





AFRICA

Botswana
Kenya
Malawi
Nigeria
Rwanda
South Africa
Tanzania
Uganda
Zambia
Zimbabwe

AMERICAS

Argentina
Brazil
Canada
Chile
Colombia
Costa Rica
Mexico
Peru
Puerto Rico
The Caribbean
USA

ASIA PACIFIC

Cambodia
China
Fiji
Hong Kong
India
Indonesia
Japan
Malaysia
Philippines
Singapore
South Korea
Taiwan
Thailand

Australia
New Zealand

EUROPE

Austria
Belgium
Cyprus
Czech Republic
France
Germany
Hungary
Ireland
Italy
Monaco
The Netherlands
Poland
Portugal
Romania
Russia
Spain
Switzerland
United Kingdom

MIDDLE EAST

Kingdom of
Saudi Arabia
UAE

Knight Frank Locally expert, globally connected.

There's a human element in the world of property that is too easily overlooked.

At Knight Frank we build long-term relationships, which allow us to provide personalised, clear and considered advice on all areas of property in all key markets. We believe personal interaction is a crucial part of ensuring every client is matched to the property that suits their needs best – be it commercial or residential.

Operating in locations where our clients need us to be, we provide a worldwide service that's locally expert and globally informed. Based on more than a quarter century of growth and success in Spain, we are also recognised as the Spanish real estate advisor of choice.

Knight Frank is owned by its proprietary partners, which engenders the culture of entrepreneurship and creativity that defines our company. Being an independent partnership means we are debt free and allows us to put our clients first, offering them the best advice and putting long term relationships before short term wins.

Since we first opened our doors in 1896, we have become the world's largest privately-owned property agency and consultancy. Our offices in Spain form part of a global network of over 500 offices in more than 60 countries. We operate as one firm with shared values.

Tailored Advice, Local Insights

Knight Frank has championed the infinite possibilities of Spain for 30 years, and we continue to do so.



From our headquarters in Madrid and offices in Seville, Knight Frank provides market-leading advice and transaction support. Clients include commercial and residential property developers, investors, corporates and homeowners who rely on us to fulfill their personal and business real estate requirements.

Our reputation for uncompromising professionalism in everything we do is earned by serving our clients and earning their trust. As a result Knight Frank has become an invaluable partner across Spain's commercial and residential property markets.

How You Benefit

- The world's leading independent property advisor
- Unparalleled experience and knowledge of the Spanish real estate market
- Generator of industry-leading local and international market research, including The Wealth Report, Global Outlook, (Y)OUR SPACE, Active Capital and PIRI 100 – keeping you ahead of the market
- Providing the highest standards of quality and integrity in global residential and commercial property advisory services
- Ability to identify and harness capital through a dedicated, international global investment network
- Unique access to Ultra High Net Worth Individuals
- Over 18,000 property professionals at your service
- Access to an integrated network of over 500 offices in over 60 countries, spanning five continents

Be Part of a Superbrand

We are proud to say that Knight Frank is a recognised Superbrand, joining the official list of best loved brands alongside Apple, Google, Coca-Cola and Amazon. As a Superbrand, Knight Frank is proven to be positively viewed by both experts and by our prospective buyers.





Our global sales network is involved with the most prestigious residential properties around the world.

Computer Generated Image

Residential Property

Knight Frank has an unbeatable and in-depth knowledge of the residential property market in all areas of Madrid.

We have a 50% market share of the prime market in Madrid. Our expertise in core residential is unrivalled, with more than 1,800 properties under mandate. Our market knowledge and research is 100% up to date.

Operating in Salamanca, Jerónimos, Chamberí, Almagro, El Viso, Centro-Justicia, Moncloa-Aravaca, La Moraleja, Knight Frank has more than 200 exclusive mandates per year in resales and is currently marketing the best developments in Madrid. We also offer a specialised core residential service for new developments out of M30.

