



MEDIA RELEASE FROM EMIRA PROPERTY FUND

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Emira launches V2.0 of South Africa's only commercial property leasing app for brokers

Emira Property Fund has launched V2.0 of its innovative app - the first and only one of its kind in South Africa that provides real-time information about properties to make it easier for brokers to conclude leasing deals successfully.

The update of the free Emira app is based on the patterns and preferences of over 300 property brokers who used the revolutionary early version of the app, which was first launched some 18 months ago, in October 2016.

The improvements have resulted in a simpler, extra streamlined, more user-friendly and visually enhanced application with improved searchability of the schedule of space available at Emira's properties. This now makes it even easier for brokers to find what they are looking for, with real-time information flow.

Geoff Jennett, CEO of Emira, says: "We believe this app is a competitive advantage for brokers, and thus for Emira too. The response from commercial real estate brokers to the earlier version of the app was very positive. Now the refreshed, rebranded app is keeping with rapidly evolving technology. We believe it will ease the leasing process for brokers even further by putting the information they need and value the most at their fingertips. The updated app will ensure that doing business with Emira continues to be a rewarding experience for brokers."

One of the most popular functions of the app has proven to be the access to Emira's vacancy schedule. This function shares up-to-the-minute information with brokers about the availability of its properties, giving them immediate updates with changes. For space to let in the Emira portfolio, the app lists premises and their rental rates. These are searchable and filterable by size, region and property type.

With the new version of the app, this schedule includes additional search criteria, with more regions and subsectors, all able to respond to the evolution of Emira and its portfolio. For example, it now also includes a category for rural retail leasing opportunities.

Another top feature of the app has proven to be its downloadable resources. This enables brokers to provide their clients with an information pack that gives them a full picture of the property. Now the app also highlights Emira's innovative leasing initiative aimed at selected properties for the office market, The Intelligent Relocation, which offers tenants eight months of their total first year's rental in incentives on a three-year lease, or 14 months rental in incentives on a five-year lease. It is



made up of a rent-free period for fit-out and settling in, and a tenant installation allowance for layout configurations and customisation.

Material supporting this initiative available on the app includes information packs, brochures and information sheets for The Intelligent Relocation properties. The helpful data provided covers specific properties, asking rentals, parking ratios and rentals, and availability – everything that brokers need to help their clients make a well-informed, competitive decision.

Brokers have the option to download a comprehensive range of information to their device or have it emailed to their own inbox, or directly to their clients. This includes Emira's full vacancy schedule and important documents like its 'offer to lease' and 'broker mandate', as well as more information about Emira.

What's more, in this fast-paced around-the-clock world, brokers can access this information on the Emira app, any time of day or night.

Of course, this ease of working is also echoed in Emira's in-personal broker resources, with three dedicated broker liaisons serving as points of contact for the broking community.

Emira is a medium-cap diversified JSE-listed REIT that is invested in a quality balanced portfolio of office, retail and industrial properties. Its directly held assets comprise 111 properties valued at R12.7 billion and 21 shopping centres valued at R900,8 million through its exposure to Enyuka. Emira is also internationally diversified through its direct interest in ASX-listed GOZ valued at R940.4 million, and three grocery-anchored convenience centres with a combined equity investment of USD25,7 million through its USA subsidiary.

The Emira app is available for Android & IOs operating systems, with tablet and smartphone versions for both platforms. It is free to download from the Android and IOs App Stores - simply search "Emira".

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