Direct investment

Investment in real estate – in which we live, work, shop, relax or enjoy retirement - is done in two main ways: buying buildings directly and/or buying them indirectly through a listed or non-listed entity.

Either way, the purpose behind such investment will differ depending on whether to purchase the building for further trading, whether to build the building for sale or whether to invest in real estate as a long-term investment for a stable yield (i.e. rental income).

Business activities of listed property companies

Investors

Investors who seek stable and long-term returns on investments and ESG credentials.

Listed Property Companies

Main business of listed property companies

Ownership

The main business is to own buildings to rent – whether apartments, offices or shopping spaces – to a tenant who pays a monthly rent in exchange for utilizing the property.

Tenants

Tenants who need quality and affordability of the buildings.

Investors

Relationships

Relationships with tenants is as important as relationships with investors (shareholders) who invest in shares of listed property companies and collect an annual dividend.
Building Communities. Long-term relationships with tenants.

As the main business activity is to own investment property (i.e. to rent), everything listed property companies do is to bring value to tenants while remaining attractive for their investors. For example, they:

**Acquire**
They improve quality of buildings within investment portfolio by purchasing the best-in-class buildings and minimizing the impact on environment.

**Renovate**
They take investment decisions to transform existing buildings to sustainable.

**Develop**
They develop new buildings to rent and also improve living standards.

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**Developers**
Who sell buildings when built to e.g. listed property companies.

**Traders**
Who buy buildings to sell.

**Property managers**
Who operate buildings owned by others as a service offering.

**Construction companies**
Who construct buildings as a service for e.g. listed property companies or developers.

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Long-term investors tend to invest in real estate they own with a certain objective, and this objective differs from other stakeholders within the real estate markets.

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With listed real estate you enable investment in the real economy and serve society!

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About EPRA
EPRA, the European Public Real Estate Association, is the voice of the publicly traded European real estate sector. Founded in 1999, EPRA is a not-for-profit association registered in Belgium. With more than 290 members, covering the whole spectrum of the listed real estate industry (companies, investors and their stakeholders), EPRA represents over EUR 840 billion of real estate assets and 95% of the market capitalisation of the FTSE EPRA Nareit Europe Index.

For more information access www.epra.com or contact publicaffairs@epra.com.