

CBRE

From Maps to Information System

Harnessing the unmatched Market
knowledge of CBRE

June 26, 2016

The World of CBRE

Big and Getting Bigger

- **Today, we are the premier globally integrated commercial real estate services and investment firm.**
- **We have a presence in 68 countries and have more than 70,000 employees across more than 400 global offices.**
- **Over the last decade we have established leadership positions in practically every market and line of business in which we compete, creating distinct advantages for our clients and delivering growth for our shareholders.**

GIS at CBRE

A short history lesson

CBRE opens a centralized Mapping Center to control quality and standard of GIS products using MapInfo

1999

The Mapping Center grows to approximately **30 centralized** and **10 local market analysts** and a team of **10 developers** supporting several custom applications

2014

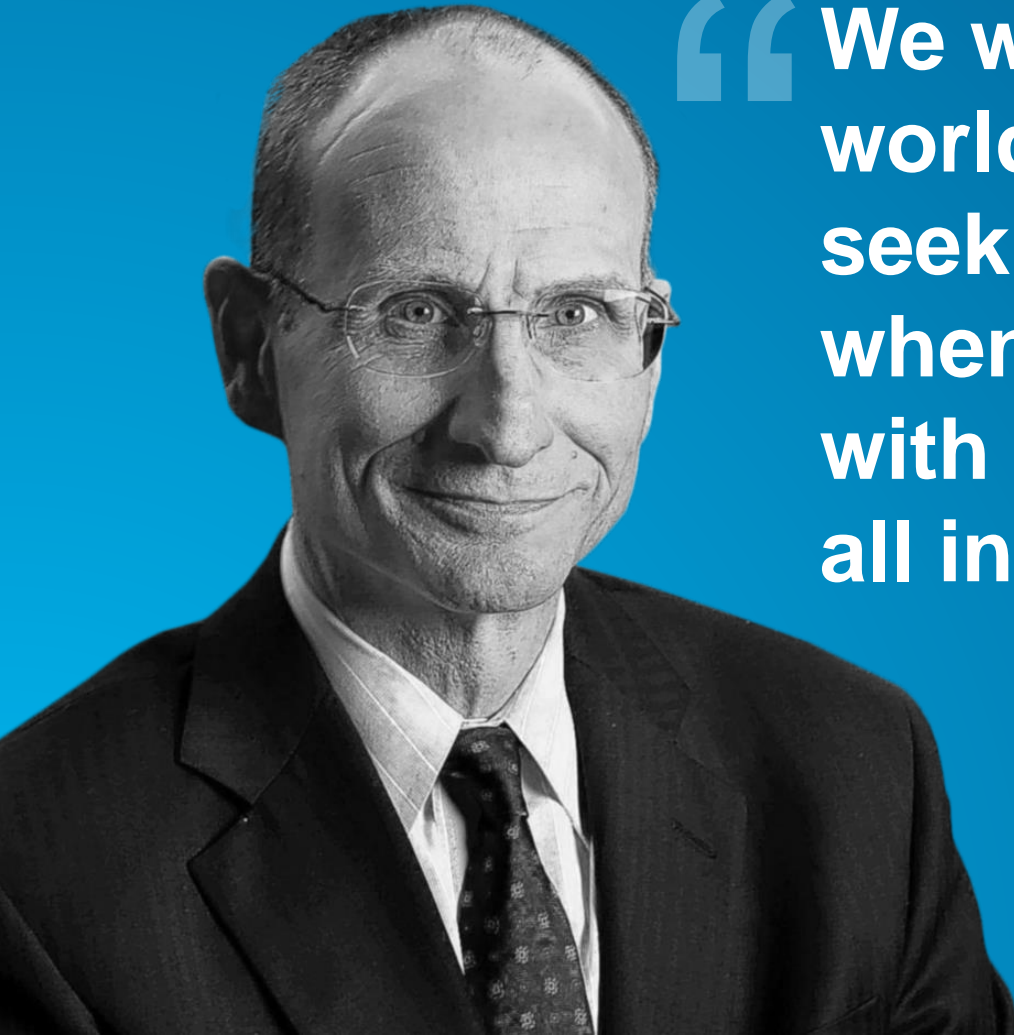
now

?
the future

Approx. **2.5K custom maps** and **25K basic maps** are produced each month via the Map Ordering System.
+1MM demographic reports are run every year.

The Statement

Strive for World Class



“ We will know we have become world class when clients consistently seek us out on a proactive basis and when CBRE is routinely compared with the best-in-class firms across all industries, not just real estate.

