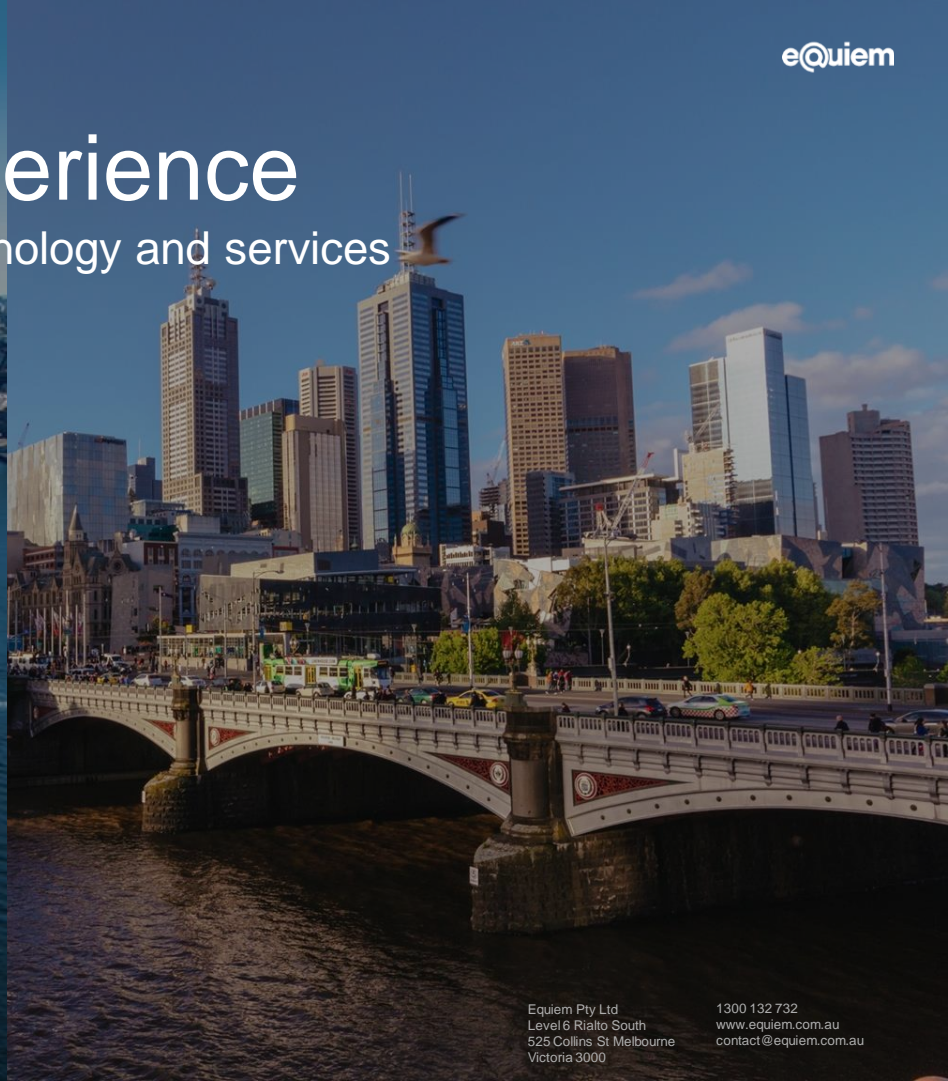


Priority: Customer Experience

Attracting and retaining tenants through technology and services





Acceleration of change
is getting faster and
faster

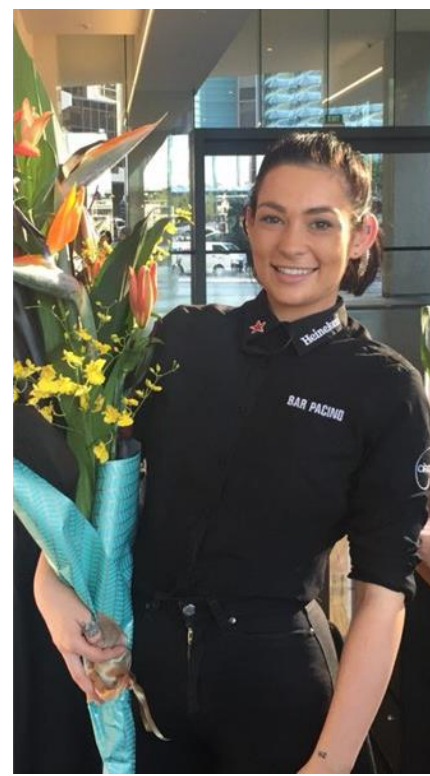
1.0

The world we live in

The changing customer...



