

Company Profile

Aareon AG
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Aareon AG

Aareon AG is Europe's leading consultancy and IT systems house for the property sector. The company offers its customers pioneering and secure consulting services, software and other services aimed at optimising their IT-based business processes. Worldwide collaboration within the Aareon Group and the transfer of knowledge associated with this support the continued enhancement of IT solutions and services. Aareon is deeply rooted in the property industry and has almost 60 years of market experience, specific sector expertise, IT competence and enjoys an excellent relationship with customers, associations and partners.

Aareon's more than 2,800 customers in six countries manage over ten million units. Aareon has a presence at 29 sites (ten of which are in Germany) and operates in Germany, France, the United Kingdom, the Netherlands, Norway and Sweden. The consultancy and systems house has more than 1,300 employees, more than one-third of whom work outside of Germany. In 2015, Aareon recorded sales of around € 186.9 million and generated earnings before interest and taxes (EBIT) of € 26.9 million.

Aareon AG is a wholly-owned subsidiary of the Aareal Bank Group, Wiesbaden, which is among the leading international property specialists. With employees drawn from over 25 nations, the Aareal Bank Group has offices in over 20 countries and on three continents – Europe, North America and Asia. Within the Aareal Bank Group, Aareon AG is part of the Consulting/Services operating segment. In this segment, Aareal Bank offers solutions for customers from the residential and commercial property industry, and from the utility company and waste management sectors. The majority of Aareal Bank customers in this segment are also Aareon customers.

Cornerstones of the corporate strategy

Aareon products and services help property companies achieve their corporate goals more successfully. Aareon considers itself a partner of the property sector, supporting its customers in their efforts to reduce costs, explore new sources of income or improve the quality of processes. Our product and service portfolio is geared specifically towards meeting customer requirements. This forms the basis for the Aareon Group's profitable growth strategy, which it is using to further expand its leading market position both in Germany and internationally. This strategy rests on strong pillars:

- **A clear customer focus:** In an increasingly complex and complicated world, Aareon adapts its products and processes directly to the needs of customers from the property sector, both in new development work and in the ongoing enhancement of its portfolio. All Aareon business relationships and processes feature a high level of transparency. For product development, application operation and consultancy, Aareon's employees combine property industry know-how with IT expertise. Aareon systematically engages in constructive dialogue with its customers and the industry through its customer advisory boards, membership in associations and numerous Aareon customer events. In Germany, customer satisfaction is assessed by means of an anonymous customer survey, whose results have revealed a high level of satisfaction for many years now.
- **Pioneering solutions:** Aareon's international orientation offers numerous advantages. Industry trends, new technologies and best practice examples are incorporated into the development of products and services. The systematic exchange of knowledge among Aareon's experts produces synergies that benefit the customer, while this know-how transfer creates a stream of improved solutions for the various national markets.
- **Dependable partner:** Aareon offer integrated services focused on utility, quality and sustainability. This makes Aareon a dependable and reliable partner for its customers, investors and employees. The key to this is both the coordinated combination of tools and methods and comprehensive quality assurance. In so doing, Aareon utilises its expertise and experience as a pioneer in developing IT systems for the property sector. Aareon pursues a sustainable approach to generate added value for all stakeholders.

Customer Structure

Aareon's approximately 2,800 customers from the property industry include:

- Private-sector and independent housing companies
- Cooperatives
- Municipal and church-owned housing companies
- Property management companies and home owners' associations
- Insurance companies
- Property investment funds
- Companies managing large portfolios of owner-occupied properties (corporate real estate)
- Commercial property operators, shopping centre managers, managers of retail, office and industrial properties, special property operators
- Financial investors

