



01 PEI Overview

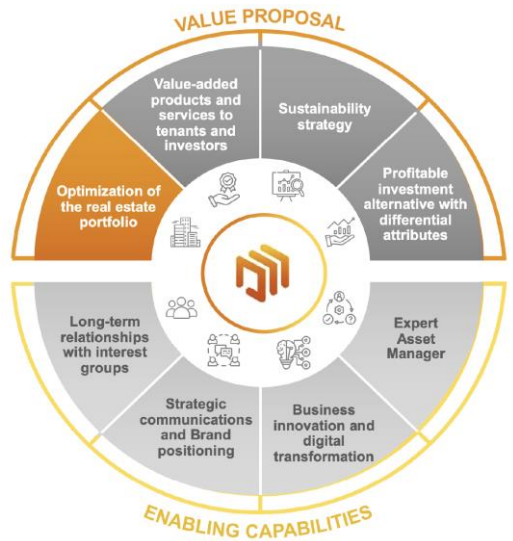
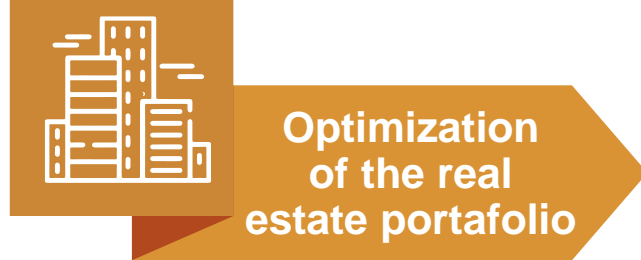


**PEI STRATEGIC PLAN
2021-2026**





**PEI STRATEGIC PLAN
2021-2026**
VALUE PROPOSAL



Structure redevelopment and conversion projects in assets

Disinvest and monetize asset appreciation

Reinforce the acquisition process with sustainability criteria

Improve prospectation process for new investment opportunities

Expand portfolio diversification with new categories





**PEI STRATEGIC PLAN
2021-2026
VALUE PROPOSAL**



Strengthen the m⁴ product to consolidate the added value strategy

Design and implement the " MExA" - Tenant Experience Model

Improve interaction with tenants through a CRM system

Establish a loyalty program to offer additional benefits to tenants

**PEI STRATEGIC PLAN
2021-2026
VALUE PROPOSAL**



Consolidate a carbon-neutral real estate portfolio

Build the assets master plan incorporating eco-efficiency criteria

Adapt assets to achieve LEED O+M¹ certification standards

Enable green financial sources for the vehicle

Include Pei securities in a sustainability index with international standards

Reinforce Diversity, Equality, and Inclusion practices



**PEI STRATEGIC PLAN
2021-2026**
VALUE PROPOSAL



Promote liquidity mechanisms in the capital market

Diversify investors base

Build the investor experience model

Strengthen permanent communication with the market



**PEI STRATEGIC PLAN
2021-2026**

ENABLING CAPABILITIES



Maintain proactive participation in regulations changes

Develop partnerships with specialized operating partners by asset types

Strengthen relationships with long-term suppliers

Generate synergies in shared ownership properties and key facility operators

Engagement with particular real estate associations (Colcapital, Camacol)





PEI STRATEGIC PLAN 2021-2026

ENABLING CAPABILITIES



Position the Asset Manager and the vehicle in the interaction with target audiences

Strengthen brand presence in industry scenarios and being a key opinion player

Structuring a content marketing strategy for digital channels

Build a Financial Education Plan for main audiences

Strengthen the strategic communication process for crisis management





PEI STRATEGIC PLAN 2021-2026

ENABLING CAPABILITIES



Speed up the operation of the vehicle and assets through process optimization

Digitize and automate key processes

Implement self-management tools for main stakeholders

Strengthen cybersecurity practices

Structure data architecture to enable business decision-making





**PEI STRATEGIC PLAN
2021-2026**
ENABLING CAPABILITIES



Consolidate a unique value proposition to attract the best human talent

Optimize the talent performance management model

Evolve the development plan and corporate training program

Improve the talent retention plan

Apply a leadership model that consolidates the organizational culture

