

EQUIEM

2020

Annual Report



2020. What a year.

Firstly, thank you to my global team, clients, and partners. We faced extraordinary challenges together and made the year a success.



You have helped to steady our company and propel it forward through a time of uncertainty and change for commercial real estate. All signs indicate that change will be the constant in 2021, and we are ready.

Looking back at 2020, we had to innovate rapidly and release a series of solutions to help our clients deliver great customer service to their tenants in an unprecedented time. We first launched *Remote* in March, a collection of virtual amenities and services for newly locked down workers. Then came *Return* in May, allowing landlords to check-in and track tenants, as well as supplying information to bring them back safely. Then *Retain* in October, led by new leasing dashboards to help landlords focus engagement strategy around their expiry risk.

We also completed access control and visitor management integrations with global partners (HID, Sine, Vicinitee) and launched an integrated smart building offering in partnership with Metrikus – allowing landlords to better manage air quality, building density, and track occupancy. In 2021, we will further expand on our growing list of integrations and partnerships.

Our ability to rapidly meet the market, alongside an industry-wide increase in technology adoption, meant that in 2020 we experienced unprecedented demand and another year of strong growth. We grew our US business by more than 100%, expanded into Canada, and announced a strategic partnership with British Land and Lendlease.

2021 presents to us a clear opportunity: help our clients meet the evolving demands of the occupier and the employee. The workplace is moving from an “obligation” to a “destination”. As such, landlords are being forced to consider how to better incorporate flexible space options, amenities, and technologies across their assets and portfolios to meet these new tenant demands.

With 53% of real estate companies stating they will be ramping up their digital strategies in 2021*, these changing conditions will continue to create opportunities for Equiem to innovate, lead, and be a trusted technology partner to our clients.

*Deloitte Insights' [2021 commercial real estate outlook](#)

So, we are preparing to meet the demands of the post-COVID world. We are investing in expanding our flexible space management capabilities, helping both landlords and tenants to more easily manage desk bookings, amenities, and in-office services.

We are also expanding our operations capabilities, allowing building managers to manage both their people and the building with one platform.

And we're committing significant resources to data analytics, helping asset managers and leasing teams better predict tenant renewal likelihood, assess capital improvement strategies, and benchmark tenant satisfaction against their competitive set.

I began with thanks, but this is worth repeating. Firstly to my team: I'm so proud of how we focused, innovated, and "made lemonade" together amid challenging circumstances. Our culture affords employees a great deal of autonomy and team collaboration, and provides a community of fun and diverse personalities.

2020 helped bring us even closer, evidenced by a 98% company confidence rating (our highest ever) at the height of the pandemic. It highlights what a truly creative, resilient, and hardworking team we have.

The only reason we're here today, in this position, is because of our clients, customers and partners. Our customers' willingness to work alongside us has driven this rapid innovation, and our partners' ability to work hard and think creatively, is what has allowed us to deliver. We consider ourselves very fortunate, and we look forward to a transformative 2021, together.

While many aspects of the future of both the world and industry remain uncertain, we look ahead with optimism and motivation. Our ten years of experience, product development and team-building have uniquely prepared us to deliver solutions that meet new market demands.



Gabrielle McMillan
CEO

2020 in Numbers

25 mins

Average Session Duration

250,000+

Total Comments, Likes, RSVPs

31 Million

Total Data Points in Equiem Dashboards

60%

Active Users

10,000+

Total Poll responses

3,000+

Book Your Arrivals

49%

Average of Building Registered

1.9M+

Total Content Views

74 Buildings

Launched Equiem Remote and Return To Work Solutions Over a 4-Month Period



We were humbled with strong growth amidst challenging conditions globally

We more than doubled our US portfolio in 2020, with 12 consecutive months of new site launches.

