

insights

full development.



facts.

Positioning

#1 hotel developer
in Europe

International
Pure play developer

Asset classes
Hotel, residential, office

One-stop shop
for development

Large-scale projects over
€ 200 m

The #1 hotel developer

Over 25 years of hotel experience

53 hotel development projects

More than 11,200 rooms

Only major hotel chains as partners

Interior design expertise

Record pipeline

€ 2 bn
sales volume until 2022

16
city hotels

3,500
apartments

100,000
m² of office space

Focus on metropolitan areas



80% of the pipeline in Austria and Germany

A company with history

2019

1873

Founded in March
IPO in April

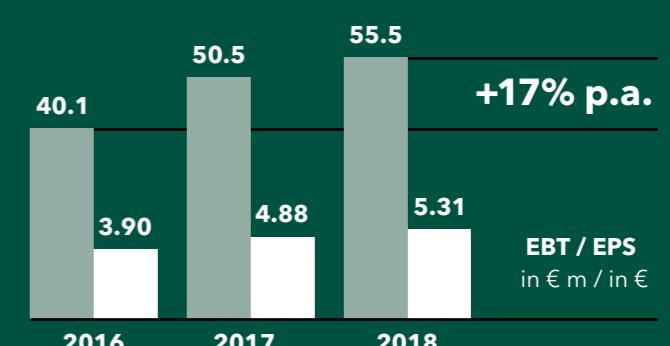
Over 145 years on the market

Stable core shareholders

Management with € 5 m invested

Top dividend stock

Performance and transparency

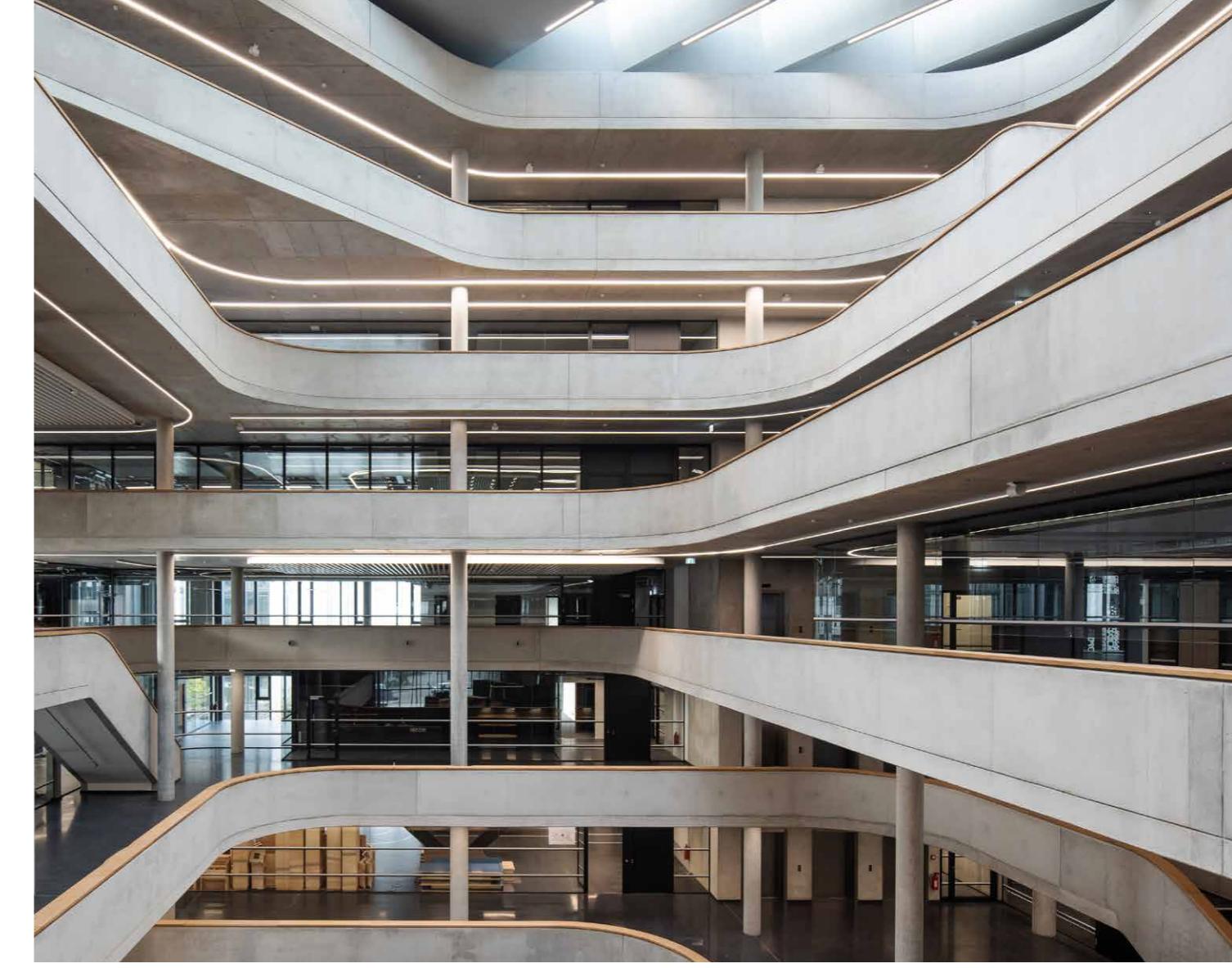


Sustainable earnings power

Strong balance sheet (35% equity ratio)

Regular bond issuer

discover ...



... the hidden champion.

UBM is the leading hotel developer in Europe. And we are also very successful in residential and office. We develop entire urban quarters and extraordinary properties at top locations in major European metropolitan areas. From planning to marketing, UBM offers a full range of services from a single hand - competent. reliable. transparent.

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INTRODUCTION



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Ladies and Gentlemen,

UBM has become almost a household name for high-quality, sophisticated services along the entire development chain. In other words: We deliver "full development" from a single hand. And with this we mean the high aspiration to offer not only optimal, but also "fully developed" solutions.

This drive has made UBM the number one hotel developer in Europe. Our position as a pure play developer is underscored by our many successes in residential and office.

We transform ideas into reality – for example, the vision of an urban quarter at Vienna's main railway station turned into the Quartier Belvedere Central. This area no longer has anything in common with a traditional train station neighbourhood and is now a trendy financial district in Austria's capital.

A glimpse at our listing shows that we have also been able to generate sustainable profitability with this approach. UBM closed 2018 with the best results in its 145-year history. And – sticking to our own logic – we are determined to top these results in 2019.

We welcome your interest in UBM and hope you enjoy and can perhaps gain the one or the other surprising new "insights"!

The signature of Thomas G. Winkler, CEO of UBM.

Thomas G. Winkler
CEO

The signature of Martin Löcker, COO of UBM.

