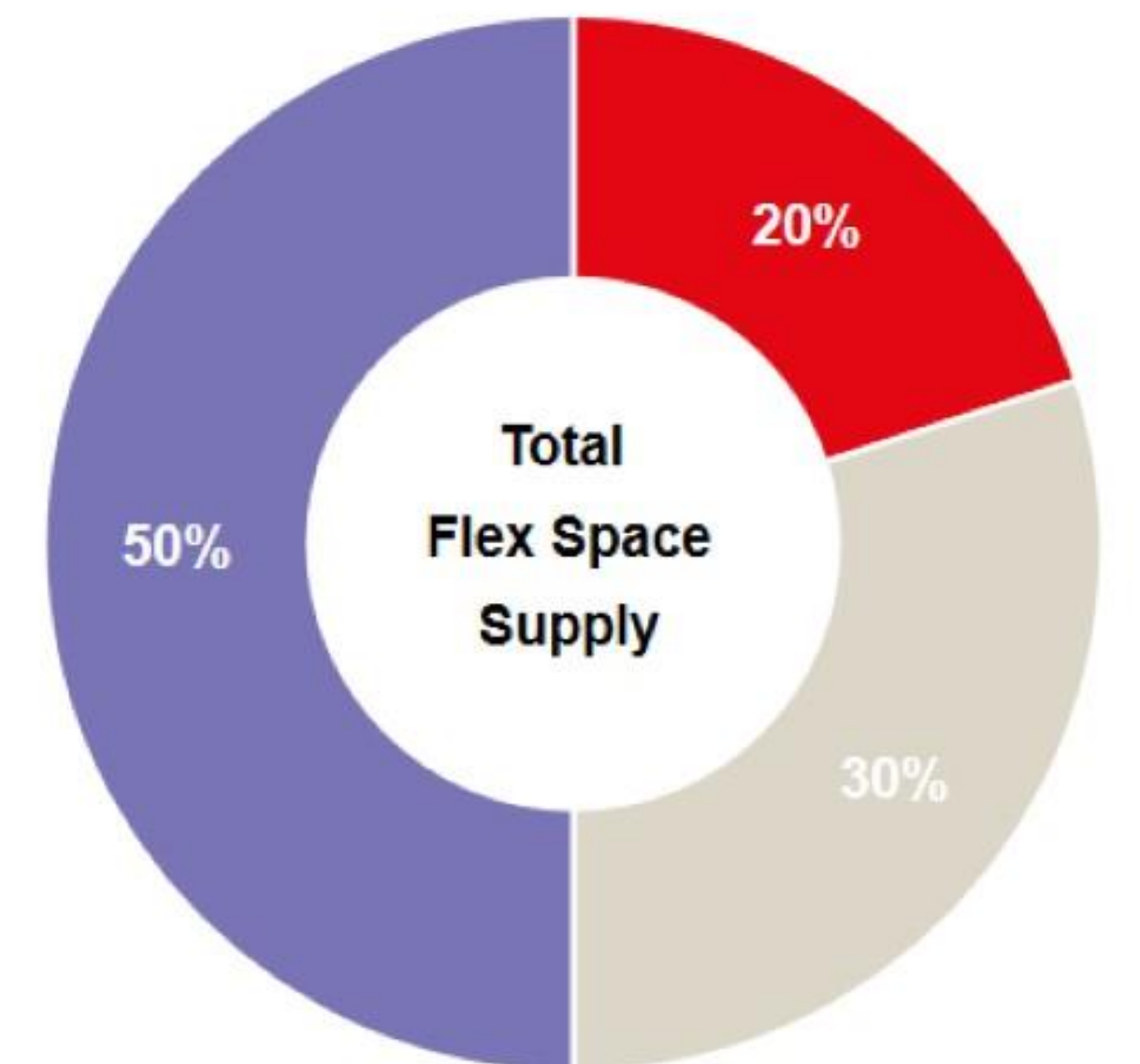
# Flex Space in Europe - Growth potential

