

IMMOFINANZ introduces international office concept myhive

After successfully establishing its STOP SHOP and VIVO! retail brands, IMMOFINANZ is now following up with the introduction of myhive – an international brand concept for its office properties. The name myhive stands symbolically for a strong commitment to quality and services: myhive offices are characterised by a wide range of services and excellent infrastructure and offer space for communicative and lively interaction between the tenants. In a first step, 20 office buildings in six countries will be joined together under the myhive umbrella brand.

“Establishing a brand creates a clear competitive advantage for a real estate company that holds several hundred properties in Europe. With our STOP SHOP and VIVO! brands, we have created a high degree of standardisation and driven the rapid expansion of our retail portfolio in recent years. Our successful experience in that sector is now reflected in the introduction of our international office brand concept, which we expect will bring added attractiveness for our tenants and a further increase in occupancy“, explained Dietmar Reindl, COO of IMMOFINANZ.

“Our new office brand stands for the friendly and lively atmosphere experienced in a hotel, combined with optimal infrastructure and services. The buildings are characterised by an inviting and lively atmosphere, attentive and helpful staff, easy accessibility and numerous services. Included here are shops and services for everyday needs, flexible and serviced offices, fast W-LAN in the common areas and a sport offering. We also want to support the interaction and cooperation between tenants, for example through attractive communication zones, tenant lounges and interesting events“, described Christian Traunfellner, Head of Asset Management Office, on the concept.

The first step will involve the roll-out of myhive to 20 IMMOFINANZ office buildings in six countries: Austria, Germany, Czech Republic, Poland, Romania and Hungary. In Vienna, the Twin Towers will be relaunched under the myhive brand by the end of 2016.

Five characteristic features

The design of the new office brand also included the suggestions and ideas collected from a tenant survey. Five categories were developed, which are characteristic for each myhive office:

Friendly and lively atmosphere: An inviting interior and exterior design, a lively lobby with seating areas for tenants and guests, attractive green spaces with seating, warm light, security through discreet personnel and pleasant aromas and subtle background music create a feel-well environment.

Attentive staff: Friendly receptionists who offer active support, fast and expert help from on-site technicians, customer-oriented facility management and flexible, cooperative assistance from the property manager are guaranteed.

Excellent infrastructure and services: The offering ranges from good and diverse eating in an attractive atmosphere to shops and services for everyday needs, flexible rentable meeting rooms and event areas as well as sport facilities with showers. Tenants can also use the services and infrastructure at all myhive locations.

Ideal location for networking: Attractive lobbies and outside areas serve as communication zones for the tenants. All-day cafés and special tenant lounges are also available.

Good accessibility and modern mobility: Good connections to the public transportation network and shuttle busses are part of the offering as well as alternatives for car- and bike-sharing. myhive also provides secure parking facilities for tenants' bicycles. The garages are well-lit, clearly signposted and also have E-connections.

Further information under: www.myhive-offices.com

On IMMOFINANZ

IMMOFINANZ is a commercial real estate company whose activities are focused on the retail and office segments of eight core markets in Europe: Austria, Germany, Czech Republic, Slovakia, Hungary, Romania, Poland and Moscow. The core business includes the management and development of properties. The company has a real estate portfolio of approx. EUR 5.5 billion that covers more than 380 properties. IMMOFINANZ is listed on the stock exchanges in Vienna (leading ATX index) and Warsaw. Further information under: <http://www.immofinanz.com>

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