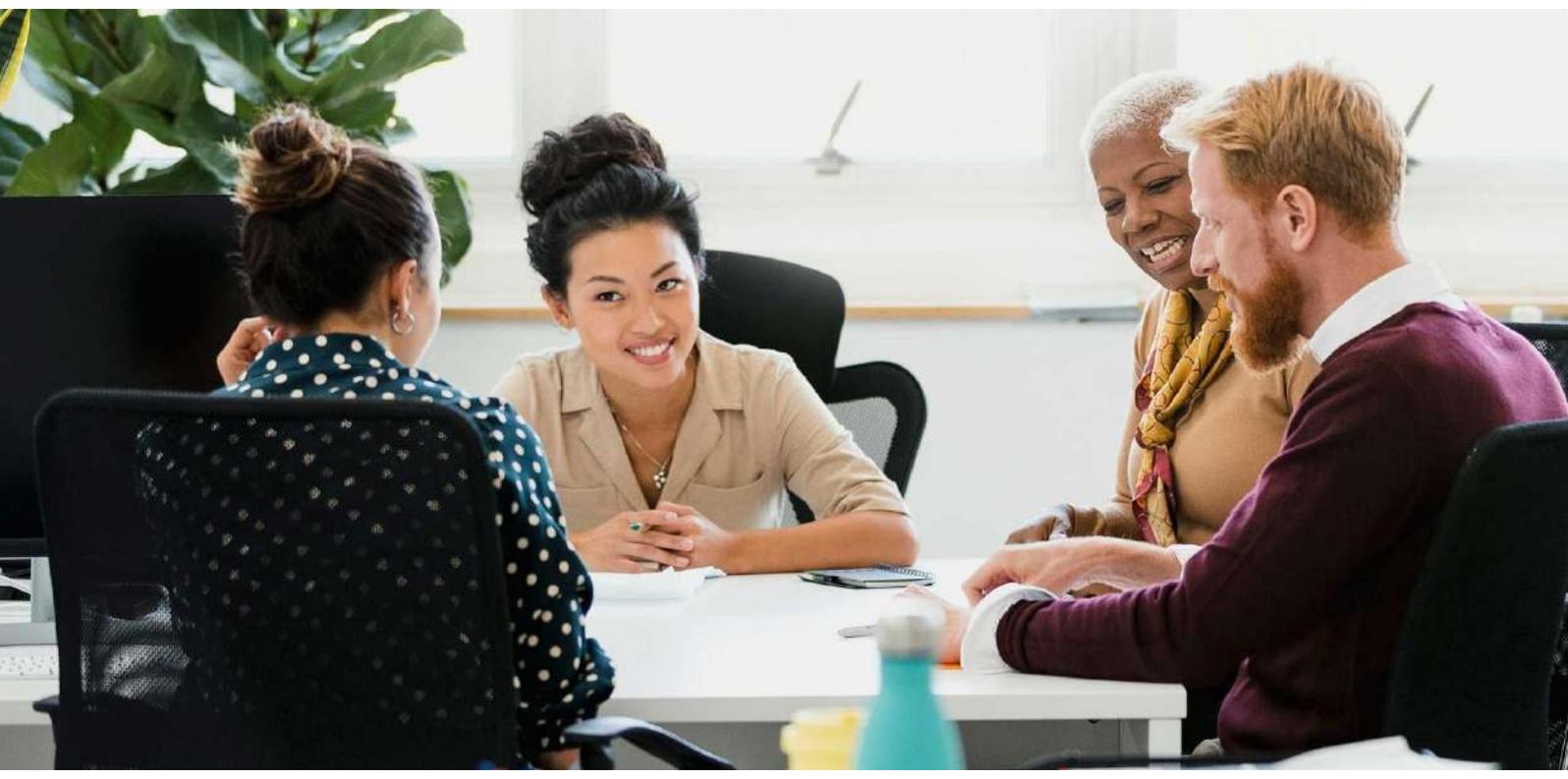
We launched new sites in **Nashville, Seattle, Tacoma, Colorado Springs, Denver, LA, San Diego, and Portland.**

And broke into new markets and countries: **Dallas, Chicago, Boston and Canada.**

In the UK, **British Land** chose Equiem to provide a custom tenant experience app to its 30,000+ workers – the beginning of an already rewarding partnership.

Lendlease Australia launched **WorkLife**, its Equiem-powered tenant experience platform. WorkLife is live now at 9 sites across Melbourne and Sydney.

And we partnered with **Knight Frank Australia** to provide an enterprise-g geared tenant experience platform solution to its national workforce, uniting them during COVID-19.