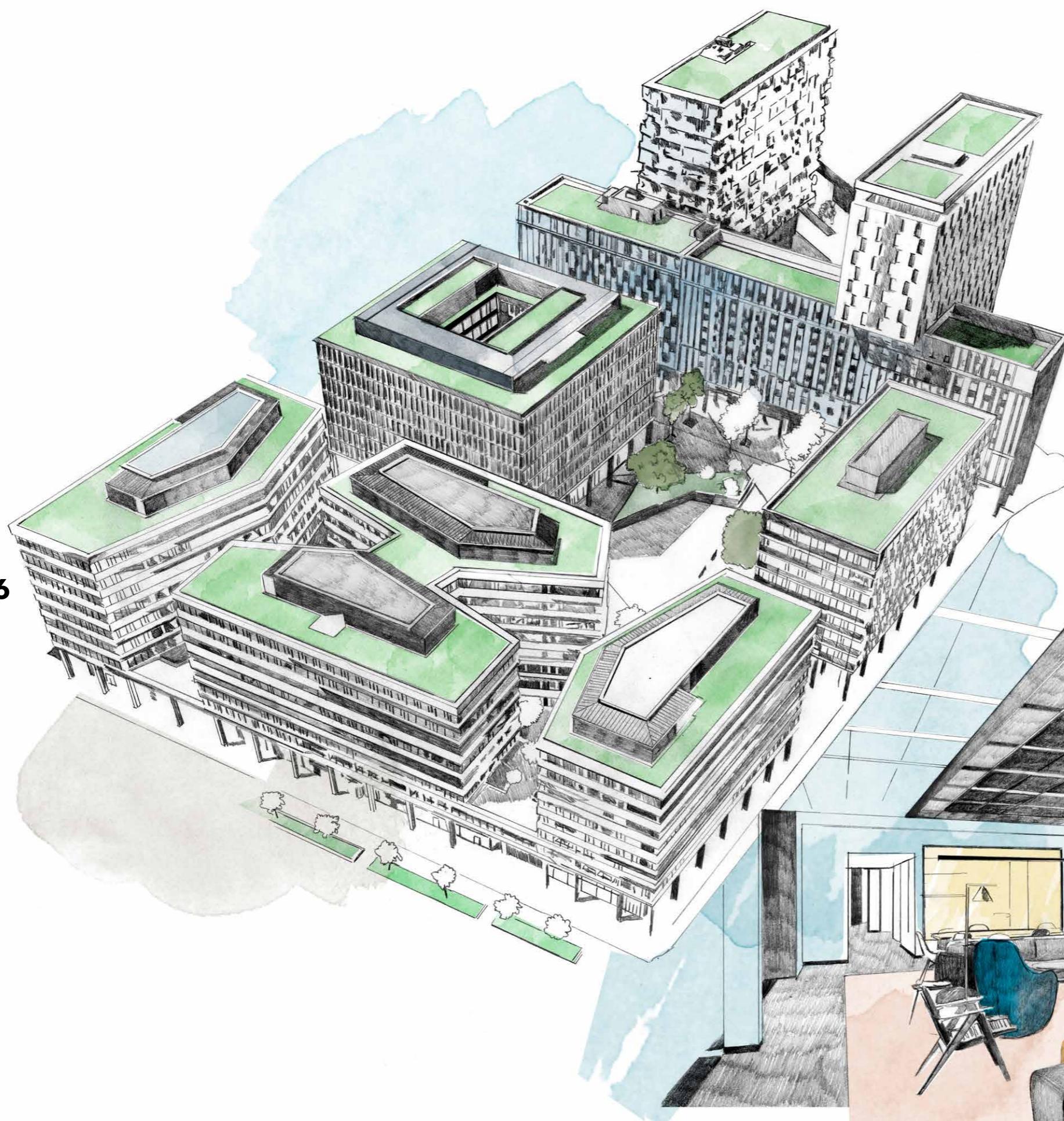
Martin Löcker
COO

The signature of Patric Thate, CFO of UBM.

Patric Thate
CFO

total quarter.

Our large-scale quarter developments in Europe's major cities create attractive perspectives for everyone involved. "We care". Because we want to meet all the requirements as well as our highest standards right down to the smallest detail.





Relaxed working: The BDO headquarters in the QBC, Vienna

Quarters that totally fascinate

Every quarter is unique. And that requires exact knowledge of the established local infrastructure as well as the ability to integrate the specific interests of all involved parties: from the public authorities and neighbouring residents to UBM shareholders. We want to include these many perspectives as best as possible and, at the same time, develop excitingly new and marketable solutions.

We develop landmarks

Properties developed by UBM are characterised by prominent locations in international metropolitan areas like Vienna, Munich or Warsaw. Thanks to our proven expertise, our standing with international investors and our strong market position, we are also able to develop spectacular landmark projects like the Hotel InterContinental in Warsaw or entire urban districts like the Quartier Belvedere Central in Vienna.

