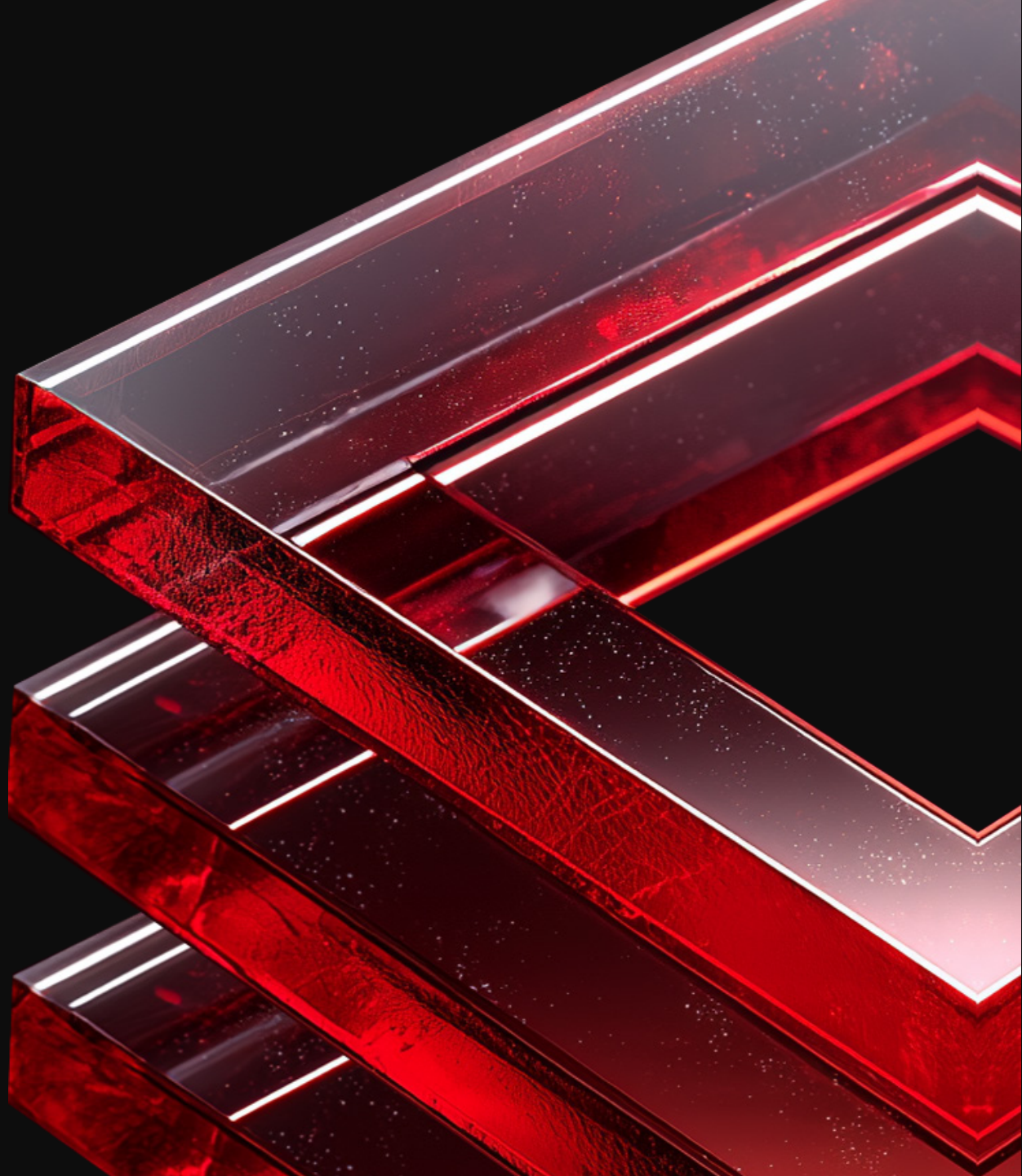


CAPABILITY STATEMENT

Russia | 2026



About us

A LEADING company in professional real estate services. Until March 2022, the team operated in Russia and the CIS under the JLL brand.

Since 1997, IBC Real Estate has been contributing to the DEVELOPMENT OF RUSSIA'S commercial real estate market. Together with our clients, we have helped deliver projects that now shape the urban environment and the commercial real estate landscape.

RECOGNISED EXPERTISE: 15-time winner in the «Consultant of the Year» category at the CRE Awards, with further 15 «Golden Bricks» awards for leasing and sale transactions. The company has been named «Best Consultant» four times by the Euromoney Real Estate Awards and recognized by Best Office Awards, RCSC Awards, Green Awards and WorkPlace Awards.



CRE Awards



Best Office Awards



WorkPlace Awards



Green Awards



Euromoney Real Estate Awards



«For us, Real Estate is more than just a professional field, but an essential part of the environment we live and work in, and in which we shape the future. We sincerely believe that **long-term success** is built on open dialogue, mutual trust and responsible partnership.

For many years, we have helped our clients and partners find **effective solutions, deliver ambitious projects and grow with confidence** in changing market conditions. Their achievements and sustainable growth are the strongest testament to the quality of our work and a constant source of inspiration as we set new goals».

