



- **Follow-up from the A&B conferences**
- **Messaging**
- **Updated materials on the Portal**
- **A&B transitions and status, continued support for non-transitioning assets**
- **Broker training and transition checklist**
- **Host rollout update**
- **Earth Day**
- **Kingsley Surveys and Marketing Invoices**
- **What events are you hosting this summer?**
- **Focus for the next call – 2020 budget considerations**
 - Calendar of events**
 - National and local philanthropic efforts**
- **Closing**

But first, some congratulations!

Recent Property Management Local Market Award Winners

LIBERTY CENTER – Pittsburgh, PA

Chris Urban – Real Estate Manager of the Year

Liberty Center Engineering Team – Greatest Contribution by an Engineering Professional

2100 POWELL – Walnut Creek, CA

Alex Runkel – Rising Professional of the Year

TANNER POINT – Portland, OR

Michael Johnson – Team Player of the Year

STADIUM TOWERS – Anaheim, CA

Brittany York – Real Estate Manager of the Year

REGIONS 615 – Charlotte, NC

Melinda Hopkins – Team Leader of the Year

A&B Conferences

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What is A&B?

“A&B is an uncommon approach to the workplace that’s focused on going Above & Beyond for business.

More than breakout spaces and conference facilities, A&B creates an exceptional workplace experience centered around hospitality, convenience and sparking connections. ”

A&B is?

Experiences tailored to the submarket and the building with 'a feeling in these buildings that somebody is really making this special to create a really vibrant experience for me'

Property Management that is accessible

A (Above) is for Service

B (Beyond) is for the amenities and expanded experiences beyond physical office or conference space

& (Community). The community we create in our buildings via the program and the connective way we interact with our tenants

A&B Transition

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A&B Transition Schedule

Assets confirmed by the Asset Manager to transition to A&B

Building(S)	Status
Cal Plaza	In-process
150 North Michigan	In-process
8750 North Park Central	In-process
Stadium Towers	In-process
Warner Building	In-process
Pac Plaza	In-process
Pasadena Towers	TBD
Concourse	TBD
Tanner Point	TBD
5999 Center Drive	TBD
2600 Michelson	TBD
Metropoint	TBD

Marketing Materials

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Available on the Portal – aboveandbeyondforbusiness.com, Properties, A&B Manager Log-in, Password: a&b

A&B TEMPLATES AND FILES

A&B Logo

A&B Brand Messaging & Visual Identity System Guidelines

A&B Letterhead

A&B Envelopes

A&B Licensed Fonts

A&B Powerpoint Templates

A&B Map

A&B Monthly Report

A&B Newsletter Template (Powerpoint)

A&B Newsletter (Word)

A&B Updates

A&B Center Slideshow Template (Powerpoint)

Broker Training

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FAQ Document



Above & Beyond for Business

CBRE Global Investors' Proprietary Tenant Experience Program

WHAT IS A&B?

A&B is the evolution of Global Investors' successful 5-Star Worldwide program, which is founded on differentiated customer service. The enhanced offering will include customized technology and premium hospitality services to create convenience and drive productivity for tenants. It will also feature inventive versatile common spaces and programming designed to bring people together to enhance tenant engagement and connections. www.cbre.com/business

WHO IS A&B FOR?

The A&B experience is tailored to the individual needs of our tenants (and the localized factors that influence their success), so no two A&B properties are exactly alike. But one thing is always consistent: a dynamic workday for both tenant and business fueled by excellent customer service. In the age of office mobility, today's professionals need a place to plug in, hold a meeting, host a presentation or even grab a workout—regardless of where they've headed next. The A&B network gives them anytime, anywhere access to A&B spaces and amenities across the U.S.



WHAT VALUE DOES A&B DELIVER OUR CLIENTS?

Engaged employees are critical for business, and studies show engagement is easier to influence when people are face-to-face. Buildings with A&B offer an abundance of tenant-centric events and services, shared spaces for collaboration/socializing and are designed to optimize employee engagement to help tenants attract and keep the best talent. Through the predecessor service and amenity program, CBRE Global Investors has led the industry in tenant satisfaction and renewal intent, and we anticipate that will continue as we enhance the program.

HOW DO I BEGIN USING A&B?

PROPERTY TEAM: The on-site building team has attended an A&B Conference Rollout. Action items and a summary will be distributed in the next few weeks. The transition to A&B branding for property communications, on-site collateral, website and A&B Manager Services brochures will be cued into production. Please refer to the A&B On-site Checklist in this document.

LEASING TEAM: The transition to A&B branding for leasing communications, current HTML campaigns, building files, website and specific building leasing collateral will be cued into production. Please refer to the A&B Leasing Checklist in this document.

IS A&B AVAILABLE IN EVERY MARKET?

