

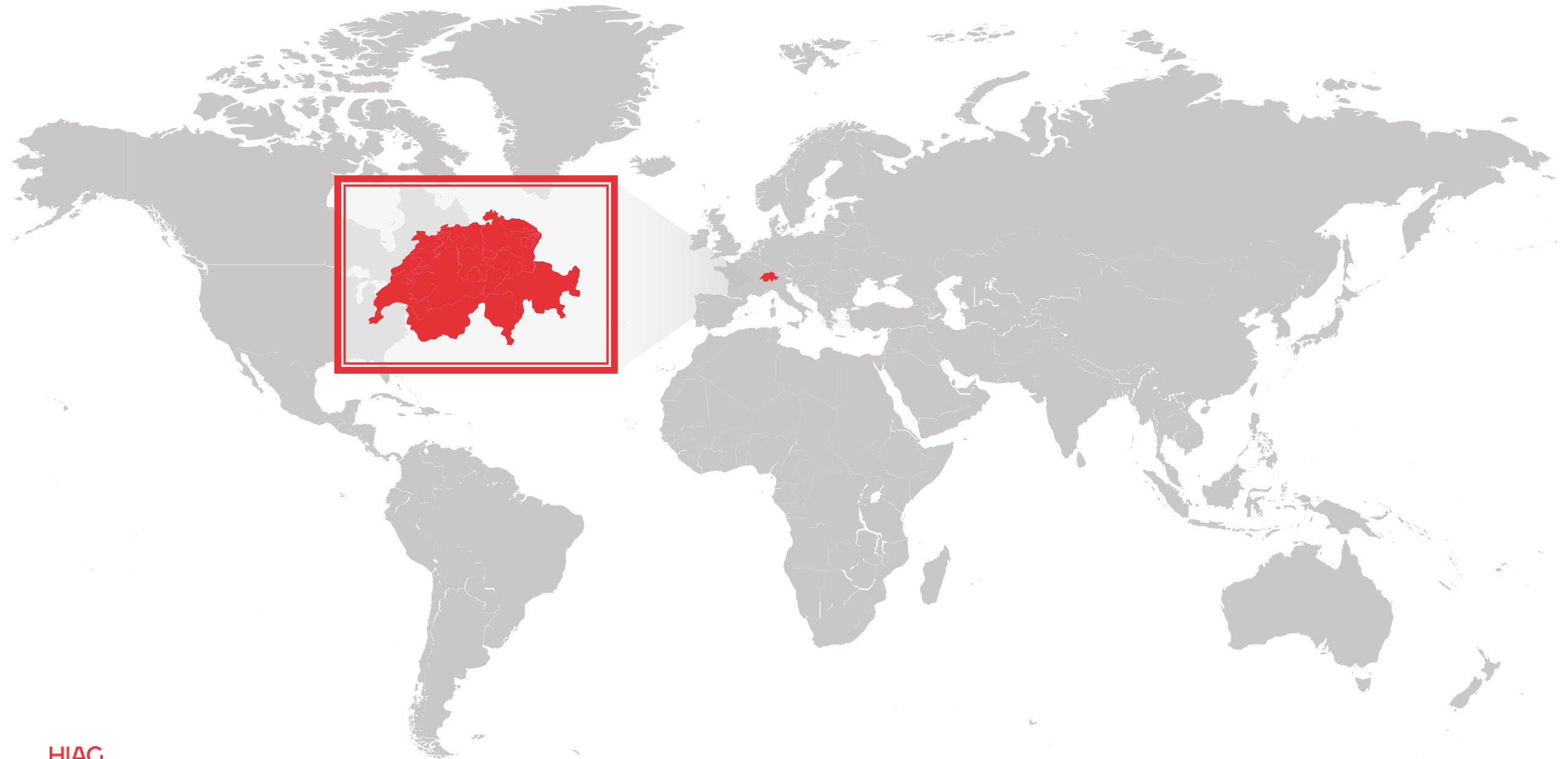
The background of the slide is a red architectural line drawing, resembling a complex floor plan or a technical sketch of a building structure. It features numerous intersecting lines, some straight and some curved, creating a sense of depth and complexity. The lines are drawn in a light red color against a white background, with some areas showing more dense hatching or shading.

