

# Business activities of listed property companies

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).



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.



## Investors

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

## 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.

## Tenants

who need quality and affordability of the buildings.



# 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.



### 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.

Compared to...



### 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.

## With listed real estate

you enable investment in the real economy and serve society!

### 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.