**Business Model** | Flex Space is not new, but growth is accelerating

Flex Space growth outlook 2018 – 2022



Full Service brands are driving the growth in Europe



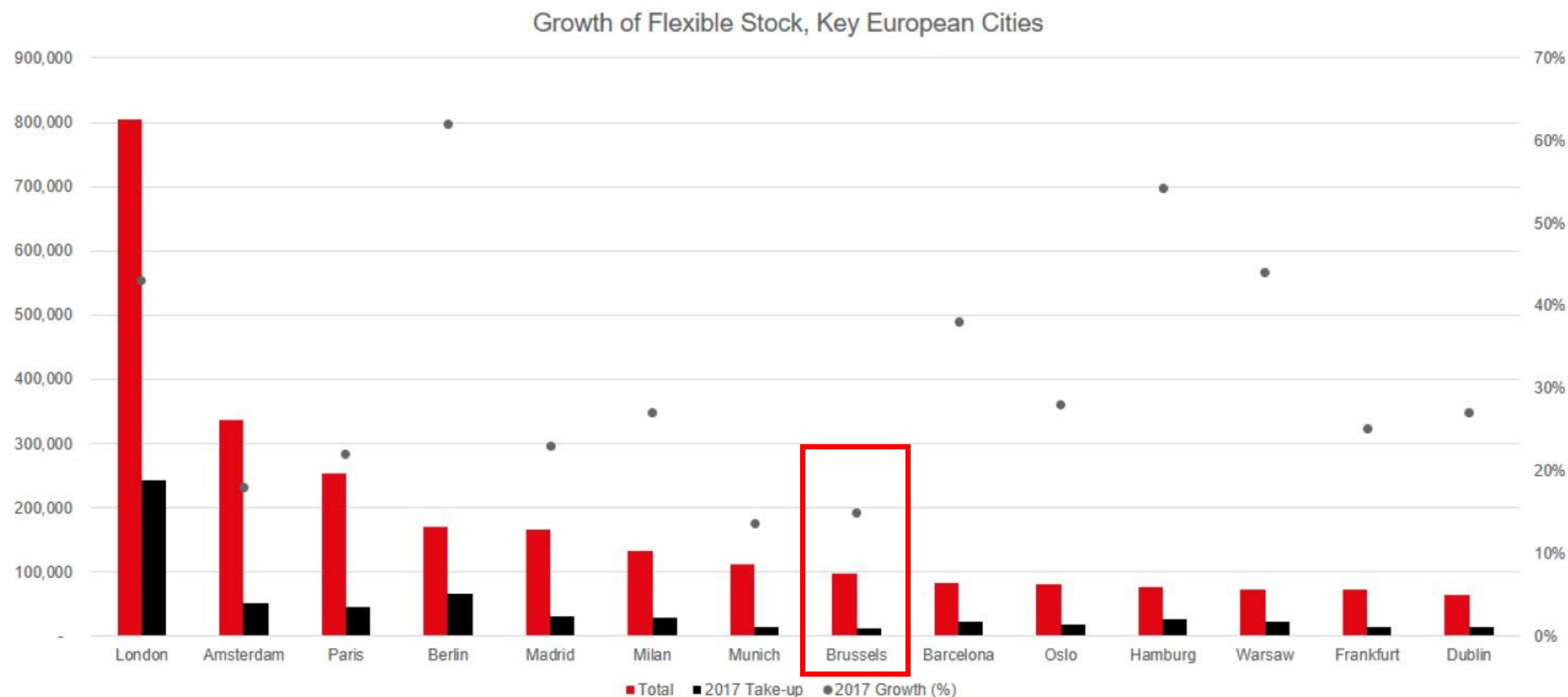
■ Coworking ■ Full Service ■ Business Centre

\*Top 20 European markets



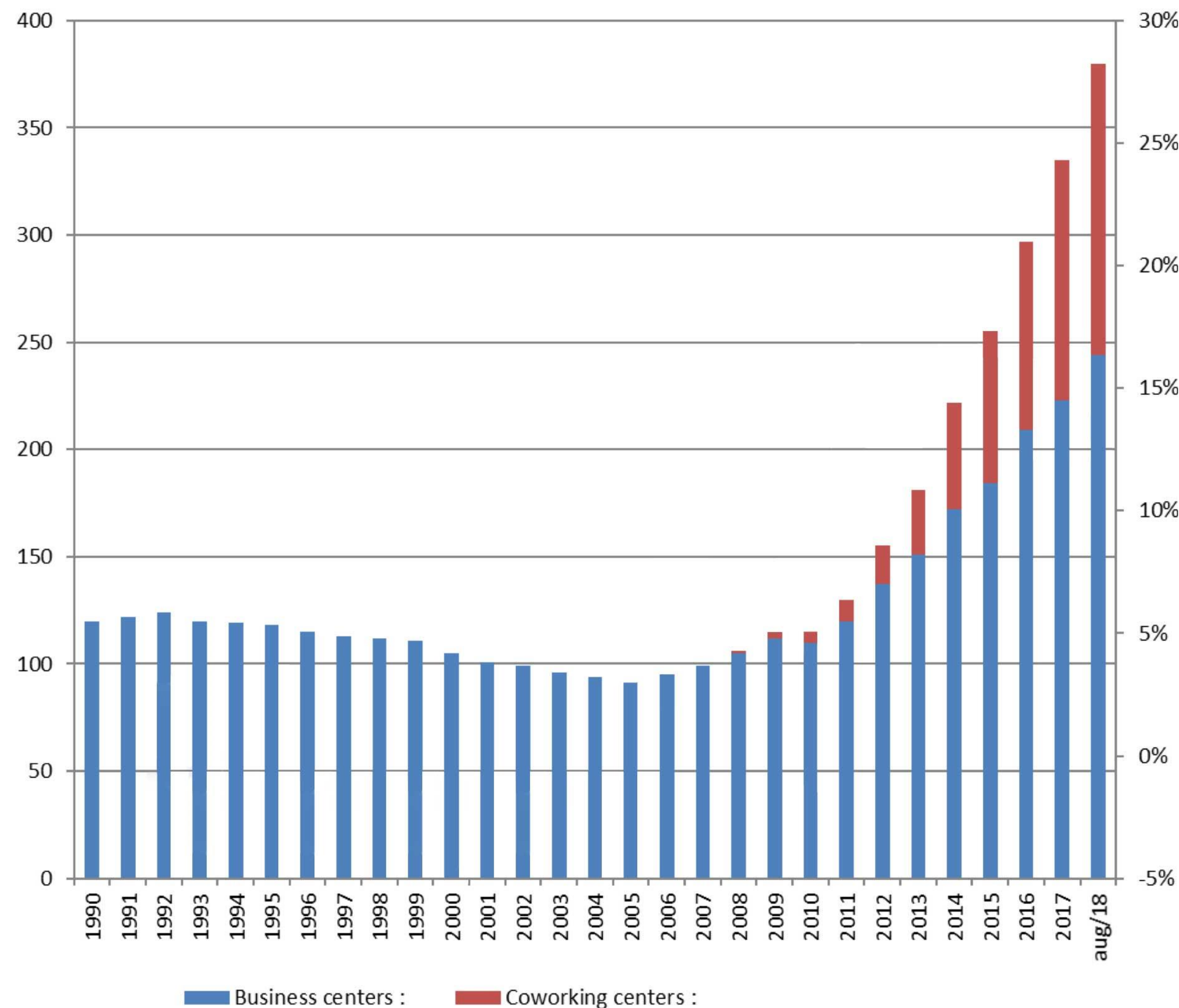
# Flex space in Europe - Growth in 2017

Is Flex Space for real? | London leads the flex maturity curve





# Flex spaces in Belgium - 1990-2018



**Coworking and serviced offices spaces continue to expand in Brussels: 17% (25,000 m²) of take-up was in coworking in H1 2018**

Source: Cushman & Wakefield - Marketbeat Brussels Office Market H1 2018

**Flex is representing 2% of the total Belgian office market (480,000 m²)**

Source: Belgian Workplace Association





**What flex space really does is introduce community.** In our large corporate locations, we struggle to know each other.