The changing customer...



New, smart technologies...



...resulting in confusion





Flexible ways of working



“Is WeWork a real estate company, or a services company?” The answer is “none of the above.”

“WeWork is a community company”

The workplace of today

18%

Australians love their
work

74%

people see value in
occupying a building
with a wellness
strategy

4/5

Australians own a
smartphone and we
check them on
average 30 times a
day

Business performance → Desirable tenant

Factors Most Likely to Bring Success

Which factors are most likely to bring success?

Importance top box scores (8–10) for all respondents



Unparalleled experiences



2.0

How we enhance your CX

—

“With Equiem, we can now connect directly with all of our building occupants and this allows us to tailor our offering, better service their needs and direct our resources accordingly. We believe this is the future of property management.”



JON LESQUEREUX
Head of Office - Asset Management
AMP Capital





Attract



Retain



Unlock

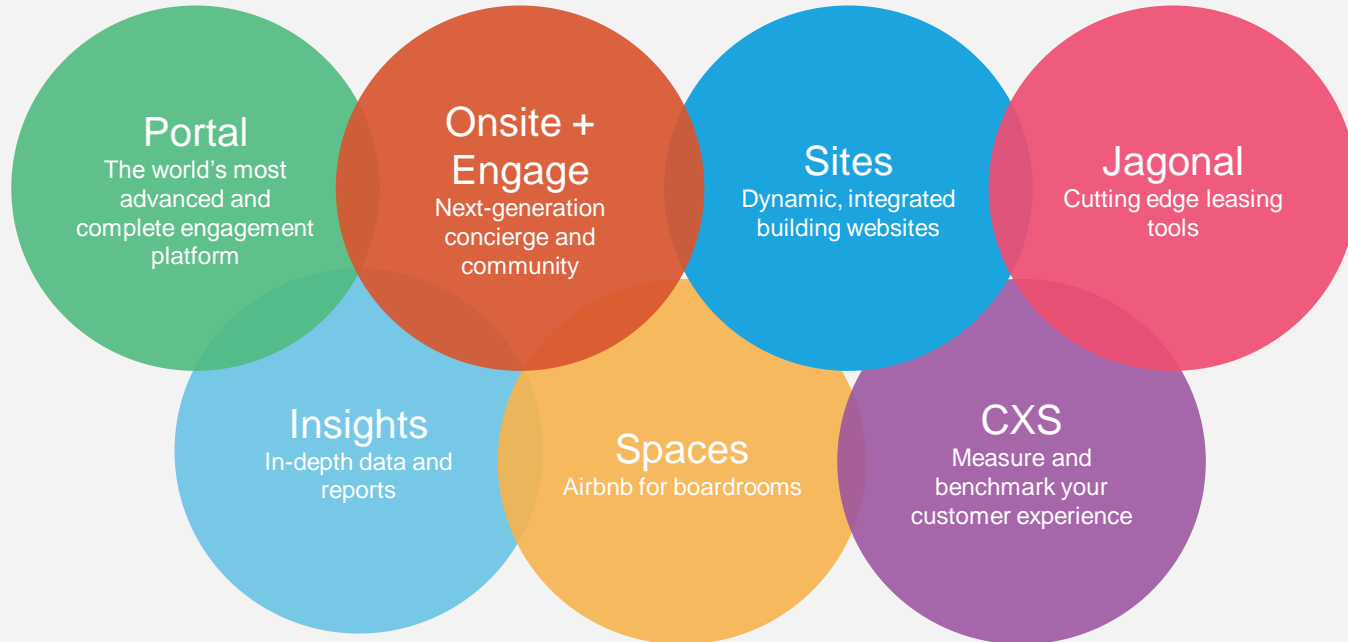
Our Product Philosophy

We design solutions for emerging trends

Focus on occupants, not just assets

Utility. Community. Convenience. Exclusivity.