Alexey Efimov
Chief Executive Officer

Company at a glance



29 years

in the Russian and CIS markets

3 offices

- Moscow
- Saint Petersburg
- Almaty

120

employees

3 brands

within the group



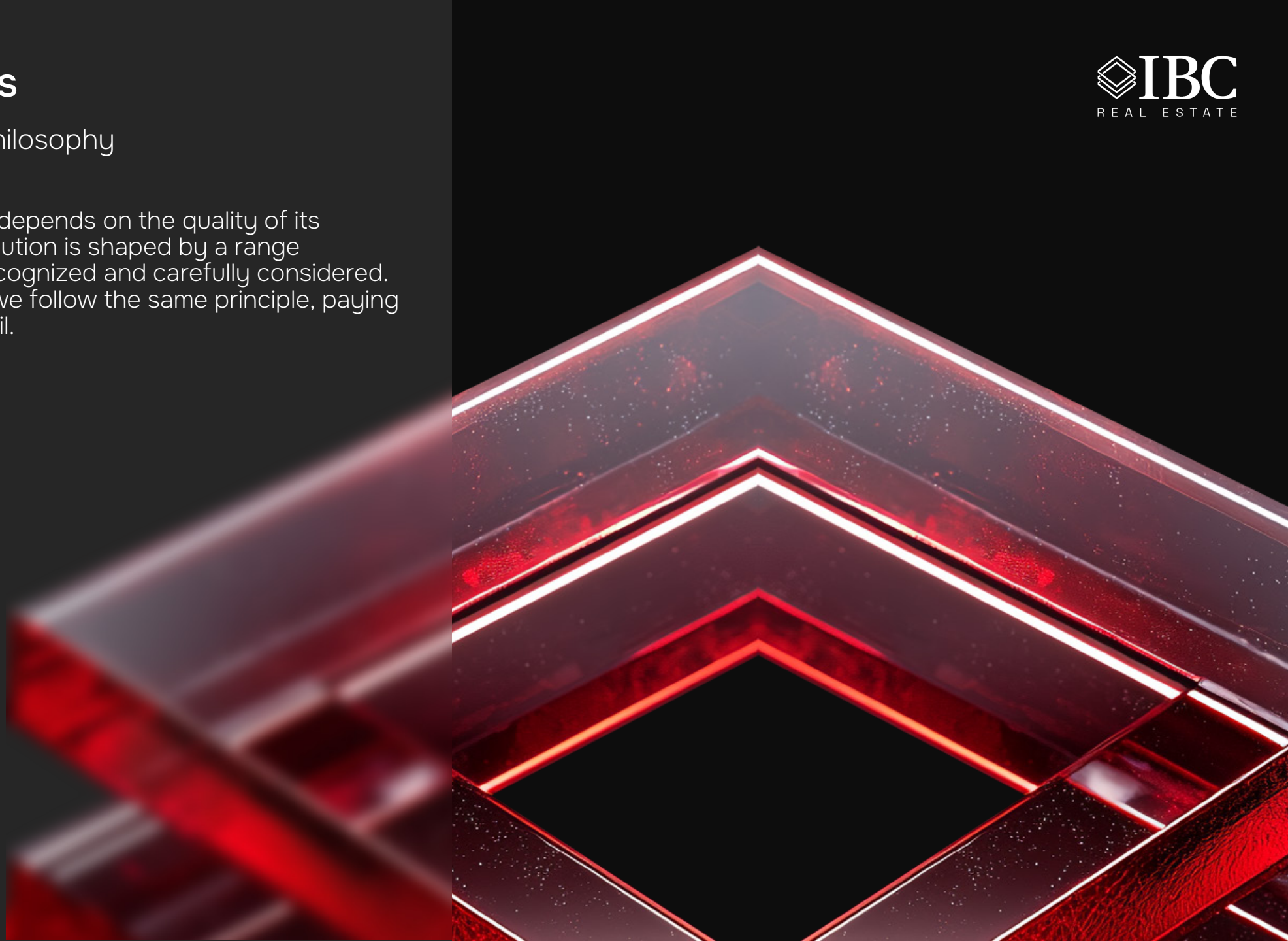
 RITMproject

ПЕРВАЯ ОЦЕНОЧНАЯ
КОМПАНИЯ

Focus on details

— this is our motto, our philosophy
and our guiding principle.

The strength of any building depends on the quality of its individual elements. Every solution is shaped by a range of factors that need to be recognized and carefully considered. In our pursuit of excellence, we follow the same principle, paying close attention to every detail.



Capital Markets and Investments

Metropolis Shopping Mall
IBC Real Estate sale transaction



Capital Markets and Investments

Since 2000, we have delivered commercial and residential real estate projects across Russia and the CIS with a total value exceeding **USD 15 billion**.



«We create value throughout the entire process, supporting clients from investment strategy development through to successful transaction closing».

Mikael Kazaryan

Member of the Board,
Head of Capital Markets and Investments Department

Segments

- ◆ Warehouses
- ◆ Offices
- ◆ Shopping centers
- ◆ Residential
- ◆ Development land
- ◆ Hotels
- ◆ Mixed-use assets

Services

Seller or buyer representation in asset sale and purchase transactions

Equity raising and joint venture structuring

Acquisition of businesses or production facilities, including real estate-adjacent assets

Debt financing and support for management buyouts (MBO) and leveraged buyouts (LBO)

Capital Markets and Investments

Services



Seller or buyer representation in sale and purchase transactions

End-to-end support at every stage of the real estate sale process for our clients:

- Preparation of marketing materials
- Development and substantiation of the asset financial model
- Access to a broad pool of potential buyers
- Coordination of all parties through to successful closing

Acquisition of real estate or production facilities, including mergers and acquisitions (M&A)

- Search for suitable assets for your business
- Analysis of asset value and future synergies with the existing business
- Coordination of due diligence and negotiations through to closing, acting in our clients' interests

