

Wüest & Partner

Company Profile



The company

Wüest & Partner is an independent, owner-managed consulting firm, which focuses on the property and construction sectors, urban development and locational trends. Established in Zurich in 1985, the company has a track record of more than 25 years in the provision of top-class, professional services and excellent customer support.

Market leadership

Wüest & Partner deploys its wide-ranging services, innovative products and unrivalled databases in developing customised solutions. Furthermore, Wüest & Partner leads the domestic market in Switzerland in the fields of property valuation, real estate market research, valuation model development and ratings.

Its clientele includes institutional owners, banks and insurers, construction and real estate companies and other corporate customers, plus public authorities and private individuals.

Expanded market presence

Wüest & Partner has had a branch in French-speaking Switzerland (Geneva) since 2006, and has also been represented in Germany for the past four years by W&P Immobilienberatung GmbH, a wholly owned subsidiary based in Frankfurt am Main. W&P Immobilienberatung also has a branch in Berlin. Both the Geneva office and the German subsidiary offer the same services and are committed to the same fundamental values as the parent company in Zurich. With a number of commissions, Wüest & Partner also significantly expanded its market presence in Italian-speaking Switzerland in the last business year. In multinational and international projects, Wüest & Partner can also draw on the knowledge and resources of a global network of consultancy and valuation companies.

Partners' Assembly

All shares owned by 11 partners

Board of Directors

with 3 partners

Managing Partner and Managing Director

Chief Operating Officers

Wüest & Partner AG

Head Office in Zurich

W&P Immobilienberatung GmbH

Head Office in Frankfurt am Main

Wüest & Partner SA

Branch Office in Geneva

W&P Immobilienberatung GmbH

Branch Office in Berlin



The fundamental values

Independence

Wüest & Partner is, in all respects, an independent company. Apart from maintaining financial autonomy, we give top priority to upholding our freedom of judgement: while the views and feedback offered by our clients are always respected, Wüest & Partner's opinions are consistently based on its own independent analyses and estimates. Wüest & Partner does not conduct any real estate market transactions of its own, nor does it act as an agent for any particular parties. Its consultancy services are billed solely on a time-spent or fixed-fee basis.

Operational focus

Wüest & Partner's core business is counselling clients who invest in, manage, develop or finance properties, land and locations. It offers particular expertise in the systematic, data-based analysis and valuation for all aspects of such properties. The company's many years of experience, as well as its broad, in-depth technical and methodological know-how, are complemented by an intimate knowledge of the relevant markets and sectors.

Client orientation

The creation of added value for clients is Wüest & Partner's number-one priority in all its consultancy and product development activities. Apart from delivering sound, sustainable solutions, we attach great importance to providing comprehensive and fully integrated services. Where requested by clients, Wüest & Partner also helps to implement the strategies that have been developed.

Excellence

Wüest & Partner strives to deliver impeccable results across the board. This mission is underpinned by the company's accumulated project experience, broad knowledge base, a commitment to the continued professional development of its staff and the progressive refinement of its tools and processes. The clear values championed by the company's partners offer a further key source of inspiration.

Transparency

Wüest & Partner adopts a policy of transparency vis-à-vis its clients and the public, especially with regard to the data sources, methods and models it uses. We base all our activities on factual information and constantly strive to provide objectivity. Instrumental in this process are our systematically maintained databases and our unstinting efforts to provide clients with access to new data and models. Efficient processing of information and high-quality graphics are further hallmarks of Wüest & Partner.

The consultancy fields

Valuation and portfolio

As market leader in the provision of high-quality real estate valuation services, Wüest & Partner has pioneered new standards for more than a decade. The foundations for this have been laid through the company's continuous expansion of its technical, methodological and factual knowledge base. The Wüest & Partner-developed "valuation server" software forms the backbone of its valuations. These are not limited to traditional balance sheet and acquisition valuations, but cover the full complement of services in this field – from market valuations for single properties, to cross-border portfolio appraisals based on recognised international valuation and accounting standards. Our key accounts in this area include listed real estate companies and real estate funds as well as investment foundations, pension funds, holding companies, banks and insurers.

Location and development

Wüest & Partner's consultancy services address all stages of the property cycle for sites, development projects, existing facilities, older buildings and disused land. The aim is to create added value through the exploitation of the specific features and potential of the relevant property. The focus is on the preparation of property analyses, development schemes and market strategies. An important role is played by the provision of independent counselling and support for construction clients.

