

SAVILLS KOREA



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Going beyond
financial rewards

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PROLOGUE

SAVILLS KOREA

GOING BEYOND FINANCIAL REWARDS

Savills Korea is a branch of Savills plc, formed from a joint venture by the first foreign joint venture real estate consulting firm in Korea, BHPK, the first property management firm in Korea, KAA, and the world's leading property consulting service provider, Savills. It has provided a variety of professional real estate services, including investment advisory, office advisory & marketing, property management, project management, retail advisory & marketing, industrial service, research & consultancy and secondary asset brokerage.

Savills plc is a global real estate consulting services provider listed on the London Stock Exchange with an international network of around 600 offices and associates throughout the Americas, the UK, continental Europe, Asia Pacific, Africa and the Middle East, offering a broad range of specialist advisory, property management, consultancy for landlord and tenant representation and transactional services to clients all over the world.

Our people combine entrepreneurial spirit and a deep understanding of specialist property sectors with the highest standards of client care.



Sharing a vision with
our clients



PHILOSOPHY

SAVILLS KOREA

SHARING A VISION WITH OUR CLIENTS

Savills Korea always strives to ensure clients' success with the spirit of a pioneer. You can ride out the rough seas of the property market with Savills, which pursues customer satisfaction and stays one step ahead in search of new market opportunities.

Savills Korea strives hard to achieve property value appreciation for its clients through optimal consulting that suits their needs and circumstances. Experience prime service rendered through meticulous strategies and professionalism. Savills will deliver satisfaction and value to its clients with transparency that meets international standards for real estate asset management and unparalleled management expertise.

BHPK, established in 1994 as the first Korean-international joint real estate consulting company, provided prime solutions to meet clients' needs, and achieved unparalleled goals in Korea. KAA, formed in 1999, had established itself as the leader in the Korean market thanks to its systematic asset management system.

In 2005, the two companies built a global network by affiliating with Savills plc, a leading global real estate consulting service provider boasting 150 years of history. In December 2008, BHPK and KAA merged to become Savills Korea, pooling their extensive experience and in-depth knowledge.

The executives and employees of Savills Korea always strive to deliver services to maximize asset values and client satisfaction.

GLOBAL NETWORK **SAVILLS KOREA**

OPENING THE DOOR TO GLOBAL OPPORTUNITIES

Savills plc, a world-class service provider and a major player in the global market, and Savills Korea present a future vision for clients, expanding their horizon beyond Korea and across the globe.

Savills Korea realizes this vision through its advanced services, utilizing a prime real estate service network covering around 600 offices in the Americas, the UK, continental Europe, Asia Pacific, Africa and the Middle East.



£1.76 billion

GLOBAL TOTAL REVENUE

600+

OFFICES WORLDWIDE

39,000+

PROFESSIONAL
EXPERTS

**UK, IRELAND &
CHANNEL ISLANDS**

137 OFFICES &
ASSOCIATES

EUROPE

100 OFFICES &
ASSOCIATES

**AMERICAS &
CARIBBEAN**

65 OFFICES &
ASSOCIATES

**MIDDLE EAST &
AFRICA**

228 OFFICES &
ASSOCIATES

ASIA PACIFIC

70 OFFICES &
ASSOCIATES

HISTORY

SAVILLS KOREA

DEDICATED TO ADDING VALUE FOR OUR CLIENTS

2019

- Won “Best Commercial Real Estate Agency South Korea” and “Best Real Estate Single Office Agency South Korea” at the Asia Pacific Property Awards 2019-2020
- Started cross-border investment advisory service, which provided consulting for Le Lumiere in Paris and 4 other properties worth a total of KRW 2.07 trillion
- Established logistics database and won consultancy project for Yongin Baekam Logistics Center

2018

- Provided transaction consulting for 17 properties worth a total of KRW 4.1 trillion
- Provided property management services to 2.83 million sq. m in 56 properties
- Won office leasing consultancy project for Seosomun District 5
- Won retail remodelling consultancy project for Daegu Samsung Life Insurance Building

2017

- Provided transaction consulting for 12 properties worth a total of KRW 1.5 trillion
- Won office leasing consultancy project for Centropolis and Majestar City

2016

- Provided transaction consulting for 15 properties worth a total of KRW 1.7 trillion
- Won office leasing consultancy project for Twin City Namsan