BOB SULENTIC

President & Chief Executive Officer of CBRE Group

The Memo

Goodbye Brokerage



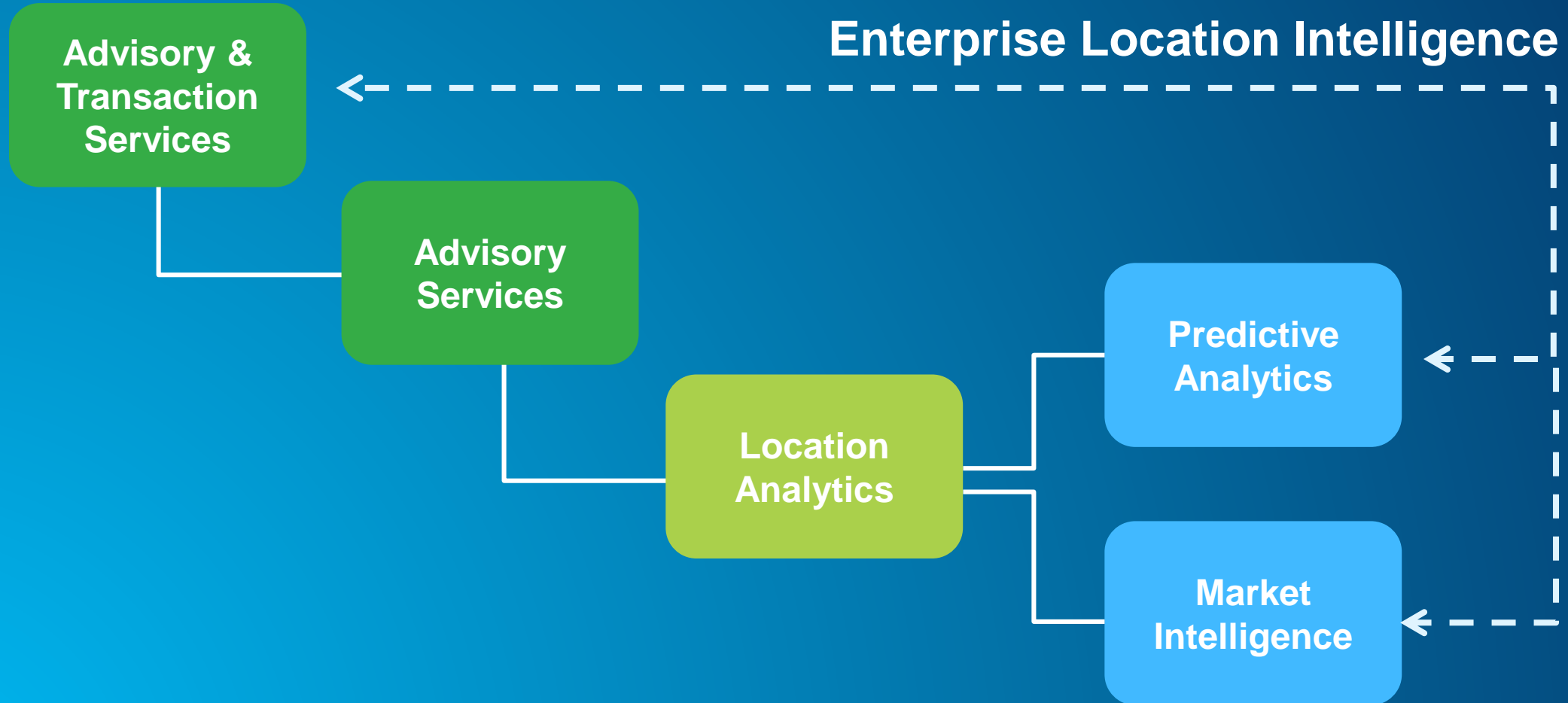
“ Brokerage has been a mainstay of CBRE’s business for more than 100 years... Beginning in late April, all CBRE occupier and landlord brokerage and most of our strategic advisory capabilities worldwide (*including Location Analytics*) will be delivered under the name **Advisory & Transaction Services.**