International Pharmaceutical Company



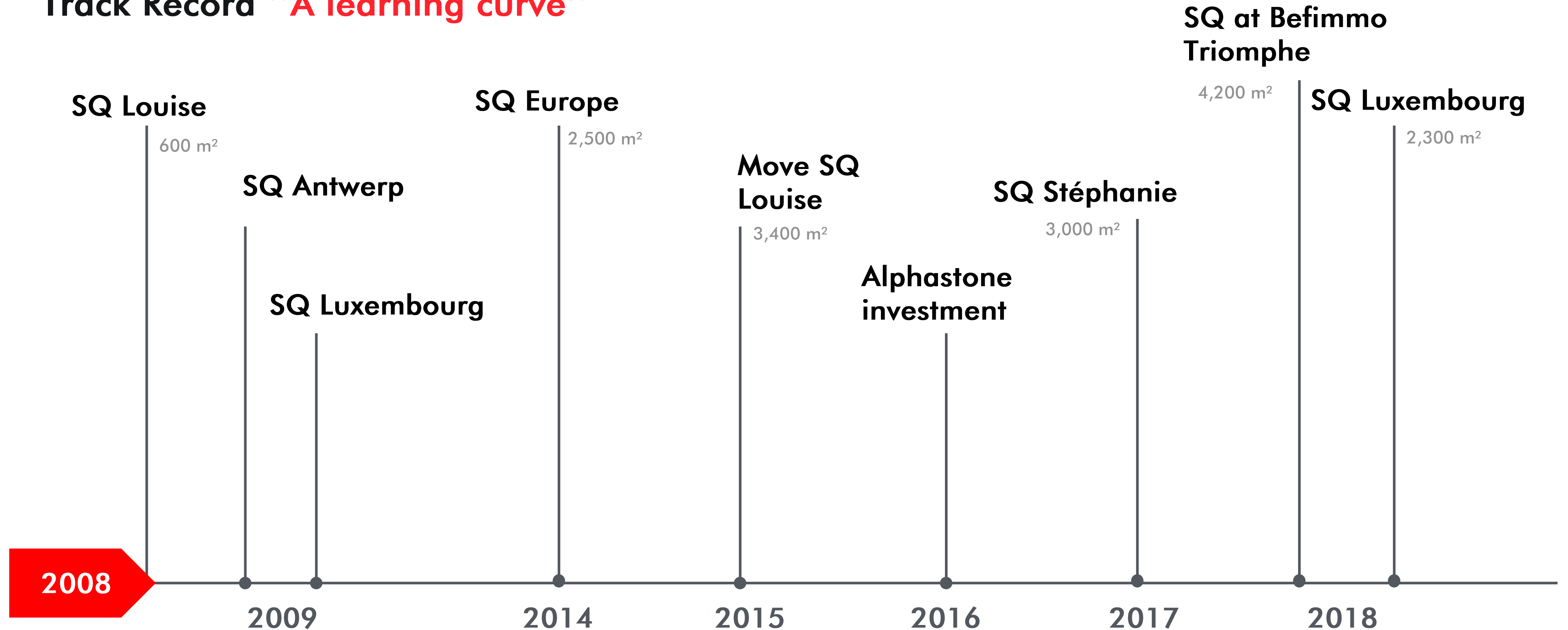


# SILVERSQUARE, PIONEER IN COWORKING



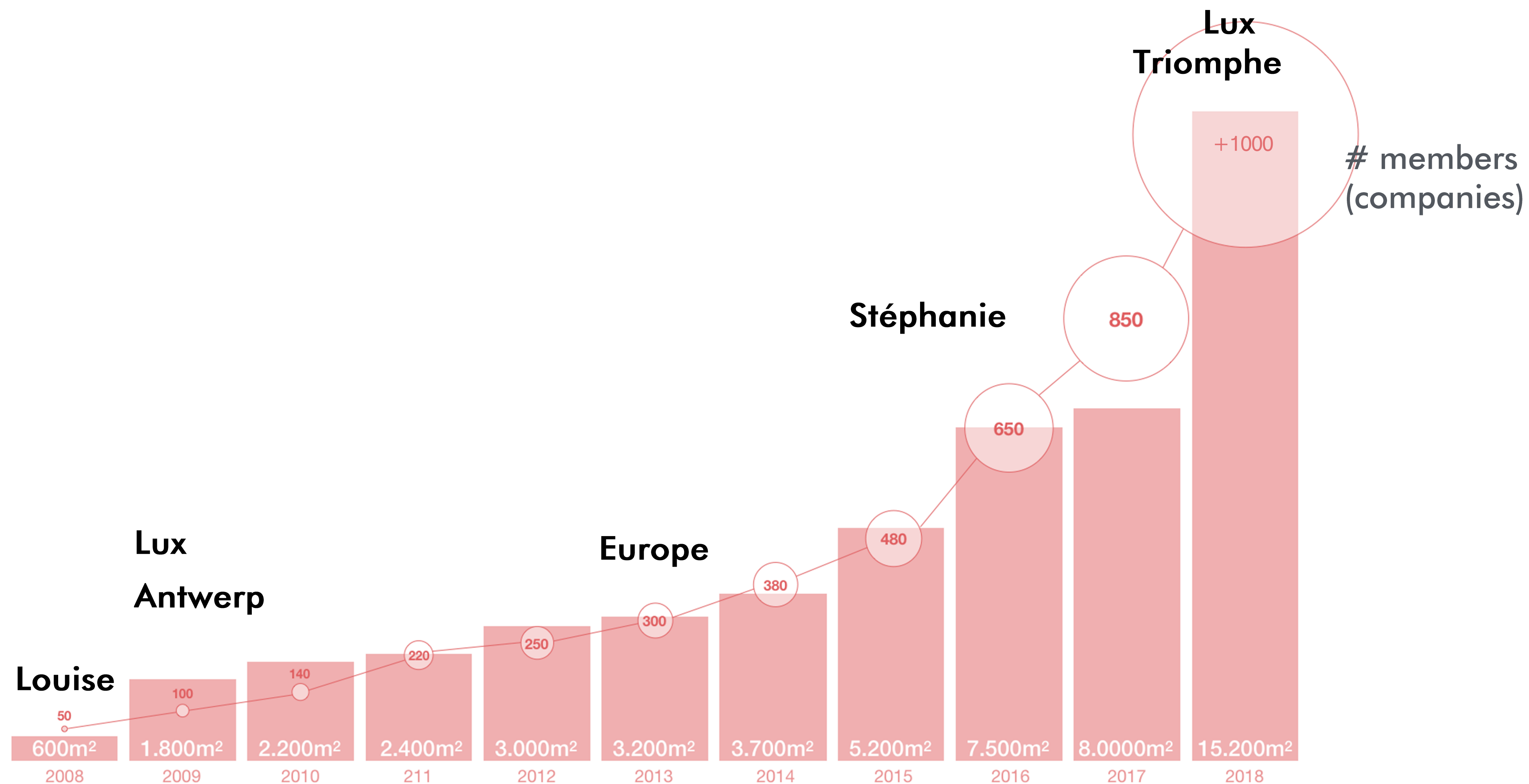
# Silversquare, pioneer in coworking

Track Record "A learning curve"





# Silversquare, pioneer in coworking



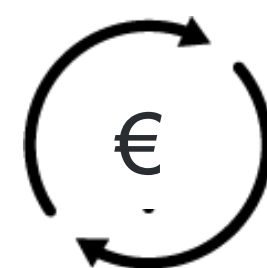


# Silversquare, pioneer in coworking



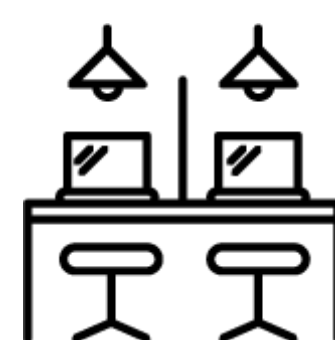
**05**

Coworking  
Spaces



**5.3**

Millions  
turnover



**15,200 m<sup>2</sup>**

Coworking  
Spaces



**23**

Team  
Members



**+1000**

Members  
Companies



**+ 300**

Events  
per year



# What is coworking?

## Hardware: Inspiring workplaces

### READY TO USE

All services included : reception, furniture, food & beverage, meeting rooms, IT, copy machines, etc.



### FLEXIBLE

Flex, fixed and private office, daily pass  
Duration (1 day, 1 month, 1 year)







## **Software: An active community**

- Networking events
- Inspiring conferences
- Workshops
- Collaboration



# SILVERSQUARE AND BEFIMMO



# Silversquare and Befimmo

20



## Befimmo model

- Medium/long term leases
- Corporates
- Surface > 400 m<sup>2</sup>
- Limited contact between tenants

## Silversquare model

- Membership contracts
- Start-ups, SME, freelancers, etc.
- Surface < 200 m<sup>2</sup>
- Community
- Flexibility





