



Lifestyle OFFICE

by RELATED



CLASS A OFFICE IS NO LONGER A VALID CLASSIFICATION

Class A office buildings are split into two completely different real estate asset classes:

- Top 5% of newly constructed office in the most dynamic and thriving neighborhoods — an entirely new asset class that Related called “Lifestyle Office” and Class AA
- Other 95% of older Class A office that is characterized by pre-2015 vintage buildings that are languishing — referred to as older vintage office



THE PROBLEM

CLASS A OFFICES ARE FAILING TODAY'S TALENT

Uninspired Building Design:

Low
ceilings

Banal
exteriors

Sterile
lobbies

Limited
outdoor space

Unsustainable
design

Single Purpose Commercial Neighborhoods:

Single-use
office districts

Close down
after 5pm

Lack
of F&B

Limited
open space

Poor
transport

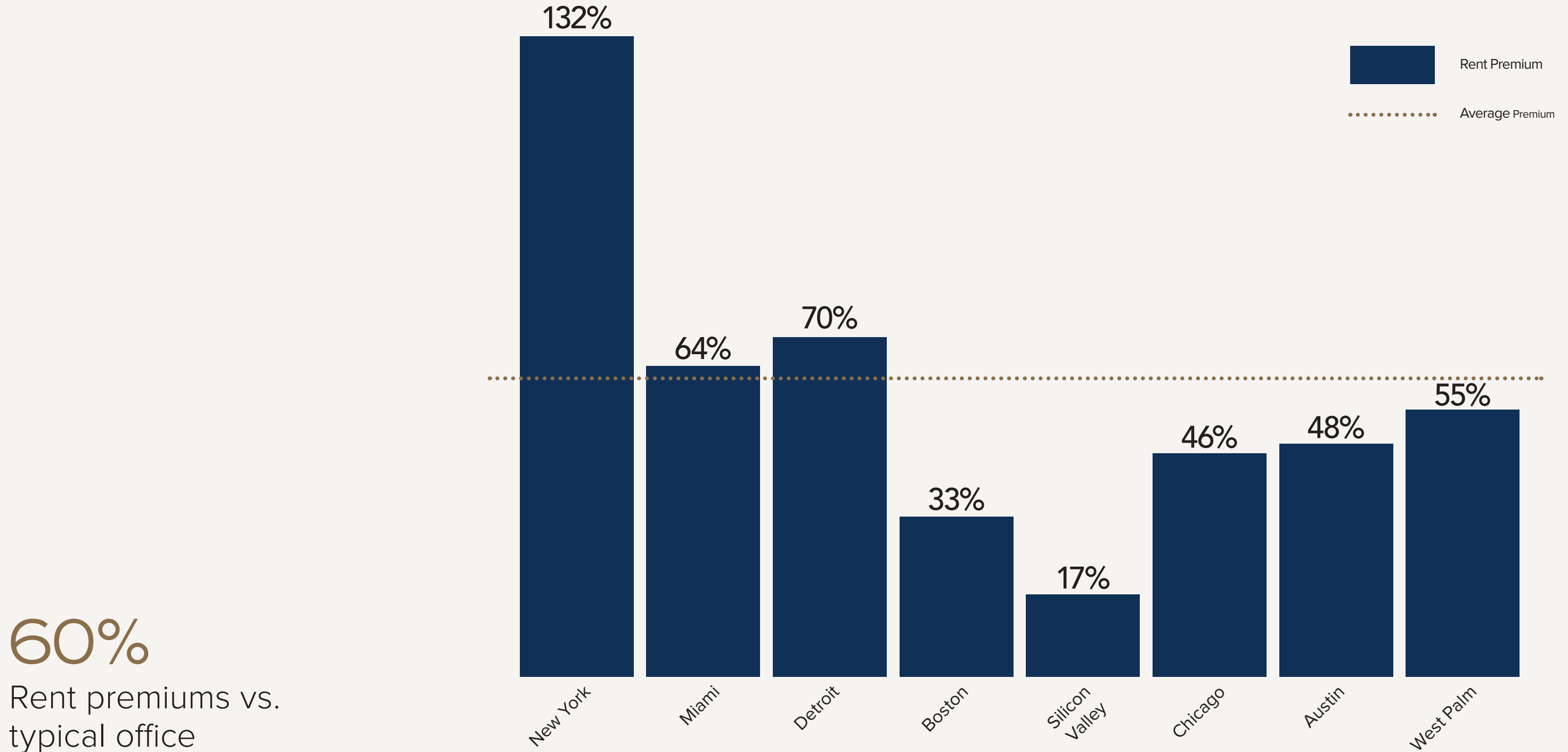
THE SOLUTION LIFESTYLE OFFICES THAT ENERGIZE AND INSPIRE

INSPIRED HOSPITALITY-ORIENTED DESIGN

HIGHEST POSSIBLE SUSTAINABILITY DESIGN

MOST VIBRANT MIXED-USE NEIGHBORHOODS

LIFESTYLE OFFICE ACHIEVES RECORD RENTS



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Eco Friendly

Related's LEED certified Platinum or Gold product is built to the most cutting-edge sustainable design standards. This includes systems that minimize carbon footprints like greywater recycling, use of low-impact construction materials like mass timber, and all-electric building system.



