

Press Release



O1 Properties will present Bolshevik, iCube and n Greendale office centres at MIPIM exhibition

Moscow, Russia. March 06, 2014. - Investment company O1 Properties, one of the largest owners of class A office real estate in Moscow, will take part in the international real estate exhibition MIPIM that will be held from 11-14 March in Cannes (France). This year the exhibition is celebrating 25 years and Russia, along with Brazil and Turkey, will enjoy the spotlight as one of the three 'countries of honor'.

O1 Properties will be participating at MIPIM for the third time. Unlike other years, when it held part of the Moscow government stand, this year O1 Properties will have its own exhibition booth (level 01, #. 11.15) that was designed by British agency Assembly Studios. The company will be exhibiting three new office centres: Bolshevik, iCube and Greendale.

The Bolshevik cultural and office complex is one of the most interesting examples of the historical industrial building refurbishment into a modern business and cultural space. The territory of the former confectionary factory on Leningradsky avenue by 2016 will be fully transformed, featuring not just a modern loft-style office facilities, but also recreational zones and the first and only museum of Russian impressionism in the country.

iCube is a new A-class office centre in the south-west of Moscow with an original architectural concept and special green zone on the roof – rare feature for Moscow architecture.

The Greendale office centre will be built in the north of Moscow to become one of the capital's few office buildings that was designed and built in accordance with the highest green development standards.

Keeping up with latest innovations, O1 Properties will demonstrate very interactive and technological stand. Augmented reality technologies will be used to create "live" office centres. Using just iPad and a picture, visitors will be able to see Bolshevik and iCube buildings in detail and even 'take a look' inside. Greendale will be presented in the more traditional form of miniature mock-up.

Moreover, O1 Properties will present the whole portfolio of its 16 projects by the interactive map with gesture control technology – interacting with a gesture-controlled screen, visitors can choose projects and learn more about them without any touch.

Pavel Barbashev, Head of Asset Management and Leasing of O1 Properties: "We always strive to show the market something new. In 2013, we presented iCube office centre using augmented reality technologies at Expo Real in Munich and the presentation had a great success. So, at MIPIM we decided to give a more detailed demonstration of office centres using this technology, allowing guests to see the buildings from the outside as well as inside. Investing in innovative technologies to

connect with our audience demonstrates O1 Properties' innovative approach to all aspects of business, including projects presentation”.

Apart from its stand, O1 Properties will take active part in a business program of the exhibition. Dmitry Mints Chairman of the Management Board of O1 Properties will speak at the 'Russian breakfast', an event that brings together the leading players and experts on the Russian real estate market. Dmitry will also be talking about prospects for investments into Moscow real estate market at the conference 'Moscow in Global Property Market', organized by Moscow Government and the Moscow Times.

Michael Stanton, Chief Investment Officer of O1 Properties, will participate in a closed meeting of the Moscow department of foreign economic relations, as well as speaking at the Moscow Times' "Moscow Calling: Drivers of Property Market" round table. He will also speak at the "Investor's Club: International Investment in Moscow Property" conference.

You can follow online reports about O1 Properties exhibition stand on our [Facebook](#) and [Instagram](#) pages.

For more information please visit the official web site of the company www.o1properties.ru or contact:

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Information about O1 Properties

O1 Properties is one of the major owners of A office real estate in Moscow. The company owns and manages a portfolio of 13 completed business centers in key business districts of Moscow with the total net rentable area of 497,000.00 sq.m. The company also runs three development projects. Currently the market value of the company's asset portfolio values USD 4.5 billion.

Information about Bolshevik business and cultural complex

The buildings of the former Bolshevik confectionery factory, located on Leningradsky avenue not far from Belorusskaya metro station, by 2016 will be transformed into a new cultural and business destination. The complex will consist of museum of Russian Impressionism, cafes, restaurants, shops and a modern loft-styled office centre. Tenants may lease office spaces with sizes ranging from 200 to 15,000 square meters. A landscaped recreation area will connect Leningradsky avenue and Skakovaya Street. The first tenant, media holding company Publicis Groupe, will move to Bolshevik in Q4 2014.

Information about iCube office centre

iCube is a new A-class office centre located close to Profsoyuznaya metro station, near Leningradsky and Nakhimovskiy avenues. The building is featuring bright exterior facade with panoramic glazing. There's also a green zone on the roof. The building is already put into operation and tenants will start decoration in offices in the first half of 2014.

Information about Greendale office centre

Greendale office centre will be built in Moscow close to the Mar'yina Roscha metro station and Third Transportation Ring. Office complex will comprise two interconnected buildings. Building A – a 23-storey office building with a spacious double-height lobby, panoramic views and outstanding modern architecture. Building B – a 7-storey office building featuring retail zone on the ground floor. Canteen and restaurant are planned to be there among other numerous amenities. Ample parking will be located in two underground levels. The office centre is expected to be put in operation in Q2 2016. The project is designed in accordance with BREEAM International 2013 on "Excellent" level standard.

Information about the MIPIM exhibition

MIPIM is one of the largest real estate exhibitions in Europe and has been running over 25 years in Cannes, France. In 2013, about 2000 companies from 80 countries took part in the exposition and more than 20,000 people visited the

event. Russia will be represented there by the leading developers, architects, regional and local government delegations.