2015

- Provided transaction consulting for 11 buildings worth a total of KRW 1.4 trillion
- Fortified logistics services (investment advisory, consultancy, leasing consultancy)
- Won office leasing consultancy project for Bundang Square

2014

- Provided transaction consulting for 11 buildings worth a total of KRW 1.3 trillion
- Won office leasing consultancy project for AIA Tower

2013

- Provided transaction consulting for 7 buildings worth a total of KRW 1.2 trillion, representing the largest transaction volume of the year
- Conducted retail leasing marketing for COEX
- Won project to attract investment in Busan Eco-Delta City from global companies
- Won office leasing consultancy project for K-Twin Tower and Center 1

2012

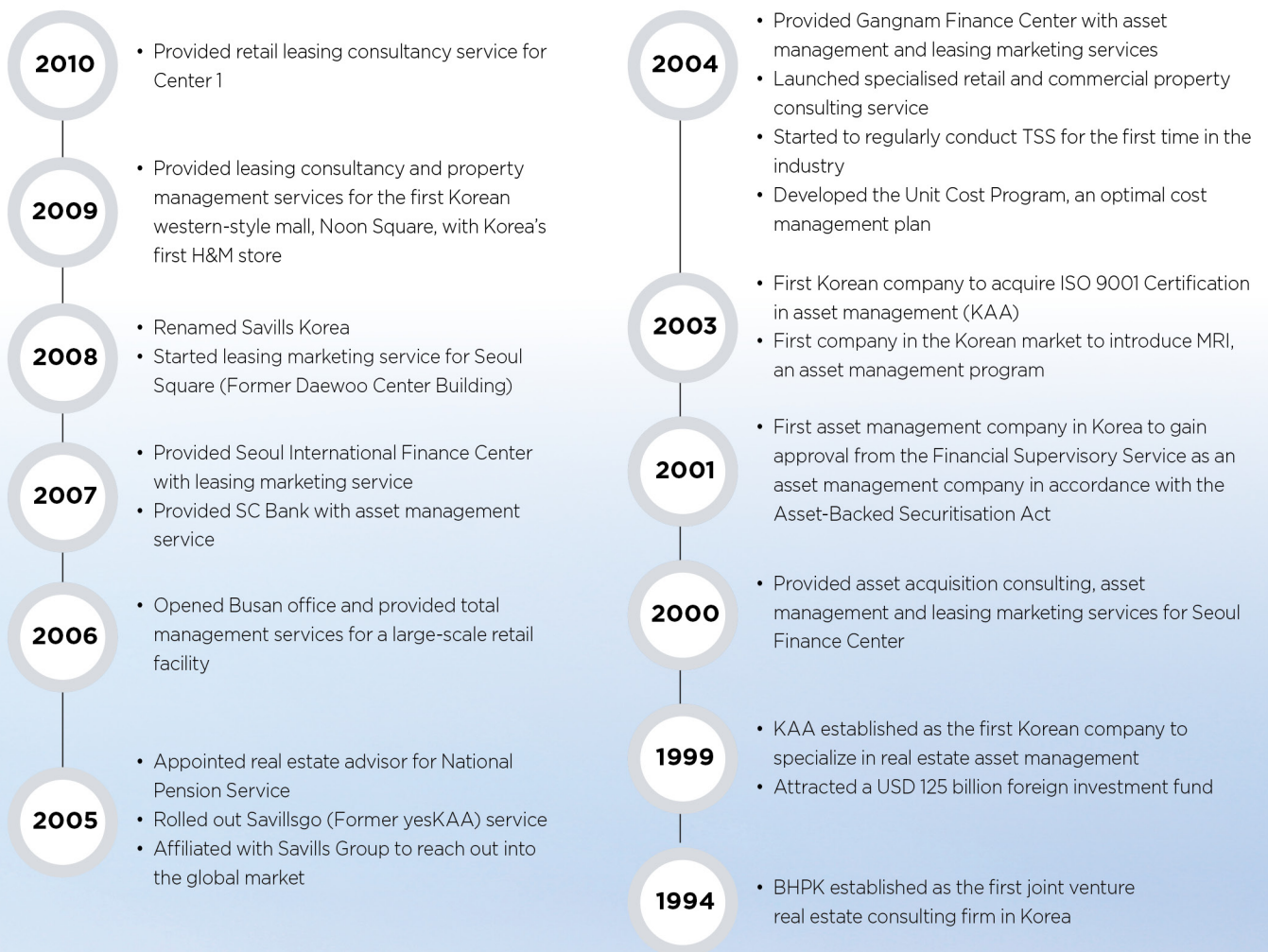
- Sales Advisory for Noon Square and 8 other properties for USD 756.6 million
- Won office leasing consultancy project for Signature Tower Seoul

