

Strategic Brand Guide

 Pei Asset Management



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Purpose

of the manual

“ This manual establishes the guidelines for the correct use of the **Pei Asset Management** brand and the **real estate investment vehicles** managed by the company, ensuring consistency, clarity, and coherence across all communications.

The goal is to ensure that all institutional, commercial, **corporate**, or **digital** communication materials properly convey the organization's values, positioning, and identity.

”

What is Pei Asset Management?

“

Pei Asset Management is a company specialized in structuring and managing real estate investment vehicles in Colombia.

It is responsible for designing the strategy, managing assets, maintaining relationships with the various stakeholders in the ecosystem, and generating long-term value. Its approach combines technical rigor, deep knowledge of the real estate market, and a long-term vision focused on portfolio sustainability.

”

It has a recognized track record in the market and a **G-aaa** rating for portfolio management efficiency since 2009, the highest in its category.

G-AAA

BRC Ratings

A Company of **S&P Global**

Its model integrates expertise in:



Real estate market



Capital markets



Financial structuring



Real estate portfolio management

The company is responsible for:



Identify investment opportunities



Manage the portfolio's real estate assets



Manage relationships with tenants



Manage relationships with investors

What is Pei Asset Management?

WHAT IT IS

-  Institutional brand
-  Real estate manager
-  Technical and strategic reference
-  Platform for knowledge and professional development

WHAT IT IS NOT

-  It is not an investment vehicle
-  It is not a fund
-  It is not a financial product
-  It does not own the assets

