

Real Estate Strategic Advisory

Who we are

Solving Efeso is a global management consulting firm, headquartered in Paris, operating through a network of over 20 offices spanning the globe, including countries in Europe, the United States, South America, South-East Asia and the Middle East & Africa.

One of the group's key strengths and distinctive features lies in its knowledge-based organization. Solving Efeso is structured globally around a network of knowledge groups, encompassing several industry and functional practices.

Our Real Estate community boasts vice-presidents, principals, consultants and industry experts from Europe, the Middle East and South America. They cumulate over 200 years of experience in strategic advisory for real estate companies across the value chain including: property developers and investors, private equity firms, banks and financing institutions, hotel operators, corporations, engineering and construction companies and facilities management firms.

This strategic structure, in addition to the ability to access specialized resources upon request, has allowed us to become the preferred partner and strategic advisor to some of the major real estate players in Europe and the Middle East & Africa.

Through our dedication and loyalty, we have the privilege of achieving one of the highest returning client rates in the global consultancy arena.



What we do

- Market analysis
- Development strategy
- Financial feasibility

- Commercial due-diligence
- Financial due-diligence
- Property / portfolio valuation

- Feasibility studies
- Operator selection
- Management contract negotiation

- Lease vs. own
- Site selection
- Asset investment and management strategy

- Organization and control
- Design management
- Quality management

Feasibility studies

Due-diligence

Hospitality services

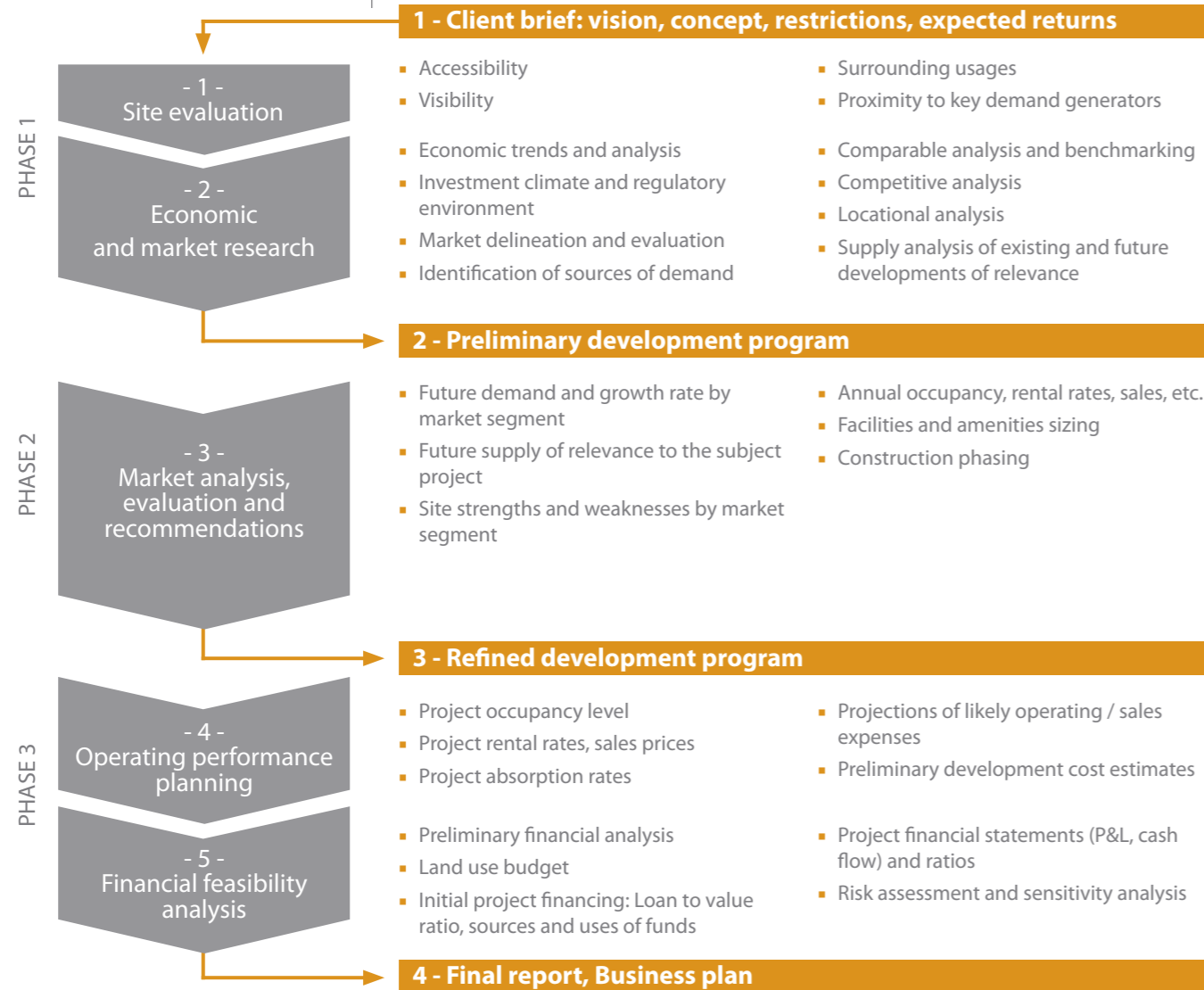
Corporate real estate

Project management



How we do it

THREE PHASES, FOUR MILESTONES AND FIVE STAGES OF WORK



Market analysis

OUR MARKET STUDIES ADDRESS THREE BASIC QUESTIONS

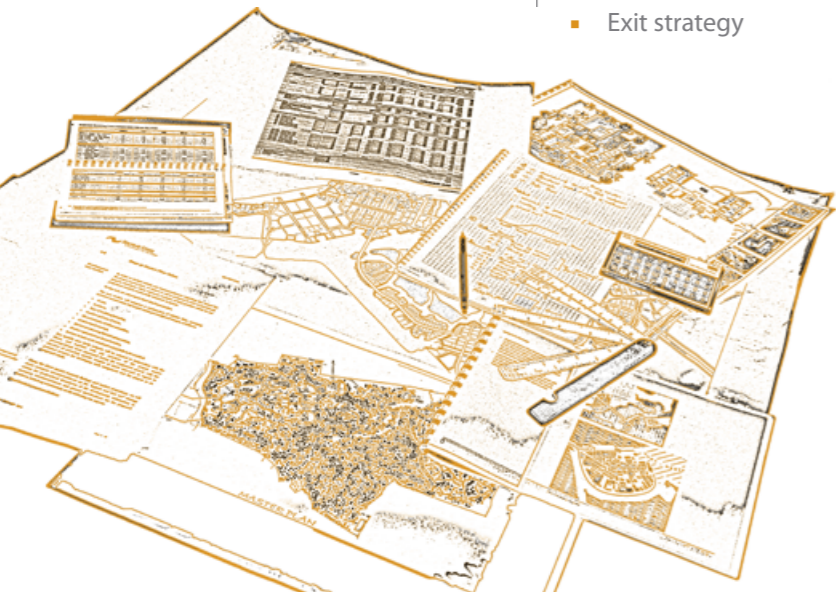
- Will there be users to rent or to buy the proposed project, and what are their specific requirements?
- How quickly, and at what rent or sales price, will the proposed project be absorbed?
- How might the project be planned or marketed to make it more competitive?