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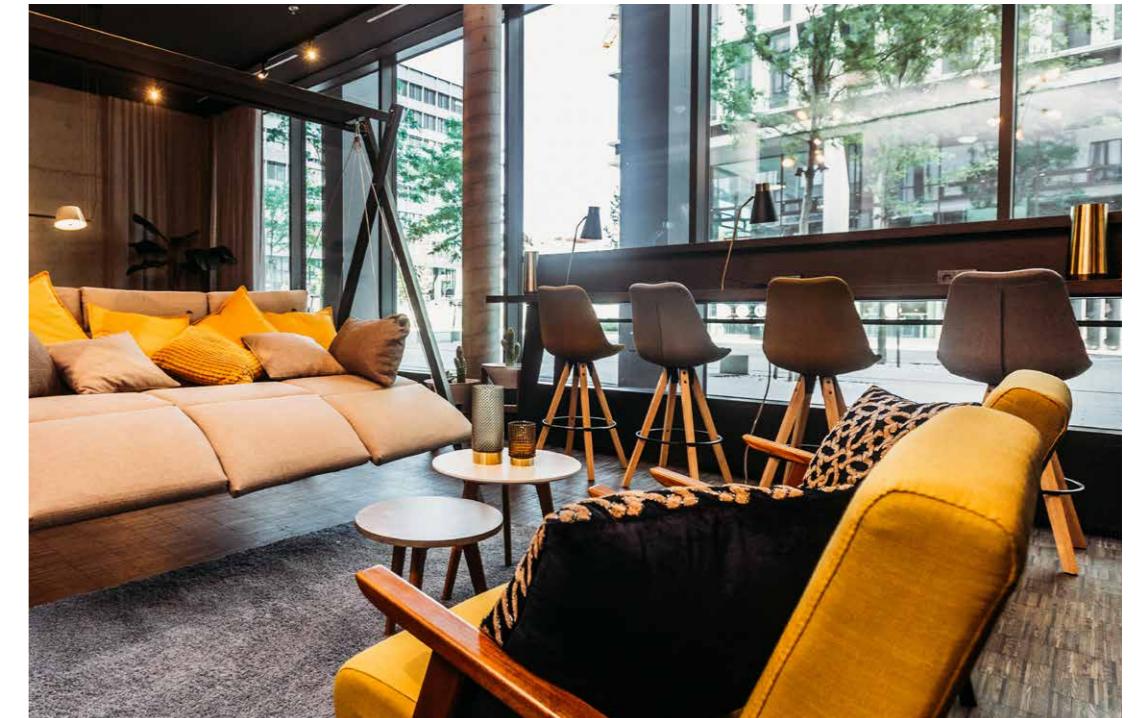
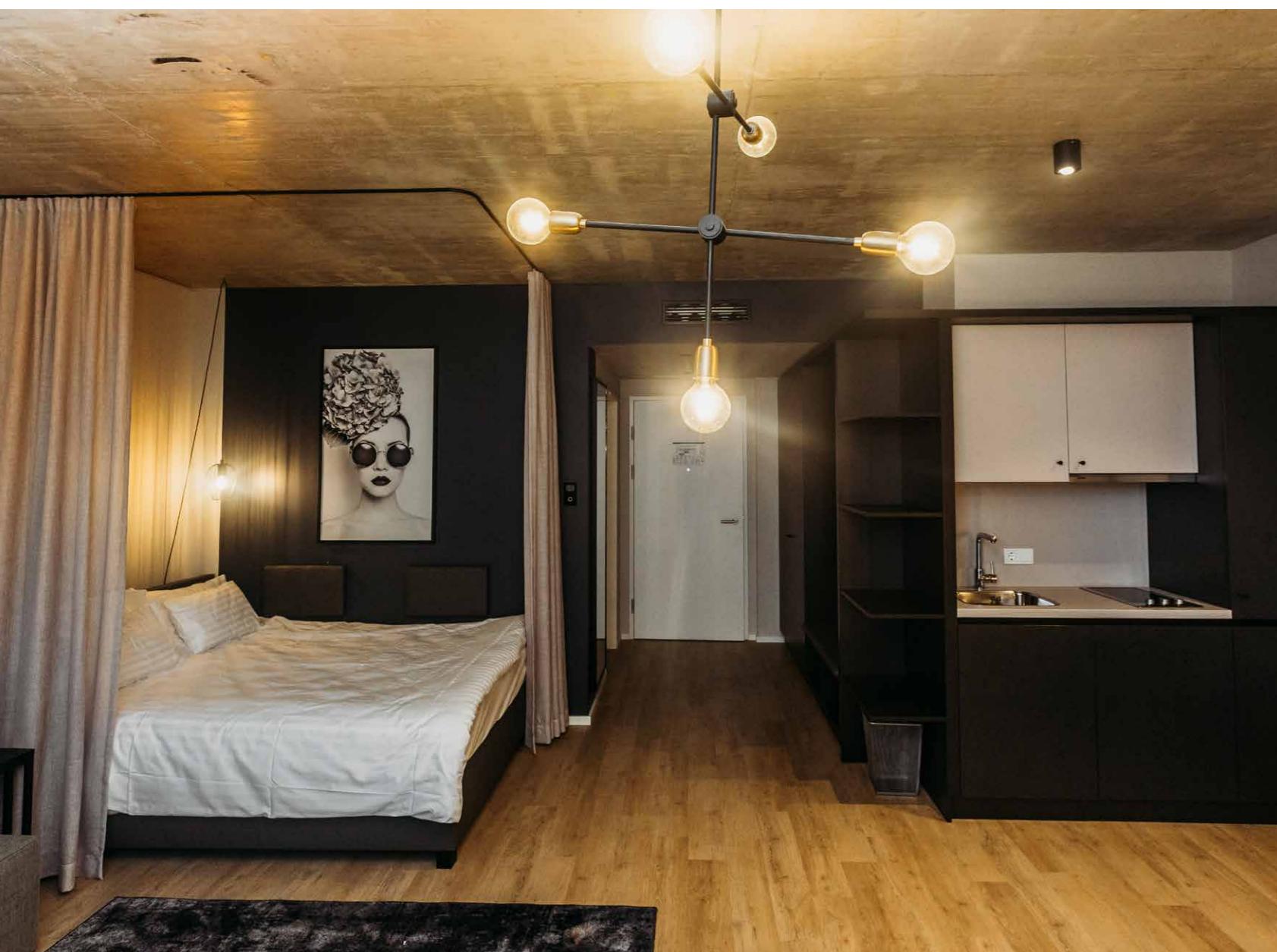


A quarter with no limits: The QBC, Vienna

A new hot spot for Vienna

On a 2.5-hectare site surrounding the main railway station in Vienna, we managed one of the largest urban development sites in Europe - a project with a volume of over €450m. The Quartier Belvedere Central (QBC) has become a pulsating, independent neighbourhood after a construction period of only five years. With offices, hotels, apartments, shops and restaurants, we have designed a versatile, lively and attractive district. And created the ideal setting for work, recreation, culture and sport for owners, employees, tenants, travellers and commuters.

Stylish and functional: Serviced apartments in the QBC 6.2, Vienna



Very communicative: Social room for the serviced apartments in the QBC 6.2, Vienna

An eye on large-scale projects

UBM has compiled a record pipeline of roughly €2 bn up to 2022. Beyond this time-frame, two further large-scale projects will be realized. An innovative quarter with apartments, offices and businesses is currently planned for a 2.8-hectare large site we recently acquired in Munich-Moosach. As UBM's largest project in Germany, it underscores our international focus. In addition, the LeopoldQuartier is under development on 2.3 hectares at a central location along Vienna's Danube Canal. It will include the largest hotel ever developed by UBM as well as a complete range of urban forms of living.



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king-size host.

UBM has developed 53 hotels with over 11,200 rooms throughout Europe since the beginning of the 1990s. These many projects have helped us to steadily and quietly grow to become the number one hotel developer. Scores of travellers in Europe's major cities are our guests without realising. While well-known operators and prominent investors have relied on us for many years.