We work with clients from first-time buyers to multi-homers, to experienced property investors and developers. We also advise on a wide range of properties, from city apartments to large property portfolios and trophy assets. Our expertise spans re-sales of individual homes to new build projects in all areas of the city. Because every property transaction is unique, our service is tailored to match the individual needs of our clients.

Our specialist knowledge includes the PRS market. We consult on individual blocks to master plans covering thousands of units on behalf of investors and developers, providing professional consultancy advice tailored to ensuring the best possible long term performance of assets.

Our recent strategic alliance with Douglas Elliman Fine Homes has created the world's largest interactive and connective network for luxury properties and enables us to provide a single market view, consistent expert advice and exceptional service on a global scale.

For many of our clients, Knight Frank is a lifelong relationship, with two-thirds of our business being repeat business. Our clients value stability and a sense of belonging, so why go anywhere else?

OUR SERVICES:

Knight Frank provides sales, management, marketing and consultancy services for:

- **RESIDENTIAL DEVELOPERS**
- **RESALE RESIDENTIAL PROPERTY**
- **LAND**
- **VALUATIONS**
- **INVESTMENT**
- **PRS**

Residential Property Marketing

Tablet & Smartphone App

Knight Frank's pioneering iPhone and iPad app enables potential buyers to use the Global Property Search wherever they are.

Since the app launched in May 2010, more than 140,000 people have downloaded it, and just under 2,000 people use it daily. Of these users, over 12% spend at least 10 minutes on the app per session, and often up to 30 minutes at a time.

Users are able to view properties in 18 different languages, making the app extremely popular internationally. On average, 53% of app downloads are from international users. In the last 12 months, it has been downloaded by people from 111 countries. The app has also increased traffic to the Knight Frank website, with 15% of all website visits now originating from it.

Google Analytics

Through our Business Intelligence Unit we are able to track weekly activity on our website and the effect key political and economic global events have upon capital flows. This allows us to provide market-leading advice to our clients.

Portals

We work with the main property listing portals, including portals with proven results for Madrid including fotocasa.es and idealista.com

Social Media

Well-planned, strategic social media campaigns help us to develop relationships with potential purchasers. There are a number of routes to reach and cultivate these relationships:

Facebook
A branded Facebook page can incorporate branded video clips and other engaging media, and is a platform from which to publicise launch events and latest news.

Instagram
Instagram is like a simplified version of Facebook, acting as a platform from which to publicise launch events and latest news. It is particularly strong as a showcase for engaging imagery and video.

Twitter
Planned and structured activity is published in order to grow a loyal group of active and engaged followers. This will often include journalists and others with local interest. It can synchronise with other platforms such as Facebook and LinkedIn.

YouTube
Video campaigns can be uploaded to YouTube and used to drive interest to the development website.

LinkedIn
A branded LinkedIn page is used to grow a targeted network and utilise the LinkedIn events application to set up and promote launches. Tweets can be synchronised so that they automatically update the LinkedIn status.

Knight Frank's Database

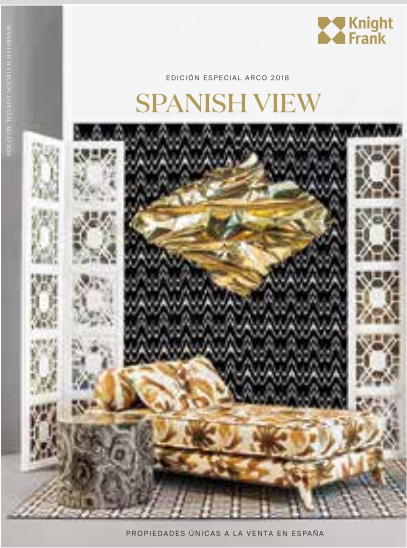
Our exceptional database of active buyers and sellers sets us apart from our competitors.

