



STRATEGIC PLAN

2024 Update





Pei strategic plan 2024 update





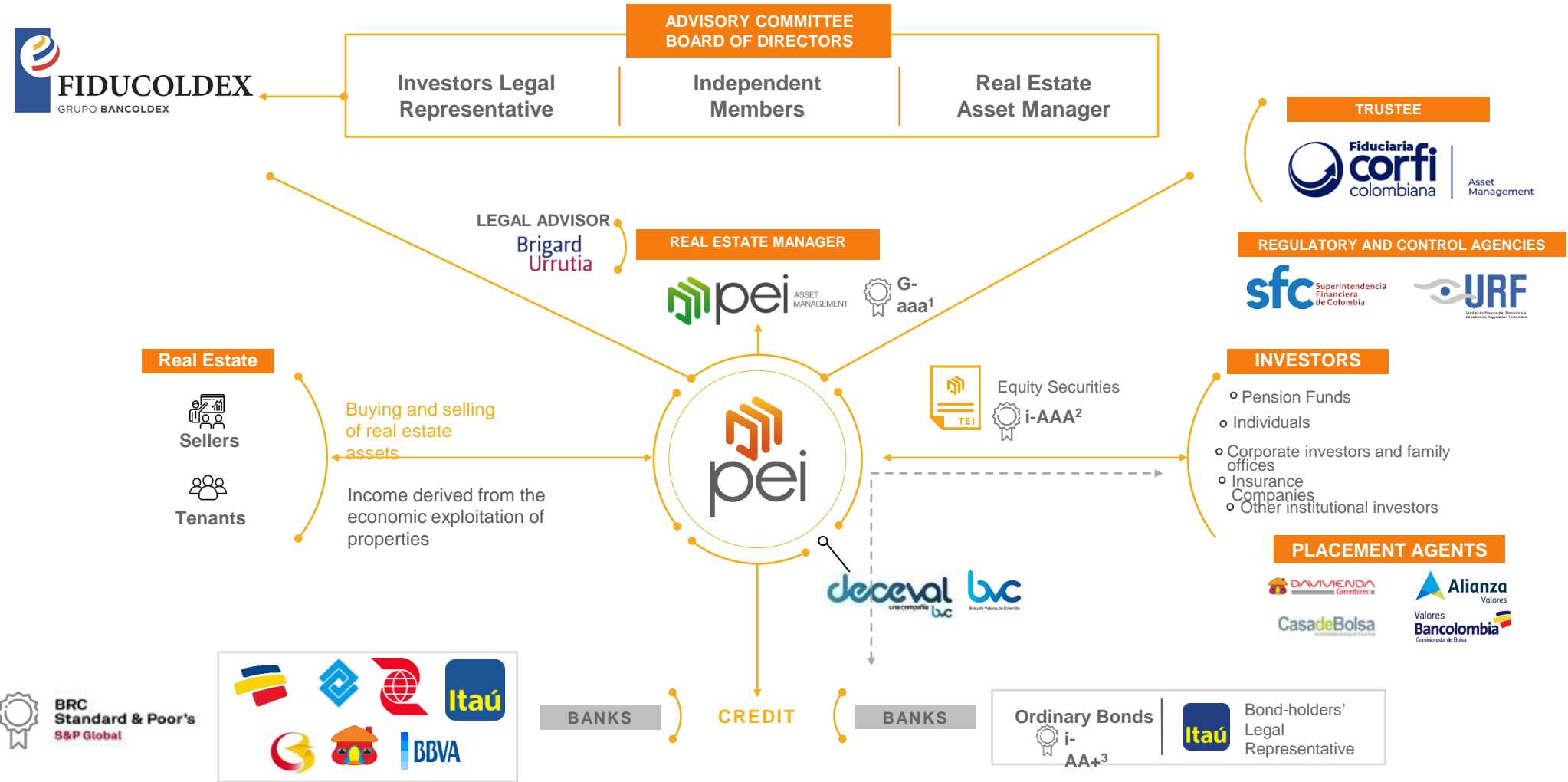
PROPÓSITO SUPERIOR

Offer a **sustainable and profitable investment alternative** to investors, **contributing to the economic, development of the country**, through the management of **physical spaces that benefit the community** and leverage the growth of tenants



VISIÓN

Be the **leading real estate investment vehicle in Colombia**, preferred by investors and tenants, **with a diversified portfolio of high-specification real estate assets**



1. Efficient Portfolio Management Rating
Last report: March/2024

2. Equity Securities Rating
Last report: March/2024

3. Debt Securities Rating
Last report: April/2024



To be the **real estate investment alternative** in Colombia preferred by **investors**



To be the **real estate ally** of tenants, **recognized for high standards of service**



Create **value** for **stakeholders** through **sustainability**





Be the real estate investment alternative in Colombia preferred by investors



Optimización del portafolio inmobiliario

- ✓ Procurement
- ✓ Reconversion
- ✓ Redevelopment
- ✓ Disinvestment
- ✓ Responsible investment
- ✓ Portfolio diversification

Eficiencia operacional

- ✓ Rent escalation
- ✓ Occupancy and vacancy management
- ✓ Cost structure optimization
- ✓ NOI Operating Margin

Estructura de capital eficiente

- ✓ Diversification of sources anchoring
- ✓ Diversification of equity investors
- ✓ Substitution of liabilities
- ✓ Participation in stock indices



Be the real estate ally of tenants, **recognized for high standards of service**



Value added

- ✓ Products and services m⁴
- ✓ Cross selling plan | Multi-category tenants
- ✓ Real estate assets master plan

Service level

- ✓ MExA – Tenant experience model
- ✓ Tenant retention and loyalty plan



Create **value** for
stakeholders through
sustainability



Environment

- ✔ Decarbonization of the real estate portfolio
- ✔ Green certifications
- ✔ Energy efficiency
- ✔ Responsible investment

Social

- ✔ Financial education program
- ✔ Good neighbor plan with communities

Government

- ✔ Risks management system
- ✔ Environmental and social management system
- ✔ Corporate governance standards
- ✔ Open and transparent communication with stakeholders



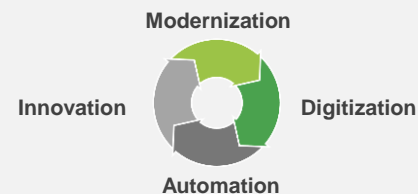
Human talent

- Expert team in financial and real estate issues
- Promoting diversity, equity and inclusion
- Development and well-being



Technology and innovation

- Development of new business capabilities
- Digital transformation plan for real estate portfolio management



Business allies

- Promotion of sustainable cities through real estate investment
- Contribution to the development of the capital market
- Relationships based on trust and transparency