Debt financing representation

Established relationships with leading Russian and international banks enable our team to structure credit transactions on terms favourable to shareholders

- Project financing for development projects
- Loans secured by real estate assets and cash flows
- Refinancing projects of varying structural complexity, including foreign-bank loans secured by assets in Russia
- Syndicated loans
- Cross-border and regional projects

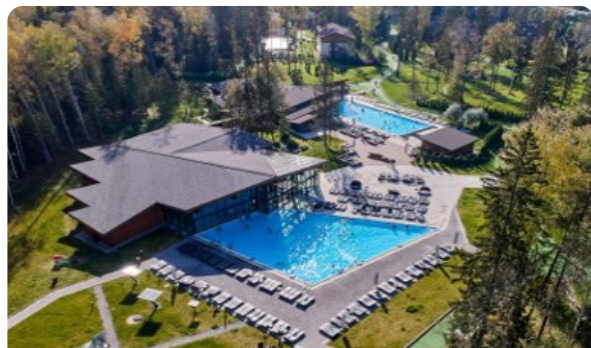
Equity raising and joint venture structuring

At different stages, businesses may require additional investment to support further growth – our team can help:

- Identify a suitable joint venture partner – both domestically and in new geographies
- Define the optimal financing structure and agree the terms of the new partnership

Capital Markets and Investment

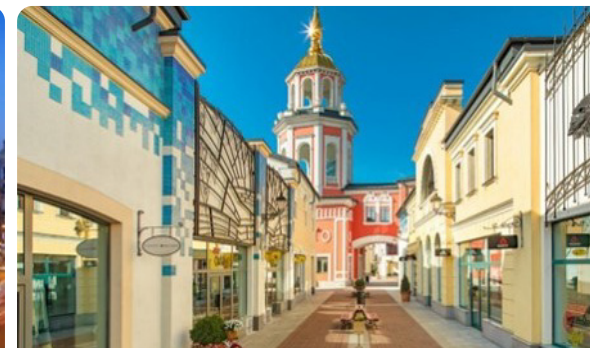
Major transactions



Les Art Resort Hotel,
Moscow Region



Hotel asset portfolio,
10 hotels in Moscow, St. Petersburg,
Murmansk and Yekaterinburg



Outlet Village Belaya Dacha
Shopping Centre,
Moscow



Outlet Village Pulkovo
Shopping Centre,
Saint Petersburg

Seller Private investor

Buyer Confidential

Area 300 rooms

Transaction value Confidential

Sale of a country hotel.

Seller Wenaas Hotel Russia AS

Buyer Sistema JSFC

Area 264,100 sqm /
4,000 rooms

Transaction value EUR 203 million

The largest transaction in the history of the hotel market involving the sale of Wenaas Hotel Russia AS assets.

Seller Hines

Buyer Kama Capital

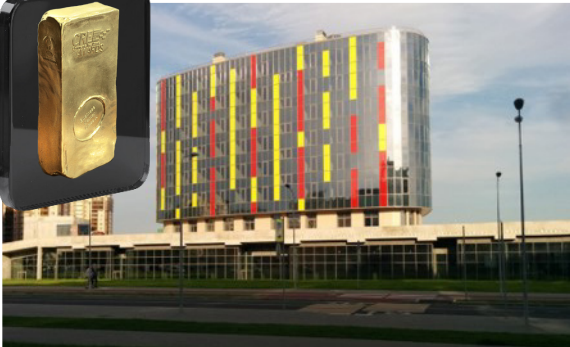
Area 41,000 sqm / 36,000 sqm

Transaction value Confidential

Sale of two premium outlet centers.

Capital Markets and Investments

Major transactions

 			 				
Portfolio of 14 MEGA shopping centres in 11 Russian cities	Metropolis Shopping Mall, Moscow	Pulkovo Sky Business Centre, Saint Petersburg	Space Business Centre, Saint Petersburg				
Seller	Ingka Centres	Seller	Hines	Seller	EKE	Seller	Jet Brains
Buyer	Gazprombank	Buyer	Balchug Capital	Buyer	Balchug Capital	Buyer	STD Petrovich
Area	2.3 million sqm 14 shopping centres	Area	205,000 sqm	Area	76,000 sqm	Area	36,000 sqm + 33,000 sqm under construction
Transaction value	Confidential	Transaction value	Confidential	Transaction value	RUB 7–8 billion	Transaction value	Confidential
The largest transaction in the history of the retail real estate market.		Sale of one of Moscow’s most visited and largest commercial real estate assets.		Sale of the headquarters of a major IT company in Saint Petersburg. The transaction perimeter included an existing Class A business center and an office building under construction.		Sale of one of the largest Class A office buildings in Saint Petersburg.	

Land Assets and Development



Land Assets and Development

Over 20 years of experience in real estate development, including pre-development planning, design, construction and commissioning of large-scale residential developments and social infrastructure facilities. Extensive **expertise in structuring and advising on transactions** involving the acquisition and disposal of real estate assets and land plots.



«If you are looking for an asset for development or redevelopment, planning a profitable sale or seeking to increase its value, we provide support at every stage, including assistance with administrative procedures».

