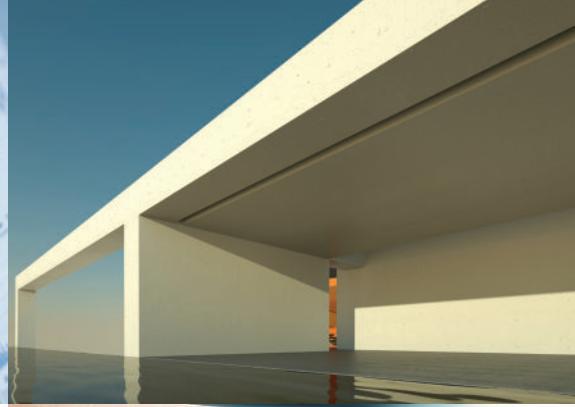


connected

INVESTOR FOCUSED. WE **CONNECT** PEOPLE, DATA AND INSIGHTS.

 INSTITUTIONAL  
REAL ESTATE, INC.

A table of financial data with columns of numbers and signs. The numbers are arranged in a grid-like pattern, with some numbers in bold or larger font.

# Investor Focused

For more than 30 years, Institutional Real Estate, Inc. has been connecting people, data and insights throughout the institutional real estate and infrastructure industries. We do this with a unique platform that focuses on the investor. We focus on their needs, concerns and what is keeping them up at night. By taking this approach, we are better able to serve the industry as a whole. Investors are provided with news coverage and events that focus on content that will help them make informed investment decisions. And, by reading our publications, attending our events and participating in our sponsorship program, investment advisers can really understand how investors think and can create products that are aligned with their interests and investment strategies.



people data insights

# People

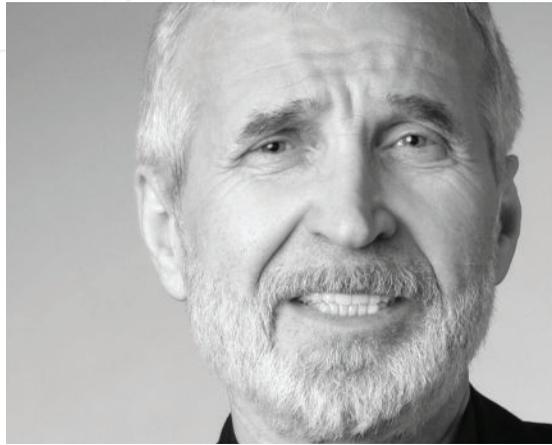
This industry is all about relationship building.

This industry is a niche market where knowing the right people is crucial to achieving success. The investor side of the industry is made up of hard-to-reach executives who work for some of the largest pension funds, foundations, endowments, sovereign wealth funds, insurance companies, trust companies and family offices globally. Connecting with these busy executives can be a challenge for even the savviest players. Institutional Real Estate, Inc. helps to bridge this gap and create ways to connect investors and advisers every day. The content we provide through our publications, website and at our events, provides the information and insights needed to truly understand the investor mindset. Our events provide an atmosphere that fosters candid dialogue with unbeatable networking opportunities.



Our global audience collectively controls roughly 70% of the more than \$60 trillion in capital held by institutional investors worldwide, and roughly 90% of the more than \$4.5 trillion in real estate assets currently held by these institutions.

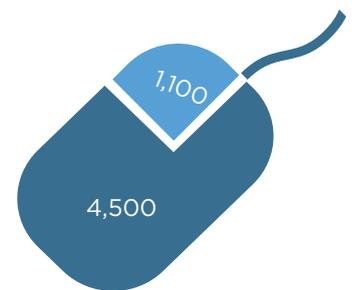




# Data

We are living in a digital age, where information comes at you from all directions, including the Internet, social media, blogs, digital publications and even your email inbox.

It is a challenge to make sense of it all, to connect the dots and truly understand the underlying trends. That is where we come in. Our editorial and data services staffs are continually mining, assembling, analyzing and interpreting this data. We deliver you the news that is important to your business daily. We take this information and provide meaning and analysis to help you make good decisions. In addition, our online database is the most comprehensive tool on the market, putting the data surrounding more than 4,500 global real estate funds and 600 infrastructure funds at your fingertips. This database is real time, meaning as we get new data, you get new data.



Our online real estate database contains 4,500 global real estate funds. 1,100 of these funds are actively raising capital.

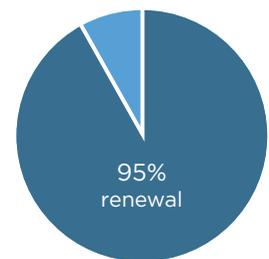




# Insights

There are many great visionaries in this industry.