JACK DURBURG

Chief Executive Officer, the Americas, CBRE

More than a Name

Growing Complexity



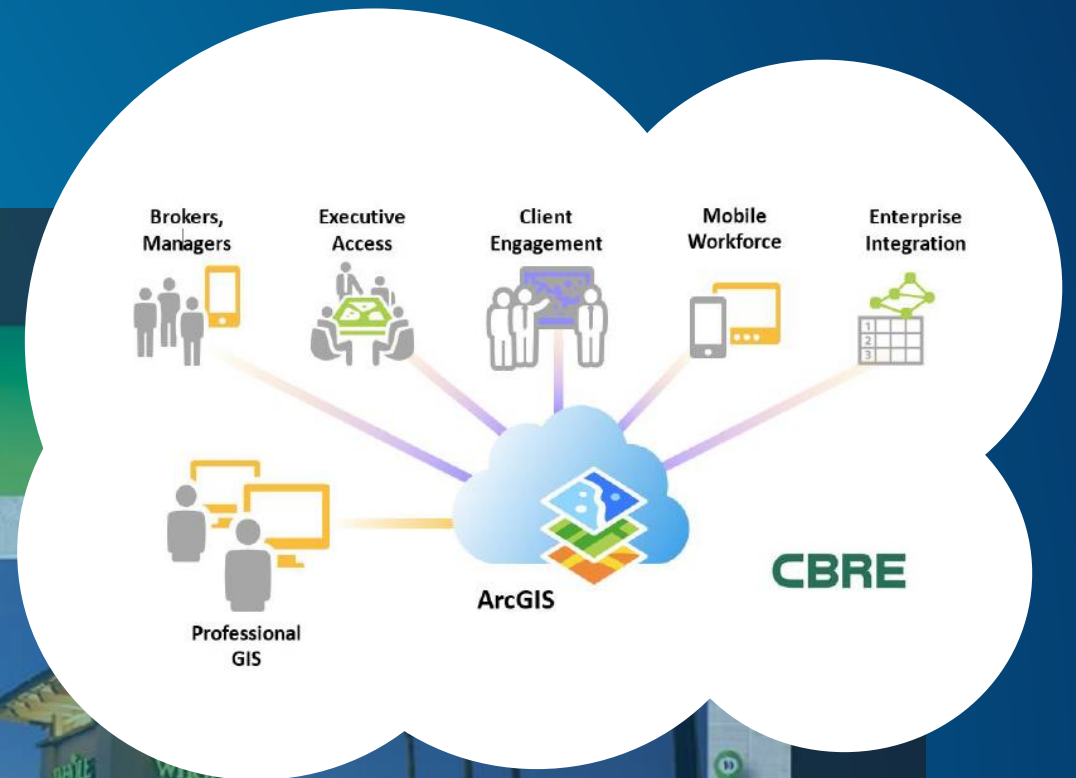
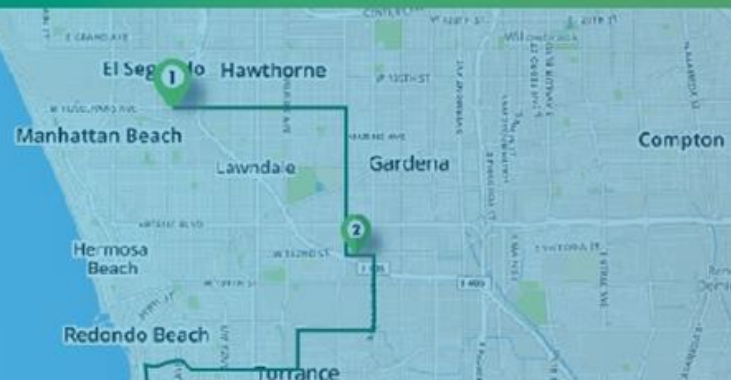
The Future: Enterprise location intelligence

A What?

- What is a Location Intelligence Platform?
- Why is having one important to CBRE?
- What new capabilities will we have?
- How can we accomplish this?
- Why partner with Esri?

LOS ANGELES PROPERTY TOUR

Southern California property tour of 14 locations which meet the minimum expansion criteria



Market Intelligence

Think Global, Act Local



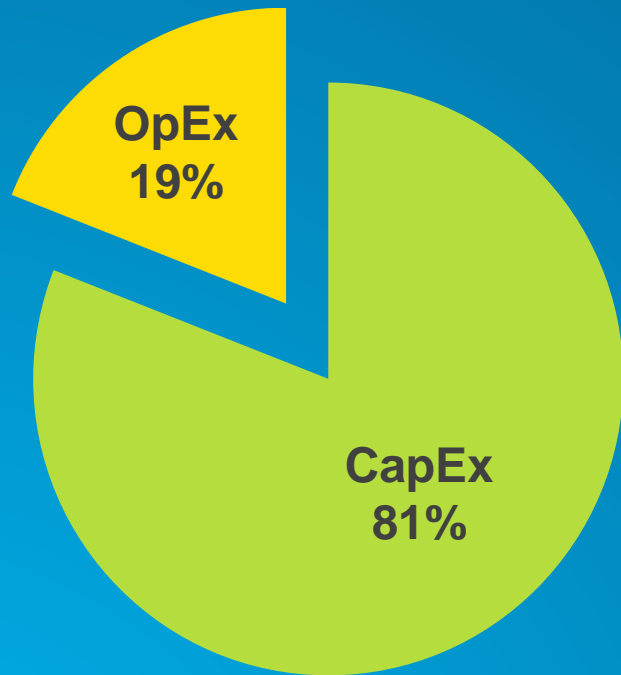
The Business Case

And 200 Revisions Later...

