

AFRICA

THE AWAKENING GIANT

Blessed with abundant natural resources, sub-Saharan Africa is rapidly awakening and preparing to take its rightful place among the world's economies. With a population in excess of 1 billion and a combined Gross Domestic Product of US\$173 billion in 2010, the region is an obvious target for global businesses looking to stake an early claim in the continent's potential. And Broll is there.

Broll Property Group has fully fledged operations in Ghana, Malawi, Namibia, Nigeria, Zambia, Democratic Republic of the Congo and Mauritius. The lack of a formalised approach to property management and maintenance in these countries opened the door for Broll to replicate its South African offering elsewhere on the continent, bringing a wide scope of its specialised services and unique capabilities to those markets.

Broll's portfolio of property under management outside of South Africa is valued in excess of US\$1.42 billion.



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A changing mood

Multinationals are increasingly looking to tap into sub-Saharan Africa's fast-growing consumer

markets and this, coupled with favourable infrastructure developments, improved political and economic stability and the deregulation of certain industries across the continent, has created a significant positive shift in the attitudes of investors to Africa.

Broll Property Group is ideally positioned to help existing and new enterprises professionalise their property needs throughout Africa.

The rules are different

Doing business in greater Africa brings with it a number of unique challenges. For enterprises looking to invest or establish operations on the continent, it pays to identify partners and service providers that are experienced and understand the characteristics of each individual and different market.

Broll's unique advantage is not only centred around its technical capabilities and ISO9001:2008 certified management systems, but its ability to deliver these to virtually any corner of the world through its patented Broll-Online software.

It's about partnerships

An important element of Broll's venture has been the desire and ability to partner with local organisations already active in the commercial and industrial property sectors. A cornerstone of these partnerships has been the clear objective that Broll views each business as an opportunity for skills and technology transfer.

The benefits are twofold. Starting operations with a local partner of substance establishes a significant foothold in the market and in each instance to date Broll has quickly become the leading property service provider. This transparent and knowledge-sharing approach, coupled with on-the-ground delivery, has led to consistent growth.

Broll ensures consistency and uniformity in its business approach across all operations through the hands-on involvement of its senior directors and executives. At the same time, the company recognises that each country is unique and faces different circumstances and challenges that need specific local solutions.

In those countries where Broll does not have its own office, it enjoys a close working relationship with our CB Richard Ellis affiliates. This includes Botswana, Kenya, Uganda and Zimbabwe.





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NIGERIA

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Nigeria is the continent's largest oil exporter and has abundant reserves of natural gas, attributes that make it highly attractive for international business.

Broll Nigeria was established in 2004 as a joint venture between Broll Property Group and local shareholders. It employs over 80 staff members and offers a broad spectrum of property services. Current projects include the ongoing leasing, property and facilities management of the 20 000m² The Palms shopping centre in Lagos, at its launch the first regional shopping centre in Nigeria. Other projects are the retail leasing of the 22 600m² Ikeja City Mall, the 22 200m² Polo Park Mall, the 10 500m² Kwara Mall and the 8 500m² Grand Towers, with trading to commence at various stages during 2011 and early 2012. In addition, there is approximately 200 000m² of new retail developments that will commence construction in the next 6 to 18 months.

In what is perhaps the most exciting new property development in the country, Broll Nigeria has been appointed the exclusive leasing agent for a 40 000m² mall of the 900ha Eko Atlantic development on reclaimed land adjacent to Victoria Island.

Of particular interest to investors, developers and retailers has been Broll Nigeria's ability to identify potential development sites, facilitate their assessment and viability, and then assist in assembling a workable solution.

Broll Nigeria's CB Richard Ellis connections make it the first choice for multinationals looking to establish themselves in this growing economy. A number of the world's best-known brands make use of the various services offered by Broll Nigeria, including Pfizer, Day Waterman College, St Saviour's School and Standard Chartered Bank (facilities management), Mearsk and Nokia Siemens (project management), and Stanbic (valuations).





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GHANA

Established in 2006, the Ghanaian operation is a joint venture between Ghana's Social Security and National Insurance Trust, the SIC Insurance Company of Ghana and Broll Property Group. It employs 45 staff members. Broll was the first company in Ghana to offer a formalised approach to property management and today offers a broad range of services.

The business unit has significantly grown its Ghanaian office portfolio under management, now valued in excess of US\$210 million.

At 21 000m², the Accra Mall, built to international specifications and finishes, and majority owned by Actis, is currently the largest fully enclosed shopping centre of its kind in Ghana.

Broll has been appointed the leasing agent for the new 31 500m² fully-enclosed West Hills retail development.

The Group has also pioneered facilities management in the Ghanaian property market. The concept of a total outsourced management solution is an attractive prospect in what at times can be a challenging environment, and several clients have adopted this innovative approach through Broll.