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Expertise meets passion

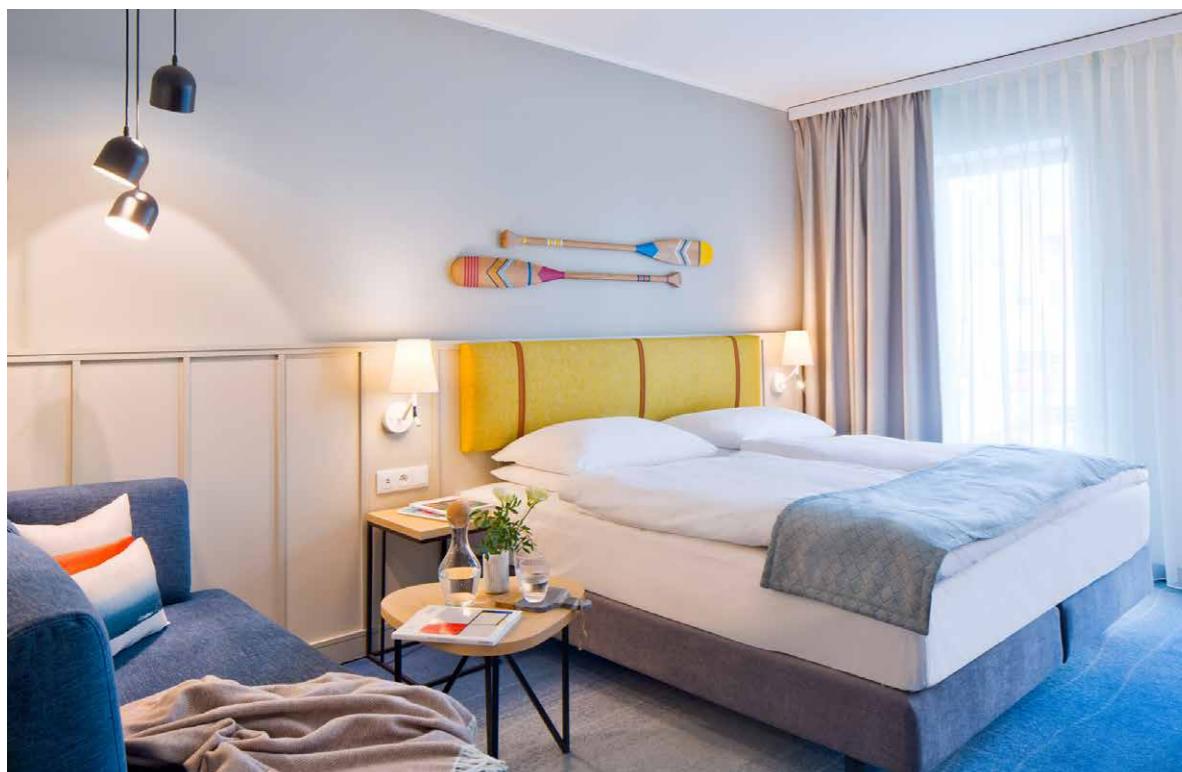
We have been compiling valuable experience in the development of hotels for over 25 years and use this know-how as the foundation for our next projects. That helps us to continuously refine our feeling for trends and produce even better results. We develop individual solutions for each of our many hotel projects, with great attention to detail and high standards for sophisticated design.

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On the water, in "Flow": The Holiday Inn Gdansk City Centre

A room, in "Flow": The Holiday Inn Gdansk City Centre



Hospitality, all over Europe

Amsterdam, Berlin, Gdansk, Frankfurt, Krakow, Lodz, Munich, Paris and Prague are only the start of the extensive list of UBM's hotel projects. Since 1993 we have developed 53 hotels in numerous major European metropolitan areas. Well-known international operators have been our partners for many decades, world-renowned hotel brands look for and rely on our expertise.



Lounge and check-in: The lobby in the Holiday Inn Gdansk City Centre

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One-stop developer

UBM is the ideal partner for all aspects of hotel development. Our experts accompany the entire cycle from the initial project idea to design and construction, up to the selection of the operator and sale or leasing. This wide-ranging know-how – which also includes an in-house team for hotel interior design – makes it possible for us to cover every development phase internally. Together with our subsidiary UBM hotels, we also act as the lessee for 15 hotels. This comprehensive range of services is a steady source of substantial competitive advantages.

Riding the mega-trend

Numerous independent studies confirm constant strong growth for international city tourism in the future. As the market leader for hotel development in Europe, UBM is – and will remain – perfectly positioned to address this trend. And we are also optimally equipped to meet the growing demand. Our pipeline currently includes 16 hotel projects in five countries with over 4,000 rooms.



Flowing transitions: The Holiday Inn Gdansk City Centre

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true homes.

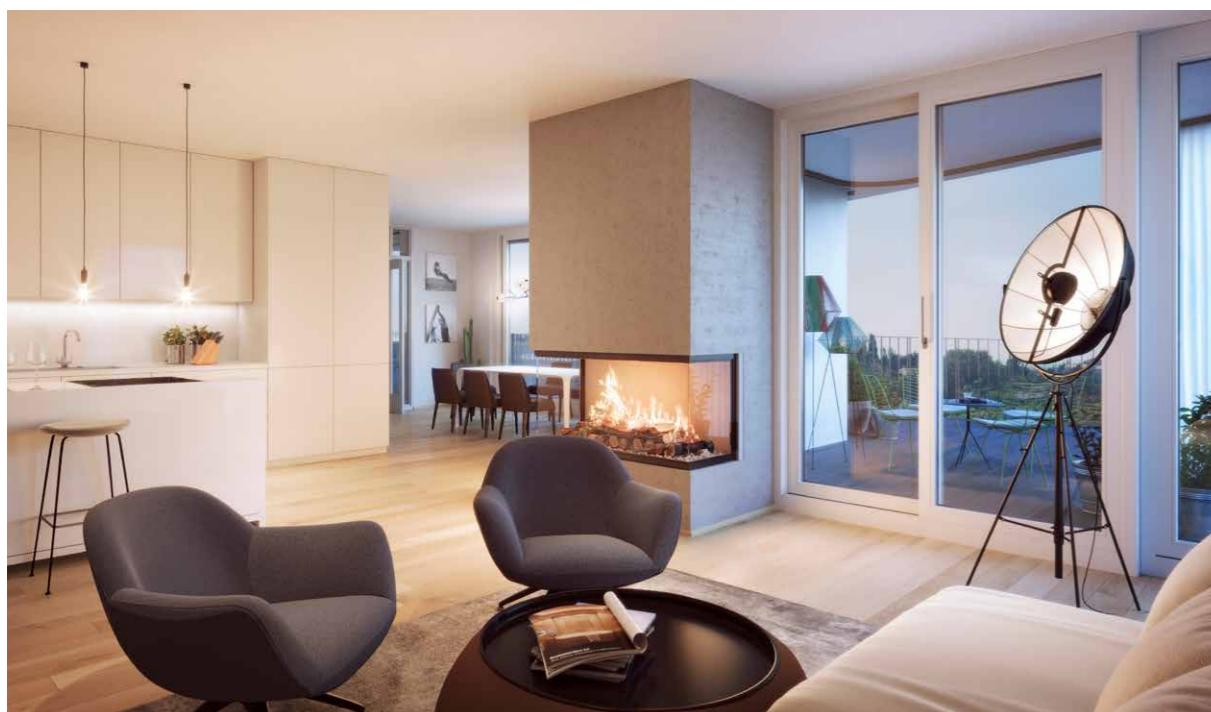
Our current residential projects have several things in common: an optimal location, a clear concept, skilful design and careful execution. UBM creates contemporary homes for one of people's basic needs.

New urban living

UBM is currently developing over 25 projects with more than 3,500 apartments in seven of the most popular major cities in Austria and Germany, as well as in Prague. Their outstanding features range from efficient urban planning and architectural design to high-quality realisation. With full attention to detail, we create new homes with lasting value. For lots of people.

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Pure delight: Der Rosenhügel apartments, Vienna



Living in the city and in the country: Der Rosenhügel, Vienna

Urban living

The 500 apartments in the "immergrün" in Berlin and the 400 apartments in "Anders Wohnen" in Munich share two features: an attractive design and efficient layout. Many of UBM's residential projects, like the Leopold-Quartier, are also open for new types of housing, from micro-living to serviced apartments. At UBM, the future of housing has already become reality.

inspiring offices.