SILVER  SQUARE

Befimmo

EXPERTISE & **COMMUNITY**

EXPERTISE & **ASSETS**

VISION CONVERGENCE  
SAME VALUES  
ONE AMBITION

**ONE PARTNERSHIP**



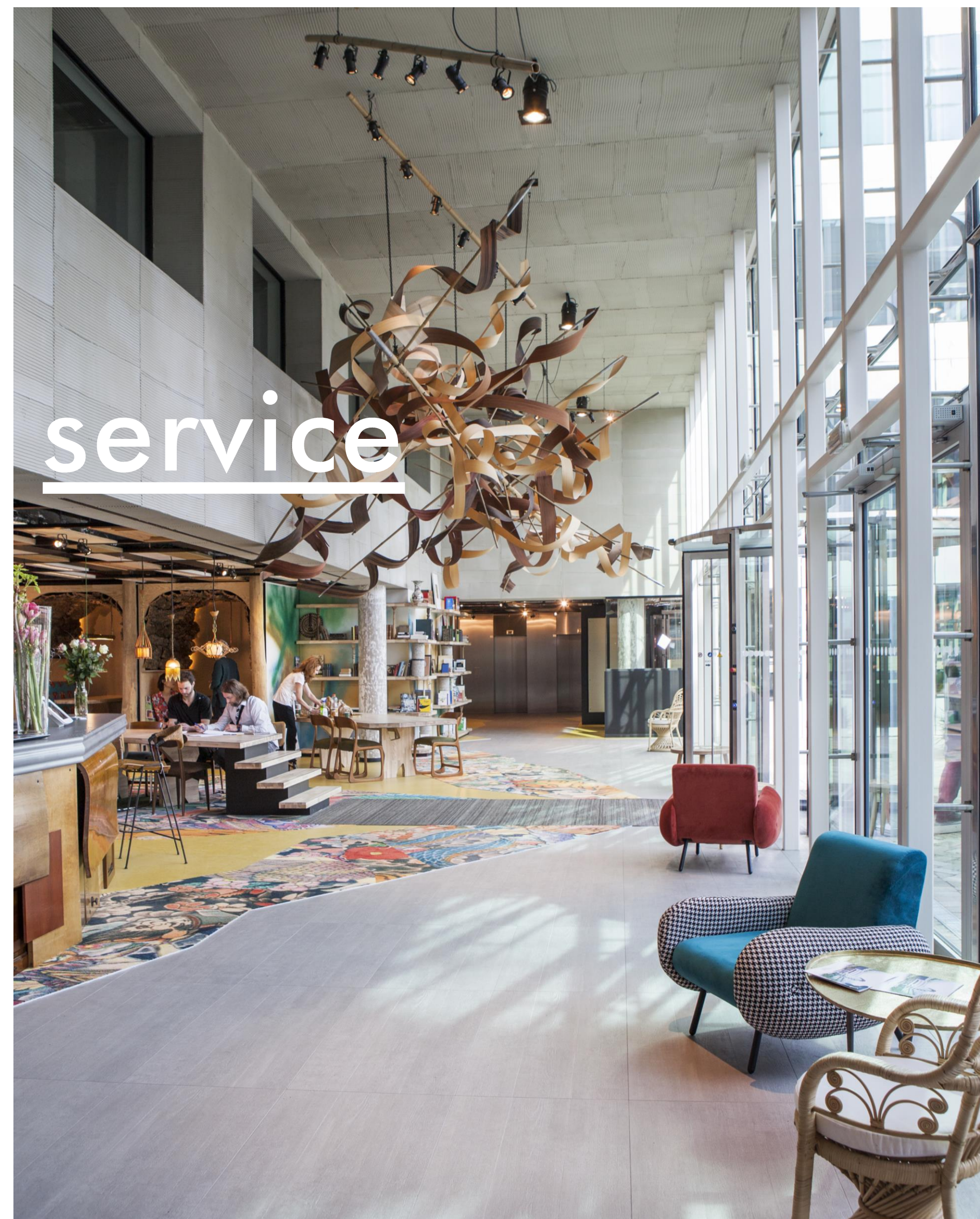




# Office as a service

## New hybride Model

- Premium and flexible offer
- National network
- Development of community
- Development of services







# THE NEW WORK ENVIRONMENT





**Floor 9** Urban farm

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**Floor 7-8** Complete office floor

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**Floor 5-6** From 200 to 500 m<sup>2</sup>

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**Floor 3-4** From 50 to 200 m<sup>2</sup>

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**Floor 2** Private desks, Alcoves, Phone booths

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**Floor 1** Event space, Flex, Private deks, Meeting rooms,etc

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**Floor 0** Reception, Meeting rooms, Lounge, Flex, Barista and garden

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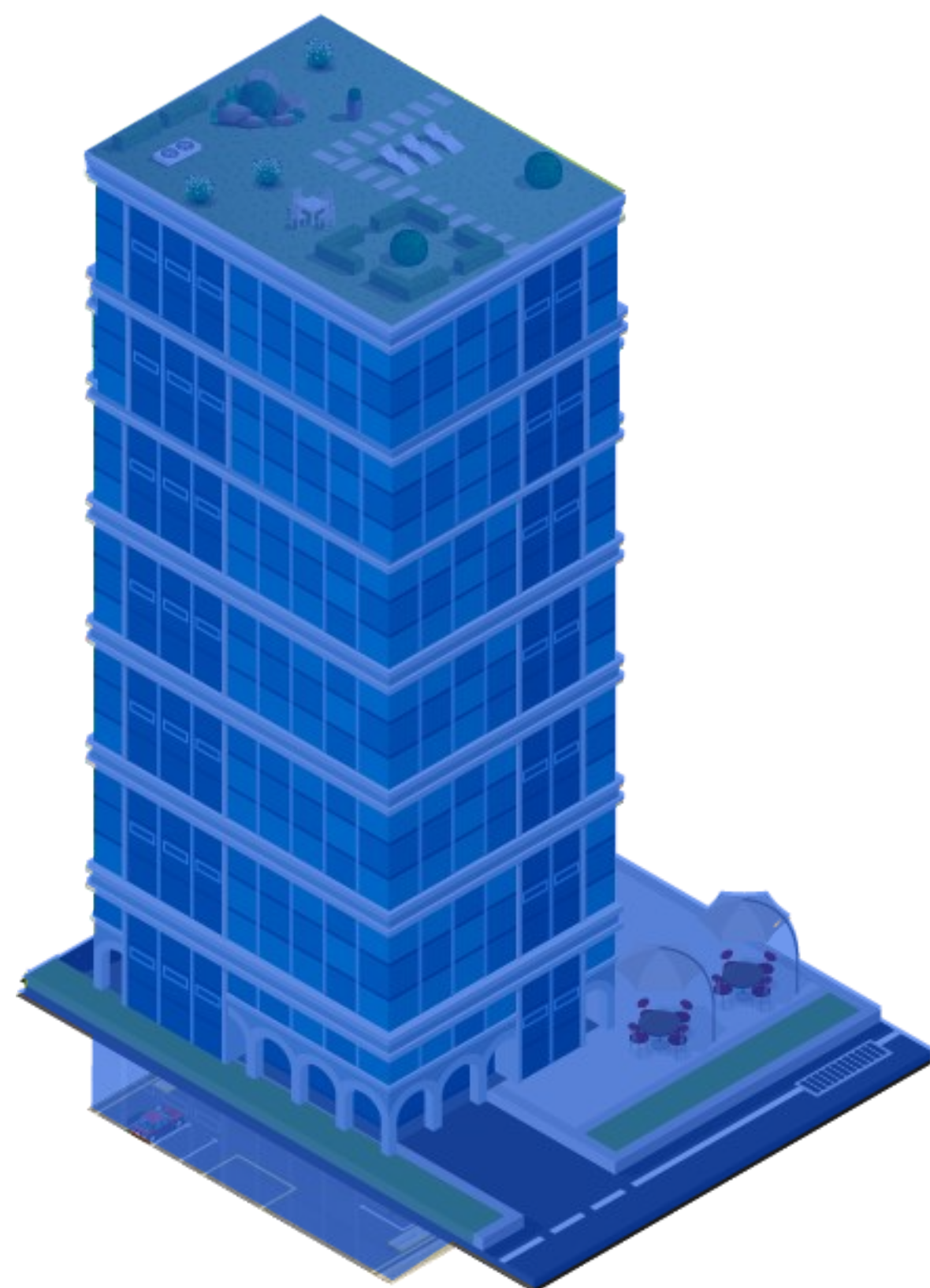
**Floor -1 -2** Parking space