We innovated rapidly, responding to the needs of our industry during an unprecedented crisis

In March, we launched **Remote** to support landlords and tenants during the covid-19 lockdown with virtual services

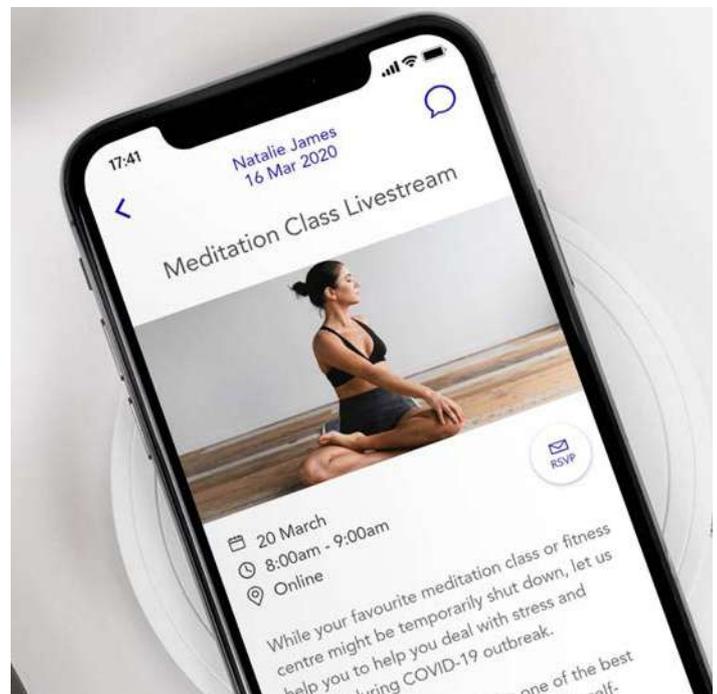
Globally, the pandemic crisis saw the implementation of nationwide lockdowns. Virtually overnight, thousands of office workers transitioned to work-from-home, with little time to prepare.

In response, [we launched Remote](#), the **first complete platform** of its kind in the market. Remote provided landlords with virtual resources, tools, and services to **communicate with and support their tenants remotely**.

Remote leveraged our tenant experience platform to unite and provide value to dispersed workforces, while giving landlords a constant channel to tenants.

Within weeks of locking down, tenants received free health and fitness live-streams, invitations to virtual community events, gifts, and resources from our partner network. Landlords, meanwhile, could monitor sentiments via polls and **keep tenants up-to-date**.

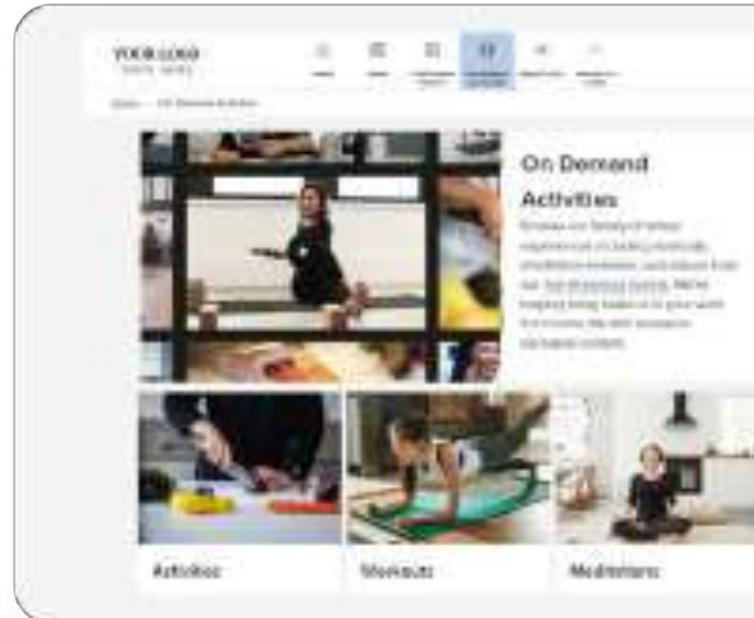
The solution was received enthusiastically by clients, as it solved many of their communication problems instantly. As such, it was adopted widely – and **in only 4 months, 74 buildings were using Remote**.