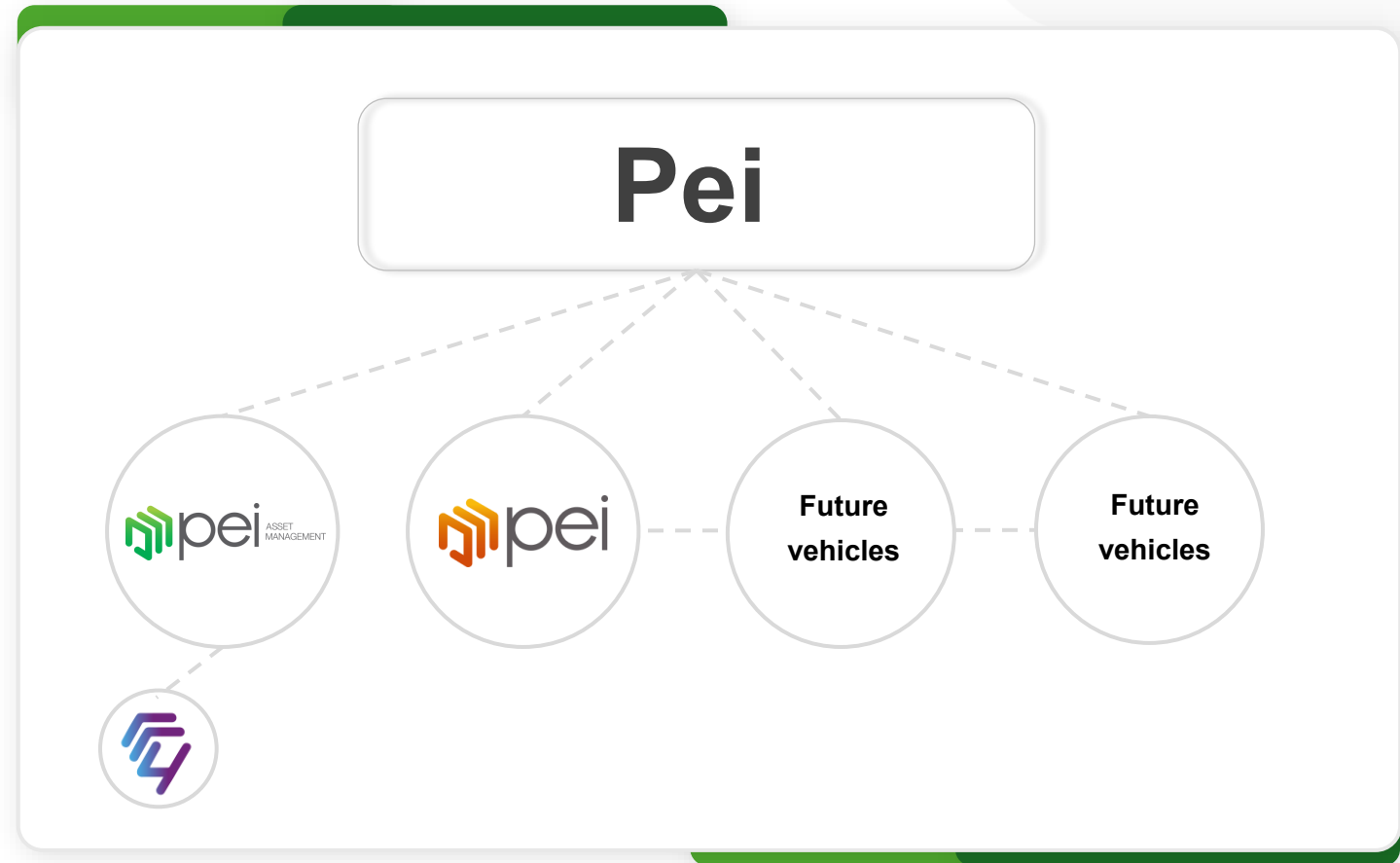
WHAT IT COMMUNICATES

-  The how and why of real estate management
-  Methodology, structure, and corporate governance
-  Long-term vision
-  Market knowledge
-  Organizational culture and talent

Brand architecture

A model that defines the role of Pei Asset Management **as an expert manager** and organizes the management, visibility, and coherence of the **brands it manages**, enabling the future incorporation of new portfolios.

Pei Asset Management acts as the institutional brand that supports and manages the investment alternatives under its administration, contributing expertise, structure, and operational strength.