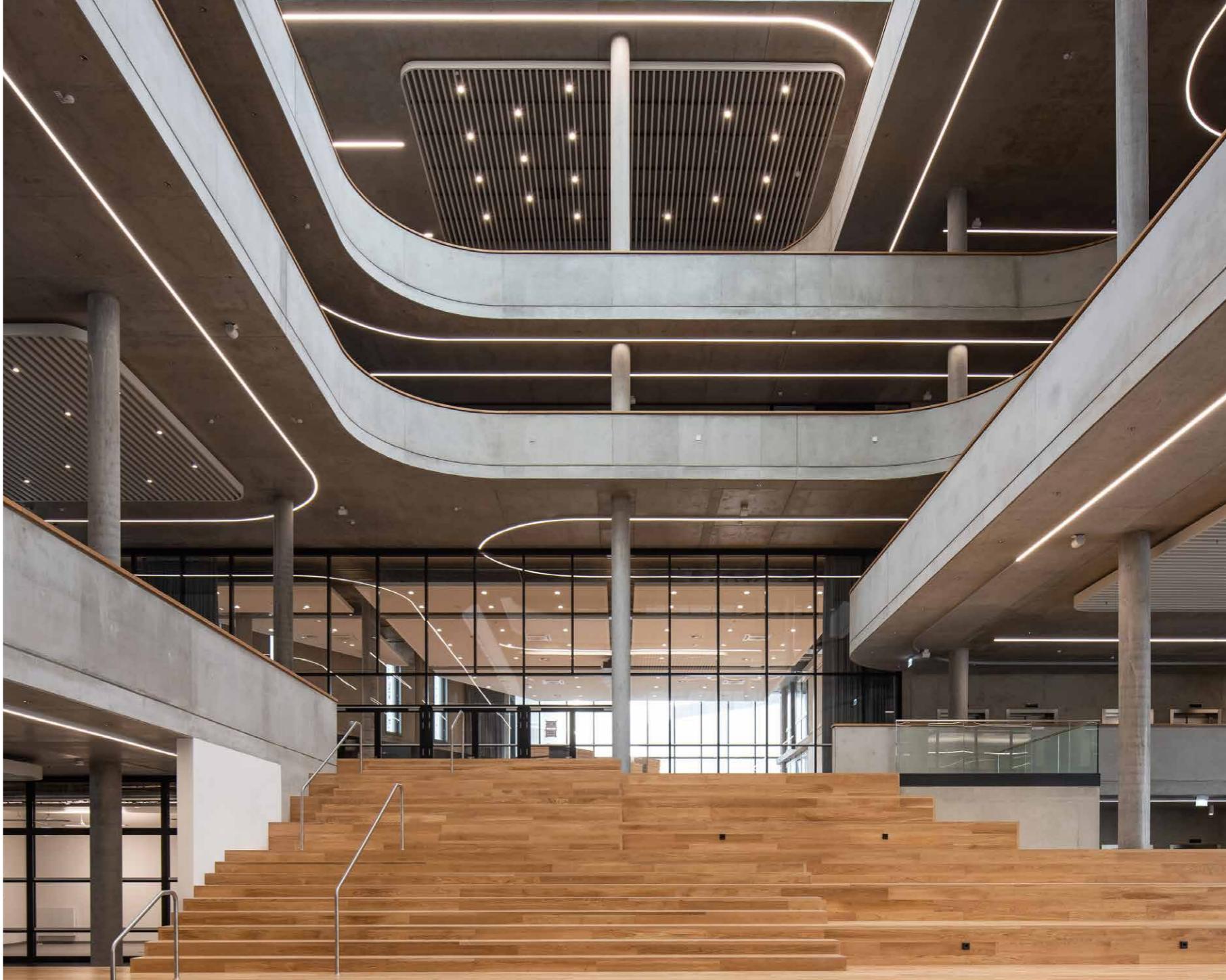
UBM develops the working environment for the 21st Century. Our innovative office projects show that top quality, maximum flexibility, energy efficiency and cost consciousness are indeed compatible. Moreover, our solutions create an atmosphere where people like to work.

Offices made to order

Our clear-cut focus on customers' needs can be seen at a glance in the new Zalando headquarters. This prestigious complex with a project volume of roughly €200m shows that UBM can also meet the highest demands. And that is our calling card as an office developer for the digital industry of the 21st Century.

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In tune with growth: The Zalando headquarters, Berlin