Dmitry Shelkovsky

Head of Land Assets and Development

Asset types

- ◆ Land plots and property complexes intended for commercial development, including assets located within comprehensive territorial development (CTD) zones
- ◆ Obsolete and underutilized real estate assets and sites
- ◆ Construction, reconstruction and adaptive reuse projects for assets of various functional purposes, with or without initial permitting documentation

Services

Consulting support for investment and development projects at all stages of implementation

Brokerage of land plots and property complexes

Assistance with pre-design urban-planning preparation, including comprehensive territorial development (CTD) matters

Assessment of an asset's urban-planning potential and identification of its highest and best use

Assessment of investment attractiveness for development and redevelopment projects; development and substantiation of financial models for owners, investors and banks

Office Real Estate

White Sea Business Centre
Exclusive IBC Real Estate mandate



Office Real Estate

IBC Real Estate experts support Russian and international clients **in line with international quality standards**, representing the interests of tenants, landlords and office developers across Russia, from Kaliningrad to Vladivostok.



«Our expertise is built on deep market knowledge, regular research and genuine commitment to our work. This enables us to offer clients solutions that create long-term value».

Ekaterina Belova

Member of the Board,
Head of Office Department

Asset types

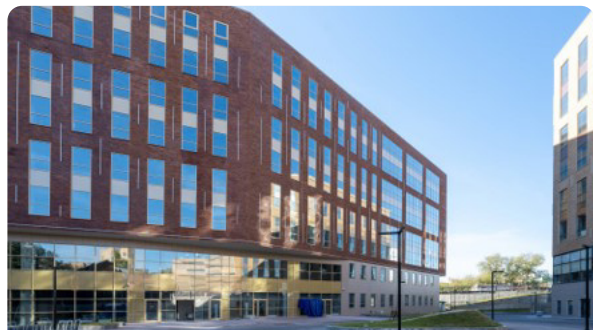
- ◆ Office buildings
- ◆ Office spaces
- ◆ Serviced offices (flex/coworking)
- ◆ Land plots
- ◆ Development and redevelopment projects

Services

Tenant search	Buyer search
New office search (lease or purchase)	Subleasing surplus space
Management decision support	Commercial negotiations support
Asset disposal strategy development	Turnkey fit-out
Reduction of rent under existing lease agreements	Workplace strategy development

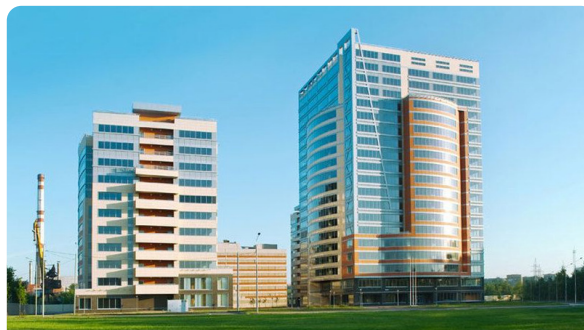
Office Real Estate

Track record in exclusive asset sales



Delovoy Duet Business Centre,
Moscow

Lease | Area: 29,500 sqm



UniCredit Bank office
at Nagatino i-Land, Moscow

Sale | Area: 11,500 sqm



White Sea Business Centre,
Moscow

Lease | Area: 6,250 sqm



Russky Island / Petrovskaya Sopka
Business Centre, Vladivostok

Lease | Area: 13,630 sqm

Major transactions



Luzhniki Collection Business Centre,
Moscow

Area: 57,300 sqm
Sale | Confidential



Peredelkino Business Park,
Moscow

Area: 12,000 sqm
Sale | Novatek



AFI Gallery serviced office,
Moscow

Number of workstations: 305
Lease | TEVA



Stone Savelovsky Business Centre,
Moscow

Unit area: 1,000 sqm
Sale | Greenworks

Office Real Estate

Key clients



Industrial & Logistics

Chekhov Industrial Park
Exclusive of IBC Real Estate



Industrial & Logistics

At year-end 2025, IBC Real Estate **ranked first by closed transaction volume** in the Moscow Region warehouse market, with 605,000 sqm.

The total volume of transactions completed by the company across Russia reached 770,000 sqm.



«Our team's many years of experience cover all segments of warehouse and industrial real estate. We are recognized experts and market leaders, and we always strive to achieve more».

Evgeny Bumagin

Member of the Board,
Head of Industrial and Logistics Department

Asset types

- ◆ Warehouse complex
- ◆ Logistics complex
- ◆ Production facility
- ◆ Land plots
- ◆ Industrial parks
- ◆ Light industrial
- ◆ Data centres

Services

Lease and purchase transactions for warehouse and industrial assets

Search for land plots, developers and/or general contractors

Turnkey construction projects for lease or ownership

Exclusive client representation across all transaction types

Logistics services tender management

Optimisation of lease terms

Industrial & Logistics

Key clients



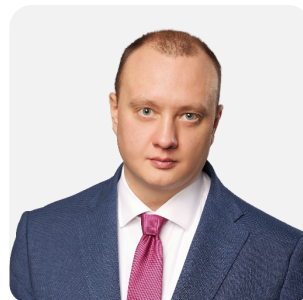
Retail Real Estate

IBC Real Estate project for the use of land plots
adjacent to MEGA shopping and entertainment centers (10 locations)



Retail Real Estate

18 years of hands-on experience supporting retail real estate projects at every stage – from concept development and pre-brokerage to asset stabilization and preparation for sale (M&A).



«If your shopping center's profitability is declining and tenants want to discuss lease terms, we are ready to support you with a win-win strategy at every stage of a retail real estate transaction».