Strategy and management

Wüest & Partner's counselling in this area is geared to delivering solutions to strategic issues. At the same time, Wüest & Partner supports real estate managers in operational and organisational matters by taking on the planning and implementation of sub-processes, e.g. within the context of restructuring, optimisation and transaction projects.

Market and research

The systematic monitoring, analysis and interpretation of all relevant markets have always featured among Wüest & Partner's core activities. Alongside client-specific surveys, activities in this area include publication of the semi-annual Immo-Monitoring® report about the Swiss property market as well as the posting of periodic market updates on its website. Wüest & Partner also offers valuation and risk models as well as ratings for banks and insurance companies. Here, the focus is on hedonic valuation models and real estate price indices derived from arm's-length transactions.

Consultancy turnover as a percentage of total 2010



The consultancy teams

Wüest & Partner attaches high priority to an efficient, flexible organisational structure with flat hierarchies. All projects and commissions are managed, co-ordinated and supervised by partners, designated partners or senior consultants.

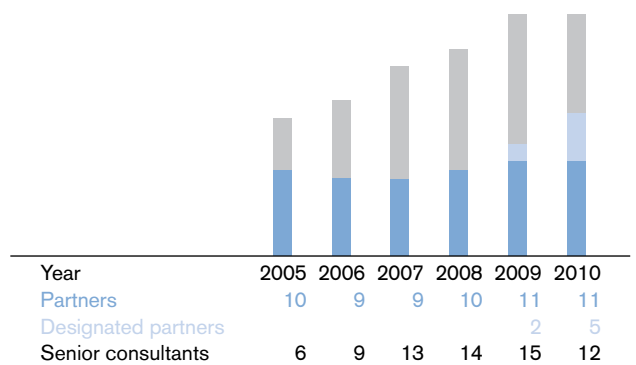
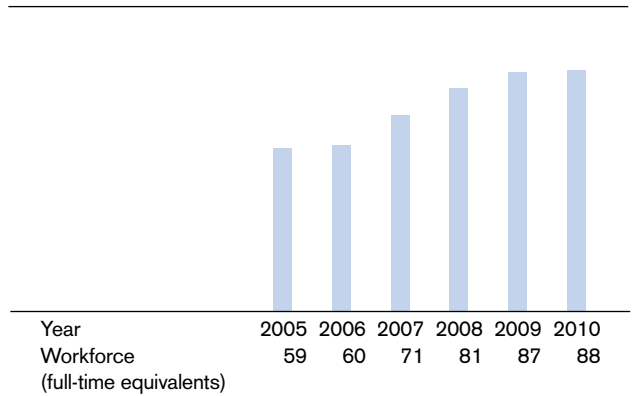
Ever more qualified consultancy teams

Wüest & Partner expanded its consultancy teams modestly in 2010 and also placed a major emphasis on improving employee's qualifications. One of the most important tools in this process is the Wüest & Partner Academy, set up in 2009. Dedicated workshops for senior managers also helped address increasing demands on a technical as well as management level.

At the end of 2010, the company had a headcount of 117 (including valuer network, branch and subsidiaries) with a total capacity of 88 full-time equivalents. 88% of staff hold a university degree and half of them have an additional second degree or a doctorate. Eleven employees are also members of the Royal Institution of Chartered Surveyors (RICS). The teams are put together on a multidisciplinary basis and feature qualified architects, engineers and economists as well as natural and social science graduates.

Good continuity

The employee turnover rate in the last business year was 12%. In total, the company made 10 new appointments. The average employee age across the company is currently 35.8 years. 29% of all current employees come from the EU, mainly Germany. In addition, we have consultants whose mother tongue is English, French and Italian. At the end of 2010, the company's senior management comprised 11 partners, 5 designated partners and 12 senior consultants.



The partners

Wüest & Partner is wholly owned by its partners, who vouch for the quality, continuity and independence of its consultancy services. To underpin our claim to be a learning organisation and to satisfy our own quality standards, even as our personnel expands, the partners have captured the core beliefs and values of the company in four documents: "Corporate Culture", "Knowledge Culture", "Corporate Social Responsibility" and "Code of Conduct". The latter is accessible on our website.