Open for the world of tomorrow: The Zalando headquarters, Berlin

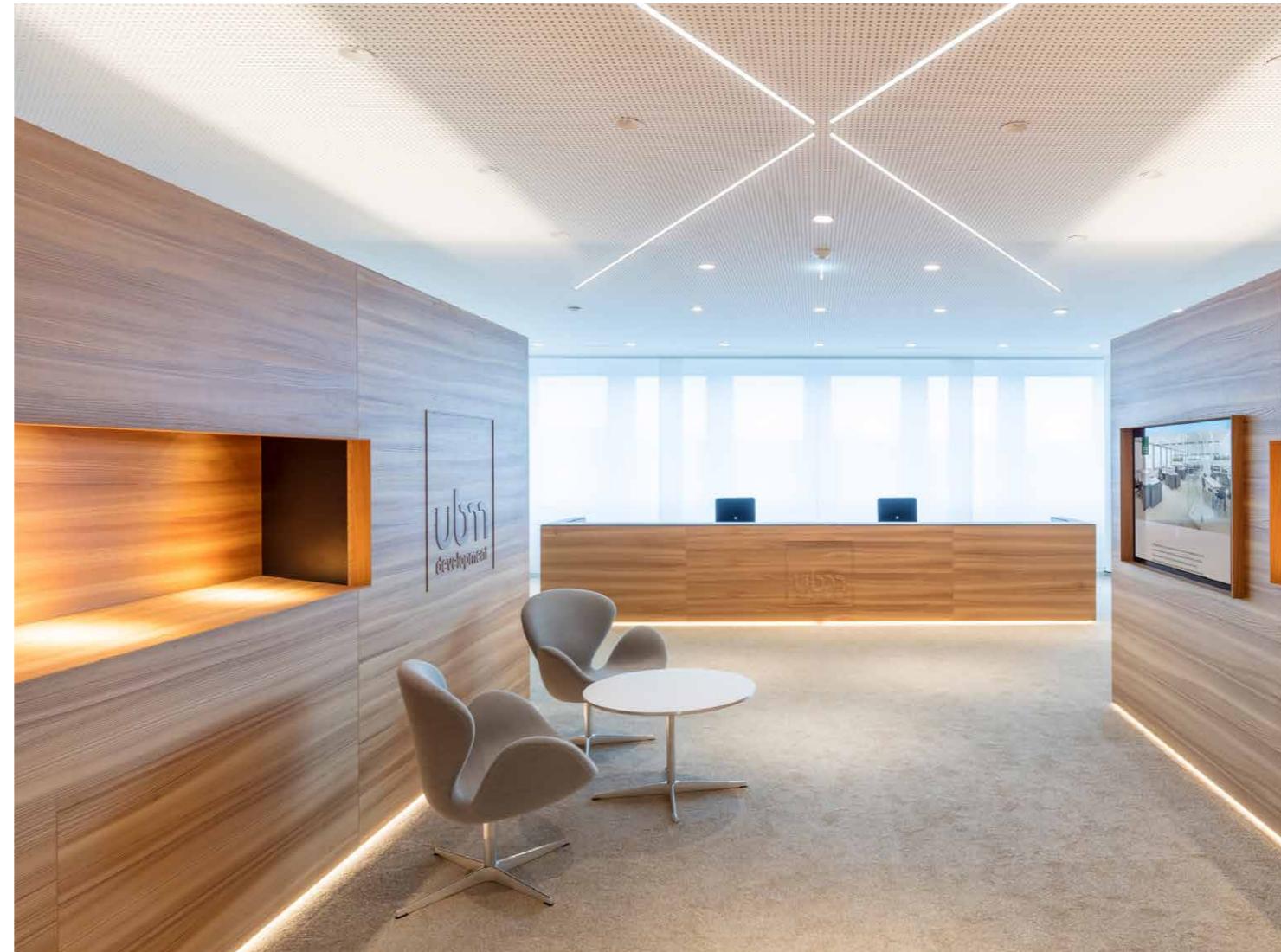
Open spaces for the future

Highest quality standards and the open, communicative design of our office worlds create valuable impulses for daily work routines. They inspire people to exchange ideas and promote cooperation. All technical facilities like cabling, lighting systems and air conditioning are state-of-the-art, with energy efficiency and sustainability that is scaled to meet future needs. In the end, we see each of our current office projects as an opportunity to support tomorrow's business success.

valued heritage.

"Sustainability" was our guiding principle long before it became a household word. Our focus has been set on the market as well as the future since UBM was founded in 1873.

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Welcome to UBM: The Office Provider, Vienna



2016-2019

1991-2015

The opening of Eastern Europe sets the stage for market entry in the Czech Republic and Poland. UBM is also active in Germany, France and the Netherlands. Construction and real estate activities are separated in 2014 and the development companies are combined. A capital increase takes place in 2015, and UBM becomes independent of PORR.

1951-1990

In the meantime, UBM has left its original area of business and repositioned its activities. The 1950s see the company increasingly turning to project development with a focus on Austria and Vienna.

1925-1950

UBM and PORR form a consortium at the end of the 1920s to carry out a joint project on the Paris real estate market. An early focus on real estate allows both companies to grow in an economically challenging global environment.

1899-1924

1873-1898

At the beginning of the 20th Century, UBM is founded in March 1873 as "Union-Bau-Materialien Gesellschaft" for the acquisition and operation of brick factories and stone quarries. One month later, the company goes public on the Vienna Stock Exchange. Starting in 1880, UBM expands and advances to become the second largest brick producer in the Austro-Hungarian monarchy.

competent.

The sustainably high quality of our services has brought UBM where our company is today. This success is based on the close connection between our many decades of experience and the technical expertise of our employees. UBM's history in construction is reflected in the fact that roughly 50% of our staff have a technical background, for example as civil engineers, architects or facility technicians. Their combined skills represent a decisive competitive advantage for the realisation of our projects - not only in phases like the construction boom we are currently experiencing.

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reliable.

Reliability and consistency have always formed the basis for our actions. From start to finish. Customers can depend on UBM's handshake quality during the acquisition of a project, even when the key points are only a vision. We give our undivided attention to the many details connected with development and sales. A special wish receives the same commitment as the entire project. Our ability to deliver more, or faster, than we promise has reinforced our good reputation on the market. And this is a course we intend to follow.

transparent.

Our listing in the Prime Market of the Vienna Stock Exchange and the related transparency may appear to be a disadvantage. At UBM, we see this as an opportunity. Because transparent performance each and every day makes UBM a particularly attractive business partner, especially for banks, institutional investors and the public sector. Transparency is also an essential prerequisite for our good conditions on the capital market. Of course, we are also convinced that seeing our development reflected exactly and up to date on the stock exchange keeps us moving in the right direction.

one**one goal.**

Our common goal is to increase the value of the company measured by the share price. The most important contribution UBM can make to meeting this objective is operating performance - and here we deliver on the basis of outstanding projects on an ongoing basis. Our sustainable earnings power will ultimately translate into a higher share price because the market is never wrong in the long-term.

one team.

At UBM, the team is the star. High regard and sustainable support for team performance are firmly anchored in UBM's DNA. Our experts work on an interdisciplinary basis along the entire value chain - open communications and know-how transfer are the most important elements in this process.

one company.

Full identification with the company is a sustainable success factor. We see and present ourselves internationally as "one company." under a single brand: UBM Development. In this way, we increase our team spirit and strengthen our position on the market: as one.

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shared performance.

UBM has been listed on the Vienna Stock Exchange for over 145 years and has been included in the Prime Market, the segment with the highest transparency, since 2016. This is clear proof for all stakeholders that we are on the right course – because the value of our company based on the share price has risen by more than one-third since.



– 30 Record year 2018

2018 was the best year in UBM's history. With record investments of over half a billion Euros, including €300m alone in new projects, we have a record pipeline with a sales volume of €2 bn. It includes, among others, 16 hotel projects which will further expand our leading position as a hotel developer in Europe.

Added value company

An increase in the value of our company protects our independence – and that is also in the interest of all stakeholders. This makes it easier to raise funds on the capital market for the acquisition and realisation of large-scale projects with their high credit standards. UBM is a reliable partner for investors, general contractors and suppliers – and also a safe and attractive employer.

Dual risk minimisation

We follow a two-track strategy for risk minimisation. On the one hand, we use forward sales to create transaction certainty before projects are completed. On the other hand, we enter into joint ventures as means of increasing the number of transactions and diversifying the portfolio. Together, they add up to efficient risk management.

– 31 Conservative financing policy

We are committed to maintaining a strong equity ratio of 30% to 35%, to the control of net debt with a loan-to-value ratio of under 50% and to a smoothed repayment profile – all part of a financing policy that is focused on the long-term und continuity.

High dividend yield

Every dividend also reflects the future earnings power of a company. Here we believe a careful and precise estimate is important in order to avoid drawing too much liquidity from future business activities. At the same time, shareholders should sustainably and consistently participate in the company's earnings strength. UBM was able to pay a record dividend in 2018. It is one of the shares with the highest dividend yield, not only in the real estate sector but also on the Vienna Stock Exchange.

Record year 2019

UBM is expecting another record year in 2019. EBT of €65m and net profit of €47-50m would represent an increase of roughly 20% over 2018. In other words, the success story continues.

skilled experts.

Our company has its roots in construction, and UBM's expertise for development and execution has grown over many decades. More than 50% of our current employees have a technical background, for example as civil engineers or architects.

Executive Committee

The top 20 managers form the UBM Executive Committee. They evaluate market developments, define the company's course and are responsible for strategic finetuning. All committee members live their identification with UBM: Together they have invested roughly €5m in UBM shares and participate with 5% in an increase in value through a stock option programme.

