

**IMMOFINANZ receives two awards
as the strongest real estate brand in Austria**

IMMOFINANZ has received awards in two categories as the strongest real estate brand in Austria. This largest Austrian real estate company outpaced the competition in the areas of “Asset Manager“ and “Funds/Investors“. The results were part of the “Real Estate Brand Value Study“, the largest empirical brand value study in the real estate sector, which has been carried out annually by the EUREB Institute (European Real Estate Brand Institute) since 2009.

The 2013/14 financial year marked the start of the first image and brand campaign by IMMOFINANZ. It centered on the best known superhero in film history: Superman and his alter ego Clark Kent. The motto “When Clark Kent would rather stay at the office“ was developed to highlight the perfect office and the company’s service expertise.

“We place a strong focus on brand creation in our real estate portfolio – ranging from our office brand “more than office“ to our STOP.SHOP. and VIVO! shopping center brands and to LOG.IQ, our recently launched umbrella brand for the logistics sector“, explained IMMOFINANZ COO Dietmar Reindl. “This course has proven to be an advantage in all areas of our business, and awards like this confirm our brand strategy“.

On IMMOFINANZ Group

IMMOFINANZ Group is one of the leading listed property companies in Central and Eastern Europe. The company is included in the leading ATX index of the Vienna Stock Exchange and also trades on the Warsaw Stock Exchange. Since its founding in 1990, the company has compiled a high-quality property portfolio that now comprises more than 470 investment properties with a carrying amount of approx. EUR 6.8 billion. As a “real estate machine“ the company concentrates on linking its three core business areas: the development of sustainable, specially designed prime properties in premium locations, the professional management of these properties and cycle-optimised sales. IMMOFINANZ Group concentrates its activities in the retail, office and logistics segments of eight regional core markets: Austria, Germany, Czech Republic, Slovakia, Hungary, Romania, Poland and Russia. Further information under: <http://www.immofinanz.com> / <http://blog.immofinanz.com> / <http://properties.immofinanz.com>

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