- Knight Frank owns and maintains the RPS Database of residential property buyers/investors that has been customised for our residential and new homes sales teams
- Live purchaser requirements in prime central Madrid are actively serviced
- The database is networked across Knight Frank brokers in over 60 countries, thereby providing a live platform for real time global transactions
- RPS allows us to actively manage our contacts and databases to ensure our brokers are proactive in their sales approach. It allows for cross-selling between teams and local offices – a significant feature that increases co-operation and promotes sales
- As a pro-active team, we contact each client personally, and schedule one-to-one meetings targeted to buyers' specific requirements



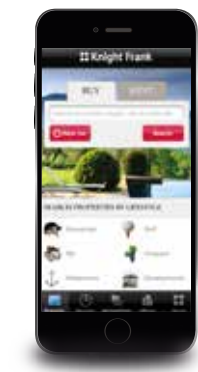
International View

- Annual Knight Frank publication published in April showcasing the finest luxury properties on the market around the world
- Over 25,000 English printed copies have been distributed through Knight Frank's regional and international network of offices to prospective buyers, vendors and investors



Spanish View

- Annual Knight Frank publication produced by the Madrid office showcasing the finest Spanish properties
- 10,000 copies printed in Spanish



By 2015, five billion people were connected to an ever-simplifying network of mobile, fixed and broadband communications.

Source: Knight Frank Residential Research

Knight Frank Research provides strategic advice, consultancy services and forecasting to a wide range of clients worldwide including developers, investors, funding organisations, corporate institutions and the public sector.

Valuations

Knight Frank provides valuation advisory and market appraisal services for both residential and commercial property.

Our teams of residential, commercial and development experts make up one of the largest and highest profile national property valuation practices in the whole of Spain.

Working with investors, developers and property owners, we make it our business to understand the needs and objectives of our clients, making their commercial goals our own.

All of our projects are managed by a dedicated client account team, providing consistent, high quality, independent and seamless service across all international markets. Knight Frank's extensive network is one of the most highly respected in Europe.

By communicating with our clients transparently and clearly, with due diligence, our primary objective is to add value to our clients, rather than simply report it.

OUR AREAS OF EXPERTISE COVER:

Valuation advisory:

- **PROPERTY AND PORTFOLIO VALUATIONS**
- **INVESTMENT**
- **FINANCING**
- **ACCOUNTING**
- **ARBITRAGE**
- **MERGERS & ACQUISITIONS**
- **SALE & LEASEBACK**
- **NPL'S VALUATIONS**

Commercial Property

Whether a property owner, retailer, investor, occupier or developer, our professionals have the expertise and foresight to outsource the best deals in the most sought after locations, maximise your financial returns, minimise operating costs and add value wherever possible.

Your commercial property objectives are our priority.

OFFICE

Our office department in Madrid has an in-depth knowledge and understanding of the latest market and development activity, and changing occupier requirements. We are focused on delivering intelligent, research-led advice to owners and occupiers, which is tailored to meet clients' business objectives across development, consultancy, marketing, leasing and acquisitions.

Our tenant representation teams work on a wide range of client projects from single transactions – acquisitions and disposals – and professional consultancy contracts, to complete occupational and real estate strategies. Whether searching for new office space, relocating retail premises or looking to grow your business, Knight Frank's specialist tenant advisors work with you to achieve your corporate real estate needs and objectives.

RETAIL

Knight Frank provides dedicated commercial retail property services to retailers, landlords and developers throughout Spain. Our dedicated retail team provides clear, trusted advice across the full retail property spectrum whether you are looking to rent or buy retail space. Our experts are regularly appointed to work with some of Spain's most prestigious brands and retail developers.

Knight Frank has specialist expertise in shopping centres as well as retail flagships, having recently secured several flagship locations for global brands in Madrid and Barcelona.

LOGISTICS

At Knight Frank we trade in innovative solutions, delivering marketing, leasing and acquisition strategies, development consultancy and investment advice for the industrial market. Our logistics and industrial team in Madrid provide a range of services targeted at developers, owners and occupiers of industrial premises. Our experience stretches across a diverse range of clients, all with unique requirements and objectives.

