

## CBRE GROUP IN THE CZECH REPUBLIC

CBRE entered the Czech market in 1995 when we began an association with a local property advisor, Aston, who were predominantly a valuation specialist.

In 1999 CBRE fully acquired Aston and set about developing this platform with the target of becoming a full service provider and market leading business in the Czech Republic. This was not expected to happen overnight and we recognized that many of our competitors had entered the Czech market earlier than us and that we had some catching-up to do.

By 2007 good progress had been made and CBRE were recognised as one of the three leading international consultants on the Czech market and most service lines were now offered to an array of both local and international clients in the Czech Republic.

However in 2008 the global financial crises hit our Czech business and we, like all of our competitors, began to scale back our business operations.

In 2010 we once again began to look at ways to grow our business in the Czech Republic however we realized that as the market had shrunk significantly since 2007, it would not be possible to become market leader by relying simply on organic growth. The company EMCM were identified as an acquisition target as they operated in the only two commercial markets segments in which CBRE were not already active, Property Management and Retail. Adding to the attraction was the scale of their operation (by far the largest retail property managers in the Czech Republic) and their desire to further expand their business across CEE for which CBRE provided the perfect platform. In what was a competitive process CBRE were very fortunate to have the continued support of our American parent company who continue to believe in strategic expansion in Europe and the acquisition was completed in 2011.

The opportunity to acquire IMPACT-CORTI arose during 2012. The acquisition and integration of EMCM had made CBRE clear market leaders in retail property management in the Czech Republic, however we were still only beginning to develop our office property management platform. IMPACT-CORTI offered a portfolio of over half a million square meters of predominantly office and retail properties under management as well as access into the residential market, the last remaining gap in the CBRE offering. A fantastic international and local client base including DEKA, Pramerica, Hampshire and AXA REIM, an excellent reputation on the market, and significant sales, leasing and project management teams further enhanced the attractiveness of IMPACT-CORTI. Again with backing from the US and after months of negotiation and integration planning CBRE have acquired IMPACT-CORTI.

CBRE has grown from a small handful of employees located in a one room office in Zlatnicka to being the dominant player in the Czech commercial real estate market with over 300 employees in less than 20 years. It has been a fantastic journey for all those involved and we now look forward to the next stage of the journey together with our new colleagues from IMPACT-CORTI.

**- Richard Curran –**  
*Managing Director*  
*CBRE, Prague, Czech Republic*