We expanded our **virtual services** to strengthen our clients' relationships with their tenants despite continued lockdown

Months after its launch, we continued to expand our **Remote** offering with new programming. Tenants could now browse a library of multimedia content including **health and fitness sessions, cooking workshops, and more.**

This was bolstered simultaneously by the expansion of our **global partner network.** New brands such as Fender, LulaFit, Bandit Coffee, Branch Furniture, Giftogram, and Office Luv joined the fold.

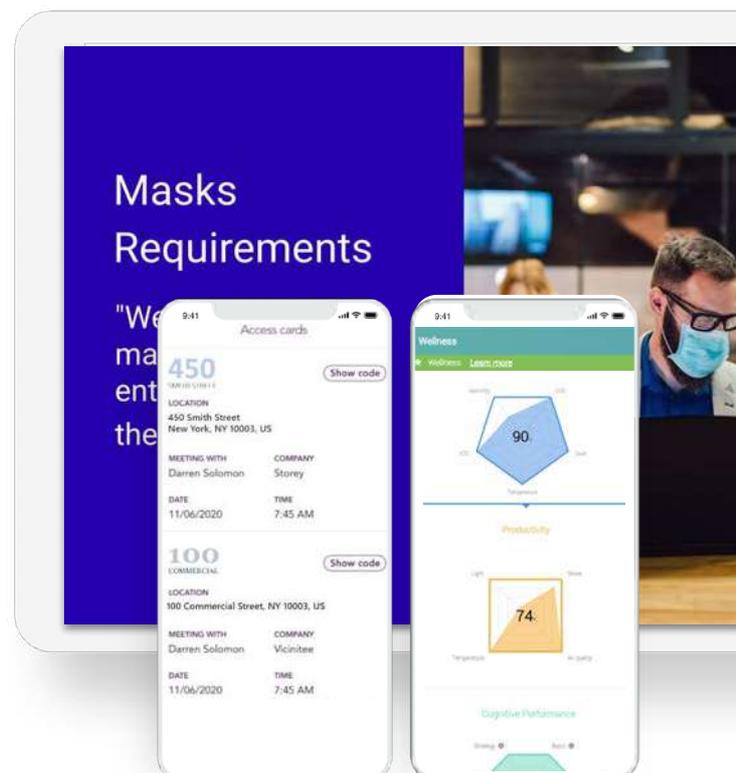


In May, we launched our **Return To Work Solutions** - comprehensive new features to support landlords who wanted to welcome tenants back with a world-class experience

Consulting with our clients in reopening markets, we devised and launched our **Return to Work** to facilitate the safe and efficient migration of tenants back to the office.

Return features a complete ecosystem of **tools, services and resources**, including: 'Green Light' interactive re-entry guide, a COVID-19 communications library, bookable building and facility entry, touchless access, density tracking and more.

Feedback from clients was extremely positive. **Return** gave building managers peace of mind when managing tenant return, and in future, will help them stay connected to hybrid workforces.



We surveyed more than 4,500 global office workers during the lockdown, providing crucial insights on tenant preferences while working remotely for our clients and the broader market

Releasing the data in the form of our [2020 Global Office Tenant Report](#), the analysis provided insights on COVID-19 and its effects on office workers. **One of the most comprehensive studies** at the time, the report was covered across numerous media outlets.

The report outlined **tenant sentiments**, covering **remote work situations**, expectations around **returning to the office**, health and safety concerns, and more.

Alongside our *Return* solution, the study provided our clients **actionable data and the tools** to welcome tenants back to buildings safely and memorably.

Key insights from the report included:

60% of tenants said they would not return to the office until 'it feels safe'.

82% reported they were as much or more productive at home.

70% said COVID-19-related updates on their Equiem platform were highly valuable.

80% said they expected up-to-date information on active in-building COVID-19 cases, safety and cleaning procedures from their landlord.

58% of landlords are concerned about controlling and monitoring social distancing.

65% said they expect to work from home once a week or more once restrictions are lifted.

70% said COVID-19-related updates on their Equiem platform were highly valuable.

Missed the report?