Interdisciplinary teams

UBM selects the optimal expert mix for each development step. In this way, all services along the entire value chain are in the best hands: From market analysis to project development, planning, project management and financing, rental and sale.

Responsibility for the Group: The Executive Committee

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discover

35

hotel references.



Holiday Inn Gdansk City Centre

Gdansk

Rooms: 240

Completion: 2019

This hotel on historical Granary Island is characterised by unmistakable architecture which combines modern-day with history. The "Flow" motto embraces the entire building, from the selection of materials and colours to the furnishings.

Holiday Inn Leuchtenbergring

Munich

Rooms: 279

Completion: 2018

"Urban nature" is the all-encompassing motto for this Holiday Inn. The open lobby merges the reception, restaurant und lounge with comfortable areas for working in an enjoyable atmosphere.



Hyatt Regency Amsterdam

Amsterdam

Rooms: 211

Completion: 2017

With the Hyatt Regency in the historical city centre, UBM has developed not only a top ranking 5-star house but the most sustainable hotel in the city - and also received a BREEAM Excellent certificate for the project.

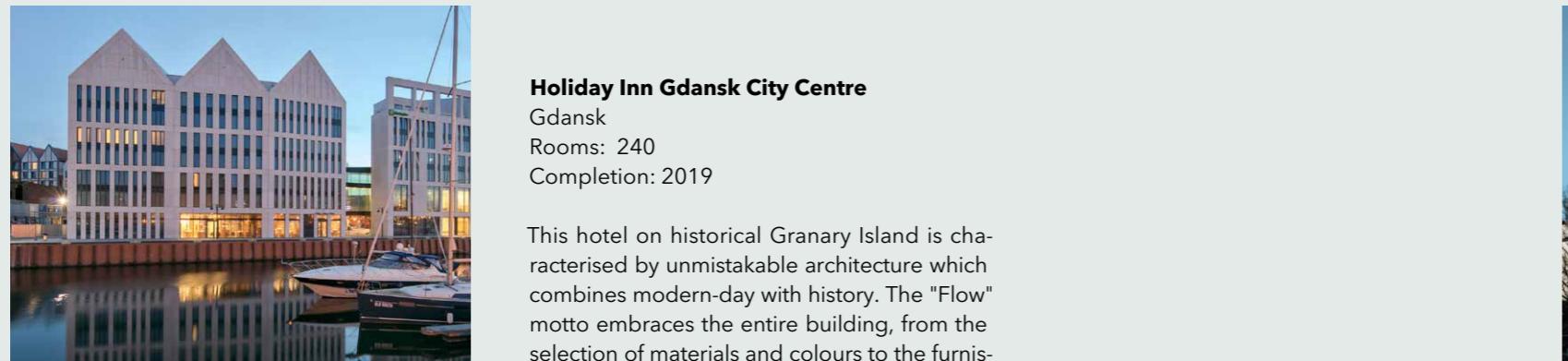
Novotel/ibis at the main railway station

Vienna

Rooms: 577

Completion: 2017

The Novotel and ibis Hotels in the QBC have an ideal location with optimal connections to local and long-distance transportation network. Moreover, the fitness and spa area on the 19th floor gives guests a unique view of the Austrian capital.



Holiday Inn Warsaw City Centre

Warsaw

Rooms: 256

Completion: 2017

The design of this hotel in the Warsaw city centre was inspired by New York's flatiron buildings. The Holiday Inn is situated in the heart of the shopping and commercial district with its many famous landmarks.



Holiday Inn Frankfurt Alte Oper

Frankfurt

Rooms: 249

Completion: 2015

Close to Frankfurt's main railway station, the old city and the trade fair grounds, this Holiday Inn has an ideal location. The hotel rooms radiate a comfortable and warm atmosphere due to the use of natural materials.



Kempinski Palais Hansen

Vienna

Rooms: 152

Completion: 2013

Located on Vienna's historical Ringstrasse, the hotel combines an exclusive ambience with an outstanding view. Here guests will also find seminar rooms, an elegant ballroom and spa facilities.



InterContinental Warsaw

Warsaw

Rooms: 414

Completion: 2003

The hotel is situated in the heart of the inner city, close to the culture palace and main railway station, and has already become an architectural landmark in Warsaw. The rooms underwent extensive modernisation in 2019.

residential references.



QBC 6.2

Vienna
Residential units: 131
Completion: 2019

Residents in the serviced apartments can combine individual living experience with numerous services. They benefit from a location at the main railway station with optimal connection to the local and long-distance transportation networks.

Der Rosenhügel Vienna Residential units: 204 Completion: 2018

— 38 —
A lively urban quarter with high-quality living space and a diverse offering has been created on the grounds of the former Rosenhügel film studios. All the unique apartments have large open areas.



QBC 6.1

Vienna
Residential units: 140
Completion: 2018

The condominiums fit perfectly in this wide-ranging development mix: here a business hotspot meets urbane residential and living areas. The pulsating QBC quarter gives the work-life balance an entirely new definition.

Quartier Riedenburg Salzburg Residential units: 63 Completion: 2018

A modern residential quarter with spacious open areas was developed on the grounds of the former Riedenburg military barracks. It has become a green oasis for residents and visitors near Salzburg's historical city centre.



MySky

Vienna
Residential units: 128
Completion: 2017

The 20-floor residential high-rise is located in the "Monte Laa" development zone near the Laaer Woods recreational area. In addition to an outstanding view across Vienna, residents can enjoy many local convenience opportunities.



Berliving Berlin Residential units: 136 Completion: 2016

Close to the pulsing capital, but far enough away to enjoy pleasant small town living on Hohenzollerndamm. A green interior courtyard with seating and playgrounds connects the four building sections.



Central Living Frankfurt Residential units: 143 Completion: 2016

This modern residential complex combines elegant urban villas and classical residential buildings. It is located in Riedberg, Frankfurt's young green district - with a view of the Taunus Mountains and the Frankfurt skyline.



Sternbrauerei West Salzburg Residential units: 100 Completion: 2014

These apartments and penthouses represent modern living at the highest level in one of Salzburg's most popular inner-city locations. The very special setting at the gateway to the old city is a promise for exclusivity.

office references.



Zalando Headquarter

Berlin

Rentable space: 41,150 m²

Completion: 2018

The new headquarters for the online retailer Zalando updates the standards for architecture and furnishings. A showroom, an auditorium for events, open offices and recreational areas - and all this at a central location in Berlin.



Pegaz

Wroclaw

Rentable space: 20,900 m²

Completion: 2017

The Pegaz office building is located at a prominent site not far from the old market square. Both the facade and the interior were inspired by contemporary design and recognised in the "Beautiful Wroclaw 2016" competition.



Office Provider

Vienna

Rentable space: 18,400 m²

Completion: 2018

An office world 4.0 with open space character was created for UBM's new headquarters. The spacious reception area and inviting employee lounge reflect the company's experience as the number 1 hotel developer in Europe.



Leuchtenbergring Office

Munich

Rentable space: 13,300 m²

Completion: 2018

The Leuchtenbergring Office is part of a newly created building ensemble with a hotel, retail shops and offices. In addition to the high-quality standards of the office areas, tenants can also enjoy a green rooftop garden.