Always On

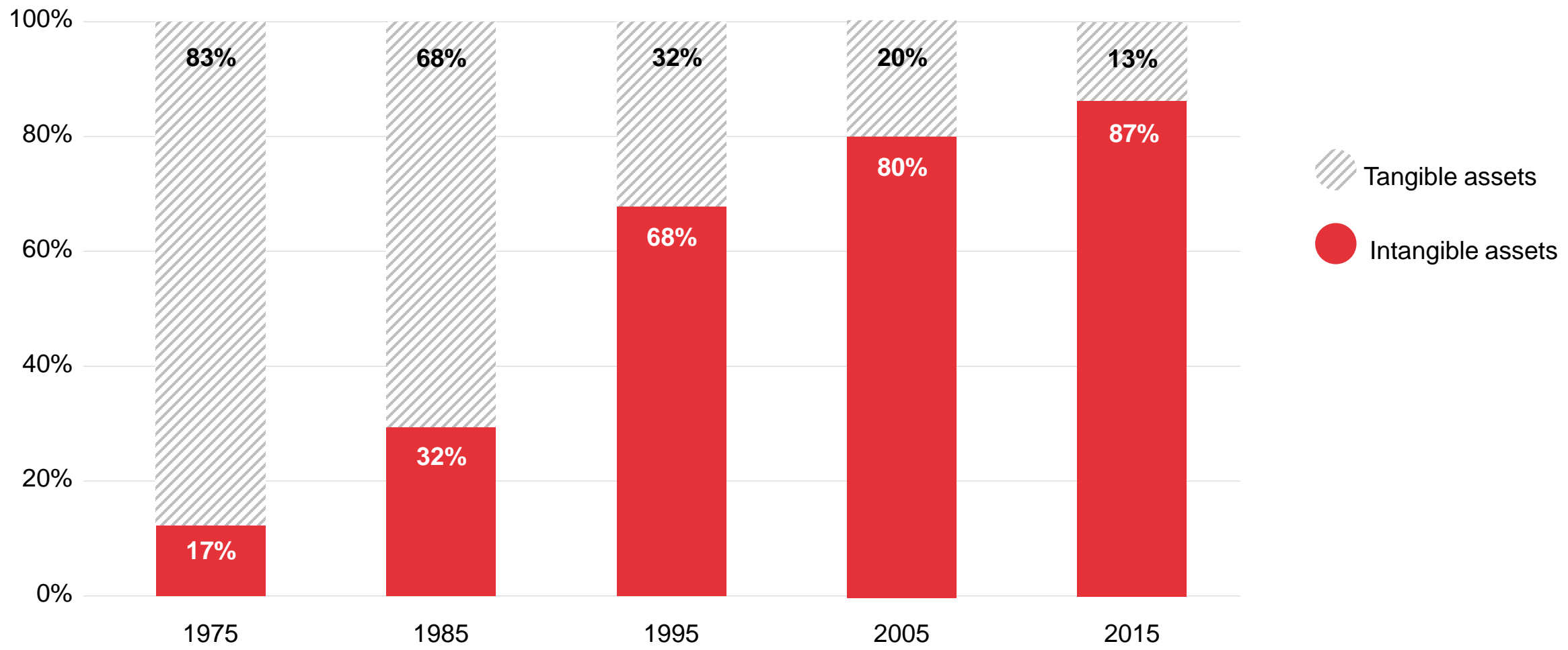
Real Estate Trends for the Next Generation

Martin Durchschlag, CEO

HIAG



Value: Commodified vs. Intangible Value



Acquisition & Construction vs Placemaking

The diagram features two red circles on a background of faint red architectural sketches. The left circle is labeled 'Acquisition' and the right circle is labeled 'Construction'. Below each circle is the text 'tangible value'. The background sketches include floor plans, elevations, and perspective drawings of buildings and urban spaces.