The Group is currently responsible for the facilities management of the student hostels at the University of Ghana, catering for more than 5 000 students.

Broll Ghana is one of the larger comprehensive residential service providers in this demanding sector of the property industry. Clients include many blue-chip international clients such as MTN, the World Bank and Unilever.

Broll Ghana is affiliated with CB Richard Ellis and this brings an immediate connection with the world's largest full-services property group. Considering Ghana's growing profile on the international stage, this sort of connectivity is vital for tenants as well as investors.



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| Facilities Management | Property Management | Shopping Centre
Management | Project Management**

MALAWI

Broll entered the Malawi market through a joint venture with a local property-management company in 2007. The operation has grown significantly in a market where there are few institutional property owners and where many of the larger properties are in private hands – a sector not traditionally familiar with outsourced property-management solutions.

This is changing fast as the benefits of a structured management programme start to emerge, and on the retail side alone Broll now includes four of the largest shopping centres in Malawi, including the 16 000m² Lilongwe City Mall, on its client list. Chichiri Shopping Centre was the first of its kind in Malawi and set new standards for retail convenience. Initially comprising 35 line shops with Shoprite as the anchor tenant, the centre has already been extended to include Game and Cine City cinemas.

On the office front, Broll has built sound relationships with institutional investors and developers and manages a sizeable portfolio of buildings for the National Insurance Company of Malawi. This portfolio includes a selection of prestigious office buildings, among them NBS Bank's head office and a major supermarket.

Broll has offices in three centres – Blantyre, Lilongwe and Chichiri. Once again, the Group's commitment to grooming and training local talented professionals is proving to be an important part of its growing success.



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Established in 2003 through a joint venture with the Ohlthaver and List group of companies, Broll Namibia has swiftly grown to a leadership position in the commercial and retail property sectors and now manages a portfolio in excess of US\$142 million. Broll Namibia employs 50 people.

The decision by landlords and town planners to expand or refurbish existing retail space, rather than create new space, is fast becoming an example of best practice. It helps contain capital expenditure and focus on attracting additional footfall to an existing centre in place of splitting the retail cake through a proliferation of new space.

This has led to the management and leasing of a number of new projects totalling more than US\$30 million, of which the increase in gross letting area at Wernhil Park Shopping Centre from 26 000m² to 38 000m² was the largest.

The key has been to provide total solutions from concept through to handover, meeting deadlines and budget so as to ensure clients achieve optimum returns on their investments without compromising quality.

Broll Namibia has established an enviable project management track record cutting across several industry sectors – commercial, retail and industrial. Recently concluded projects include:

- A US\$26 million retail extension to Wernhil Park, increasing the GLA by 12 000m²
- The US\$9.8 million office and retail upgrade and extension to Carl List Haus, bringing the GLA to 12 000m²





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Broll in the rest of Africa

Democratic Republic of Congo

The Gare Centre, located in Kinshasa, is a mixed-use development consisting of 23 000m² retail and 33 000m² residential and office space.

Mauritius

The Mall of Mauritius is an exciting new 37 000m² retail centre, a component of the larger mixed-use Bagatelle Precinct development located between the capital Port Louis and the international airport. Scheduled to open in September 2011, this is the country's first regional shopping centre. Leasing for the mall is ahead of schedule and well-known brands such as Pick n Pay, Ocean Basket, Mugg & Bean and the Platinum Group are among the committed tenants.

Tanzania

The opening of the 19 000m² Mlimani City Mall represented a quantum leap in Dar es Salaam's retail offering. It was the first fully enclosed centre of its kind in Tanzania.

Broll was responsible for the retail letting of the mall, and South African brand leaders Shoprite and Game signed up as key anchor tenants.

Zambia

Broll is responsible for the leasing of the 17 000m² Long Acres mixed-use development located in Lusaka.

It all starts with a solid foundation

Broll's continental success is a result of a number of key factors

- ISO-rated systems, procedures and quality controls benchmarked against best practice
- Identifying and retaining the best people
- Commitment to ongoing training and skills development throughout the organisation
- Technical and management support from Broll Property Group
- Use of inhouse-developed property-management software
- Partnership with global player CB Richard Ellis
- Joint ventures with reputable local partners
- A thorough understanding of the risks and realities of doing business in Africa
- Understanding the needs and strategies of South African tenants in Africa
- A proven track record of almost four decades

Broll Property Group and its African subsidiaries have added value to countless businesses throughout the continent. Whether it's the identification of greenfield opportunities for new investment, or the commissioning and management of new and existing property projects, Broll has the experience and local knowledge to maximise your property's potential.

If your organisation is looking to expand across African borders, Broll should be your first port of call.



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