Pictured (from left to right):

Martin Hofer, Vice-Chairman of the Board of Directors

Marcel Scherrer

Marco Feusi

Urs Hausmann, Chairman of the Board of Directors

Andreas Ammann, Managing Partner

Christoph Zaborowski, Managing Director Germany

Nabil Aziz, Managing Director French-speaking Switzerland

Patrick Schnorf

Jan Bärthel, Managing Director for Germany

Matthias Arioli

Andreas Bleisch, Member of the Board of Directors



2010 financial year

Germany and Switzerland enjoyed surprisingly strong economic growth last year. This impacted positively on business in both countries. There was no notable weakness in the property markets in either country, with substantial softening of prices and turnover being the exception rather than the rule. In 2010 Wüest & Partner's performance mirrored this development. At CHF 27.4 million, consultancy revenues for the whole company lay over 4% higher than in the previous year (EUR 19.9 million).

Strategic orientation proves its worth

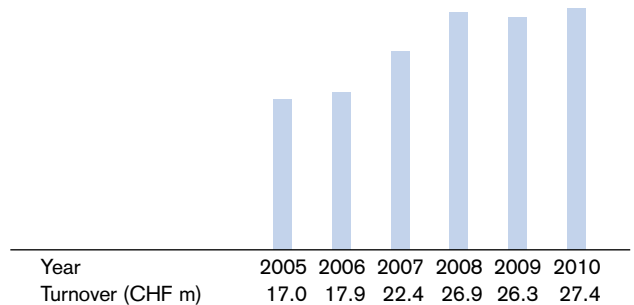
The strategy of cultivating a diversified, but nevertheless focused service and client portfolio continued to pay dividends last year. The company's good results were further bolstered by its geographical expansion, with both the branch in French-speaking Switzerland and the German subsidiary recording substantial growth in turnover.

Project work shaped by core customers

At Wüest & Partner, we have always adhered to a policy of sustainable corporate development. All customers receive the same close attention and support as we strive for excellence in everything we undertake. The strength and quality of our customer relations - which we have nurtured continuously over the years - is underlined by the ever-increasing number of regular users of our products and services. This clientele plays a pivotal role in our company's development.

25-year anniversary is historic milestone

Wüest & Partner celebrated 25 years in business at the end of May 2010. Nearly 500 invited guests attended the anniversary event, which was held at the Swiss Re Club House. This milestone makes our entire team of consultants and the company's partners very proud indeed. The occasion also provided an opportunity to introduce the CHF 15,000 Wüest & Partner Prize. This annual prize is awarded in honour of high-quality academic research relating to the Swiss property market. The award will be presented for the first time in autumn 2011.



New shareholder circle, new Managing Partner

In the 4th quarter of 2010, Patrick Schnorf was elected into the circle of Wüest & Partner's shareholders as a new partner in the company. While continuing in his existing role as co-head of Market and Research, in addition he will now oversee the data department and internal data management. Mr. Schnorf will also be responsible for the company's data-based internet strategy. Prior to this, in the 3rd quarter, longstanding partner Andreas Ammann was appointed Managing Partner. Together with the Managing Director, he is responsible for managing the internal departments.

The project highlights in 2010

Established international valuation activity

Wüest & Partner has conducted real estate valuations for institutional investors worldwide since 2004. Besides traditional valuation work, internationally active clients are increasingly expressing a wish for valuation models and data relating to markets outside Switzerland. One particular success in the last business year was in Germany, where there was a demand for hedonic rent models for the first time.

Property valuation and sustainability

For over two decades, Wüest & Partner has been committed to improving the real estate valuation process by placing it on a sound factual, technical and methodological footing. Version 2.7 of our DCF "valuation server" software was released last year, having been further adapted to reflect the specific needs of our clients. The valuation server's direct IT link with our clients' external MIS represents yet another milestone. In terms of content, issues around sustainability ratings played a particularly important role (including ESI® and GEAK energy performance certificates).

Property valuation: strengthening of market position

In the "Real estate valuation for institutional investors" business area, Wüest & Partner expanded its market leadership. In 2010, apart from the growing customer base in German and French-speaking Switzerland and in Germany, for whom we undertook balance sheet valuations, we tackled a host of other challenging valuation mandates. These included real estate company mergers, the assessment of non-financial components in asset swaps and the preparation of fairness opinions. In particular, we were able to tap into the dynamic valuation market in the field of insurance and private equity clients.