Development strategy

TRANSLATE THE VISION INTO A VIABLE BUSINESS PLAN

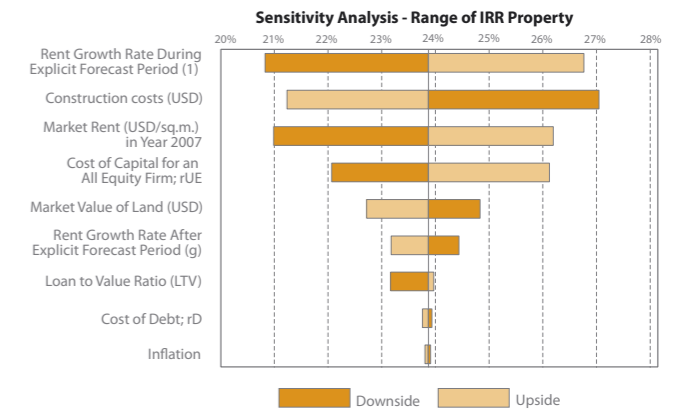
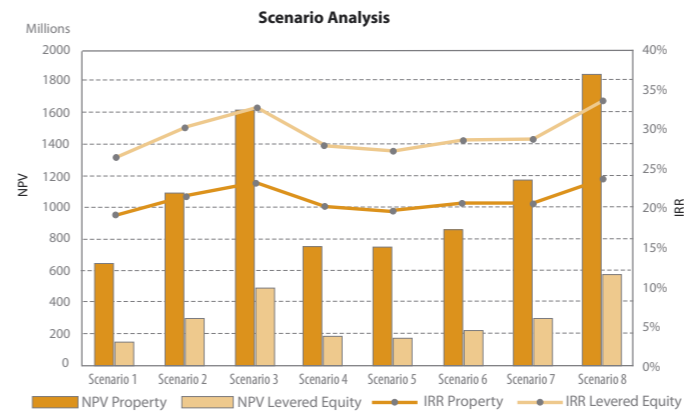
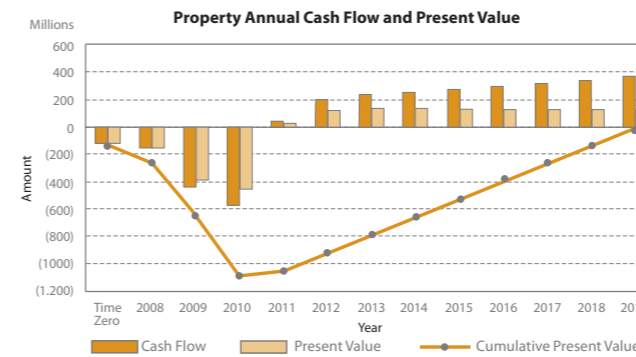
- Build to sell, build to operate
- Land development, property development
- Development program, land use budget
- Concept, positioning and branding
- Facilities and amenities sizing
- Project phasing
- Support to master planning
- Sales and marketing strategy
- Sustainable development solutions
- Corporate governance
- Risk assessment and mitigation plans
- Exit strategy



Financial feasibility

INTERNALLY DEVELOPED FINANCIAL MODELS

- Evaluate results at the component and consolidated levels
- Perform scenario analysis
- Perform sensitivity analysis
- Forecast project cash flow and income statement
- Use different methods of valuation (Cap rate, Gordon growth model)

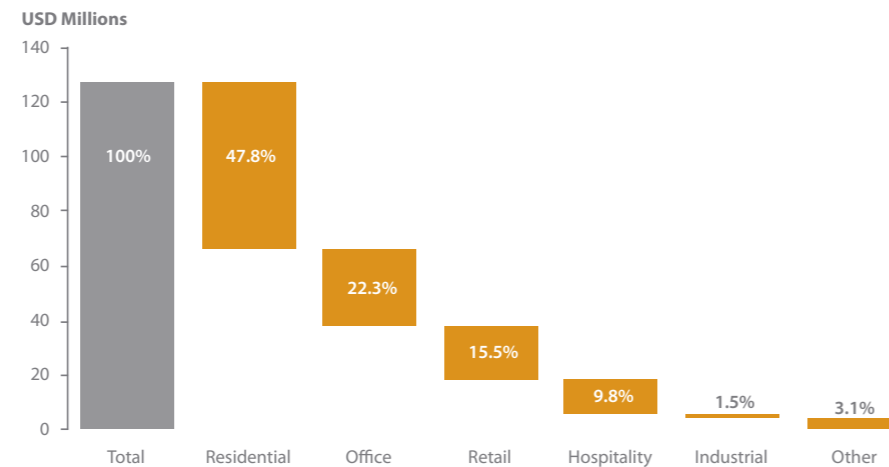


Our track record

WE HAVE ADVISED CLIENTS ON PROJECTS WORTH \$127 BILLION

- Whether it is a single component or a large scale mixed-use development, our services cover the full spectrum of real estate product types including residential, office, retail, hotels, industrial and amenities.

Total investment value of Real Estate projects: USD 127 billion*



* Note: projects as of end of January 2009. Others category includes entertainment, facilities, marinas, F&B, etc.