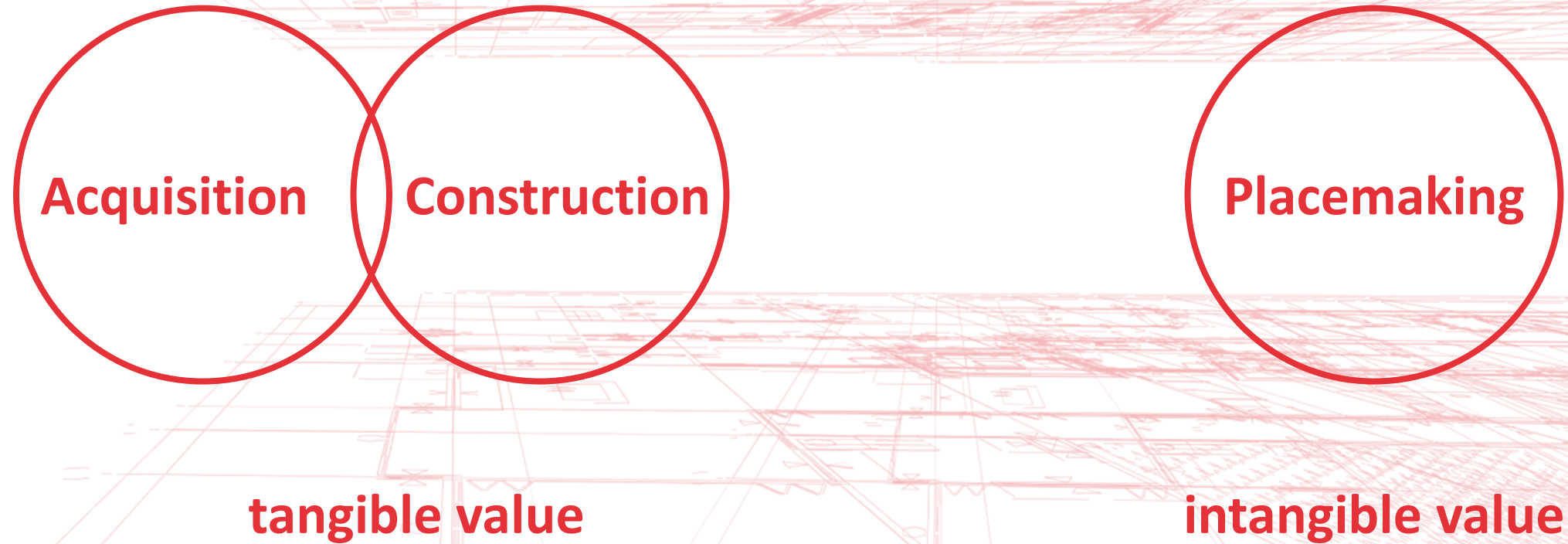
Acquisition

tangible value

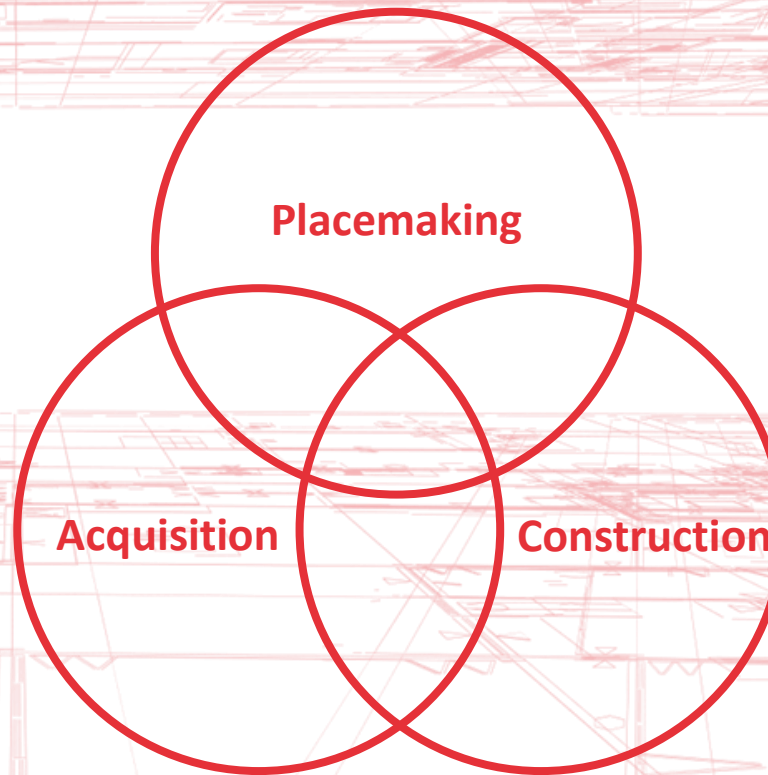