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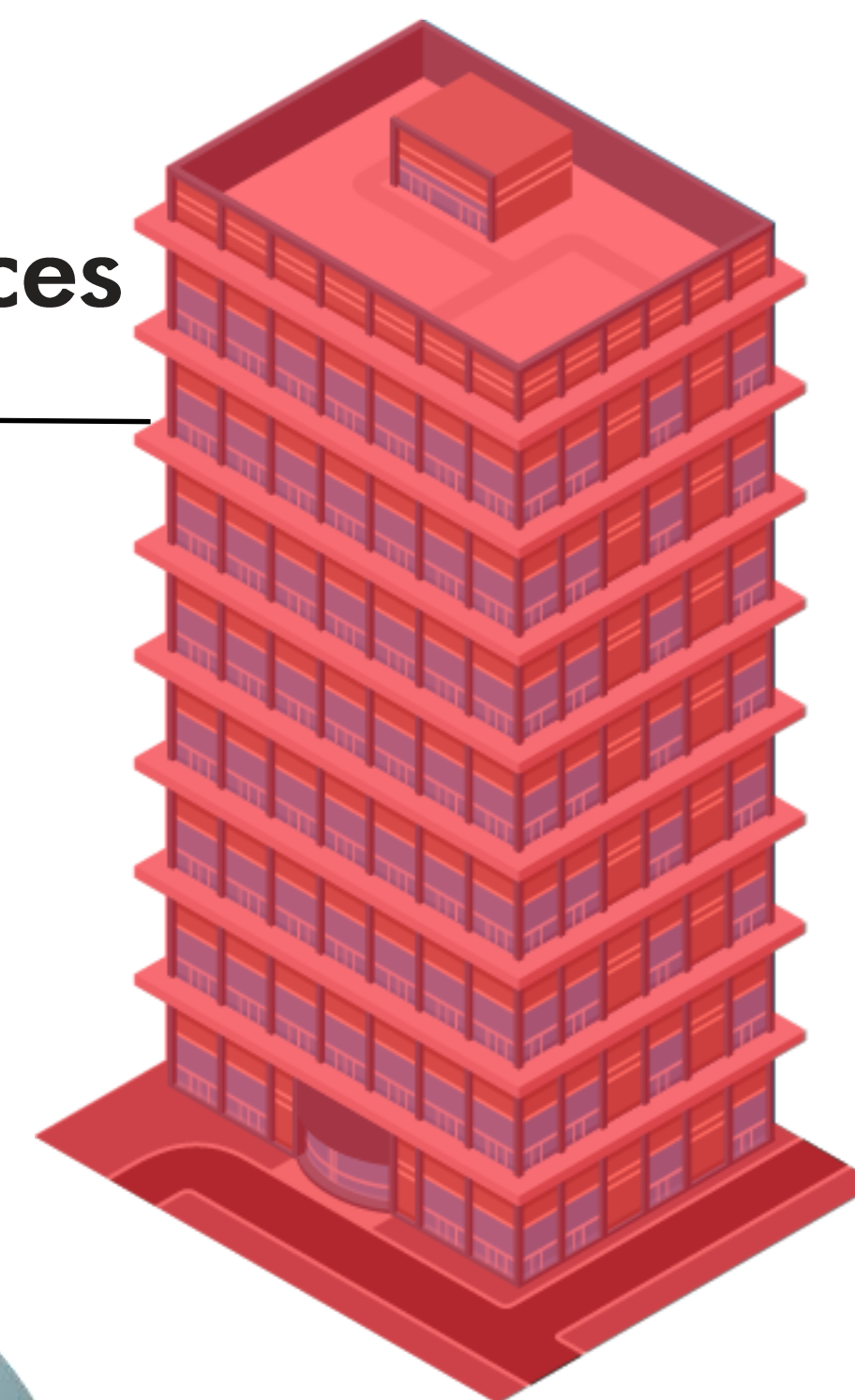