The current list of transitioning (or new) assets that will offer A&B Programming are:

- Collective at Concourse / Atlanta
- Tanner Point / Portland
- 8750 Northpark Center / Dallas
- Stadium Towers / Anaheim
- Warner Center / Washington DC
- 150 N Michigan / Chicago
- Pasadena Towers / Pasadena
- Cal Plaza / Walnut Creek
- Pacific Plaza / Walnut Creek
- 5999 Center Drive / Los Angeles
- 2500 Michigan / Irvine
- Metropoint / Denver

Collateral Checklist



ON-SITE MANAGEMENT TEAM

Coordinate/Print through Marketing: Eve Chambers

- A&B manager business card
- A&B manager intro eBliss
- A&B manager intro brochure
- A&B intro Captivate slides
- A&B intro pop-up banner
- A&B signage on-site: window decals, wall signage, parking garage graphics, monument signage, etc.
- A&B introduction launch (outreach or breakfast/lunch): signage, invitations or other customized materials

Self Service Templates and Print: A&B Portal

- A&B PowerPoint templates
- Logo
- Letterhead
- Envelopes
- Conference presentations
- A&B slide library: customizable PPT slides for your building/tenants; contains standard Global Investors A&B program narrative, graphics and photographs.
- A&B network map
- A&B building newsletter template
- A&B monthly report template
- A&B building updates template

LEASING TEAM

Internal Documents

- Review RFP Proposal Language
- Confirm with on-site all other collateral updates or needs

BUILDING BRANDED COLLATERAL

Coordinate/Print through Marketing: Eve Chambers

- Property pocket folder and inserts
- Property website
- Property HTMLs - all current eBliss campaigns
- Property files: one-off collateral in circulation
- Broker gifts
- Onsite experiential installations for big block or full floor tours
- Amend any virtual files with Floorad, Block View or others
- Building directory
- Outdoor signage or wayfinding

HOST AND HANA: What they are and speaking to them

Hana is CBRE's new "coworking" or flexible space solution designed to uniquely meet the needs of owners and occupiers. Hana is a wholly owned subsidiary of CBRE and falls under the CBRE Real Estate Investments global business segment. Hana, which launched in October 2018, is a turnkey flexible office solution that features team suites, meeting and conference rooms, and coworking space. In summary, think of Hana as a flexible space solutions business line.

Host is an experience offering that connects the employee to their environment via technology, amenities and communities. Host serves clients in CBRE Inc.'s Global Workplace Solutions and Advisory business segments. CBRE Global Investors' A&B program will incorporate the Host technology at several of its locations. In summary, think of Host as a technology (app) and human experience (concierge) that is activated in an office environment business line.

WHO ARE THE PRIMARY CONTACTS?

LEASING
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MARKETING
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Host

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Day Long Workshops and Rollout Schedule

Building(S)	One-Day Workshop	Rollout / Day 1
150 N. Michigan	5/16/19	6/20/19
Warner Building	5/13/19	8/06/19
Stadium Towers	6/04/19	9/09/19
Pasadena Towers	6/06/19	9/16/19
Tanner Point	6/27/19	9/30/19
8750 North Park Central	6/25/19	10/08/19
Mockingbird /Premiere	6/26/19	10/15/19
Concourse	5/15/19	10/29/19
2600 Michelson	6/05/19	11/12/19

Earth Day

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Earth Day

A few pictures from some of our events nationwide



EARTH DAY CELEBRATION

Let's work together towards a greener planet

APRIL 22 | 11AM - 2 PM
TWO GALLERIA TOWER | ROOFTOP TERRACE

Join us for giveaways, sweet treats & more!

Paper Shredding Truck Schedule:
One Galleria Tower | Front Drive | 9:00am-11:00am
Two Galleria Tower | Front Drive | 11:35am-1:15pm
Three Galleria Tower | Front Drive | 1:30pm-3:30pm



EARTH WEEK

SCHEDULE OF EVENTS

- Monday: Electronic Recycling
- Tuesday: Mike's Organic Delivery
- Wednesday: Monet Landscaping
- Thursday: Atria, Inc.
- Friday: #800CTGoesGreen Winner Announced

Show us how you practice sustainability at home or in the workplace! Post a picture on Instagram or Twitter with the hashtag #800CTGoesGreen. The winner will receive a swag bag that includes a canvas tote, reusable stainless steel water bottle, Yeti tumbler & more! We'll announce the winner Friday, April 26th.

ELECTRONIC WASTE COLLECTION EVENT

MONDAY, 4/22
3:45 - 4:30 PM

Kingsley Surveys and Marketing Invoices

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Kingsley Surveys

Have your notices gone out to the tenants and tracking? Utilizing our templates on Canva?

