

Colonial



Colonial – Capital Markets Day  
Digitalization of Property Network

*Mr. Albert Alcober*

*Chief Operating Officer*



European Property  
Investment Awards  
WINNER 2019

Madrid 15/10/19

Asset & Client management teams



**+100,000**

Users



**510,062**

Annual visits per  
asset



**18,400**

Warning adresseds  
annually



**753,000 sq m**

Commercial Effort  
2019-2023

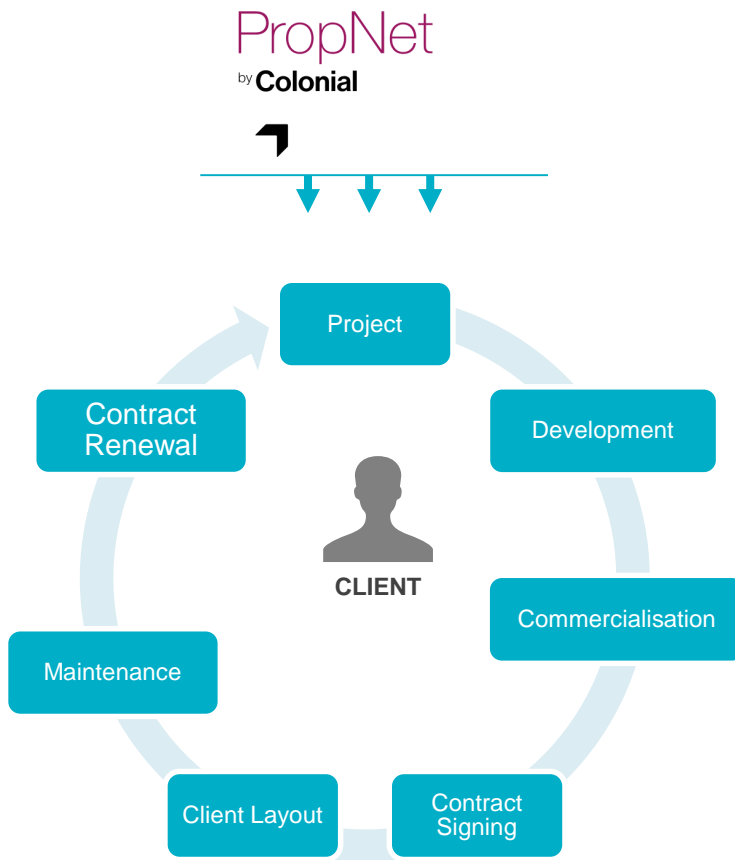


**1,800**

Reports per year

**PropNet is Colonial's initiative to focus all its portfolio strategy on client**

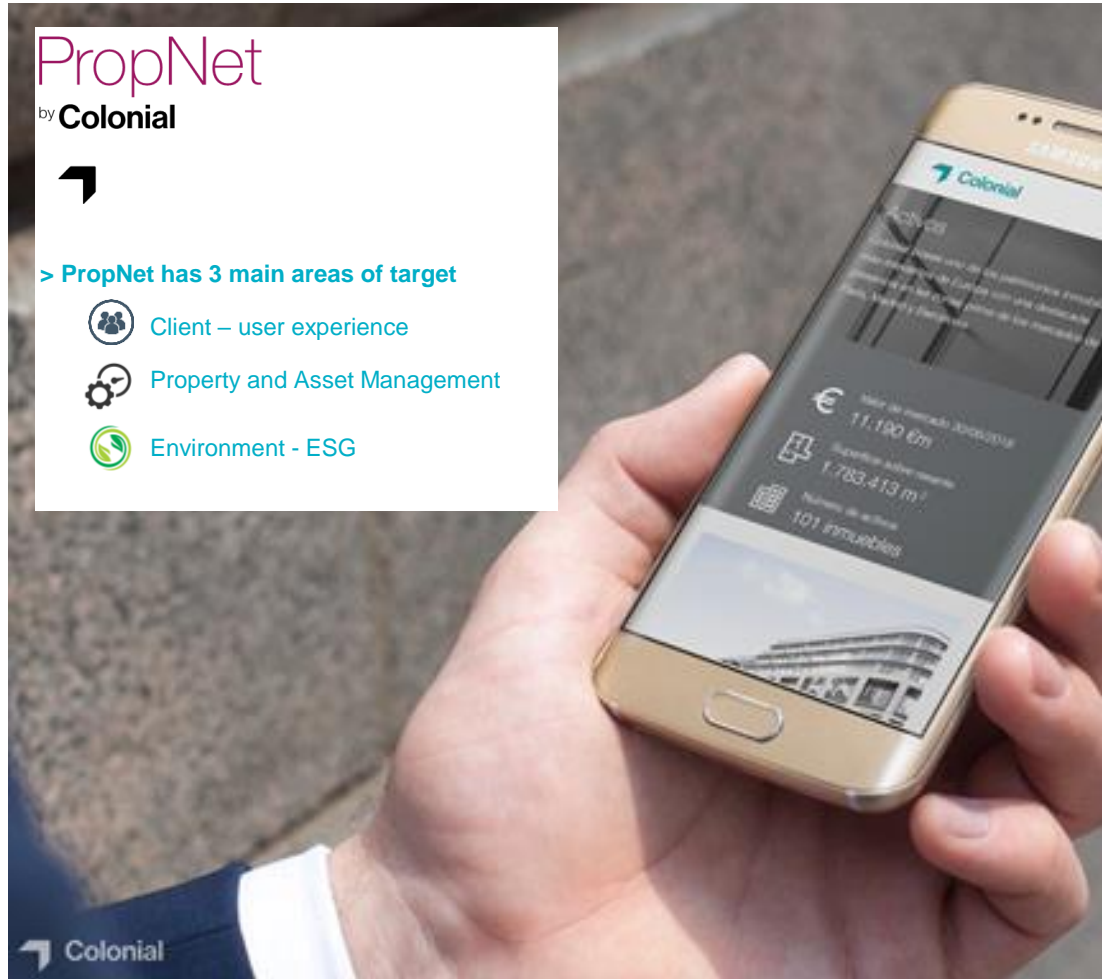
- > Colonial' is connecting all his portfolio to understand client needs
- > This data allows Colonial to make better decision in all his value chain



- Project** > Display based on customer client demand
- Development** > Project design through BIM
- Commercialisation** > Marketing focused on client experience
- Contract Signing** > Type of contract based on experience
- Client Layout** > Client assessment on best lay-out
- Maintenance** > Preventive maintenance
- Contract Renewal** > Higher client retention increasing rents

**PropNet a allows to: Measure, Control and Artificial Intelligence**

- > PropNet improves clients experience, reduces maintenance costs and improves Environment affection
- > Colonial is already measuring and controlling its assets through IoT giving transparency to client



**Measure**

- > Client & user comfort
- > System efficiency
- > Carbon footprint measurement

**Control**

- > Enhancing client experience
- > Centralised problem resolution reducing response time
- > Reduce energy consumption with automatized temperature and lighting

**Progression**

- > Client as the center of decision
- > Preventive maintenance management
- > Enhancement of capex efficiency
- > Future asset and client lay-outs with maximum energy efficiency
- > Improving clients ESG qualification



**PropNet is already implemented in 6 Madrid assets**

- > Phased integration of the whole portfolio
- > All new projects will be directly integrated into PropNet



**Already implemented in 6 Madrid Assets**

López de Hoyos



The Window Building



Discovery Building



Castellana 52



Francisco Silvela 42



Ribera del Loira 28



## Conclusion

Colonial implementing the digital transformation in its portfolio

- > Energy and Efficiency improvement of building areas
- > New uses and products to be created through sensorization of the whole portfolio

### PROPNET: Creation of new uses and products

1. Action Plan: PropNet implementation in the whole portfolio
2. Create competitive advantage:
  - 2.1 Customers satisfaction



- 2.2 Cost advantage
  - ✓ Design / lay-out efficiency
  - ✓ Preventive maintenance
  - ✓ Reduction of overheads



Colonial



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