# The 1st Belgian and Luxembourg **network**

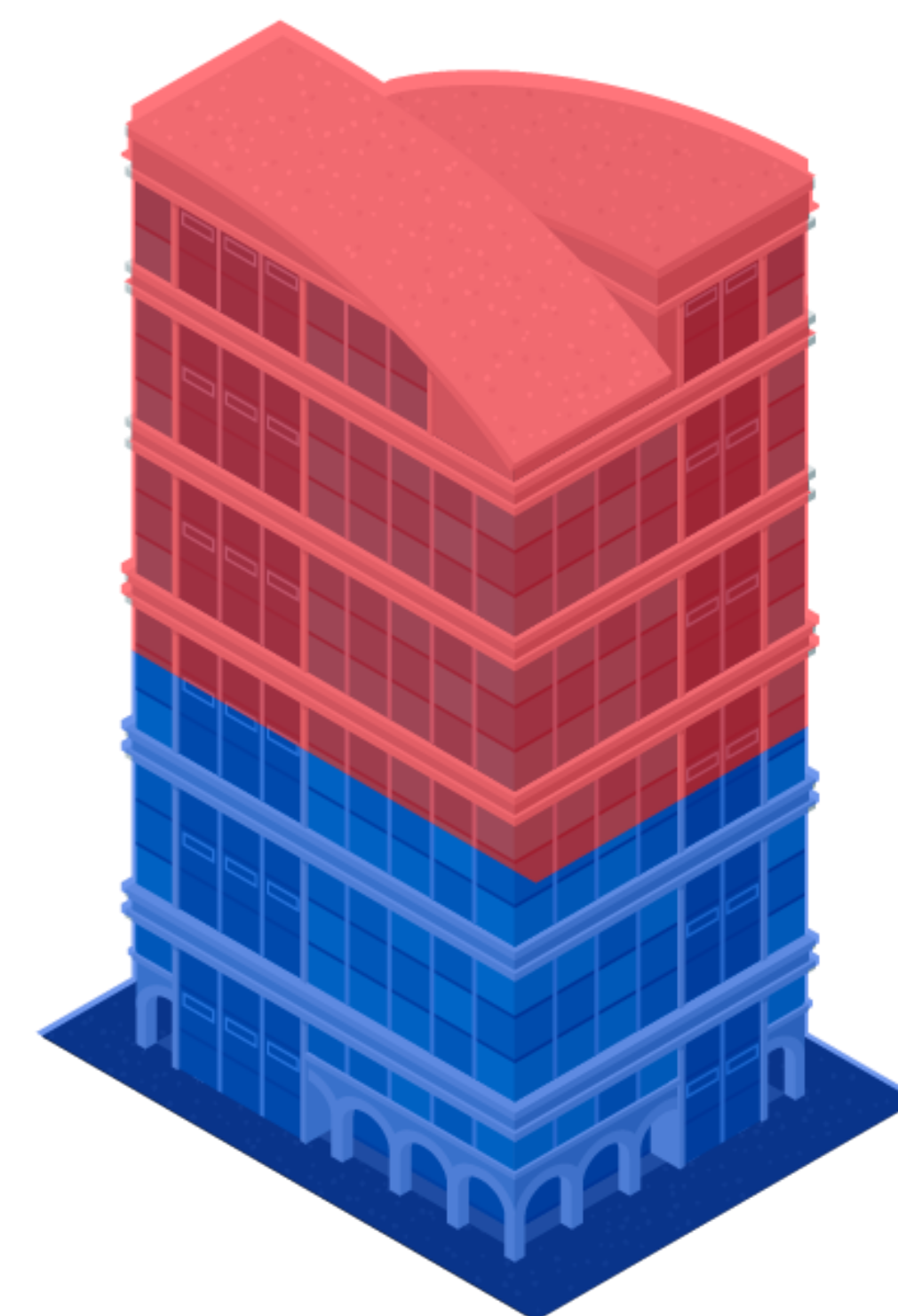
Full coworking



Traditional offices



Mixed offices



Community

Creating links



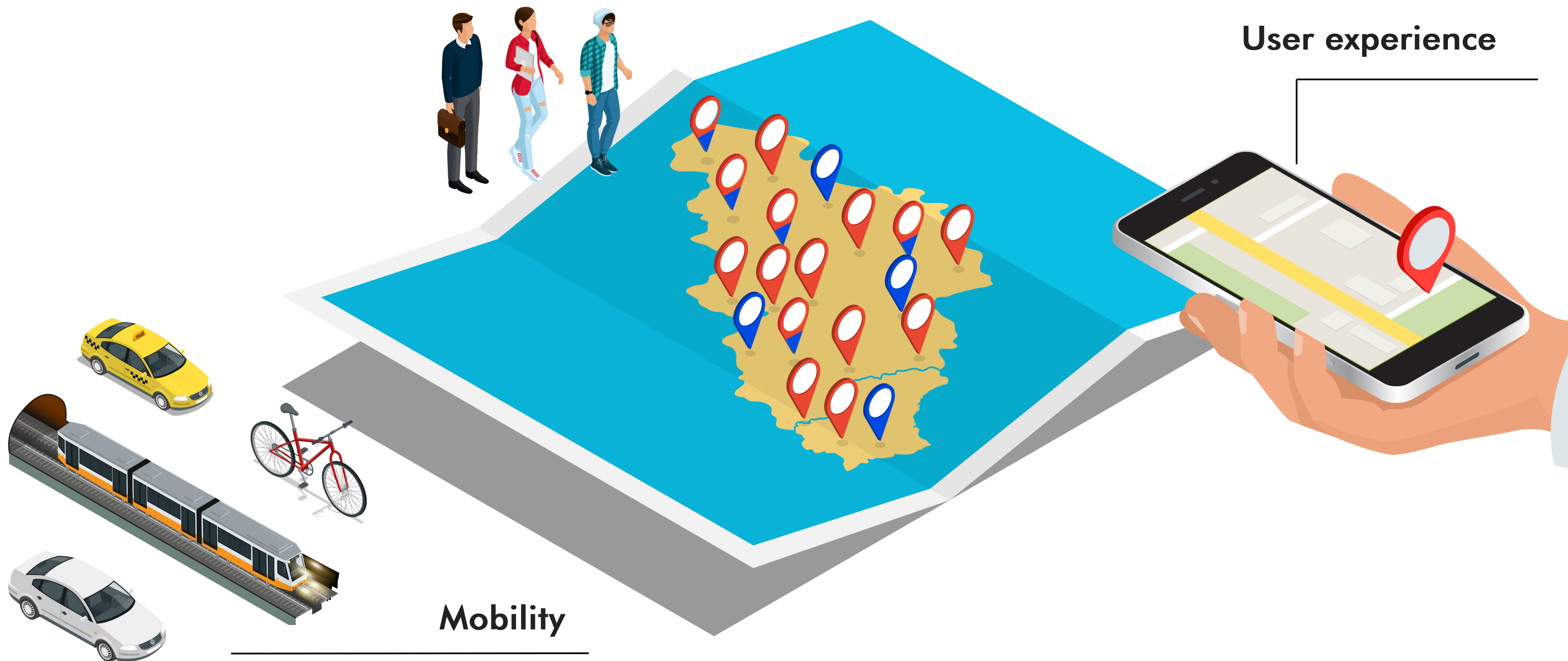
# The 1st Belgian and Luxembourg **network**

