



PEI'S STRATEGIC PLAN FOR 2021





Our core strategy is to generate value for our investors and tenants

STRATEGIC PILLARS



Real estate portfolio's Optimization

Strengthen the vehicle's portfolio through the promotion of profitable growth



Strengthen the offer of value-added products and services

Attract and retain our investors, tenants, and users



Create value through sustainability

Align the vehicle's operation with a social, environmental and governance commitment



Generation of long-term relationships with partners, allies, and suppliers

Generate strategic alliances for the industry's development



Proactive regulatory management

Identify and promote regulatory adjustments to favor transformation and free competition



Potentiate capabilities through digital innovation

Strengthen the vehicles processes and enhance its capabilities through technological tools



Expert real estate manager

Align the organizational culture with the strategy and business's objectives, together with the development, attraction, and retention of the best talent in the region



Real estate portfolio's optimization



Strategic Initiatives



Growth through investments


Design a profitable growth strategy for PEI, which includes the prospecting of new assets and investments in new categories and geographic markets with high potential.




Optimization of the Vehicle's portfolio


Develop an asset optimization strategy considering the assets' potential for redevelopment, reconversion, and divestment.


Objectives 2021-2025

 Define the vehicle's growth guidelines for the next 5 years.

 To boost the vehicle's market development and positioning in the next 5 years

 Carry out:

 PEI's first divestment f

 PEI's first redevelopment

Strengthen the products' and services' value-added offer

Strategic Initiatives

Optimization of the assets' operation

Develop a plan to offer additional products, services and benefits, generate non-operational revenues, efficiencies and user experiences.



Innovation in the value offer for tenants

Develop a plan to offer additional products, services and benefits, generate non-operational income, efficiencies and user experiences



Strengthen the Investors relations and communication's strategy

Deepen the diversification of the investors' composition and create added value for them.



Objectives 2021-2025

 Generate non-operating revenues



 Generate operating efficiencies





 Improvement of assets' management



 Enhance our service offer

 **Physical spaces** +  **Flexibility** +  **Benefits**

 **Attract:** International Investors 

 **Create:** Innovative investor service models based on technology 



Strategic Initiatives



Implementation of the ASG¹ Tenets

Implement the best sustainability practices on any investment decisions and the assets management, to offer attractive yields to investors and, in turn, positively impact society and the communities where the assets are located.

Objectives 2021-2025



Execute the sustainability plan, bearing in mind the following fronts:



Renewable energy



Responsible consumption & production



Waste reduction & management



Non-polluting emissions



Decent work



Gender equality



Social equity



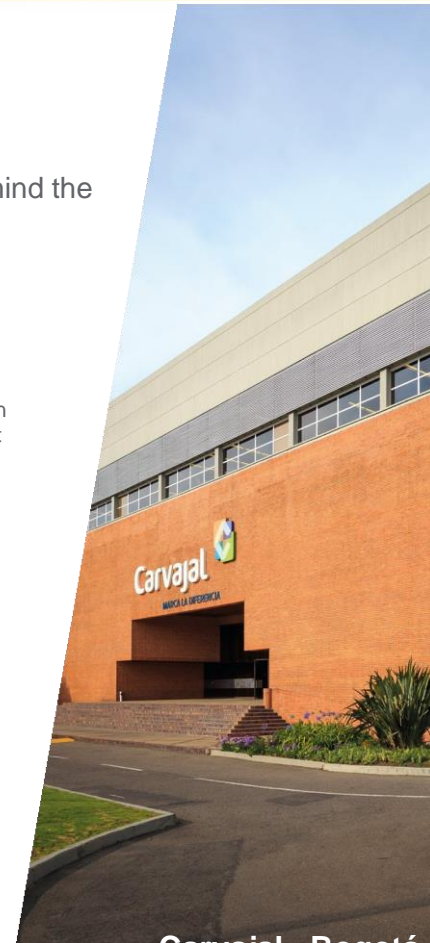
Inclusion



Zero corruption



Business ethics





Building Long-Term Relationships



Nuestro - Montería

Strategic Initiatives



Establish benefit programs for our stakeholders

Provide value-added services that create loyalty among our suppliers, allies, partners, and users, distinguishing us from other alternatives within the market

Objectives 2021-2025

 Create benefit programs for PEI's stakeholders.





Proactive regulatory management



Isagen -Medellín

52


Strategic Initiatives

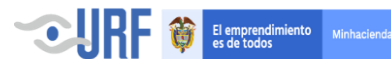


Regulatory Management

Identify and promote any relevant regulatory adjustment to foster the industry's development and enable PEI's strategy.

Objectives 2021-2025

-  Approach the competent authorities, guilds, and associations to socialize and promote best practices.



La Super
somos todos



Boost capabilities through digital innovation


Strategic Initiatives



Implementation of technological strategy

Implement technological tools optimize the processes, facilitate decision-making, and improve the users' and customers' experience.

Objectives 2021-2025

 Generate a business disruption based on a digital vision, innovation, and technological leverage.



Digital technology in the business processes.



New businesses and revenue sources.

Capital Towers - Bogotá






Strategic Initiatives



Expert Real Estate Manager




Alignment of the organizational culture and the business strategy and objectives, together with the development, attraction, and retention of the best talent in the region.

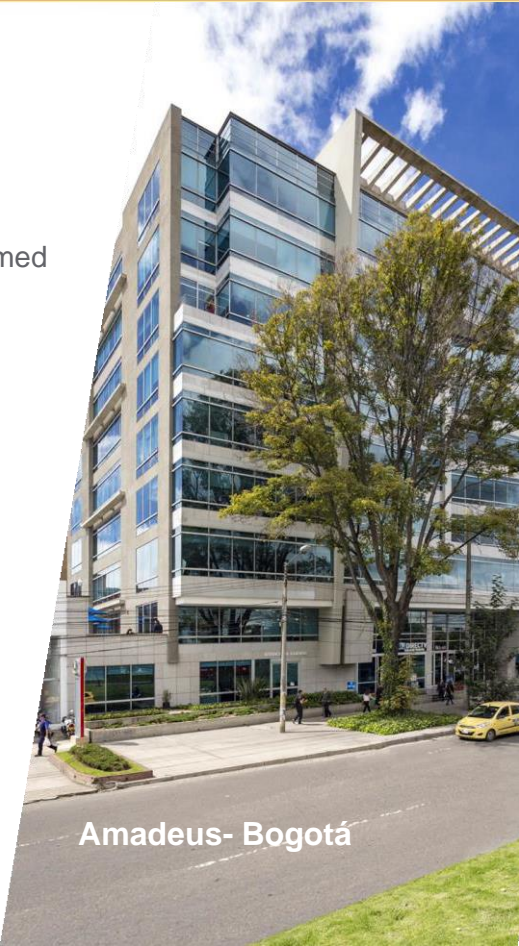
Objectives 2021-2025

-  Implement talent management programs aimed at attracting and retaining high-quality professionals.

Align:



-  ✓ Organizational Culture
-  ✓ Strategy
-  ✓ Business objectives



Amadeus- Bogotá