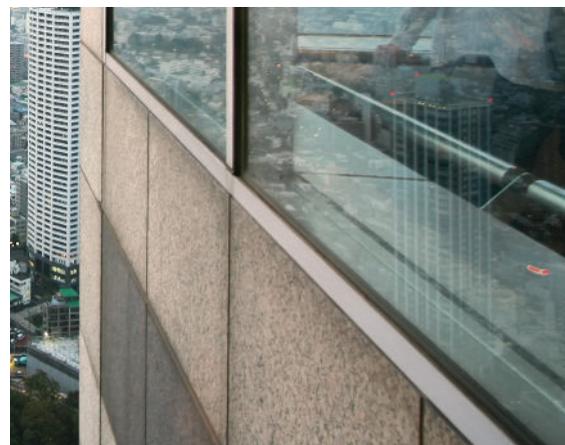
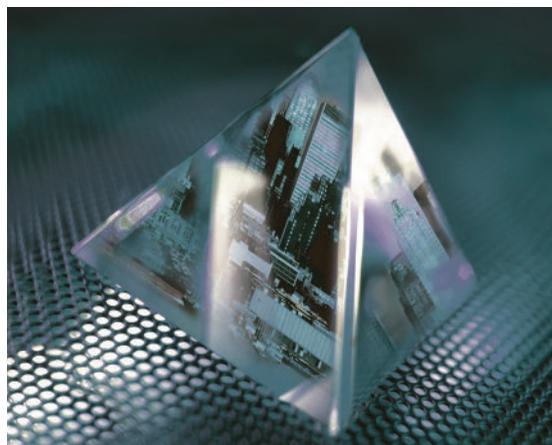
They have different opinions, viewpoints and expertise. Presenting their thoughts with the data we aggregate and news we report creates very unique and valuable insights. We have always taken an unbiased approach to our content, so our readership and conference attendees get exposed to a variety of opinions and perspectives. Our cover and feature stories are always timely, forward-looking and thought-provoking. In the same way, conference content is also presented in a format that stimulates questions, new thoughts and dialogue. It is through this approach that our products and services have carved their unique place in the industry.



The value of the information and services we provide is clearly seen in our renewal rates. Our sponsorship program boasts a 95% renewal rate with some organizations renewing for more than 30 years.



Investor focused. Connecting people, data and insights.





people data insights



Morgan Stanley



# Sponsorship

All investment managers seeking capital need to get noticed and stand out from the crowd, and they need to communicate a substantive message to—and need to get connected with—the right people.

Sponsorship is a dynamic program that is designed to give you the advantage you need to stand out in this increasingly competitive marketplace and get your message across, while forming and strengthening relationships with the right people. Sponsorship will position your firm as an industry leader, and put you at the leading edge of industry issues and trends. The leading investment advisers that currently sponsor our publications collectively manage more than \$1.2 trillion of real estate investment capital for their clients. With sponsorship, your firm will get in front of the industry’s most active investors and will be top of mind within the industry. It creates an excellent platform for your firm to get its unique message across to hard-to-reach investors. And sponsorship will help you connect with the right people by giving you a seat at our private Editorial Advisory Board meeting, where you will be able to network with investors for three days in an intimate setting that breaks down the barriers that usually exist between investors and advisers.



The firms shown above account for only a fraction of our sponsoring firms. IREI currently has 70 firms participating in its sponsorship program with many of these firms having sponsorships in multiple regions.





people data insights

# Events

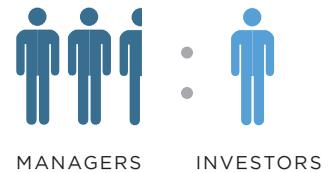
Institutional Real Estate, Inc. has a wide array of events across the globe to choose from every year.

## Editorial Advisory Board Meetings:

Our Editorial Advisory Board meetings are private events. Sponsorship grants you one seat at an exclusive board meeting. Investor participants are nominated to receive an invitation. At these meetings discussions focus on the critical issues surrounding the industry. Topics from these meetings help formulate editorial stories for the upcoming year. The Institutional Real Estate Letter—Americas, —Europe, —Asia Pacific and —Australia as well as Institutional Investing in Infrastructure have Editorial Advisory Board meetings.

## Visions, Insights & Perspectives (VIP):

Our VIP events have been widely praised by attendees as the best networking events in the industry. In addition, participants applaud the rich content, the roster of expert speakers and the first-rate venues. Launched in 2006 with VIP—Americas, the brand has been expanded to include VIP—Europe and VIP—Infrastructure.



Our annual VIP-Americas event offers a 3:1 ratio of managers to investors.







people data insights

# Products

Publications: All of our publications have a digital-first strategy. You always will see the content from these publications on our website first. Our website serves as the hub for the latest industry news and happenings.

## Institutional Real Estate:



Our flagship publication *Institutional Real Estate Americas* started 30 years ago. It is written for the investor, but by reading it, advisers and other service providers gain a competitive edge by truly understanding how these investors think and strategize.



Now it has sister publications covering Europe and Asia Pacific.



## Institutional Real Estate Newslines:

*Newsline* is a daily news source distributed to subscribers via our website and daily eblasts. If



you are looking for an easy and cost-effective way to stay on top

of industry news, this publication won't let you down. We've done the analysis, and *Newsline* continually breaks more news to the industry than its competition.

## Institutional Investing in Infrastructure:



We also have the only publication catering to institutional investors who have invested in infrastructure or are exploring the asset class for the future.

## Real Assets Adviser:



This is the only real assets investment publication catering to wealth advisers to individual investors, educating them while helping them stay current on the latest

developments covering all aspects impacting advising clients on the real assets investment space, both on the listed and unlisted side of the markets.

## IREI's FundTracker Database:

Our database of real estate and infrastructure fund offerings and commitments has been built over the past decade to be one of the best in the industry.

The database contains more than 4,500 searchable global real estate funds, including more than 1,100 funds actively trying to raise a combined \$400 billion in capital. In addition, the database includes more than 600 global infrastructure funds.





**INSTITUTIONAL  
REAL ESTATE, INC.**

*Investor Focused,  
Connecting People, Data, Insights*

**HEADQUARTERS**

2010 Crow Canyon Place, Suite 455  
San Ramon, California 94583 U.S.A.  
telephone +1 925-244-0500  
fax +1 925-244-0520

**NEW YORK**

300 Park Avenue, 12th Floor  
New York, New York 10022 U.S.A.  
telephone +1 917-854-2345

**ASIA PACIFIC**

1 Raffles Place, Level 19 & 20  
One Raffles Place, Tower 2  
Singapore 048616

**EUROPE**

35 New Broad Street  
London EC2M 1NH  
United Kingdom