Our references

- Community development and regeneration project (2,000 ha), Dubai, UAE
- Industrial, office and retail real estate investment opportunities, Dubai, UAE
- Mixed-use office and hotel development, Abu Dhabi, UAE
- Mixed-use sports campus, Abu Dhabi, UAE
- Automotive trade zone development (100 ha), Sharjah, UAE
- Luxury island resort, Doha, Qatar
- Lusail Entertainment City (100 ha), Doha, Qatar
- Office and logistics park, Sohar Port Industrial Zone, Oman
- Mixed-use hotel apartments, Sohar, Oman
- Residential developments, several locations, Oman
- Mixed-use 50 storey headquarter office tower, Sharjah, UAE
- Executive staff accommodation complex, Abu Dhabi, UAE
- 5-star hotel valuation in Jumeirah Beach Residence, Dubai, UAE
- €1.7 billion real estate portfolio valuation, Netherlands
- Construction process efficiency for residential property, Sweden
- Real estate investment and finance
- Real estate economics
- Mixed-use development, Sana'a, Yemen
- Mixed-use community and diplomatic area, Sana'a, Yemen
- Resort development, Aden, Yemen
- Residential development, Aden, Yemen
- Airport, industrial zone and real estate development, several locations, Syria
- Boutique hotels, several locations, Eritrea
- 5-star resort & spa and luxury villas, Mahe, Seychelles
- Mixed-use real estate development, Dushanbe, Tajikistan
- Logistics Park, Milano, Italy
- Highest and best use studies, several locations, Montenegro
- Retail developments, several locations, Sweden
- New residential concepts, several locations, Netherlands
- Site selection and (residual) land valuation, Abu Dhabi, UAE
- Acquisition of a real estate development company, Netherlands
- Purchasing performance assignment for a leading international hotel chain, France and Brazil
- Residual value of land / highest and best use

Strategic feasibility studies

Corporate real estate

Valuation, due diligence and acquisitions

Performance projects

Training seminars

Collaboration

- **AFRICON**
Infrastructure and engineering consultants
- **CERT**
Center of Excellence for Research and Training
- **DAVIS LANGDON**
Cost consultant
- **DESIGN ENGINEERING PARTNERS**
Design and engineering consultants
- **DG JONES**
Cost consultant
- **DSA**
Architects, concept design, master planner
- **EDESSA**
Design, engineering and environmental consultants
- **EDIFICE**
Engineering consultants
- **EPS SABBAG ARCHITECTS**
Architects
- **GLEN CORPORATION**
Property management
- **FRAME & ASSOCIATES**
Value engineering
- **HILLS INTERNATIONAL**
Project management
- **KHATIB & ALAMI**
Engineering consultants
- **KPF**
Architects, concept design, master planner
- **LANDMARK PROPERTIES**
Real estate agent
- **MAG+**
Architects, concept design, master planner
- **MAVERICK TECHNOLOGIES**
Manufacturing and operations consultants
- **MLC**
Quantity surveyors
- **OGER INTERNATIONAL**
Engineering consultants
- **RETAIL INTERNATIONAL**
Retail consultants
- **SQ.FT**
Shopping center and retail solutions
- **THE NATIONAL INVESTOR**
Real estate financial structuring and advisory
- **TNS MIDDLE EAST & AFRICA**
Qualitative and quantitative market research
- **VIABILITY**
Hospitality consultants
- **ZEIDLER**
Architects, concept design, master planner

Our value proposition

- All our reports outline the technical, market and financial risks inherent to the project, recommend methods of eliminating / reducing / controlling those risks, and quantify the potential economic returns that can be obtained accordingly.
- The proximity and availability of our local and international teams enable us to conduct efficiently the feasibility study in a short period of time and to mobilize specialized resources for periods of several weeks or even months.
- Our proven experience and expertise on strategic assignments and performance improvement operations allow us to validate the client's objectives and aspirations according to its implementation capabilities, and to assess the achievable improvement margins.
- Solving Efeso dedicates its best experienced resources according to the operational requirements of the project, valuing skills and experience of involved Partners, Managers, Consultants and Associates.
- One of Solving Efeso's characteristics, other than analyzing and defining the economic and operational performance improvement targets, is to recommend actionable implementation plans and to assist the client in implementing these recommendations.
- What makes our organization unique is the diversity of our consulting teams. Unlike other consulting firms, Solving Efeso's mixed-consulting teams combine international and local resources, and build expertise on the job locally as well as on international assignments.

Bankable reports

Flexibility and responsiveness

Pragmatism

Commitment

Action oriented

Local minds and international expertise



Our Offices

- Abu Dhabi
- Atlanta
- Barcelona
- Berlin
- Budapest
- Buenos Aires
- Copenhagen
- Dakar
- Geneva
- Gothenburg
- 's-Hertogenbosch
- Istanbul
- Lisbon
- London
- Manchester
- Milan
- New York
- Paris
- Rome
- São Paulo
- Seoul
- Shanghai
- St. Petersburg
- Stockholm



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Middle East and Africa

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