SPOTLIGHT ON RETAIL

Knight Frank's SPOTLIGHT ON RETAIL features market-leading research and includes the biggest names in retail property and retail brands. Results and articles are updated throughout the year on knightfrank.es/blog, setting the scene for Spanish retail.

BUSINESS INTELLIGENCE

Knight Frank's web-based property management intelligence solution enables users to monitor all aspects of their property portfolio, with access to real time information, 24 hours a day, 7 days a week.

DATA. KNOWLEDGE. CONFIDENCE.





We provide
in-depth sector
and country
specific advice and
are often the first
to identify new
opportunities
and investors
in the market.

Global Capital Markets

Knight Frank's ability to identify and harness capital has become fundamental to providing the best advice to our clients and realising maximum value for them.

Property has historically proven to be a lucrative and steady form of investment. As a tangible asset it offers security for investors that can protect against currency fluctuations and the increasingly erratic nature of the stock market and commodities.

Managing over £18 billion worth of both residential and commercial property transactions per annum globally, our investment advisors have access to an impressive contact database as well as insight into the latest trends and capital flows.

With unrivalled insight and access to both residential and commercial capital flows, we provide tailored portfolio analysis, acquisition and disposal services, based on the short and longer term investment objectives of our clients.

Our integrated residential and commercial investment and agency teams provide seamless cross-border expertise through our global investment network of over 500 advisors across over 60 countries. This network lends us the agility to stay ahead of our larger competitors and swiftly respond to the market and our clients' needs.

Operating through our five core hubs in London, Europe, the Middle East, Asia Pacific and the Americas, our joined-up approach enables us to benefit from up-to-date market intelligence and transactional activity in all the key global investment markets.

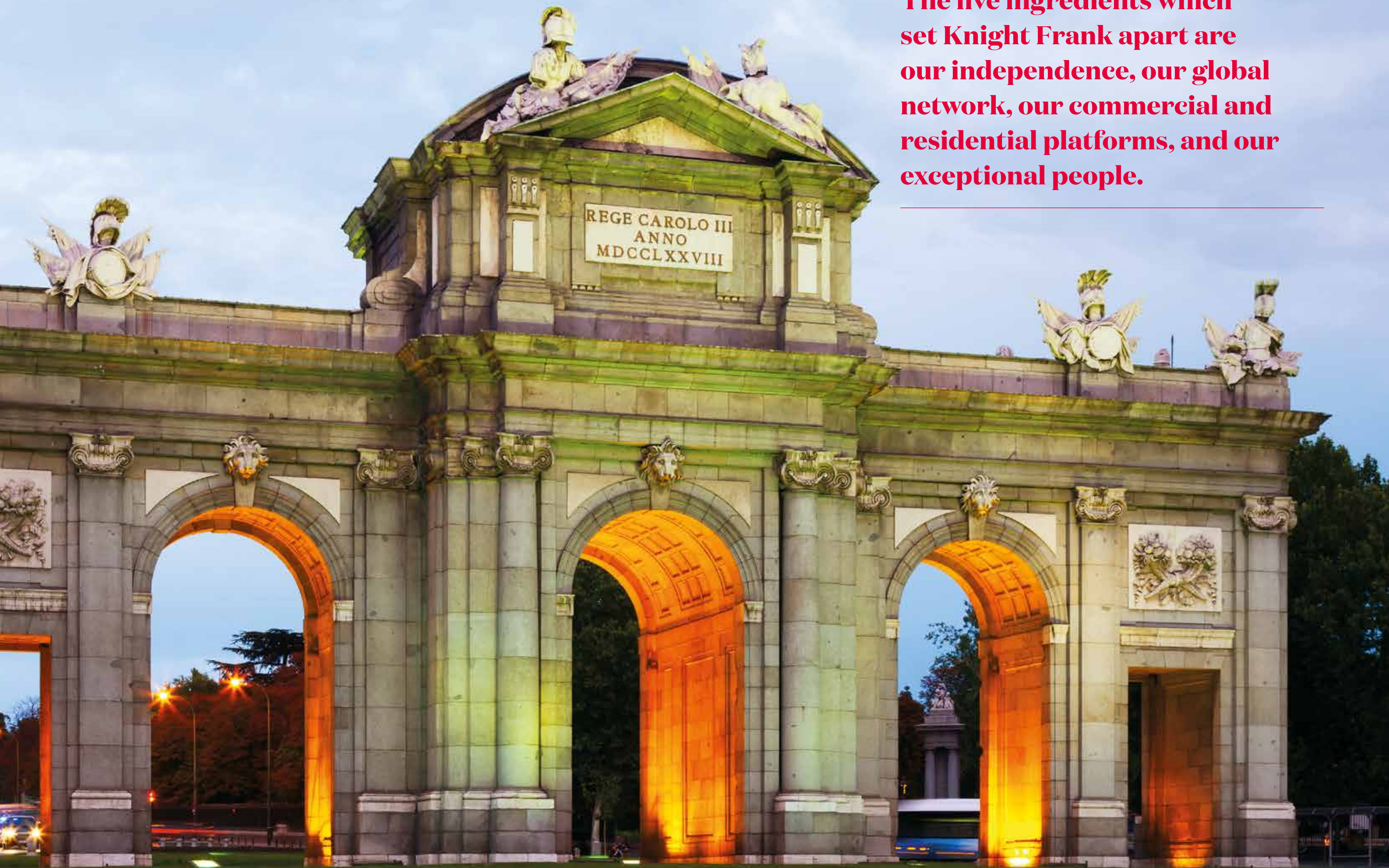
Supported by dedicated research teams, we provide in-depth sector and country specific advice and are often the first to identify new opportunities and investors in the market.