Vladimir Chernus

Head of Retail Real Estate Department

Asset types

- ◆ Shopping and entertainment centres
- ◆ High-street retail
- ◆ Standalone retail assets
- ◆ Commercial premises
- ◆ Mixed-use projects
- ◆ Transport retail, including transit hubs

Services

Highest and best use analysis, retail concept development and design recommendations

Tenant-mix optimisation: tenant placement strategy to increase profitability

Brokerage: purchase, sale and leasing of retail premises

Concept development and reconceptualisation: updating product and planning solutions to strengthen competitiveness

Commercial audit: analysis and recommendations to improve commercial performance and asset management

Construction Project Management

Huawei office in Smolensky Business Centre
IBC Real Estate project | RITM Project



Construction Project Management



Today, our key objective is to **ensure flawless delivery of construction** projects of any scale.



«We manage construction projects, including construction supervision, and deliver turnkey construction projects».

Inna Travina

Head of Construction Project Management, IBC Real Estate;
Managing Partner, RITM Project

Capital construction

- Technical client
- Project delivery strategy development
- Budgeting
- Procurement management
- Design management; approvals and permits
- Construction supervision
- Commissioning

Interior fit-out

- Strategy and implementation schedule development
- Budgeting
- Procurement management
- Design and construction management
- Project risk management
- Construction supervision
- Handover for operation

Design

- Planning solutions
- Design concept
- Tender and working documentation
- Engineering design
- Author's supervision

Technical audit

- Building surveys
- Land plot surveys
- Permitting documentation review
- Reconstruction cost analysis
- Budgeting
- Technical assessment of buildings, structures and land plots

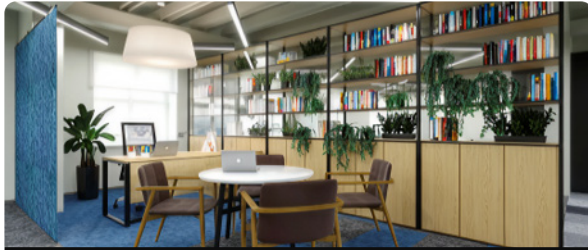
Construction Project Management



Aviapark

Europe's largest shopping centre, Moscow

- GLA: 225,000 sqm
- Coordination of tenant fit-out works: over 250 stores with a total area of 200,000 sqm, while simultaneously delivering 180 projects at the construction stage



M.Video

New office fit-out, Moscow

- GLA: 15,000 sqm
- Development of planning solutions, design concept and tender package of architectural drawings
- 3D tour production



O1 Properties

22 business centres, Moscow

- Total area: 640,000 sqm
- Preparation of comprehensive technical-condition reports for business centers for sale and purchase transactions



Huawei

Office on Smolenskaya, Moscow

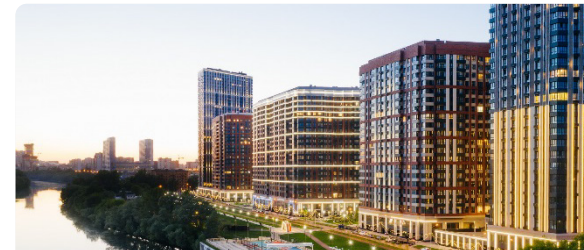
- GLA: 7,500 sqm
- Project management and construction supervision, including the owner's general contractor works



Sanofi

Office reconstruction, Moscow

- GLA: 6,630 sqm
- Class A office interior fit-out project management, construction supervision and budget management



Serditse Stolitsy

Mixed-use residential complex, Moscow

- Total area: 250,000 sqm
- Comprehensive technical and financial audit of a 50%-complete unfinished construction project, including verification of estimated construction costs

Construction Project Management

Industrial construction is one of the key drivers of the economy.
Production and warehouse complexes are a vital part of infrastructure.

Conceptual design

- Preliminary master plan scheme
- Preliminary layouts of buildings and structures
- 3D visualization of buildings and structures
- Site plan
- Technical and economic indicators
- Budget and implementation schedule
- Financial modelling
- Development of the design brief

Construction supervision

- Construction audit of budget and work volumes
- Control of compliance with design solutions and regulatory requirements
- Technical quality control of construction
- Management of defects and non-compliances
- Integrated acceptance of works and as-built documentation
- Control of engineering systems commissioning tests
- Support through commissioning and handover

Technical client

- Obtaining initial permitting documentation
- Obtaining technical specifications
- Design management
- Approvals process
- Review of estimates and construction contracts
- Optimization of design and construction solutions
- Development of the construction schedule
- Technical, economic and quality comparison of structural elements, assemblies and equipment

Fee development (turnkey project)

- Conceptual design
- Marketing support
- Development of design and working documentation stages (P and R)
- Technical client and construction supervision
- Financing attraction
- Commercial implementation of the project
- Control of project financial performance

Construction Project Management



Adidas, Moscow

Warehouse complex

- Total area: 126,600 sqm
- Technical inspection of the building
- Project management for consolidation of three distribution centers into one
- Construction supervision



Toyota Tsusho, Tolyatti

Construction of automotive component plants

- Total area: 15,000 sqm
- Integrated project management
- Construction supervision and technical oversight



Sportmaster, Moscow

Warehouse complex

- Total area: 100,000 sqm
- Design management
- Technical client functions



Teva, Yaroslavl

Construction of a pharmaceutical plant

- Total area: 12,175 sqm
- Plant capacity: 2 billion tablets, scalable to 8 billion
- Project management and construction supervision services



Warehouse complex, Ryazan

Conceptual design

- Total area: 90,000 sqm
- Development of a warehouse complex concept (master plan, technical and economic indicators, 3D)
- Feasibility study. Budget and financing schedule, financial modelling



Mixed-use warehouse complex, Kazakhstan

Conceptual design

- Total area: 345,000 sqm
- Development of a warehouse complex concept (master plan, technical and economic indicators, 3D)
- Feasibility study. Budget and financing schedule, financial modelling

Strategic Consulting

Site near Belorussky Railway Station
IBC Real Estate project



Strategic Consulting

Since 1997, we have successfully delivered **more than 700 strategic consulting projects** in Russia, the CIS and other neighboring markets.