[Download your copy here](#)



In June, we launched **new integrations** to provide touchless access and visitor management, a key request from tenants

Thanks to our flexible integrations framework, Equiem has helped **clients unite their disparate systems** and make their building management processes more efficient.

In 2020, **touchless access and visitor management** rose in importance - evidenced through client feedback and our 2020 Global Tenant Report.

In response, we completed work to enable true mobile integrations with our partners **HID, Sine, and Vicinitee** - launching them across buildings in our portfolio.

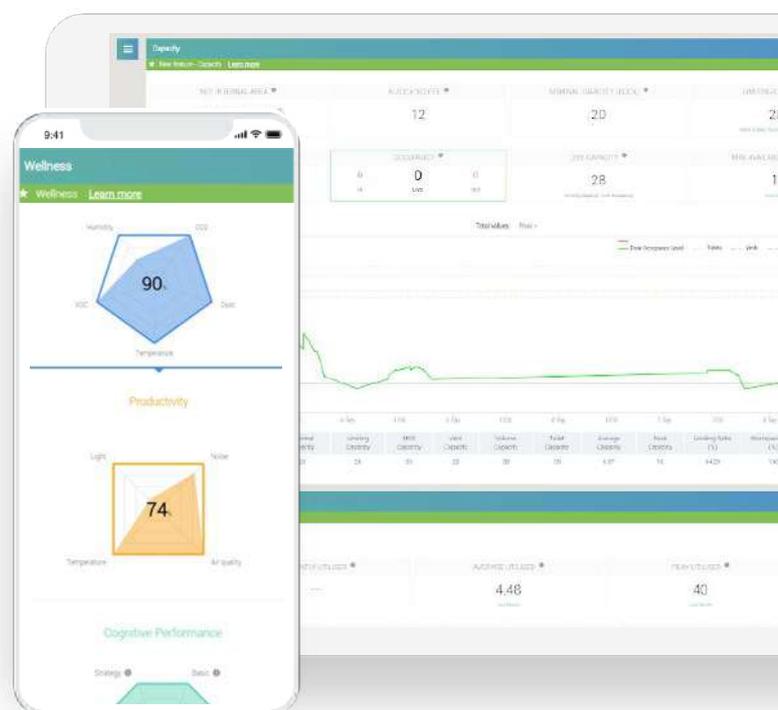


We launched **Smart**, an IoT platform allowing landlords and tenants to track and manage building density – allowing for safer returns to office

According to our 2020 Global Tenant Report, **60% of tenants worldwide** said they expected landlords to provide **office density information in real-time**.

In response to this need, and others, we launched **Smart**, a platform which enables landlords to **measure building occupancy, foot traffic, and air quality** in their buildings.

Using non-invasive **bluetooth sensors**, Smart delivers data to client dashboards in **real time**. Clients can use it to monitor lobby areas, elevators, tenancies, facilities – **virtually anywhere**.

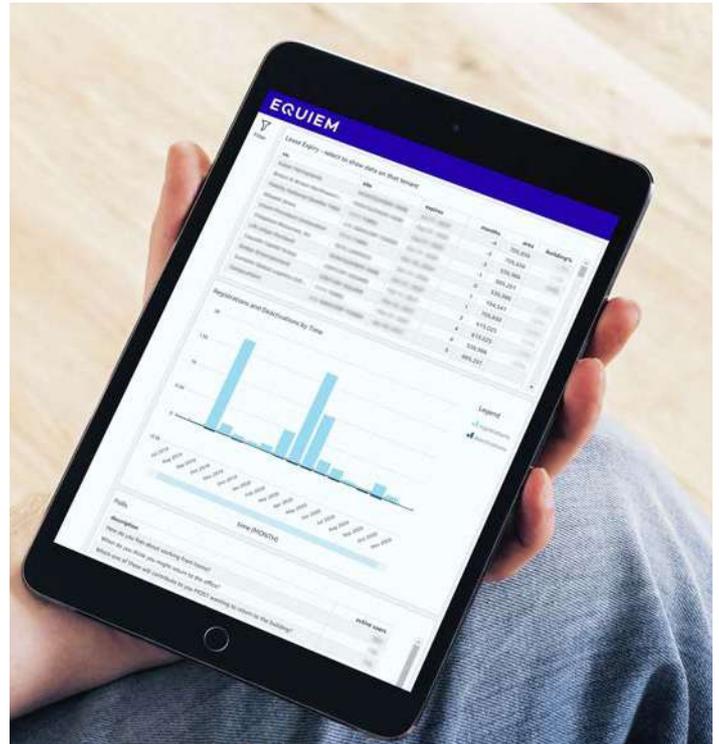


In November, amid heightened retention concerns across the industry, we launched **Leasing Dashboards**, helping landlords retain key tenants with behavioural insights