OUR SERVICES:

Our multi-disciplinary team has the expertise to evaluate and advise on market movements. We offer global coverage and a comprehensive range of research products and strategic services including:

- **PROPERTY MARKET DATA AND ANALYSIS**
- **DEVELOPMENT AND OCCUPATIONAL ANALYSIS**
- **RETAIL INVESTMENT**
- **FORECASTING**
- **TENANT PROFILING**
- **ECONOMIC ANALYSIS**
- **INVESTMENT MARKET ANALYSIS**
- **DEMOGRAPHIC AND CATCHMENT ANALYSIS**

The five ingredients which set Knight Frank apart are our independence, our global network, our commercial and residential platforms, and our exceptional people.



Property Marketing

PR

Knight Frank has dedicated local and international PR teams, based in-house. With key contacts at leading publications, these teams pro-actively feed the media, whilst protecting our clients’ property interests.

Advertising

Targeted advertising is used to reach specific target audiences and provide exposure in the most important newspapers and glossy magazines. The publications we recommend elicit qualified enquiries, and raise the property’s profile in the right areas.

For added visibility, sales boards bearing the Knight Frank logo are proven successful lead generators.

Marketing

Knight Frank is one of the world’s most recognised brands. Clients benefit from our brand association and also our expertise in creating and managing effective marketing campaigns, ensuring that projects benefit from the best presentation and exposure through tried and trusted channels.

Online Marketing

We operate in a global market. That is why our website is available in 23 languages, more than any of our competitors.

Knight Frank’s communication tools are constantly evolving to take advantage of technological advances. This helps us keep clients informed and bring them together with buyers in the most effective and convenient ways possible.

knightfrank.com

By listing properties on Knight Frank’s award-winning Global Property Search website, we showcase projects to potential buyers around the world in 23 languages. As well as improving accessibility for users, this enables us to attract even more international buyers from around the world. No other agent has this extensive capability.

Knight Frank’s website lists over 12,500 properties for sale and rent. Over the last 12 months, it has been visited by people from 232 countries. With around 2 million page views per month, a potential purchaser clicks on the website every 1.3 seconds. These statistics become even more powerful when you consider that over 80% of potential buyers start their search online.