Food and Fashion

Related commissions dramatic large-scale art pieces from the world's top artists, from Jaume Plensa to Frank Stella. All Related developments are tied to cultural attractions on campus or nearby, from innovative arts centers like The Shed, stunning observation deck Edge, Jazz at Lincoln Center, to the Frank Gehry-designed LA Philharmonic.



Health and Wellness

Related affiliate Equinox offers the ultimate luxury fitness experience, which is incorporated into individual buildings and campuses. Onsite health centers created in partnership with Mount Sinai provide a top-tier medical concierge service to Related's offices.

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Productive Space

Related will offer “Related Club”, a Related-branded amenity lounge within the national office portfolio. Related Club will offer customized amenities including coworking, fitness facilities, and conferencing.



Food and Fashion

Carefully crafted food and beverage activates shared spaces and offers a mix of options for a quick meal, or more formal dining options.



Community

Activated open space and distinct common areas with constant programming to engage employees and enhance their day. Related’s concierge and programming personnel create events and activations offering exclusives and perks to employees in a program called “Related 360 Life”.



Family

Related’s partner Vivvi, a best-in-class child care and early learning facility provides employees in most of Related’s buildings with eligibility for priority enrollment.

ACTIVATIONS/EVENTS



FOOD & BEVERAGE



REDEFINING
WHAT IT
MEANS TO
BE IN THE
OFFICE



RELATED CLUB



WELLNESS

HUDSON YARDS EPITOMIZES THE POWER OF THE LIFESTYLE OFFICE

- Largest mixed-use development in the US is the new center of New York City
- Highest rent submarket in the US (\$155/SF in Related buildings) with 80%+ occupancy far above national average

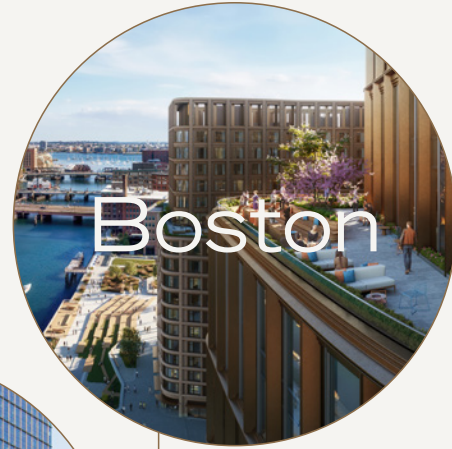
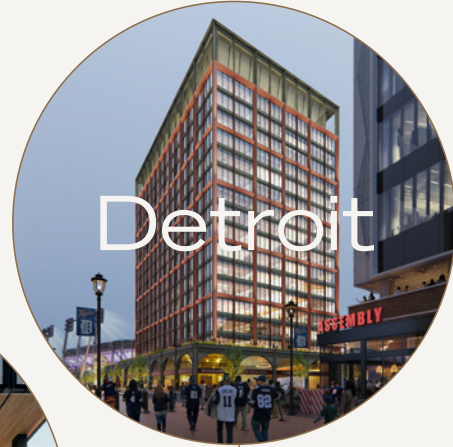
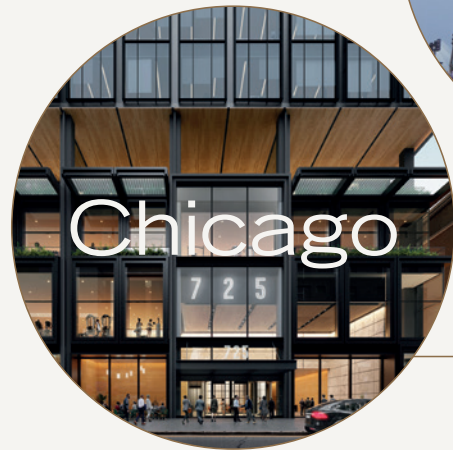


INDUSTRY LEADERS CALL RELATED'S LIFESTYLE OFFICE HOME



GENERATION-DEFINING PROJECTS

OVER 30M SF COMMERCIAL PORTFOLIO
5M SF IN DEVELOPMENT



DEVELOPMENT PIPELINE



70 HUDSON YARDS
NEW YORK



ONE LADY BIRD LAKE
AUSTIN



901 SOUTH CONGRESS
AUSTIN



725 RANDOLPH
CHICAGO



2200 WOODWARD
DETROIT



ONE BRICKELL CITY CENTRE
MIAMI



ONE FLAGLER
WEST PALM BEACH



EAST TOWER
WEST PALM BEACH



TASMAN OFFICE
SANTA CLARA-SILICON VALLEY



125 NECCO
BOSTON



3 BRENT CROSS
LONDON



EQUINOX HOTEL & SPA

WORKPLACE & CORPORATE
HEADQUARTERS

LUXURY RESIDENTIAL & HOSPITALITY

EXTRAORDINARY MIXED-USE

DYNAMIC SHOPS & RESTAURANTS



MERCADO LITTLE SPAIN



EXCEPTIONALLY
CRAFTED BY
RELATED

50 HUDSON YARDS



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