Flexible solutions

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User experience

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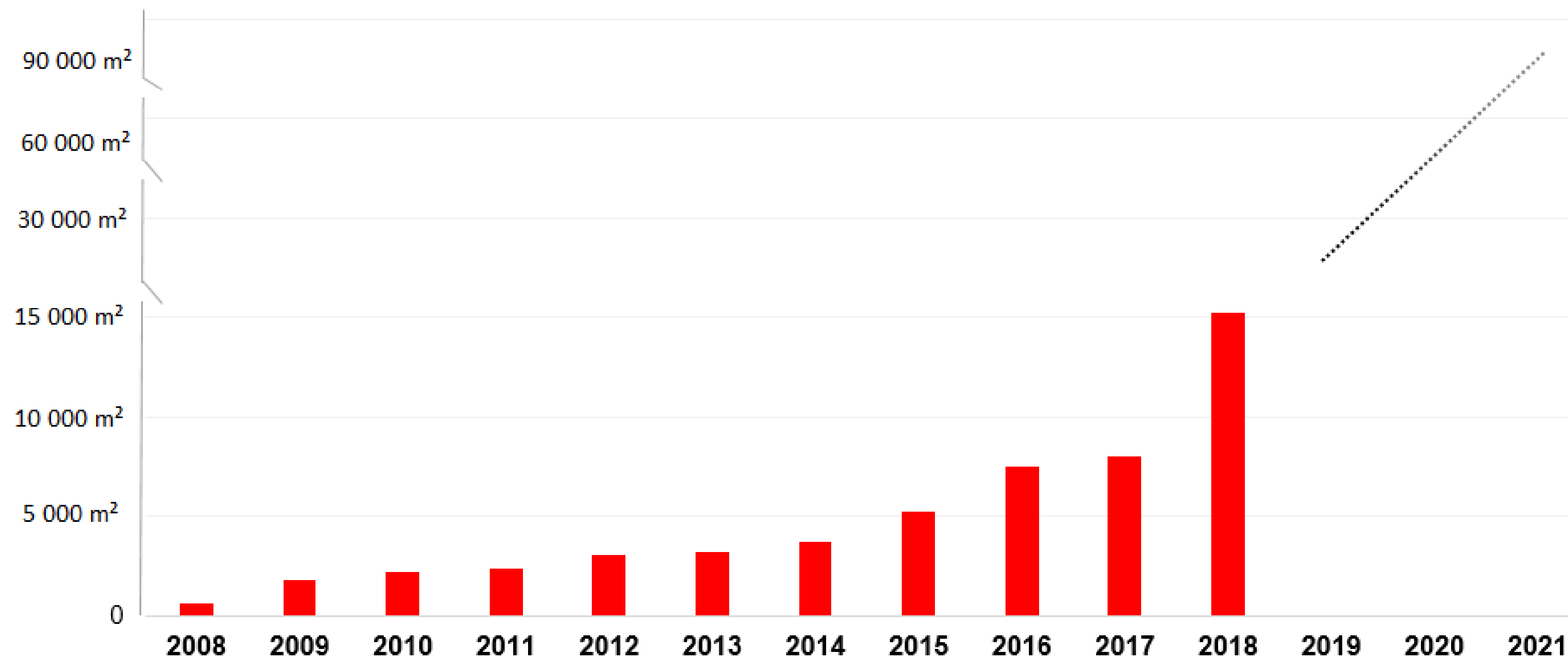
# 04

## A CLEAR AMBITION...



# Befimmo and Silversquare: a clear ambition

In a term of 5 to 10 years  
Befimmo and  
Silversquare  
intend to bring  
**30 centres to the  
market.**





A group of people in a social setting, overlaid with a red tint and a large 'Q&A' graphic. The text 'LET'S HAVE A LOOK' is centered over the 'Q&A' graphic.

# Q&A

LET'S HAVE A LOOK





Silversquare  
and Befimmo  
Triomphe: a first  
success story

40%

occupied after 6 months





# AGILOS' TESTIMONY





# QUESTIONS & ANSWERS



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# Befimmo

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