«We help clients understand market specifics and dynamics, forecast project financial performance and identify effective strategic solutions for all asset types».

Evgeny Saurin

Head of Strategic Consulting Department

Segments

- ◆ Warehouses
- ◆ Offices
- ◆ Shopping centres
- ◆ Residential
- ◆ Development land
- ◆ Hotels
- ◆ Mixed-use assets

Services

Market feasibility analysis for development projects

Highest and Best Use analysis

Architectural brief support

Portfolio optimisation strategy development

Concept optimisation

Reconceptualisation

Strategic Consulting

Services

Highest and Best Use analysis

- Analysis of opportunities and constraints of the future development site
- Analysis of relevant real estate markets: general trends, local submarket trends, competitive environment and achievable revenue indicators
- Development of up to 2–3 concept options for consideration
- Comparative financial analysis, including calculation of applicable benefits and subsidies for the relevant region and project segments

Concept optimisation / Reconceptualisation

- Analysis of qualitative, technical and commercial characteristics
- Assessment of reconceptualisation potential based on recent and forecast market trends
- Scenario comparison in terms of achievable revenue indicators under optimisation or reconceptualisation, as well as risks related to the construction stage

Portfolio optimisation strategy development

- Analysis of opportunities and constraints of the future development site
- Analysis of relevant real estate markets: general trends, local submarket trends, competitive environment and achievable revenue indicators
- Development of up to 2–3 concept options for consideration
- Comparative financial analysis, including calculation of applicable benefits and subsidies for the relevant region and project segments

Architectural brief support

- Recommendations on technical and quality parameters for planned assets that are required and in demand by the market
- Regular meetings with the client's architects and designers to refine asset parameters
- Joint concept development for subsequent transition to design

Market feasibility analysis for development projects

- Conclusion on location and project format prospects
- Review of the market, project submarket and relevant competition
- Conclusions on revenue assumptions across all stages of project implementation; forecasts of likely scenarios
- Identification of key opportunities and risks

Strategic Consulting

Key clients

> самолет



AIRPORTS OF REGIONS



Strategic Consulting

Completed project examples: Russia



Central Telegraph Building



Samolet Group, Moscow



Site near
Belorussky Railway Station



Bely Rast Industrial Park

Asset disposal strategy

- Location and asset characteristics analysis
- Market and competition analysis across retail, office, residential and hotel segments
- Development of asset concept options
- Comparative financial analysis
- Recommendations on the asset development strategy

Development strategy recommendations

- Office, retail and warehouse real estate market review, as well as review of other non-standard functions
- High-level analysis of the client's sites and preliminary economic calculations
- Development of a potential cooperation structure with landowners

Shopping centre feasibility scenarios

- Current site condition analysis
- Brief review of the retail market and competition
- Development of a preliminary concept
- Project implementation schedule
- Key risk analysis
- Financial analysis

Business plan and financial model development

- Location and project concept analysis
- Substantiation of project parameters
- Market and competition analysis for production and warehouse projects
- Project marketing strategy
- Financial analysis and investment appraisal

Strategic Consulting

Completed project examples: Kazakhstan



Retail and office complex concept development

- Comparison of alternative concepts
- Comparative financial analysis
- Recommendations on the optimal location

Development projects
in Almaty and Astana



Project concept and financial model audit

- Location analysis
- Market and competition analysis in the residential and hotel real estate markets
- Analysis of the client's concept and planning solutions, with optimisation recommendations
- Financial analysis

St. Regis, Astana

Completed project examples: Uzbekistan



Concept development for a mixed-use complex in Tashkent City

- Macroeconomic review
- Market and competition analysis across retail, office, residential and hotel real estate segments
- Development and provision of recommendations for the optimal project concept
- Financial analysis

Nest One mixed-use complex,
Tashkent



Project feasibility analysis

- Market and competition analysis across retail, office, residential and hotel real estate, logistics, medical and education segments
- Investment strategy development
- Financial analysis
- Recommendations development

Piravit Tower, Tashkent

Valuation & Advisory

Baltschug Kempinski Hotel
Project in the IBC Real Estate valuation portfolio | FVC



Valuation & Advisory

ПЕРВАЯ ОЦЕНОЧНАЯ
КОМПАНИЯ



First Valuation Company has operated in the market since 2005. We help clients make well-grounded management and investment **decisions based on independent and objective valuation.**



«Many years of experience and deep sector expertise enable us to identify the most effective solutions for our clients' business objectives».

Kirill Sokolov

Head of Valuation and Advisory Department, IBC Real Estate;
Managing Partner, FIRST VALUATION COMPANY LLC

Our strengths:

- ◆ 20 years of experience and leadership among Russia's largest valuation companies
- ◆ 18th place in the RAEX Analytics ranking of valuation groups (2024)
- ◆ Deep expertise in working with corporate clients, developers, funds and insurance companies
- ◆ Strict legal accuracy and transparency

Services:

Valuation under Federal Law No. 135-FZ and International Valuation Standards

Property tax benefit application

Forensic financial and economic expert analysis

Cadastral value reduction (Moscow, Moscow Region, Saint Petersburg)

Forensic construction and technical expert analysis / pre-trial review and audit of relations among investment and construction project participants

Support for transactions involving foreign capital through the Government Commission process