Kotlarska 11

Krakow

Rentable space: 11,000 m²

Completion: 2017

Kotlarska 11 is a five-storey office building in the heart of Krakow's popular Kazimierz and Podgórze Districts. Its tenants benefit from excellent connections to the public transportation network and close proximity to the Galeria Kazimierz.



QBC 3&4

Vienna

Rentable space: 24,667 m²

Completion: 2017

The office space in the QBC 3&4 directly at the main railway station offers maximum flexibility and is designed as a modern office world with individual and group offices - the rooftop terrace with a view across Vienna is a special highlight.



Twin Yards

Munich

Rentable space: 14,135 m²

Completion: 2015

The innovative Twin Yards office property is located in Munich's Parkstadt Schwabing Quarter. Flexible office space is available here on seven upper floors, and tenants can also enjoy green terraces.



hotel pipeline.



Holiday Inn & Super 8 Eiffestraße

Hamburg

Rooms: 592

Completion: 2019

Two connected hotels with facades in traditional clinker style are currently under development at a central location on the Eiffestrasse. Both hotels with open lobby will be built to meet high-quality sustainability demands.



Holiday Inn Express Moskauer Straße

Dusseldorf

Rooms: 455

Completion: 2021

The largest Holiday Inn Express Hotel in Germany is currently under construction in Dusseldorf. A modern metal facade with eyecatcher elements will become the highlight of the Erkrather Strasse/ Moskauer Strasse intersection.



Super 8 Zollhafen

Mainz

Rooms: 216

Completion: 2020

A comfortable budget hotel is under construction in Mainz's former customs harbour. Typical harbour-style architectonic features ensure the project will fit in perfectly with the surroundings.



Voco Kneuterdijk

The Hague

Rooms: 208

Completion: 2020

This impressive 1920s building is being transformed into a 4-star hotel. It represents the first hotel for the Voco brand in Continental Europe and will become a modern home for travellers as well as a gastronomic hotspot.



Mercure Katowice Mlynska

Katowice

Rooms: 268

Completion: 2021

Under the motto "green and clean", a hotel is under development in the heart of the city. This project meets the highest demands on sustainability - for example, through the use of natural materials and stylish recycled furniture.



Sugar Palace

Prague

Rooms: 175

Completion: 2021

This neoclassical building, which once housed the sugar industry's insurance association, is now being converted into a luxury hotel. From here, the most important sites in the city are only a short walk away.



Moxy & Residence Inn Central Tower

Berlin

Rooms: 570

Completion: 2022

This double hotel is centrally located on Berlin's Alexanderplatz and creates the perfect setting for city trips. Long-stay apartments are also available and particularly attractive for business travellers.

residential pipeline.


NeuHouse

Berlin

Residential units: 75

Completion: 2020

An extraordinary ensemble is under development at a central location in Berlin. The NeuHouse project combines the advantages and opposites of Berlin: a classical older building meets modern, dynamic design in the form of new construction.


barany.7

Vienna

Residential units: 126

Completion: 2021

High-quality condominiums are under development in the Baranygasse for people who want to live in rural areas on the city outskirts but are also looking for a modern neighbourhood with all the advantages of urban living.

Waternkant
Mainz
Residential units: 82
Completion: 2020

Modern apartments are under development at a prominent location on Rotterdam Square directly at the harbour basin and near the banks of the Rhine. Terraces, loggias, private gardens and a green inner courtyard round out the project.



Anders Wohnen
Munich
Residential units: 373
Completion: 2021

In the centre of new Pasing, a modern flagship quarter is under development in the west of Munich. The apartments combine urbanity and nature, which sets them apart from the "run of the mill".



Neugraf
Prague
Residential units: 177
Completion: 2020

Modern living on Grafická Strasse in the Smíchov District: Neugraf stands out with its private wellness area, inner courtyard and green rooftop terrace as well as 24/7 reception and high security standards.



Hafeninsel IV & V
Mainz
Residential units: 142
Completion: 2022

Two new residential projects surrounded by water basins are under development in the former customs harbour. With their clinker facades, the buildings reflect the history and historical architecture of this Mainz location.

immergrün
Berlin
Residential units: 500
Completion: 2021

Embedded in plenty of green, these six town-houses form a spacious residential complex. Lively facades and vertical gardens set the stage for retreats with plenty of fresh air, sun and green – and all this in the heart of the city.



Siebenbrunnengasse 21
Vienna
Residential units: 170
Completion: 2022

In the centre of the Fifth District, close to the well-known Naschmarkt, state-of-the-art condominiums are now under development. The location's outstanding features include its many cultural and culinary highlights.



office pipeline.



QBC 1&2

Vienna

Rentable space: 38,000 m²

Completion: 2020

Modern and urban: Located in the centre of the prestigious Quartier Belvedere Central, the building provides an ideal work environment with top infrastructure for future-oriented companies.



Astrid Office

Prague

Rentable space: 4,000 m²

Completion: 2021

— 46 —
Astrid Offices is an unusual project in the heart of the Holešovice District. A combination of unique architecture and modern technology will make this not only a place for work, but also space for living.



Kelsenstraße 5

Vienna

Rentable space: 15,000 m²

Completion: 2022

The prominent features of the "Sonnenwendviertel" location include its proximity to the main railway station and diverse infrastructure. And the nearby Schweizer Garten provides the perfect place for relaxation during lunch break.



Colmarer Straße

Frankfurt

Rentable space: 14,100 m²

Completion: 2022

Another UBM project involves the development of flexible office space on the Colmarer Strasse in Frankfurt. The property has large open areas as well as good connections to the inner city and airport via public transportation.

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Laaer-Berg-Str.43
1100 Vienna, Austria
Tel: +43 (0) 50 626 2600
ubm@ubm-development.com
www.ubm-development.com

Concept, Design, and Editing

UBM Development AG
Tobias Sckaer
Denise Korenjak

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Katjana Lacatena

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Donna Schiller-Margolis

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Anna Blau (QBC 4, QBC 6.1., MySky)
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David Borck (NeuHouse)
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Daniel Hawelka (Der Rosenhügel)
Stephan Huger (Palais Hansen, Office Provider)
Bart van Hoeck (Hyatt Regency Amsterdam)
Philipp Jelenska (Executive Committee)
Christoph Knoch (Twin Yards)
Piotr Krajewski (Holiday Inn Gdansk City Centre)
K_Ingarden (Kotlarska 11)
Linus Lintner (Zalando Headquarter)
Philipp Lipiarski (QBC 6.2)
Franz Michael Moser (Hotel & Office Leuchtenbergring,
Holiday Inn Frankfurt Alte Oper, Sternbrauerei West)
Michael Nagl (Novotel/ibis, Der Rosenhügel)
Andreas Nenninger (Berliving)
on3studiomgbh (Holiday Inn & Super8 Eiffestraße)
Gewers Pudewill (Central Tower Berlin)
Sichtvision (Waternant)
ZOOM.VP.at (QBC 1&2)
Zvoko Turkali Architekten (Super 8 Zollhafen)