Construction

tangible value

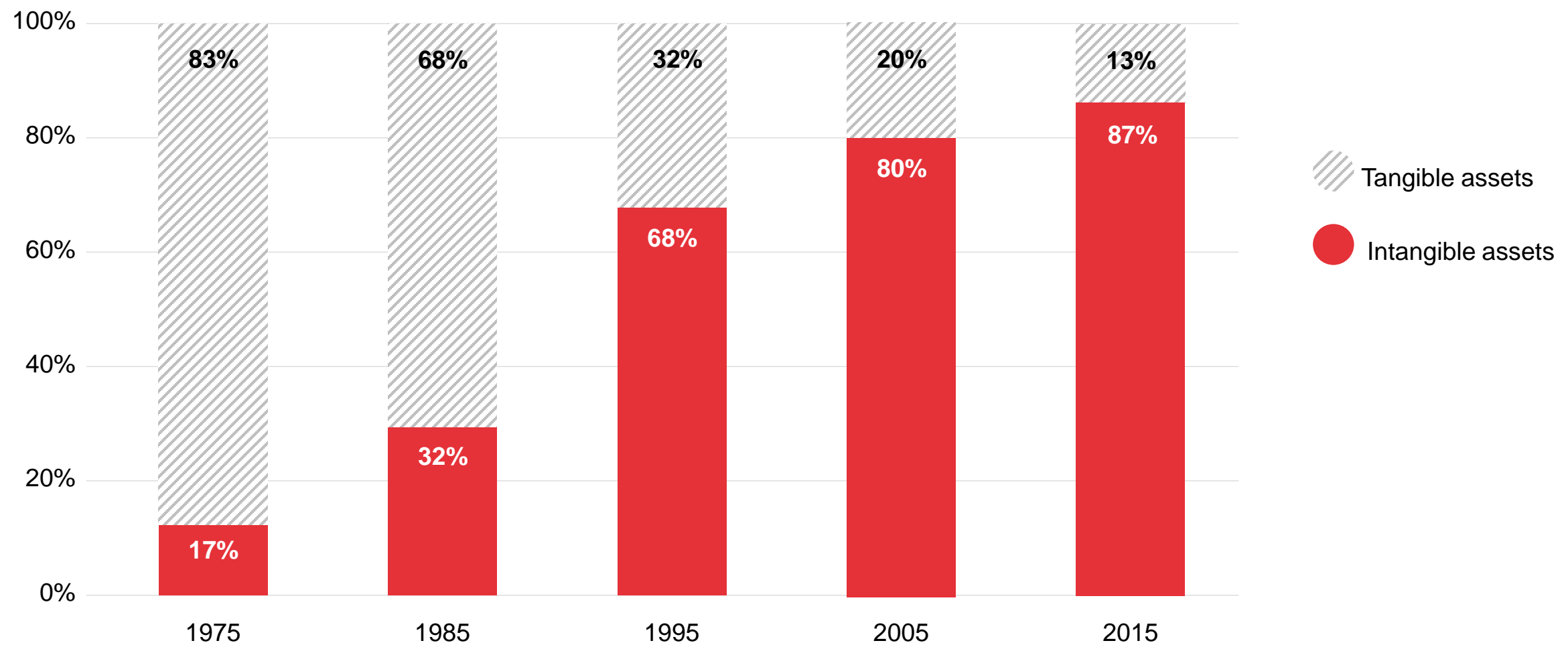
Acquisition & Construction vs Placemaking