Today, Equiem offers an integrated platform built to attract tenants, retain them, and unlock new value - through the delivery of new, connected experiences.



3.0

Real customer stories

‘Repositioning & differentiating an asset’



Rialto case study - the brief:

- 2011, aging 25-year old building
- Wanted to reposition Rialto as a leader again
- Going into major regeneration (2013 > 2016)
- Lacked a digital strategy
- Lacked amenities & services
- Lacked tenant data
- Wanted better communication
- Wanted a sense of community

Our strategy at Rialto



@Rialto Portal



New Customer Service
Team



Tailored Engagement
Strategy

Rialto activations



Chinese New Year



Rio Olympics



T2



Ride2Work Day

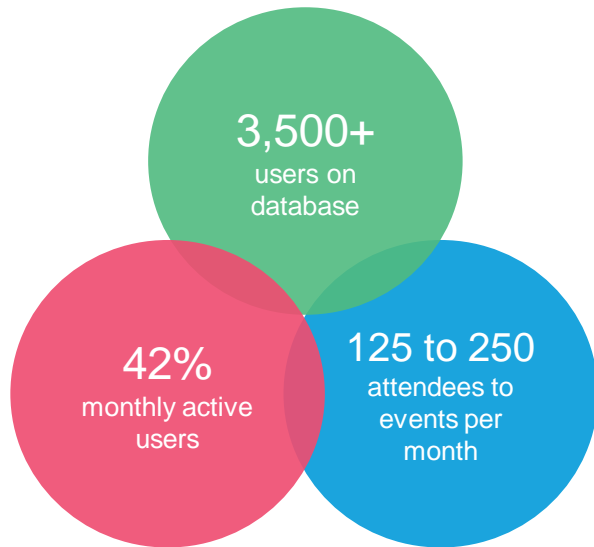


Long Table Lunch



Connoisseur

Rialto results



"We have been very impressed by the level of professionalism and service from the Concierge team and would like help in supplying our VIP clients visiting from China with local etiquette information. Can your team please help us by presenting to groups of our clients?"

- China Construction Bank.



'Streamlining comms and reaching everyone'



Eastland case study - client needs:

- Major renovation and major rebranding in 2015
- Reposition shopping centre as the new town centre
- Establish a vibrant community and sense of home
- Build connection between retailers and management
- Provide first class service to tenants
- Better understand tenants and shoppers at Eastland
- Data to better guide investment decisions

'Data & insights'

- customers enjoy tailored engagement
- landlords informed to make decisions





‘Space as a service’

- provides amenity to customers
- generates new revenue for landlords

‘Service, amenity & event uptake’

- customers aware of facilities, offers, events
- ROI and retailer revenue goes up

3.0

What's next?

Remote Work

Rent a cafe table

Minimum 1 day a week away from office

bring it to me services at home, office, third place

video conference

more gig work, less full time

find task-based spaces

mixed use precincts

Project Work

drop in amenity centres

PERSONAL live a purposeful life?
gratification generation
no more diets
compartmentalise work and life
stick to my diet easy work travel
part time work. full time life. no compromise.

cash is gone

excessive choice

targeted offers

experiments informed by real-time insights

real-time business

Big Data

**Trends
Beyond
2020**

physical security = digital security

Devices voice is the new keyboard

control location tracking

wearables

human need for connection

Food Allergies anxiety from Social Media

HEALTH digital isolation vs better human connections

health services as a employee benefit

car space instant rental market

drones "bring it to me"

AUTOMATED

AI and services intertwined

travel time personal, comfortable, and productive

ZERO
parking \$

Kickstarting your CX journey

1. Who are my customers?
2. What do I know about them?
3. How is my relationship with them?
4. Why did they choose my asset and why are they still here?
5. What ultimate experience means to them?
6. What legacy am I creating?

Thank you

Equiem Today

Key Numbers:

100+ Commercial, Retail, Resi Buildings	30% of Premium and A-grade market	5M+ Square Metres
70,000+ Active Users	40% average MAU (monthly active users*)	up to 95% of building captured
10 of 11 largest REIT's in Australia as clients	240 employees	170+ Community Managers

Our Clients:



Contact Us



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