

FLEXIBLE WORKPLACE SOLUTIONS

Agile real estate is our business.
Delivering flexible workplace
solutions through partnership
is our core competency.

The background of the slide is a light blue color with several large, overlapping, semi-transparent geometric shapes in shades of blue and grey. At the top, there is a horizontal wooden beam with two black brackets. Below the main text, there is a stylized illustration of a desk. The desk is a light brown color with a wooden trestle base. On the desk, from left to right, there is a black desk lamp, a stack of books, a laptop computer, a black office chair, a pen holder with several colored pens, a digital clock showing '12 00', a small potted plant with thin branches, and a framed picture on an easel. The bottom of the slide features a white horizontal bar and a dark brown horizontal bar at the very bottom.

**Cushman & Wakefield's
Flexible Workplace
Solutions helps
institutional property
owners and enterprise
companies meet
the rapidly growing
demand for flexible
office solutions.**

CUSHMAN & WAKEFIELD'S FLEXIBLE WORKPLACE SOLUTIONS

ABOUT US

Cushman & Wakefield Flex is the bridge between flexible workplace providers and the businesses and landlords that want to utilize space as a service for the advantage of their employees and customers.

Cushman & Wakefield team members are the foremost subject matter experts in the agile real estate industry. We are flex provider leaders, strategists, builders and consultants who broke new ground on amenitized and experiential high-touch and high-tech flexible office.

WHAT WE DO

As a global leader in agile commercial real estate, C&W Flex serves as an advocate for the value of experiential and flexible workplace.

Using institutional knowledge, credible advisory support and tools to enable flex transaction and agile portfolio management strategy, our team of experts advise our clients on how to align flexible workplace capabilities to respond to their current and future critical business challenges:

- Merger Integration
- Corporate Relocation
- Cloud Migration
- Leasing Standards
- Multi-Generational Workforce
- Culture Improvement
- Customer Experience
- Nimble Real Estate
- Talent Acquisition & Retention
- Workforce & Org Structure Optimization



FLEXIBLE WORKPLACE SOLUTIONS: OUR APPROACH & PHILOSOPHY

FLEX ADVISORY

We enable Occupier and Investor flexible workplace strategies through agile CRE consulting services.

- Institutional knowledge
- Strategic advisory
- Industry insights

WORKPLACE AS A SERVICE

Using Flex effectiveness and compare tools, we search, broker and manage flexible workplace assets and portfolios on behalf of Occupiers and Investors.

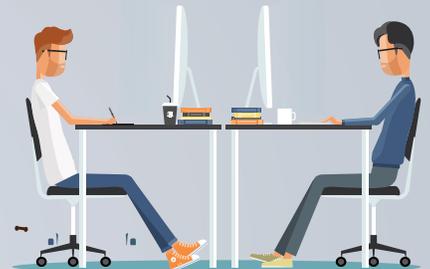
- Flex and Serviced Office Portfolio Management Services
- Flex Brokerage Search and Transaction Representation
- Built 4 U White Label Advisory and Products
- Flex Effectiveness and Compare Tools

FLEX KNOWLEDGE CENTER

Staying ahead of the newest thinking and cutting edge trends, we keep our clients and partners ahead of the curve.

- Flex Partner Network Membership and Access
- Flex CRE Service Center
- Flex CRE Education Events

OUR PROVIDER PARTNERS



Flex Office



Hospitality



Technology



Wellness

At Cushman & Wakefield, we understand that “access is the new ownership,” and we deliver flexible workplace advisory services and products that solve our clients’ most challenging needs.

We’re doing this through partnership with best-in-class flexible office, technology, hospitality and wellness providers globally, and are committed to educating and advising our clients on how to utilize flexible workplace to support their business performance goals.



ACCESS
IS THE NEW
OWNERSHIP

WHAT EXACTLY IS FLEX, AND WHO WANTS IT?

Technology has changed how and where we work. Social change is driving different lifestyle choices and Flexible Workplace Operators have set a new benchmark for office design and strategy.

OCCUPIERS

Occupiers want turnkey flexible workplace solutions, comprised of culture-rich, tech-enabled, wellness and hospitality offerings. New accounting standards, technology advancement and the war for talent are driving this trend

WHAT ARE THE BENEFITS?

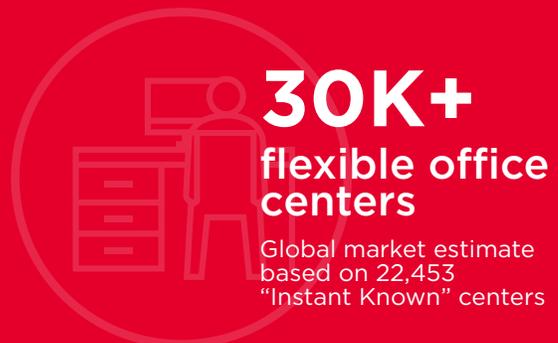
- Attract and retain talent through community and culture
- Reduce risk and cost
- Flexibility, speed to market
- Improve productivity and innovation

INVESTORS

Investors want enabling services to offer experiential flexible workplace and operate this model within their portfolio. They are seeking higher returns and new sales channels to individual consumers.

WHAT ARE THE BENEFITS?

- Attract and retain tenants with agile space options
- Monetize space
- Activate tenancy in underutilized buildings
- Keep pace with amenitization trend





While new coworking operators have done much to re-energize this 40-year-old industry, coworking is the entry-level membership type delivered by flex workplace. There is still high demand for private and dedicated workspace. The bottom line is enterprise and entrepreneurs want to utilize all flexible membership options that deliver a turnkey, furnished, tech-enabled and amenitized workplace.



15.5K+
coworking
spaces



Forecast
growth of
15%
per annum



About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm that delivers exceptional value for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with approximately 51,000 employees in 400 offices and 70 countries. In 2018, the firm had revenue of \$8.2 billion across core services of property, facilities and project management, leasing, capital markets, valuation and other services. To learn more, visit www.cushmanwakefield.com or follow @CushWake on Twitter.

Melanie Gladwell

Vice President

Americas Head of Flexible Workplace Solutions

Cushman & Wakefield Capabilities

Service Lines

- Agency Leasing
- Asset Services
- Capital Markets
- Facility Services
- Global Occupier Services
- Project & Development Services
- Tenant Representation
- Valuation & Advisory

Property Types

- Healthcare
- Hospitality
- Industrial
- Land
- Multi-family
- Office
- Retail

Advisory Groups

- Automotive
- Banking & Financial
- Build-to-Suit
- Data Center
- eCommerce & Electronic Fulfillment
- Education
- Emerging Technology
- Food & Beverage
- Global Supply Chain Solutions
- Healthcare
- Land
- Legal Sector
- Life Sciences
- Net Lease
- Not-for-Profit
- Ports & Intermodal
- Public Sector
- Rail
- Sports & Entertainment
- Third-Party Logistics (3PL)