Goal is 100% response! Currently sitting at 19.1%!!! First reminder from Kingsley comes out today. What can we help with?

Staying with 5-Star as Kingsley is surveying 2018 and asking questions referring to 5-Star



Kingsley Survey 2018 - Master Post Card Template

Custom dimensions 9 in x 6 in

5W 5-STAR WORLDWIDE

Use as template

View

Marketing Invoices...

Annual marketing invoices have been sent to the properties – have you processed?

If not, please note the remit to address and confirm you are processing correctly

Any questions or issues, please let me know so we can review and address timely

Charge Description	Charge Amount
GI Dedicated Mktg Resources	xxxx.xx
GI Portfolio Mktg Platform	xxxx.xx
GI Property Mktg Acct Serv	xxxx.xx
<hr/>	
Total Invoice Amount Due in US Dollars	\$xx,xxx.xx

Summer Events

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A few events our teammates are hosting this summer

Liberty Center in Pittsburgh

Alicia Raymond – Liberty Center



A few events our teammates are hosting this summer

Concourse in Atlanta



Gillian Childers – Concourse



The Collective
AT CONCOURSE

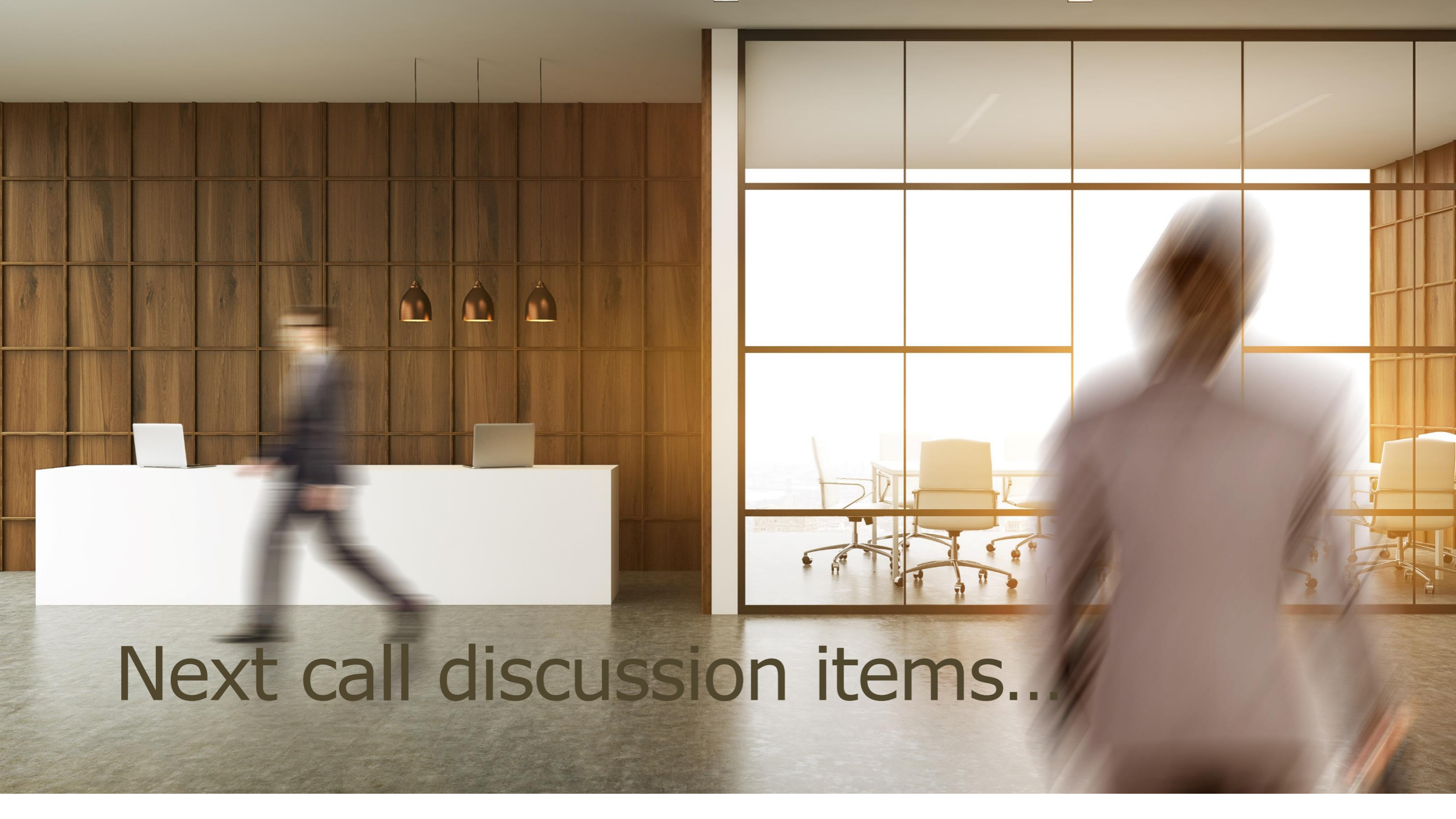


A few events our teammates are hosting this summer

5999 Center Drive, Los Angeles

Caramel Velez – 5999 Center Drive





Next call discussion items...