Valuation & Advisory

Services in detail

Types of valuation

- Business valuation
- Intangible asset valuation
- Investment project valuation
- Financial instrument valuation
- Debt securities valuation
- Claims valuation
- Commercial real estate valuation
- Land plot valuation
- Property complex valuation
- Movable property valuation

Valuation purposes

- Lending / financing attraction
- Corporate procedures
- Management decisions
- IFRS and RAS (FSBU) reporting
- Litigation
- Transactions
- Share buybacks by companies
- Additional share issues
- Contribution to charter capital
- Insurance purposes
- Expropriation

Independent expert review for dispute resolution

Selected types of forensic financial and economic expert analysis used to identify misrepresentation of economic information:

- Determination of market value of property (as of the current date or a retrospective date)
- Determination of the actual value of a shareholding
- Determination of market rent (as of the current date or a retrospective date)
- Determination of the intended use of funds received under contracts, grants or earmarked financing

Our experts have completed more than 400 court-appointed **expert analyses to determine the market value** of real estate assets in civil disputes challenging cadastral value.

Our experts also conduct court-appointed expert analyses in **criminal cases** involving economic offences, as well as in commercial disputes.

Expert analysis purposes

- Pre-trial expert analysis
- Court-appointed expert analysis
- Review of court expert reports

Valuation & Advisory

Completed project examples

Asset valuation: real estate and movable property

- Valuation of property as part of bankruptcy proceedings for a major infrastructure and construction company during insolvency administration
- Replacement cost valuation of offshore oil drilling platforms in Vietnam for insurance purposes
- Replacement cost valuation of the Tyumen, Mari, Antipinsky and Afipsky oil refineries for insurance purposes
- Valuation of the Plaza Spa 5-star sanatorium
- Valuation of the Rosa Khutor property complex
- Valuation of a Leroy Merlin store and warehouses with an area of 14,500 sqm
- Valuation of the Class A Park Kultury Business Centre with an area of 7,500 sqm on Zubovsky Boulevard
- Valuation of AF12B Business Centre, AFI Square Business Centre and Gallery Shopping Centre

Business valuation

- Valuation of the Ostankino Meat Processing Plant
- Valuation of the A101 development group
- Valuation of a major crop-protection company, August-Muslyum
- Valuation of Red Wings airline business

Investment project valuation

- Valuation of an investment project for construction of a premium apartment complex in Kabardinka, Gelendzhik
- Valuation of an investment project for construction of a residential complex in Khamovniki

Valuation & Advisory

Completed project examples

Shopping centres

25% | RUB 205.3 million

Rumyantsevo mixed-use centre

429,700 sqm; cadastral value reduced by 25% (property tax savings of RUB 205.3 million)

33% | RUB 603.1 million

Aviapark shopping centre – cadastral value reduced by 33% (property tax savings over three years amounted to RUB 603.1 million)

14% | RUB 6.5 million

Shopping centre at Spartakovskaya Street, 12,800 sqm – cadastral value reduced by 14% (property tax savings of RUB 6.5 million)

16% | RUB 35.1 million

Novomoskovsky shopping centre, 120,000 sqm – cadastral value reduced by 16% (property tax savings of RUB 35.1 million)

Business centres

45% | RUB 87.1 million

Class A office building on Mokhovaya Street – cadastral value reduced by 45% (property tax savings over three years amounted to RUB 87.1 million)

50% | RUB 19 million

Class B office building with an area of 2,770 sqm in Arkhangelsky Lane – cadastral value reduced by 50% (property tax savings over three years amounted to RUB 19 million)

Land plots

52% | RUB 397.9 million

Land plots in Serebryany Bor – cadastral value of land plots reduced by 52% (property tax savings over three years amounted to RUB 397.9 million)

24% | RUB 24 million

Land plot on Sofiyskaya Embankment – cadastral value of the land plot reduced by 24% (property tax savings over three years amounted to RUB 24 million)

Administrative buildings

35% | RUB 9.6 million

Administrative building, 2,700 sqm – cadastral value reduced by 35% (property tax savings of RUB 9.6 million)

32% | RUB 7.9 million

Administrative building with an area of 1,900 sqm – cadastral value reduced by 32% (property tax savings of RUB 7.9 million)

Tax benefit

75% | RUB 58.0 million

Gravitatsiya shopping centre, 30,244 sqm. Tax benefit savings of 75% amounted to RUB 58.0 million.

75% | RUB 23.8 million

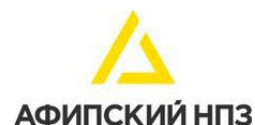
Class A logistics complex, 46,697 sqm. Tax benefit savings of 75% amounted to RUB 23.8 million.

Valuation & Advisory

Key clients

ПЕРВАЯ ОЦЕНОЧНАЯ
КОМПАНИЯ

IBC
REAL ESTATE



TYUMEN REFINERY



Research & Analytics

Research & Analytics

We regularly publish research across all commercial real estate segments, the investment market and closed-end real estate funds, as well as a dedicated analytics block on online retail in Russia. **Many IBC Real Estate products are unique for the Russian market** and have no peers in terms of data depth, detail and coverage.



«Timely and professional research is a prerequisite for making the right decision. We turn data into your competitive advantage».

Ekaterina Nogay

Head of Research and Analytics Department

Expertise

Development of tailored analytical products

From individual asset analysis to comprehensive industry and sociological research: assessment of market trends, the competitive environment and development prospects.

Unique analytical tools

Development of the most relevant research tools to answer the most complex questions.

Adjacent-sector analytics

Full-cycle qualitative and quantitative research across all industries connected with the real estate market. Methodological rigour and deep theoretical work are the foundation of our success.

