

E-CREDA 2021 ANNUAL CONFERENCE

Who: European Commercial Real Estate Data Alliance (E-CREDA)

Why: E-CREDA wants to improve the access to and understanding of CRE data to facilitate higher quality applied research and more frequent interaction between investors, data providers and academics

When: 3rd of December 2021 - 10:45 - 15:30 p.m. (CET)

How: Please use the below QR code to register for the morning and afternoon sessions via GoToWebinar

What: 10:45 - 11:00 Welcome to conference & Intro to E-CREDA by Hans Vrensen



11:00 - 12:30 **Alternative Property Sectors** moderated by Stephen Ryan of S Ryan Invest

Samantha Kempe of IMMO Capital on the importance of a data-first mindset in the single-family residential sector

Mike Bessell of Invesco on use of Artificial Intelligence in Hotel and Alternatives Research

Steijn Ribbens, of Kadans Science Partners on Data-driven analyses of European Life Sciences real estate

12:30 - 13:15 Lunch Break

13:15 - 14:00 **Diversity & Inclusion in European Real Estate Investment & Applied Research** by Kasia Dziewulska of CBRE Research

Serena Althaus from Ferguson Partners (presentation) joined by panellists Megan Walters of Allianz & Sabina Reeves (nee Kalyan) of CBRE IM

14:00 - 15:30 **Diversification in Private and Public real estate** moderated by Anne Koeman of Mercer

Prof. Martin Hoesli and Louis Johner of University of Geneva on Portfolio Diversification across U.S. Gateway and Non-Gateway Real Estate Markets

Huib Vaessen of APG on pros and cons of public vs private real estate investment for Dutch pension portfolios

Marc Haynes of Cohen & Steers on the role of active European REIT management in mixed asset portfolio



The European Commercial Real Estate Data Alliance (E-CREDA), is an European wide initiative for the CRE market to:

- ▶ promote the development of the European commercial real estate (CRE) investment and finance markets by improving access to and understanding of available CRE data to facilitate higher quality applied research and more frequent interaction between investors, data providers and academics, who plan to work together to achieve data parity for CRE with other major asset classes, like stocks and bonds;
- ▶ facilitate data vendors and partners to develop their data products and services by allowing investors and managers' subscriptions to be shared with academic partners for specific applied research projects of practical use to investors and managers;
- ▶ increase the practical relevance of academic collaboration by improving data access to a broader range of legacy and emerging data sources to answer specific practical problems facing investors and managers;
- ▶ promote innovation in applied research by investors and managers by allowing them to mobilise all available data and scientific approach to use them in addressing specific market and strategic issues.

E-CREDA contact:
Dennis Schoenmaker (Treasurer E-CREDA)
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Hans Vrensen, CFA, CRE is co-founder and current chair of E-CREDA. In his day job, he heads AEW's European Research & Strategy team and has been focused on innovative data methodologies and alternative data sources for debt and equity strategies. Prior to AEW, Hans was global head of research at DTZ, head of European securitization research at Barclay's and senior credit officer at Moody's.



Stephen Ryan is an independent real estate researcher and consultant, covering a wide range of topics including life sciences and operational real estate. Before launching his firm S Ryan Invest (www.sryaninvest.com) in Dublin in 2019 Stephen worked with INREV and before that as an investment consultant at Mercer →

Samantha Kempe is the Chief Investment Officer and co-founder of IMMO Capital. She has 14+ years of real estate experience and is a Chartered Surveyor, MRICS in Real Estate Finance and Investment. In 2010, she was fast-tracked to one of PwC's youngest managers in their Business Recovery team before moving into private equity at The Blackstone Group.



Serena Althaus is Head of Europe for Ferguson Partners. Her practice serves an extensive number of clients in the real estate sector, and she specializes in assisting those working in the areas of development, investment, structured finance and advisory. She is a regular speaker at industry events and has written numerous industry articles pertaining to diversity in the workplace, among other topics.. →

Dr Megan Walters is global head of research at Allianz Real Estate. Prior to joining Allianz, she led a team of 170 researchers at JLL as head of research, Asia Pacific, and was a member of its leadership board. Previously, she worked developing deals for schools, hospitals, and hotels, and as an academic. She currently serves as a global governing trustee of ULI, and sits on the ANREV management board and on the Asia Pacific board of the RICS.

Sabina Reeves (nee Kalyan) is Global Chief Economist and Global Head of Real Assets Research for CBRE Investment Management. She is responsible for the firm's 30-member real assets research team and the firm's 20-member Analytics and Risk Measurement team. Sabina is a member of CBRE Investment Management's Executive Committee, and all Investment Committees. →



Anne Koeman-Sharapova is a Senior Real Estate Specialist at Mercer Alternatives based in London. She joined Mercer in 2019 and has been working in the real estate industry, with a focus on European property market research and strategy, since 2006. Prior to joining Mercer she worked at LaSalle Investment Management, M&G Investments and DTZ. She has been an active participants with various industry groups, incl. Investment Property Forum and INREV.

Mike Bessell, CFA is a Managing Director and European Investment Strategist at Invesco Real Estate. Mike is responsible for the research products across European markets and oversees their global strategic analytics team, Prior to joining Invesco Real Estate, Mike worked as head of real estate equity research at BAML and as UK equity fund manager at Standard Life Investments. →



Martin Hoesli is Professor of real estate finance at the Universities of Geneva (Switzerland) and Aberdeen (U.K.). He is a Fellow of the Royal Institution of Chartered Surveyors and a Hoyt Academic Fellow of the Maury Seldin Advanced Studies Institute. He serves on the boards of E-CREDA and the Swiss Financial Analyst Association, and the EPRA research committee.

Louis Johner is a PhD candidate and a Teaching Assistant in the Geneva Finance Research Institute at the University of Geneva (Switzerland). He is also a Chartered Alternative Investment Analyst (CAIA). →



Huib Vaessen is heading the global Research & Analytics team at APG Real Estate. Before joining APG in 2017, Huib was a senior portfolio manager listed real estate at Kempen Capital Management where he headed a successful digital transformation and he was the COO of GeoPhy, a big data real estate analytics company. What drives him is to reinvent existing investment processes through the lens of the latest technology -- a technological & cultural challenge.

Marc Haynes, Senior Vice President at Cohen & Steers, is the head of institutional distribution for Europe, the Middle East and Africa. He has 20 years of industry experience. Prior to joining Cohen & Steers in 2016, Mr. Haynes was a managing director at Greenwich Associates, and head of the life and pensions investments at Friends Provident and held a number of distribution roles at Schroders. Mr. Haynes has an MA from the University of Edinburgh. →