Targeting international wealth

Our international sales teams are focused on targeting HNWI clients, working directly with London’s International Project Marketing team. A joined-up approach is needed to access these individuals either directly or via ‘wealth gatekeepers’ such as wealth managers, private banks, and trusted advisers.

Access to HNWLs

In each location we work with many of the private banks and their clients.

The principal means by which we access HNWLs is via the following:

- Key private banks and financial institutions
- Professional introducers
- Wealth advisers
- Luxury brand associations

Global property wealth

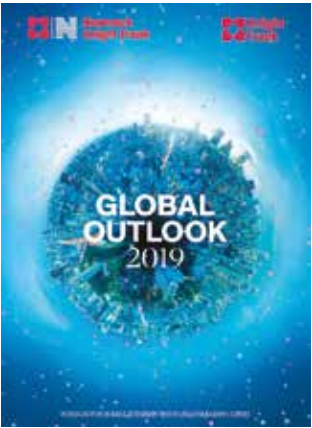
- Knight Frank holds detailed personal records and information on the property interests of 150,000 contacts
- The database includes 673 US \$ billionaires that are known to Knight Frank and in excess of 1,000 central millionaires
- This database has been assembled over 25 years of servicing global HNWLs for all their property requirements around the world
- Access to these markets is anchored by the production of Knight Frank’s Annual Wealth Report

Knight Frank Global Research

Knight Frank produces market-leading research, reports and indices, keeping you informed and ahead of the market.



Wealth Report



Global Outlook



Active Capital



(Y)OUR SPACE

knightfrank.es/blog

In these fast-moving and challenging market conditions, providing our global client base with an excellent service and sound advice is central to everything we do.

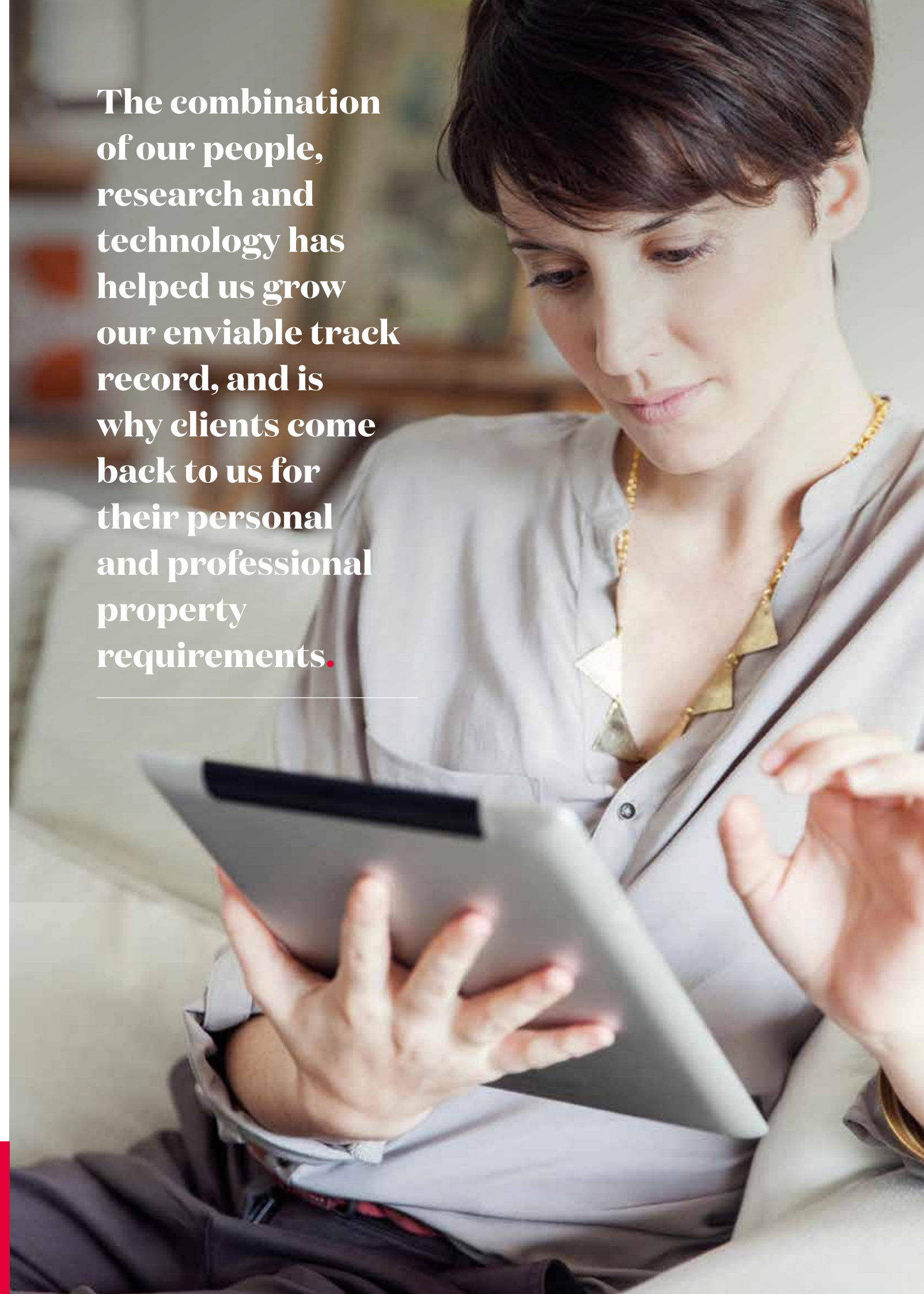
One way we provide this is via our online online blog knightfrank.es/blog - compulsory viewing for the best properties, latest research and powerful interviews from both commercial and residential perspectives, from around the world.