Brand architecture



Corporate Brand | Expert Manager

Defines the strategy, narrative, and brand governance

Builds reputation, trust, and institutional positioning

Is the expert voice for investors, tenants, industry, markets, and media

Managed Brand



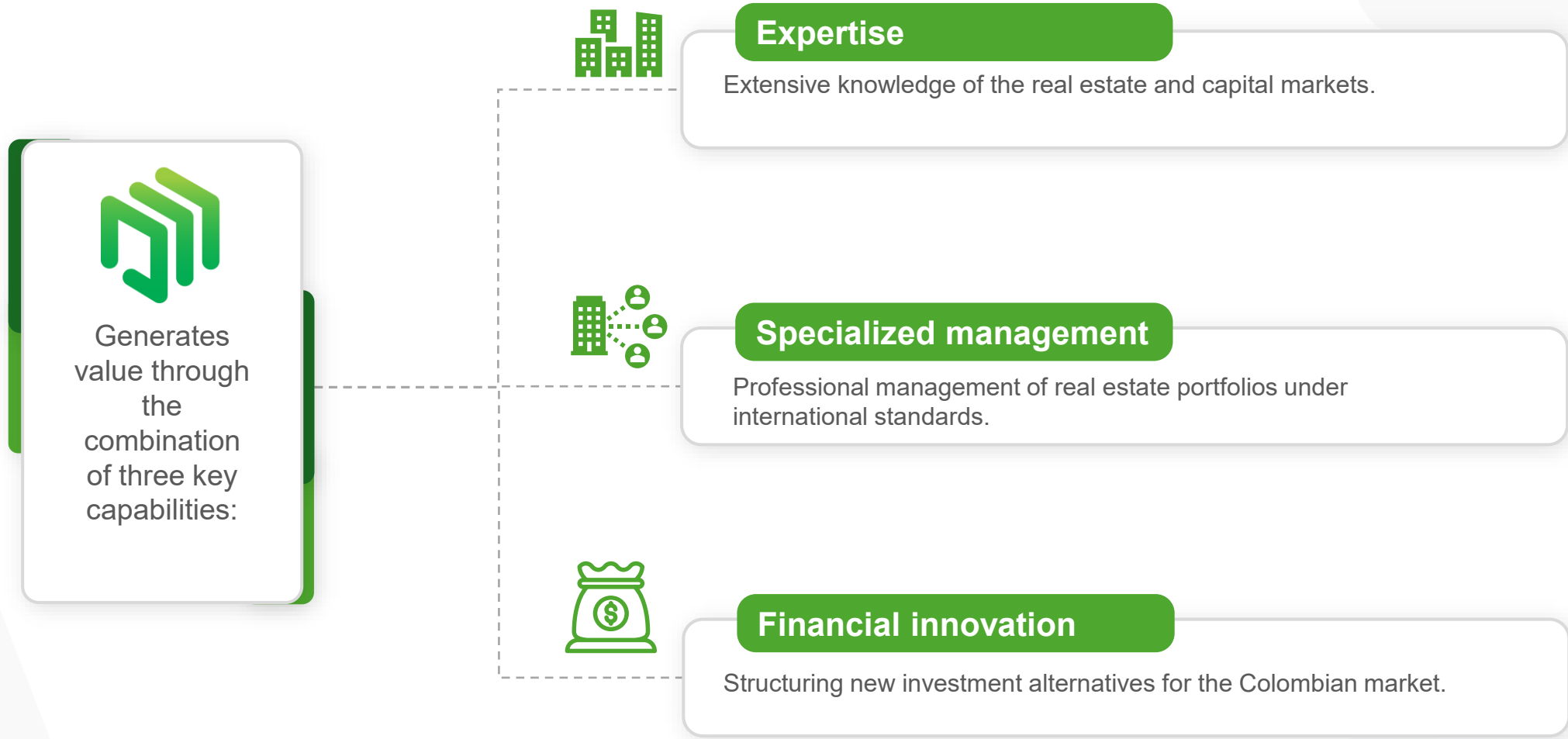
Real estate investment alternative

Communication focused on portfolio performance

Future Managed Brands

New investment alternatives managed by Pei Asset Management
They are integrated into the new governance model, narrative, and brand guidelines

Value proposition



Visual identity

Primary Colors

These are the characteristic colors of the logo and must be used without any variation.

To ensure color consistency across digital or printed media, the following values will be used for each color system.

- **Pantone (spot color):** for flat-ink printing and reproductions.
- **CMYK:** for printing with four-color separation (process and polychrome printing).
- **RGB:** equivalents in the RGB spectrum for screens or projections, used in digital, TV, and film applications (video screens and monitors).



Visual identity



Incorrect logo uses



Change the colors



Distort its shape



Change its orientation



Change the typeface



Change its placement



Use visual effects



Alter its clear space



Use it partially

Language and tone

How do we **speak** in a consistent manner across all channels?

Personality

- Intellectually solid
- Professional
- Human
- Rigorous

Tone

- Academic, without being distant
- Serious, without being rigid
- Approachable, without being informal
- Thoughtful, long-term oriented

Voice

- Explains before going deeper
- Prioritizes precision
- Uses technical language with clarity

Style

- Argumentative
- Pedagogical
- Explanatory

What we use

- Management
- Methodology
- Corporate governance
- Long term
- Specialized talent

What we avoid

- Promises
- Exaggerations
- Aspirational language

Language and tone



How do we speak in a consistent manner across all channels?

Personality

- Executive
- Rational
- Sophisticated

Tone

- Direct
- Sober
- Assured

Voice

- Data-driven
- Precise
- Without unnecessary judgments

Style

- Informative
- Decision-oriented
- Evidence-based

What we avoid

- Emotional language
- Return promises
- Speculative comparisons

Narratives

The 2026 plan prioritizes key audiences from the map of 24 stakeholder groups, concentrating communication and marketing efforts where they generate the greatest value for the business, reputation, and future growth.

1

Pei AM as a real estate partner with added value

2

Manager of tangible, sustainable, long-term real estate investments

3

Committed to financial education

4

Professionalizing the industry with expert talent

Positioning messages



Messages corporate (manager)

- Expertise and track record in real estate investment management.
- Corporate governance, discipline, and decision-making.
- Active role in the development of the real estate market.



Messages financial and performance

- Results, operational efficiency, and portfolio management.
- Long-term vision and value generation.
- Transparency and clear communication with investors.



Messages added value

- Support, closeness, and business knowledge.
- Spaces that evolve with their needs.
- Long-term relationships and shared value creation.



Messages employer brand

- Expert talent managing strategic assets.
- Culture focused on impact, excellence, and professional development.
- Pei Asset Management as an attractive place to grow.

Responsibility and use

The use of the Pei Asset Management brand and its managed vehicles is the responsibility of the **Communications and Marketing department**

Any external use must have prior approval.

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