Built in close consultation and ongoing collaboration with a selection of proactive clients, the new dashboards provided analysis of a **specific tenant's preferences and behaviours** as collected from the Equiem platform.

Lease expiry data was also combined with Equiem platform activity to provide insights on each **tenant's behavioural profile and retention risk**.

The data enabled landlords to **create more personalised re-engagement strategies** and strategic campaigns to **retain key tenants**.

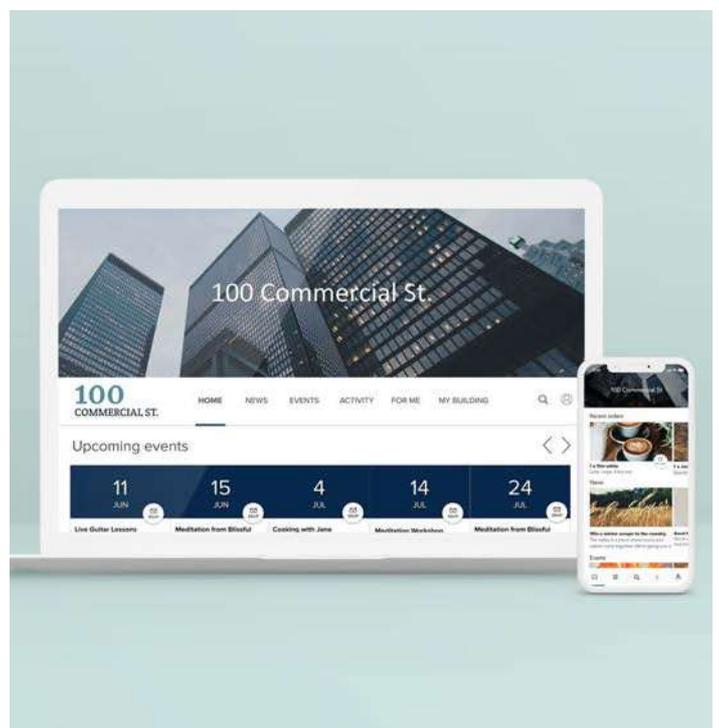


With 90% of tenants preferring desktop vs mobile while working from home, **we completely overhauled our web app**, while **upgrading our mobile app** too.

We completely **redesigned our web platform**, combining a fresh new user interface, reorganised content hierarchy, and **all-new features**.

We also launched version 3.0 of our **native mobile app**, adding a host of **new features** such as a **touchless access control**, **enhanced search**, and **enhanced branding customisation**.

The upgrades have allowed for **new features like Segmentation**, which enables landlords to create **tailored content, products and services** to specific user groups.



Last but not least, our team celebrated positive milestones and achievements

We welcomed new board members

We were thrilled to announce the addition of [Michael Spies and Richard Saltzman](#) to our board, two highly respected real estate veterans, to assist in our global expansion.



Michael Spies
Non-Executive Director



Richard Saltzman
Non-Executive Director

Added new team members

We strengthened our global team, adding key roles in Business Development, Client Services, and Engagement – giving us a new edge in serving both clients and end-users.



We celebrated our team's achievements

The Q Awards, our internal award program, had its best year yet. 70 awards were handed out in celebration of outstanding effort across the company. We welcomed two inaugural team members to our Equiem Hall of Fame: Elise Duchatel and Deborah Greenwood-Smith.

We championed change

In 2020, we contributed to diversity efforts across the CRE community, starting with the content and image library we use on our platforms and in external marketing. We also built a network of local and national businesses with a lessened focus on big, global brands in favour of those promoting varying ethnicities, ages, abilities, and genders.