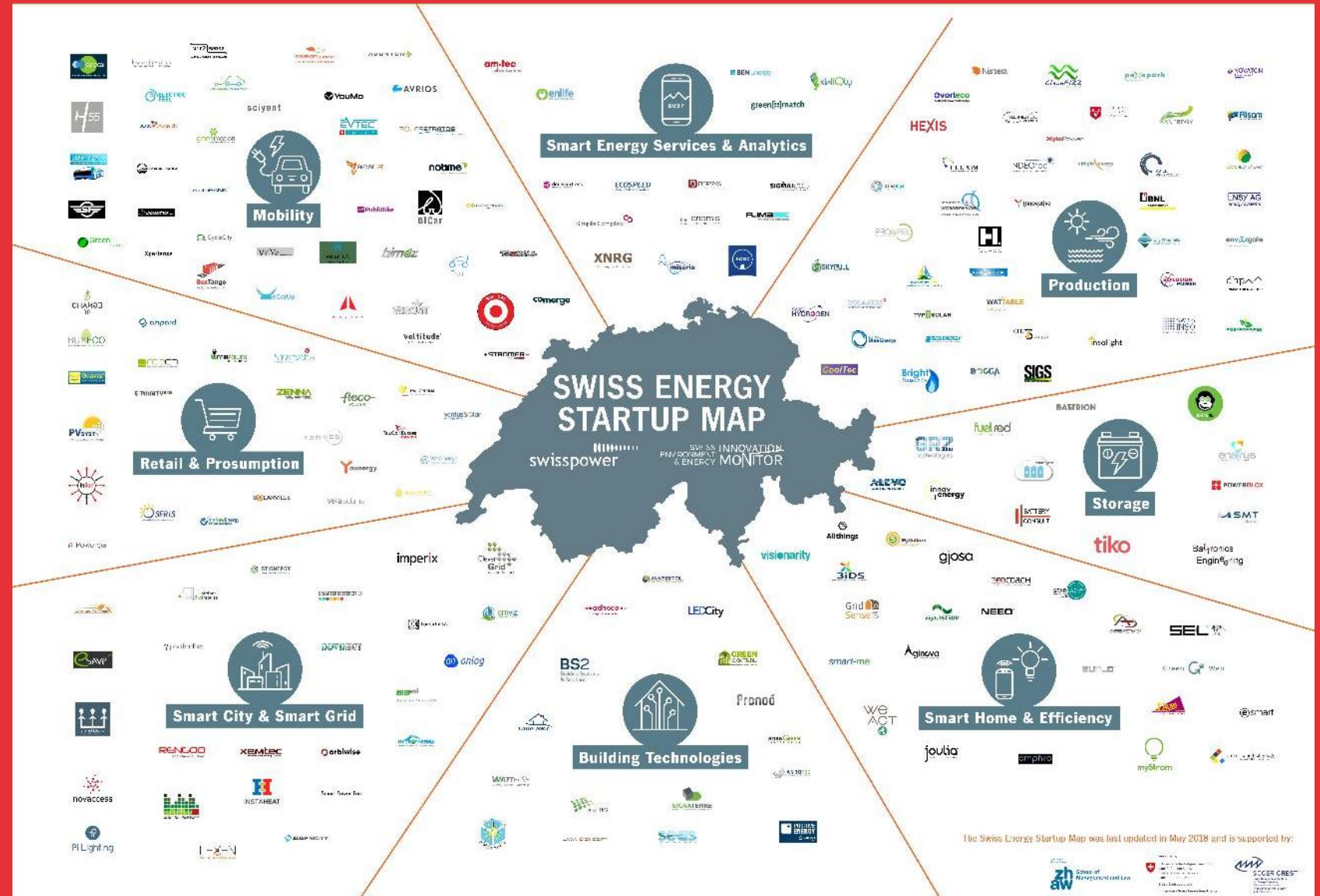
Acquisition & Construction vs Placemaking