2020 Budget Considerations

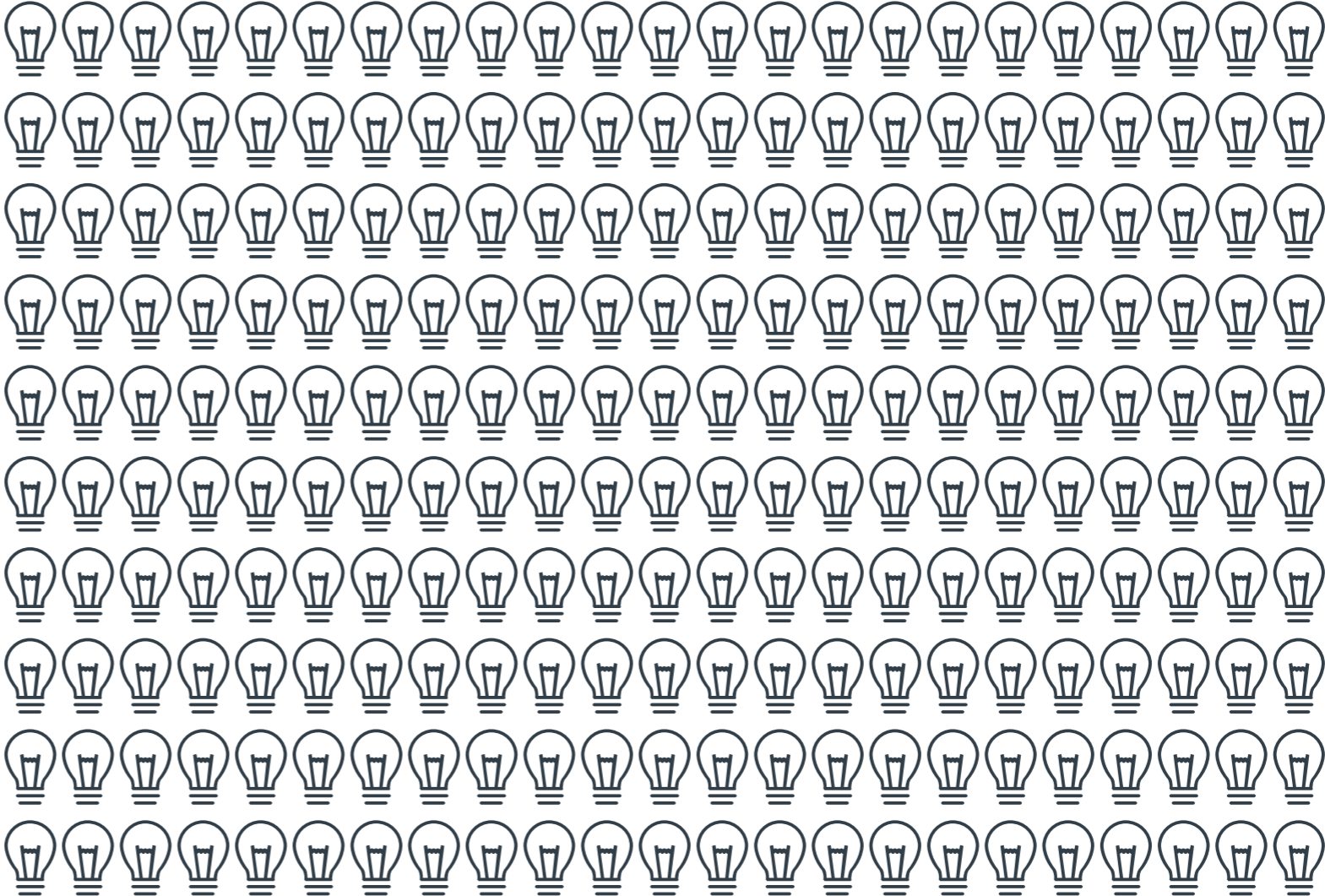
National and local philanthropic programs

Preparing for the annual Back-to-School back pack drive

Culture of Change

“A culture that captures thousands of small innovations can create benefits for customers that are impossible for competitors to imitate. One big idea is pretty easy to copy, but thousands of tweaks are impossible to see from the outside, let alone imitate.”

Kim Scott
Radical Candor



THANK YOU!

A&B