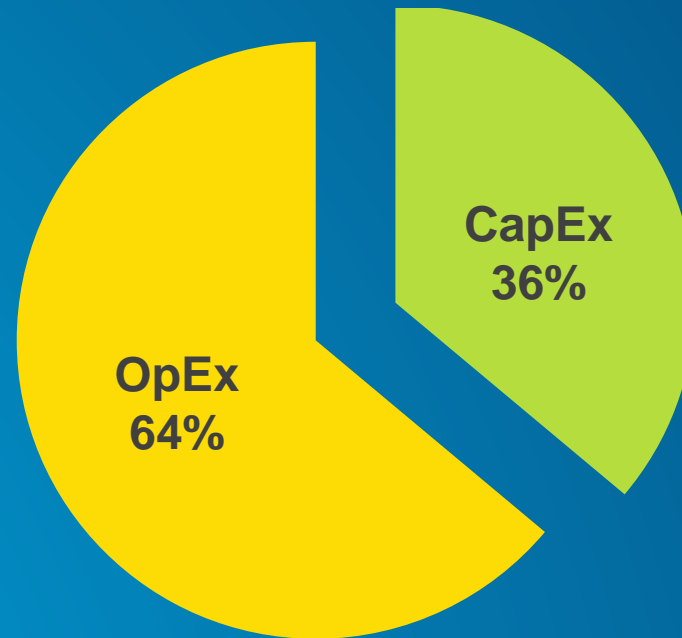


CAPEX & OPEX

Funding the Dream



Year 1



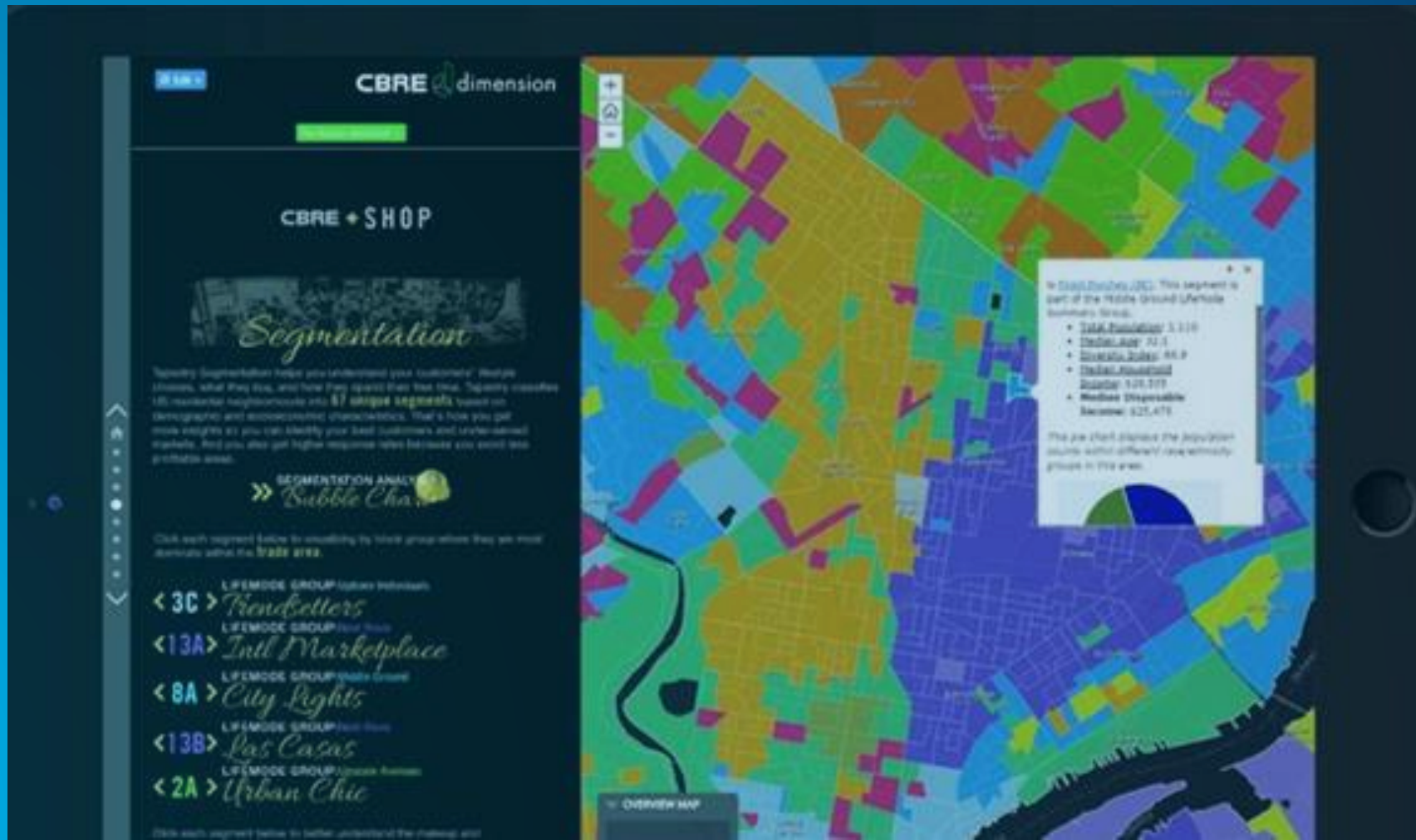
Year 2



Year 3

Story Maps

Quick Wins

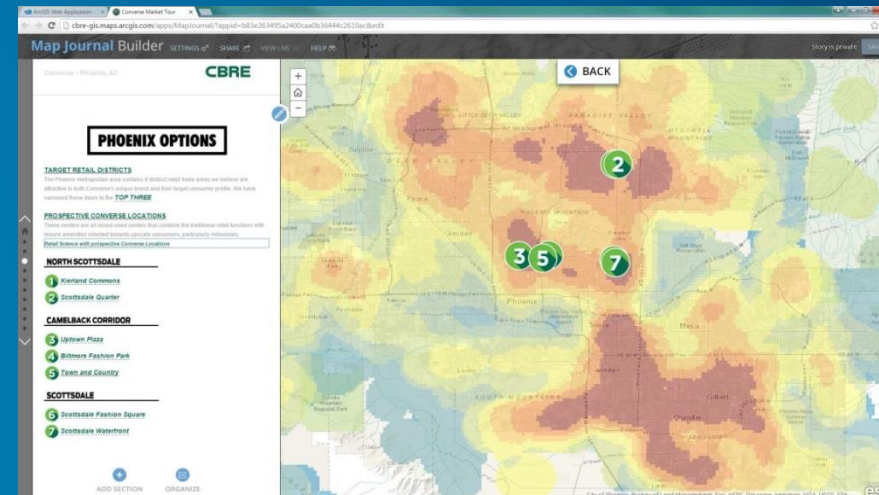
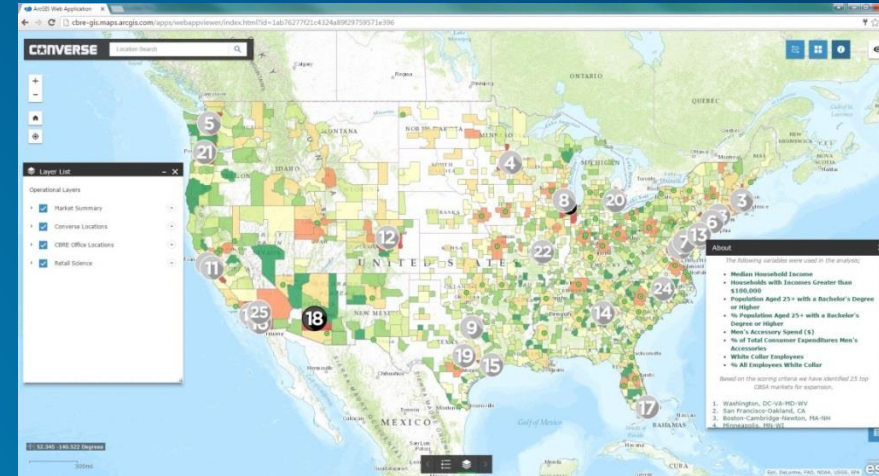


Energy

A Brand is Born



- Dimension is CBRE's ESRI-based solution to integrate demographic data and local broker knowledge, **bringing science to the art of site selection.**
- Our location analysts **visualize target markets** for retailers by overlaying a weighted formula of key site criteria including demographics, co-tenants, and competitor locations, as heat on the map and integrate broker market knowledge



Looking Forward

We are only getting started



Thank you.



Peter Pautnaude
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Advisory & Transaction Services
CBRE
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