Value: Commodified vs. Intangible Value



Startups in Switzerland

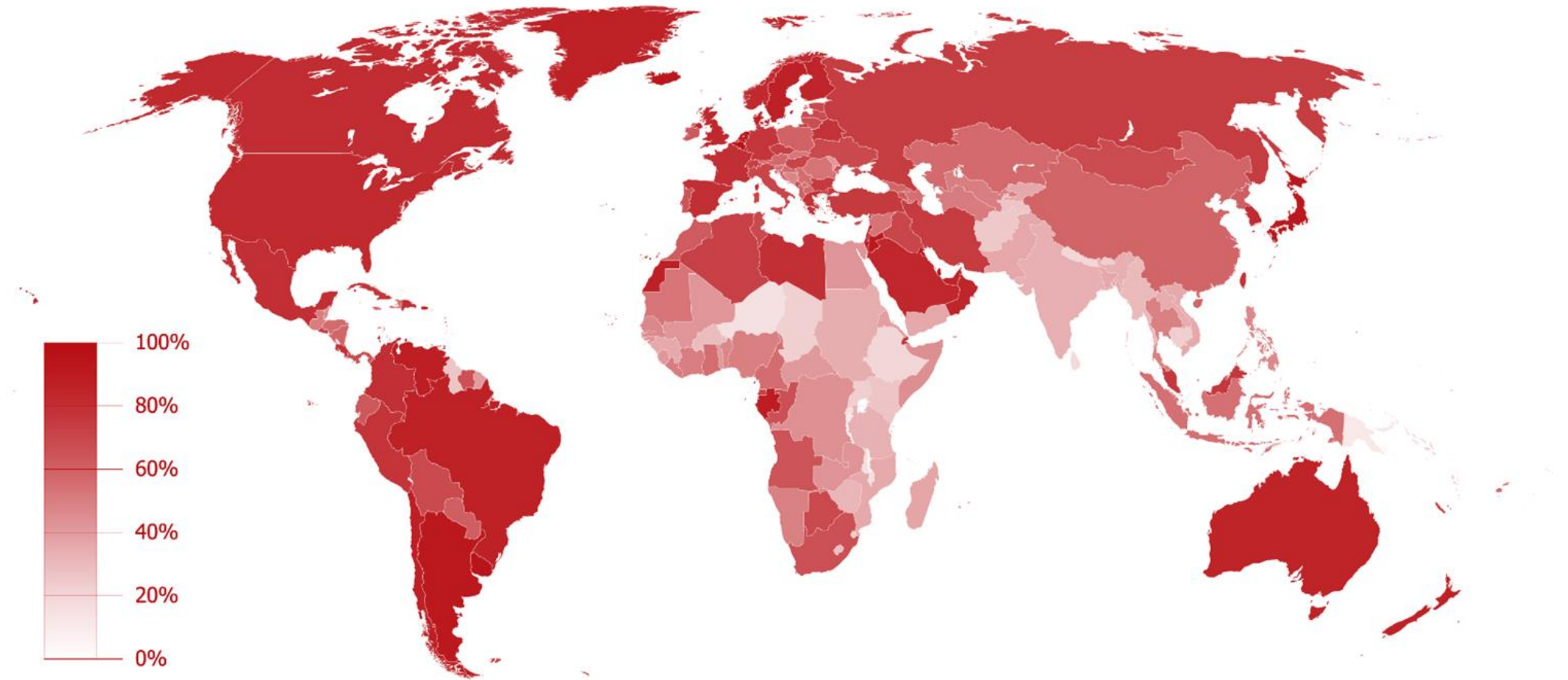


**Real estate is a people business in
the midst of a digital revolution**



**We must move technology to the *background*,
tenants, staff, visitors in the foreground**





Urbanization and the 18 hour city



**Stewards of the land &
Lifestyle for the people**