2011

- Additional property management service equating to some 300,000 sq. m in 8 properties for 8 new clients
- Won office leasing consultancy project for Pacific Tower



Savills Korea always goes above and beyond what it has already achieved. BHPK, the first foreign joint venture real estate consulting firm in Korea, and KAA, the first property management firm in Korea, were acquired by Savills plc and reborn as Savills Korea. Our transparency, global asset management standards and sector knowledge have set us apart from our competitors. Savills Korea strives to be the market leader in the industry and to fully satisfy our clients' needs.



TOTAL SOLUTION SERVICE

PROVIDING TOP QUALITY SERVICES AND SOLUTIONS

KEY SERVICES



	Sectors Covered	Clients Groups	Key Services
Investment Advisory	Office, Commercial/ Industrial Property, Logistics Centre, Retail, Hotel	Investors/property owners (domestic and overseas pension funds, and companies, financial institutions, funds, REITs)	<ul style="list-style-type: none"> • Investor movement analysis • Real estate transaction strategy planning • Short and long-term property holding strategies • Advisory on acquisition and disposal • Advisory on overseas properties
Office Advisory & Marketing	Office, Commercial Property	Investors/property owners (domestic and overseas pension funds, financial institutions, funds, REITs), companies	<ul style="list-style-type: none"> • Office market analysis • Establishment of consultancy for LR/operation strategies • Blue chip tenant attraction • Corporate office relocation consultancy
Property Management	Commercial/ Industrial Property, Logistics Centre, Retail, Hotel, IDC	Investors (domestic/overseas pension funds, financial institutions, funds and REITs), commercial property owners	<ul style="list-style-type: none"> • Annual business plan development, operation and analysis • Asset-related cash flow operation and management • Overall facility management • Lease management • Remodelling and other construction project/safety management
Project Management	Office, Commercial/ Industrial Property, Logistics Centre, Retail, Hotel	Investors/property owners (domestic and overseas pension funds, financial institutions, funds, REITs), companies, retailers	<ul style="list-style-type: none"> • Best use strategy consultancy for development projects • Transaction advisory for unutilized sites • Financial advisory for development projects • Physical due diligence/ construction PM

With real estate expertise of the highest calibre and a global network, combined with years of hands-on experience and sector-specific knowledge, Savills Korea provides comprehensive services ranging from office to retail and industrial properties.



	Sectors Covered	Clients Groups	Key Services
Retail Advisory & Marketing	Retail	Investors/property owners (domestic and overseas pension funds, financial institutions, funds, REITs), retailers	<ul style="list-style-type: none"> • Consultancy • Consultancy for retail LR/TR • Retail property management • Retail investment advisory
Industrial Service	Commercial/ Industrial Property (Logistics Centre, Hyper Market, IDC, etc.)	Investors/property owners (domestic and overseas pension funds, financial institutions, funds, REITs), companies, public institutions, logistics companies, IDC operators	<ul style="list-style-type: none"> • Corporate/industrial real estate development consultancy • Business feasibility and strategy analysis for logistics and IDC projects • Asset operation and management • Annual business plan development and analysis • Development of consultancy for LR and operation strategy • Asset due diligence and analysis • Logistics centre investment and consultancy for LR • Logistics centre market research and analysis
Research & Consultancy	Office, Retail, Hotel Industrial Property	Investors/property owners (domestic and overseas pension funds, financial institutions, funds, REITs, corporations)	<ul style="list-style-type: none"> • Rent/sales price recommendation and property targeting/positioning • Development advisory services • Feasibility studies • Market research and forecasting
Secondary Asset Brokerage (Savills Korea Advisors Realty)	Office, Retail, Commercial/ Industrial Property, Hotel, Land	Investors/property owner (domestic and overseas pension funds, financial institutions, funds), private investors, small/medium-sized building owners	<ul style="list-style-type: none"> • Transaction advisory and LR/TR brokerage for commercial property

DEDICATED TEAM

FULL RANGE OF REAL ESTATE CONSULTING SERVICES

Savills Korea strives to deliver optimal consulting and differentiated services to its clients in all sectors of the real estate market.