And humbly accepted nominations

We were honored to be shortlisted for three UK PropTech Association Awards. We were nominated for the Most Innovative Business PropTech Award; the Most Adaptable Business PropTech Award; and our General Manager of UK & IE, Bronny Wilson, was shortlisted for the Diversity Advocate Award.

From operations to analytics and engagement, we look forward to a productive 2021. Here's what's coming:

Exciting new operations and e-commerce upgrades



Next-generation administration tool for landlords, property managers, tenants and users



Apple and Google Pay integrations to give users easier ways to transact on building amenities and services



E-commerce upgrades, including push notifications to help retailers promote products



New integrations: Comfort controls, parking, additional access control providers, and more



New visitor access feature, enabling visitors to enjoy select app features like click and collect shopping, maps, deals and discounts, and retail directories



Flex space tools, empowering landlords to commercialise underutilised space and give tenants more choice

Even more tools to make tenant engagement effortless



Automated engagement mechanisms tied to our Content Management Systems, making daily tenant interactions simpler



E-commerce loyalty and credit for users, which will promote onsite retailers and give landlords a new way to reward tenants



Enhanced engagement library with new campaigns, templates, and packages



Further enhancements to our mobile and web apps: New web store and activity feed features, homepage enhancements, new push notifications, and more

Deeper insights and actionable analytics



NPS & CSAT tools for tracking and benchmarking tenant sentiment and satisfaction



Contextual data: combining multiple data sources and types to generate deeper insights for landlords



Further upgrades to our leasing dashboards, including easier tools to refresh leasing data, ensuring your analysis is up-to-date

“With Equiem, we can keep our remote workforce engaged and enriched, ensuring minimal disruption and an efficient transition to the post-COVID world. As the office landscape changes and tenant expectations continue to evolve, we recognise the importance of providing our employees with swift, decisive communication, enrichment and support. Given the challenges and complications of COVID-19 on our executive team, this offering has never been more crucial.”



Aaron McGhee
 Chief Operating Officer & Chief Financial Officer
 Knight Frank Australia

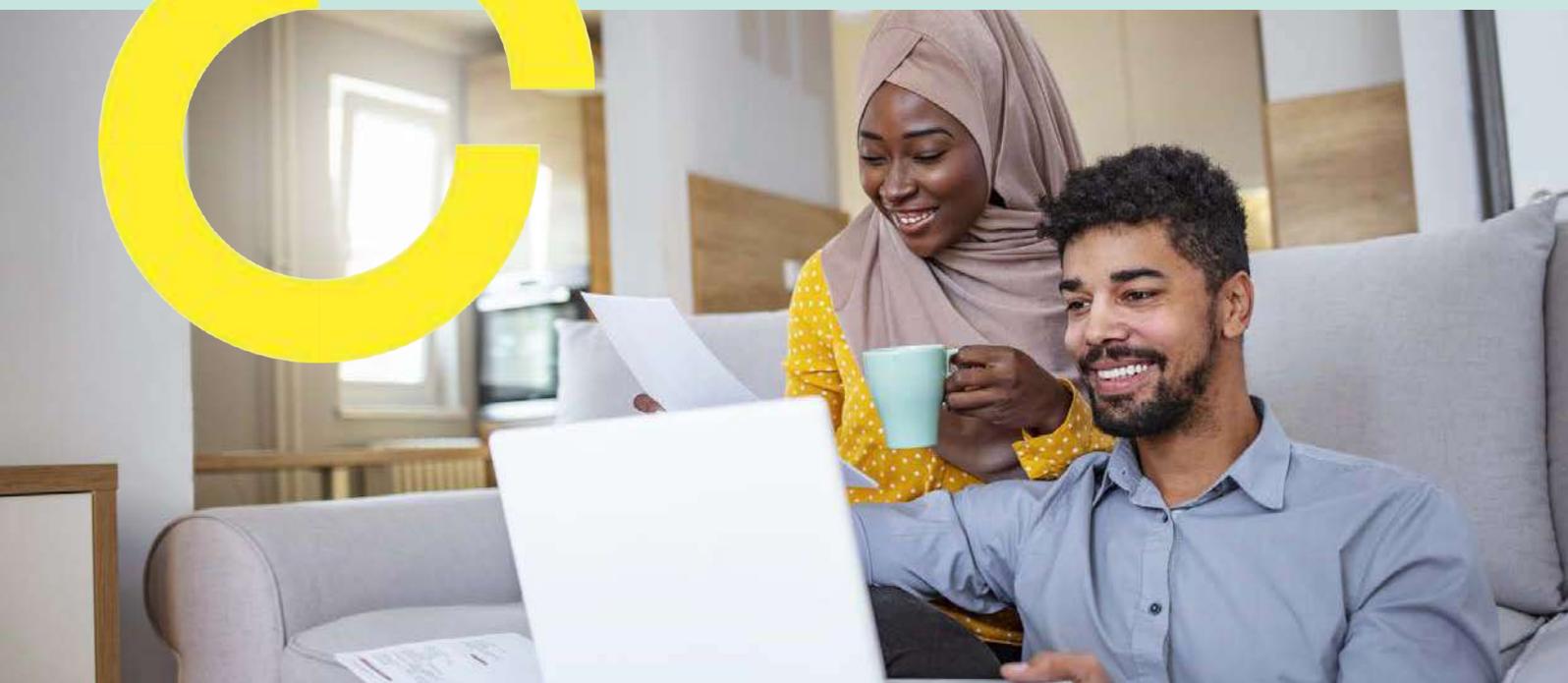
“The role of technology in creating better quality, healthier and more sustainable real estate for our customers is now even more important as a result of COVID-19.