All our decisions are based on verified data only

29 years of historical data and daily market monitoring form the foundation of our analytics.

Data Platform

Russia's first digital analytical platform and knowledge base for the commercial real estate market, providing instant access at any time

Time and resource efficiency

- all the information needed for your decisions is collected and verified

Visibility of all future projects

- ability to assess market potential in real time

Transparency of commercial terms

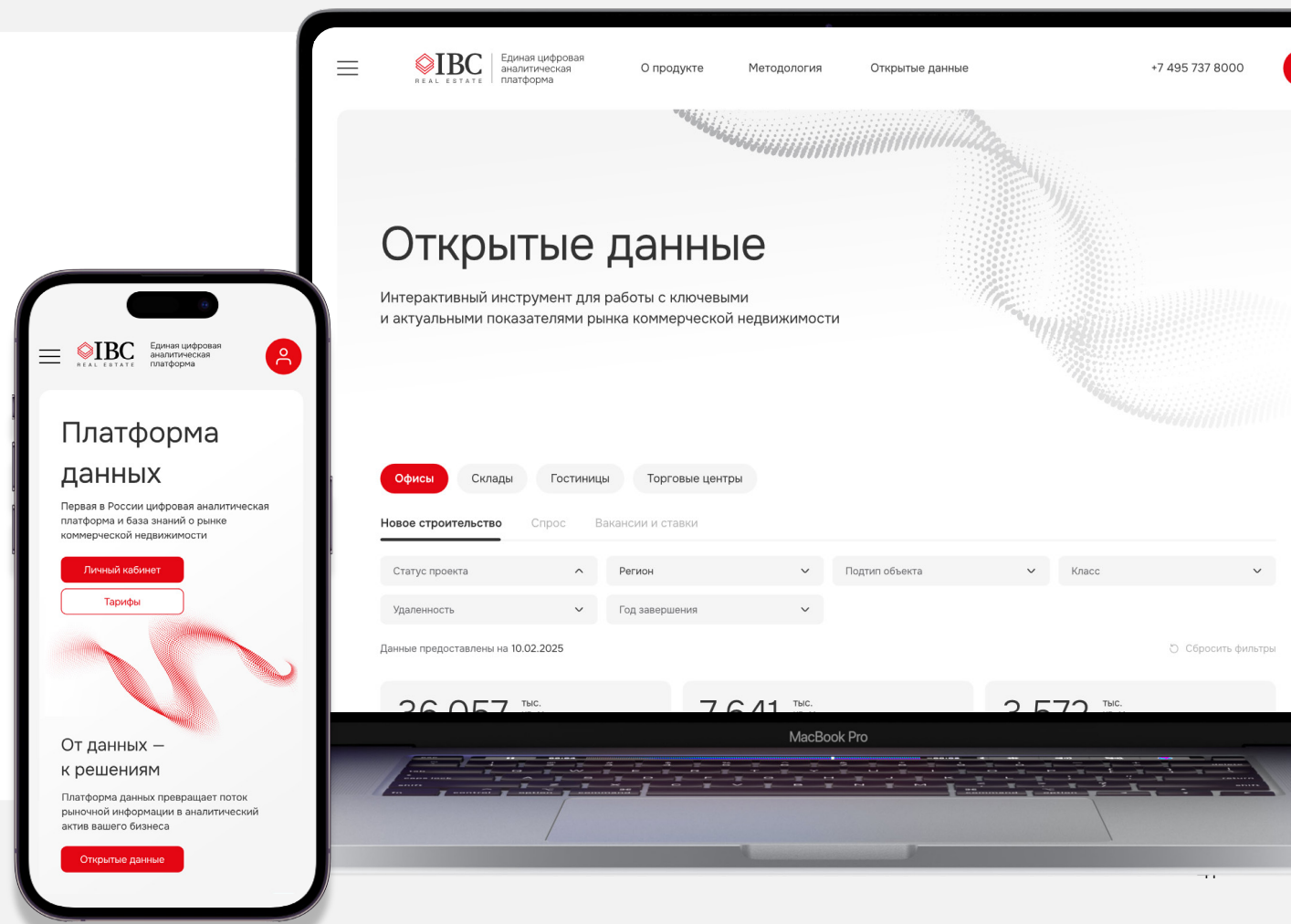
- prices and rental rates across the market
As a whole and in each specific location

Flexible and interactive analytics

- independent selection of locations, assets and vacancies for indicator calculation



Data Platform



Marketing & PR

Marketing & PR

We implement strategic partnership projects with leading market participants, ensuring the creation of expert content and effective engagement with target audiences. We also support the preparation of joint communication materials and, where required, provide **comprehensive exclusive promotion for projects**.



«A combination of deep real estate market knowledge and more than 10 years of experience in marketing, PR, digital and event management enables us to create effective marketing solutions tailored to each project's objectives».

Anna Strizhova

Head of Marketing and PR Department

Expertise

Strategic marketing and PR support

Comprehensive promotion strategies designed to achieve project business objectives. We build effective communications with the market, the media and key audiences.

Branding and corporate identity development

We create a unique visual and communication platform for the brand that reflects its advantages and helps it stand out from competitors.

Exclusive promotion of real estate assets

Full-cycle marketing support for real estate assets on an exclusive basis. We increase project awareness, attract potential clients and strengthen market positioning.

Digital marketing, events and target-audience communications

We use modern digital tools to attract and engage audiences. We organise business and client events, building long-term relationships with partners and clients.



Thank you!

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