Benefits

- Enjoy privileged access to the extensive, world-class library of Knight Frank research
- Stay up-to-date with the latest global market insights and research from Knight Frank, how you want, when you want
- Product magazines: Spanish View, International View, Private View
- Local research and global market reports: The Wealth Report, Global Outlook, Active Capital and PIRI 100

The combination of our people, research and technology has helped us grow our enviable track record, and is why clients come back to us for their personal and professional property requirements.



Building Foundations: Our Commitment

Knight Frank is founded on strong values.

We ensure that our actions match our values to retain credibility with our people, clients, the property industry and the wider community. Our global corporate responsibility programme, Building Foundations, provides a framework for all of our offices to work by.

For Knight Frank, corporate responsibility has always included Workplace, Environment and Charity & Community. We have now extended this to include Governance & Ethics and Marketplace.

All our efforts as an employer in, and contributor to, global real estate are guided by these five areas.

Knight Frank hold a firmwide Global Day of Giving, a biennial charity fundraising event supported by the partnership's global network of offices. In Spain, our offices will be organising fundraising events to raise money for different local charities. We are members of the Spanish Association of Real Estate Consulting Companies (ACI).



Workplace

It is who we are:
our culture,
our brand,
our people,
our relationships.



Governance & Ethics

It is the foundation
of our business
that we act with
integrity and
professionalism.



Environment

It is how we
reduce both
our impact
on the natural
environment and
our dependence
on natural
resources.



Charity & Community

It is how
we support
and engage
with the
communities
within which
we operate.



Marketplace

It is how we
contribute to,
influence and
actively seek
to improve
our business
sector through
memberships
of professional
bodies, delivery
of our services
and our
communications.



Our Core Values

Knight Frank's future depends on recruiting exceptional people globally. People who share the same values and integrate them into everything they do. Our brand values reflect our commitment to sustained standards and the consistent delivery of a best-in-class service to clients.

- **Committed** • **Innovative** • **Enduring** • **Collaborative**
- **Respectful** • **Inspirational** • **Respect, Diversity & Inclusion**

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