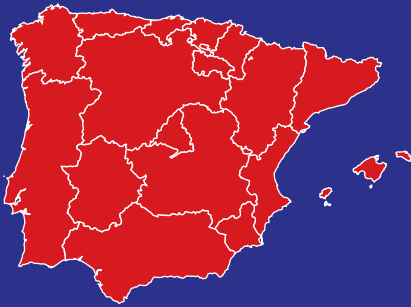


SOCIAL IMPACT INITIATIVE OF THE YEAR

CBRE IBERIA – CARING FOR COMMUNITIES



ASSET MANAGER:

CBRE Iberia

HIGHLIGHTED IMPACTED SECTORS:

Retail (Fashion), Offices and Healthcare

LOCATION

Spain & Portugal



Currently CBRE's Property Management Iberian Platform manages over 12 million sqm impacting more than 280 million people. Aware of its dimension the platform is committed to creating a positive social impact in the communities where it is present, triggering a social impact accelerator. The company believes that the assets which generate value in the long term and that are prepared for the future, will be those that have placed people at the centre of their strategy.

CBRE's Property Management Iberian Platform has created the program "Caring for Commu-

nities" to personalize its commitment to work strategically on the "S" of ESG, resulting in a positive and real impact on local communities where its assets are inserted through a transversal strategic program of initiatives.

In 2022 CBRE completed over 743 actions in the assets under Iberian management and contributed with €593.595 to social causes (65% of donated space and 35% on donations). CBRE made more than €6.5M of AVE (Advertising Value Equivalent) which measures the media impact of the actions undertaken, in local media, having achieved considerably high values with two actions: "Imagine quedarte en blanco" Campaign on Alzheimer (€180.000 AVE) and "Puntos Violeta" Campaign (€100.000 AVE).

CBRE highlights two specific campaigns that accomplished their objectives:

1. Re-fashion: Initiative that promotes the circular economy and aims to educate on the importance of giving a second life to clothes, contributing to the 'slow fashion'. More than 73.000 clothes collected, and 120 clothes transformed with the participation of 31 CBRE assets.
2. Alzheimer's Campaign: On World Alzheimer's Day, CBRE launched an initiative that invited everyone to reflect on going blank in everyday different situations to simulate the effects of Alzheimer's. This reached more than 5,6 million people, through the participation of 61 CBRE assets and impacted 13 offices.