Equipped with a flexible business model and diverse business structures, Savills Korea is expanding its business scope not only through natural growth but also via mergers and strategic affiliations.

Moreover, Savills provides its clients with market information as well as top-notch service within its global network.

Investment
Advisory



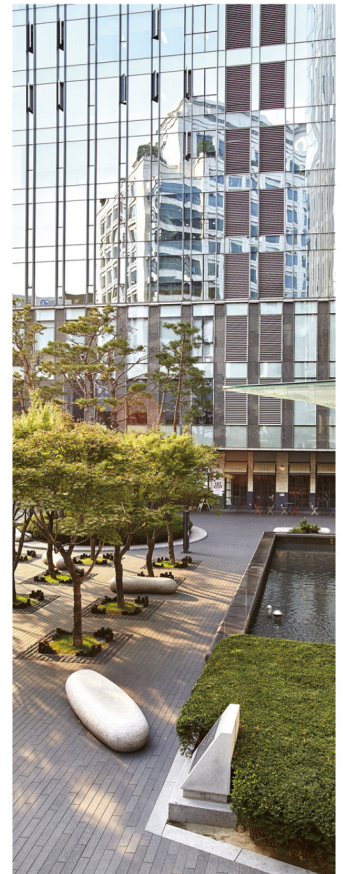
Office Advisory
& Marketing

Property
Management

Project
Management

Research &
Consultancy

Industrial
Service



Retail Advisory
& Marketing

Savills Korea
Advisors Realty

Investment Advisory

Whether considering advisory on acquisition and disposal, or funding support of commercial real estate, our consummate professionals provide clients with comprehensive bespoke services and independent investment advice.

Our in-depth expertise covers all areas of

- Acquisition and disposition
- Industrial and logistics
- Retail hypermarkets
- Development analysis
- Shopping centres
- Hotels
- Due diligence management
- Portfolios
- Offices

Our expertise

- Our Investment Advisory team is the most proficient deal maker in the Korean market, having advised on 124 transactions, totaling over KRW 19.7trn of commercial investment from 1998 to 2019. The team has advised the largest accumulated volume of transactions in the market for the same period.
- Our client roster includes many of the most active and successful real estate investors, both in Korea as well as worldwide. These include institutions, corporations, pension and life funds, AMC's, banks, developers, private equity funds, family offices and private investors.
- Our fully integrated approach with occupational, professional services, property & asset management and research & consultancy teams ensure we provide the best advice for our clients, allowing them to maximize the performance of their assets.

Office Advisory & Marketing

Savills is a leading service provider to the Korea office sector. Our teams deliver first class coverage and expertise throughout the territory and the Asia Pacific region.

Our in-depth expertise covers all areas of

- **Consultancy for office LR**
 - Strategic consultancy for LR
 - Anchor & tenant mix strategy development
- **Consultancy for Corporate TR**
 - Office space optimization
 - Office financial and specification analysis

Our expertise

- A team of dynamic agents, advisors and analysts provide strategies to both occupiers, and landlords in the local and international markets
- Our team is equipped with real-time territory-wide database, which monitors transaction activity, current availability and future supply. It delivers smart solutions for our clients and minimise challenges
- Our widely recognised market leading research provides the necessary insight into past, present and future trends, affording our clients the ability to stay ahead of market cycles
- Our aim is to deliver strategic solutions supported by in-depth local market knowledge
- Our property specialists, often with a financial or business management background, can implement specific or group-wide strategies, accompanied by benchmarking to measure the tangible value of the services delivered and the performance of clients' portfolio.
- Our approach enables you to respond to the rapidly changing nature of clients' business in the context of Asia-Pacific's dynamic real estate markets
- Our team is missioned to enhance the competitiveness of clients' business with our understanding of their occupational and management objectives, and translating them into strategies and tactical real estate solutions.
- Savills' extensive global network ensures its market-leading intelligence and service

Property Management

Offering a variety of distinguished property management services, Savills has been the top choice for clients. In the Asia Pacific region, it has managed nearly 140 million sq. m of prime commercial, luxury residential and industrial properties and shopping centres. In Korea alone, we currently manage approximately 3.34 million sq. m of prime commercial properties.