Our aim is to make people central to the process and build a real sense of community through the app.

Equiem shares our vision – its team is data-driven, collaborative and forward-thinking, which made the decision easy when selecting a digital tenant engagement partner.”



Julian Barker
 (Former) Head of Smart Places at British Land



“(The platform) has been a real friend to me whilst working from home. I think you have all done a tremendous job, providing us with good humour, sharing stories, offering competitions and a platform to spend a few minutes on, that isn’t ‘work’ related. It really does have community spirit. Thank you all.”

Tenant
Nielsen
Oxford Business Park, Reading

“Just wanted to drop a quick note to say thank you, the Life at IQL platform has been brilliant during these uncertain times. Really appreciate and value the content you have been putting out – it’s been a breath of fresh air and very relevant to what people are experiencing, definitely helps me to feel connected outside of my home and my laptop screen.”

Tenant
Unicef
International Quarter London, Stratford



“When COVID-19 forced much of our building workforce off-site, we were faced with the challenge of how to maintain tenant engagement, remotely. **Equiem’s timely roll-out of Remote enabled us to support our tenants through a very difficult period.** The positive feedback we’ve received underscores how important it is to stay connected in uncertain times.”



Melissa Kidd,
General Manager
Southgate & APM Australia
ARA Australia

“**Equiem has been a godsend during these uncertain times.** With the platform, we have been fortunate to be able to communicate with all of our tenants, on or off-property. We are also utilizing it’s impressive capabilities in communicating our return to work plans, smoothing the transition, welcoming our tenants back to their buildings.”



Jimmy Parker
Director of Culture Initiative
Stockdale Capital Partners, LLC



"Having the people walking into our buildings feel safe is key for us. The Equiem platform helps tremendously as it provides a channel for communication and transparency. We're able to circulate key information to all tenants - such as re-entry guidelines and security updates; send notifications; display air quality and density information directly on their phones. All of this contributes to creating a feeling of safety and security."



Christopher Rising
Co-founder and CEO
Rising Realty Partners

"I don't know where we would be if we hadn't found Equiem. Their platform has really helped us in three main ways:

The first is **communication**. Being able to **communicate to a wider range of occupants in our buildings**.

The second is the **ability to activate our tenant amenity spaces**.

Third is the **ability to understand what our tenants' needs are**, really zero in, where before we were guessing."



Darrin Williams
Vice President, General Manager
Unico Properties LLC



Thank you again for making 2020 such a great success. We look forward to an even bigger 2021.

Don't have Equiem in your buildings yet?

[Book a demo today](#)

- ✓ Enhance communication and build community
- ✓ Improve amenity, experience and productivity
- ✓ Unlock new revenue streams
- ✓ Gather customer insights

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