A presence in all Swiss sub-markets

Last year, we further extended the consulting services we provide to public authorities in the "Corporate Real Estate" business area, both thematically as well as geographically. Challenging projects were successfully concluded across language borders in the canton of Ticino and in two cantons in French-speaking Switzerland. Changes to the regulatory and institutional framework also brought new issues into the equation (e.g. hospital properties), to which Wüest & Partner responded by establishing itself as a competent consultant.

New horizons with WUPRIS®

For more than 10 years now, Wüest & Partner has provided valuation and rating tools for the financial sector. The

spring internet launch of WUPRIS® opened up new, unimagined possibilities in locational and market analysis on the one hand, and portfolio management on the other. Clients are attaching ever-greater importance to the ability to access current market data.

Complex development consultancy and supervision

Both prime urban sites and problematic peripheral locations call for tailored solutions. Corresponding mandates were successfully undertaken in all such areas in the last business year. From an already high level, this established line of business saw further expansion in 2010, partly thanks to a number of new clients. Most of its mandates – from analysis, concept development and strategic planning to implementation support – are set to run for several years. In doing so, Wüest & Partner offers its clients continuity and a high degree of commitment.

German WertV valuations

Last year, Wüest & Partner won a considerable number of mandates to estimate mortgage lending values – in accordance with the German WertV valuation ordinance – in all parts of Germany, from the North Sea coast to Bavaria. It also acted as a qualified valuer under German law for German mortgage-lending institutions engaged in financing transactions in Switzerland.

Immo-Monitoring® celebrates 19th birthday

The spring edition of Immo-Monitoring®, Wüest & Partner's standard reference work about the Swiss real estate market, was published in April 2010. The occasion was marked by a client event in Geneva, the fourth of its kind, to which we welcomed a record 100 or so guests from French-speaking Switzerland. The autumn edition was released at the end of October. Now into its 19th year, Immo-Monitoring® was officially presented to some 500 guests in the Kleiner Tonhalleaal at the Kongresshaus Zurich.

Teaching activities and public relations

For many years now, a majority of the company's partners, a large number of designated partners, as well as senior consultants, have been engaged in teaching at academic institutions. In 2010, the total time spent lecturing at various universities of applied sciences, at the Swiss Federal Institute of Technology in Zurich and Lausanne, and at universities in German- and French-speaking Switzerland and in Germany, exceeded 400 hours. In addition, over 150 presentations were given to corporate customers, to associations and at public events. As usual, a strong emphasis was also placed on publications in the specialist press.

The clients

The last financial year saw nearly 2,100 projects successfully completed on behalf of and in collaboration with around 925 different clients. Wüest & Partner therefore succeeded in expanding its client base further – not only in terms of turnover but also in terms of origin and profile – with first-time customers accounting for 13% of last year's turnover. The share of total turnover generated by the five largest clients ran to around 30%.

Real estate investment companies

Real estate investment companies constitute Wüest & Partner's largest client group. These mainly require valuation services in various levels of complexity as well as strategy and management consulting.

Pension funds, insurance companies and foundations

The needs of the 50 or more pension funds, insurance companies and foundations among Wüest & Partner's regular clientele closely resemble those of the real estate investment companies.

Banks

Alongside major domestic and foreign banks, over 50 smaller banks (including cantonal, regional and private banks) regularly draw on the company's consultancy services and products. While benefiting from the valuation models and services, they chiefly seek to capitalise on Wüest & Partner's focused research capability.

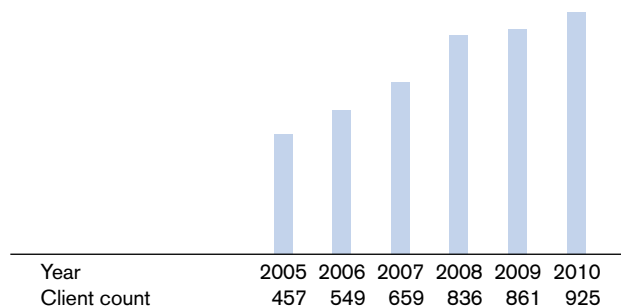
Public authorities

Public authorities account for a further significant group of customers. Apart from federal agencies and cantonal bodies, individual municipalities are increasingly in need of specialised consultancy services. The associated mandates primarily relate to public real estate issues, ranging from taxation to the complexities of urban development and regeneration.

Construction, development and property management

The interests of this client group, which ranges from general contractors to small family businesses, centre on consultancy services for site and property development as well as construction market research.

Other corporate and private clients



Client segment share of total turnover



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