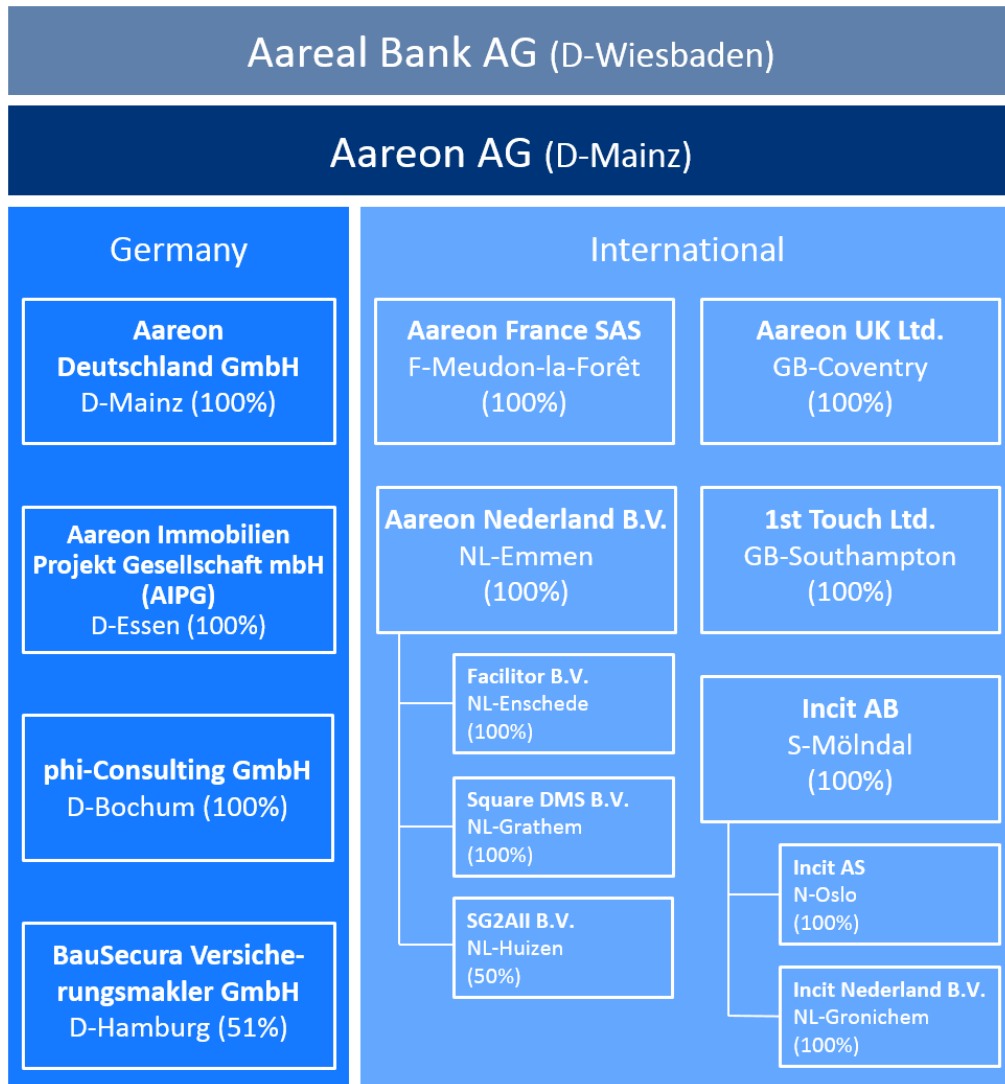
Furthermore, 8,500 trade businesses use Aareon's Mareon service portal for simplifying their processes.

Aareon product portfolio

Internationally, Aareon offers ERP systems that are tailored to the individual needs of each market and can be supplemented with integrated services and add-on products. These include Internet-based service portals, CRM solutions, mobile applications and much more.

Together, the multitude of different systems working together in an integrated way create a digital ecosystem – Aareon Smart World. This networks property companies with owners, tenants and business partners, as well as technical devices in homes and buildings. Aareon Smart World allows processes to be redesigned and optimized. The applications help to reduce costs, enable new business models by linking all the participants, and promote an enhanced dialogue between tenants and landlords in the housing industry. Secure, mobile access to existing and future applications is available via an exclusive cloud.

Shareholdings



Milestones of Aareon AG

- 1957 Start of development from the computer centre of Deutsche Bau- und Bodenbank AG to an IT services group
- 1996 Spin-off of IT services into a newly-established, independent subsidiary, BauBoden Systemhaus GmbH
- 1999 Incorporation of a Group, establishing a holding structure; followed by a company name change to DePfa IT Services AG; international business expansion
- 2001 Market launch of the Mareon service portal
- 2002 Development and sales cooperation with SAP AG; change of company name to Aareon AG
- 2004 Market launch of the Blue Eagle ERP solution based on SAP®
- 2006 Conclusion of a strategic partnership with energy services provider Techem; introduction of a multi-product strategy
- 2007 50th company anniversary
- 2008 Market launch of the Aareon DMS document management system; enhancement of the market position in France by acquiring Sylogis.com
- 2009 Start of marketing Wodis Sigma; merger of Sylogis.com and Aareon France to form the 'new' Aareon France; move into the new Aareon head office in Mainz
- 2010 20th Aareon Congress; acquisition of all shares in Dutch company SG|automatisering bv
- 2011 Market launch of Wodis Sigma Release 3.0 from the exclusive Aareon Cloud; new Aareon IT Service Centre becomes operational
- 2012 Acquisition of all shares in British company 1st Touch Ltd.
- 2013 Market launch of Aareon CRM; acquisition of all shares in Swedish company Incit AB
- 2014 Merger of Aareon Wodis GmbH to Aareon Germany GmbH; change of company name SG|automatisering bv to Aareon Nederland B.V.
- 2015 Market launch of Aareon Smart World, acquisition of all shares in Dutch company Square DMS B.V. and German company phi-Consulting GmbH

Current as of: March 2016