Our in-depth expertise covers all areas of

- Annual business plan development, operation and analysis
- Asset-related cash flow operation and management
- Asset value enhancement plan development and execution
- Building/facility management
- Lease management
- Remodelling and other construction project/safety management
- Environmental and energy management
- Financial management
- Pre-acquisition consultancy
- Technical services

Our expertise

- More than 20 years of the longest property management experience in Korea
- A considerable workforce with about 70 professionally qualified managerial staff in Korea
- Highly regarded technical support expertise comprising chartered engineers and experienced technicians
- Clients' financials are precisely managed through Savills' own highly specialised and fully integrated accounting system
- A one-stop-shop of asset services comprising research & consultancy and investment advisory
- Continuously measuring our quality standards and processes at all times with global-best practices
- Regional collaboration and excellent information flow through our regional network

Project Management

Our in-depth expertise covers strategy consultancy for the best use of development sites, development PM and asset enhancement services. We provide comprehensive PM services for clients' asset development projects including project planning, financing advisory, sales representation and construction management services. Our expertise also covers physical due diligence of client assets, which leads to efficiency and value enhancement.

Our in-depth expertise covers all areas of

- Best use strategy consultancy for development projects
- Acquisition/disposal advisory for unutilized sites
- Financial advisory consultancy for development projects
- Physical due diligence
- Corporate relocation and office interior fit-out PM
- Building Construction, remodelling and renovation PM

Our expertise

- Broad industry network establishment and solutions based on exceptional advisory service for development projects
- Wide-ranging track record covering new construction, interior, renovation PM, and physical due diligence
- Ability to deliver projects successfully, on time and on budget

Retail Advisory & Marketing

We provide comprehensive advisory services across all Korean retail property sectors. Retailers, landlords and investors continue to benefit from our expertise as a single source of pragmatic, market-based advice.

Our in-depth expertise covers all areas of

- Consultancy
- Retail LR/TR
- Retail property management
- Retail investment advisory

Our expertise

- Extensive dealings with both domestic and international brands and retailers across the Asia-Pacific region
- Track record of high profile retail projects including Noon Square and COEX
- Proactive recruiting of international retailers and concepts such as H&M and ZARA
- Excellent cross-border communication and information sharing with the regional team

Industrial Service

Savills is a leading service provider to the corporate/industrial real estate sector. Our teams deliver first class expertise and development consultancy, site acquisition, project management, investment/transaction consultancy and consultancy for LR for a variety of corporate and industrial real estate properties.

Our in-depth expertise covers all areas of

- Corporate/industrial real estate development consultancy
- Business feasibility and strategy analysis for logistics and IDC projects
- Asset operation and management • Annual business plan development and analysis
- Consultancy for LR and operation strategy development • Asset due diligence and analysis
- Logistics centre investment/consultancy for LR • Logistics centre market research and analysis

Our expertise

- Business plan development and execution capability that enables proactive action to be taken against fast changing domestic and global real estate market
- Strategy development and execution for industrial real estate property development, acquisition, management and leasing consultancy based on market-leading expertise
- Business feasibility and strategy analysis/development, comparative analysis-based market study, leasing consultancy, logistics centre acquisition and disposal analysis.

Research & Consultancy

Savills Research and Consultancy aims to offer objective advice to clients in order to help them make well informed real estate-related decisions and realise pre-defined goals.

Our in-depth expertise covers all areas of

- Feasibility studies • Market forecasting • Sector analysis and market due diligence
- Quarterly Seoul prime office report publication • Regular hospitality/logistics/retail industry report publication
- Korea investment guide publication and regular seminar organisation

Our expertise

- In-depth and pragmatic sector studies & presentations • Extensive market tracking
- Reputable and highly regarded benchmarking of assets to best practice standards
- Highly accurate projections of key market variables • Comprehensive market analysis
- Investment guide offering with first class research and reporting capabilities

Savills Korea Advisors Realty

Savills Korea Advisors Realty provides a full range of services for secondary assets (small and medium-sized properties), including transaction advisory, leasing marketing, retail store transaction/marketing and sales in lots project management services.

Our in-depth expertise covers all areas of:

- Transaction advisory and LR/TR brokerage for commercial property

Our expertise

- Comprehensive database for secondary assets • Strong track record on transactions of developable land
- Integrated real estate services for small and medium-sized corporate owners and private investors
- Leasing brokerage for secondary assets • Specialised in commercial property leasing service
- Strategic real estate services from professionals with abundant experience in the field

