

Value One launches new brand identity with three business units

Value One is known as one of the most innovative developers in the property sector as a result of projects such as Viertel Zwei in Vienna or MILESTONE – student living. To ensure it is ideally positioned for future projects and further expansion, the company is relaunching under a new umbrella brand: from IC Development to IC Immobilien Management to V2FM – all subsidiaries have been renamed and together form the single strong brand of Value One.

Vienna, 7 March 2019 – The Vienna firm of Value One is positioning itself for the future and as from early this March it will have a new brand profile. “As a developer of building projects and urban districts, over the past few years we have increasingly experienced organic growth and at the same time so have our brand environment and areas of business. In order to offer our clients a distinct portfolio, we have developed a strong brand and redefined three business units” explains Andreas Köttl, CEO of Value One Holding. “With Viertel Zwei we have built an exceptional urban district in the centre of Vienna over the last ten years and at the same time we have established MILESTONE - student living, an international organisation for premium serviced apartments. Now is the time to show our clients that all our brands and services come from a single supplier. This enables us to pool our expertise for the benefit of customers and means we are ideally positioned for future projects.”

Three business units: Development, Operations, Investment

In future, Value One’s operating activities will be separated into three business units: Development, Operations and Investment. Value One will continue to drive development of innovative properties and urban districts under the Development unit. Property operations will be the focus of the Operations unit: from MILESTONE - student living, the new Hotel Operations sector, where Value One acts as a white-label operator for renowned hotel firms, and the property and facility management division. When it comes to investments, Value One acts as a partner for innovative large-scale investors and helps to create attractive opportunities from joint ventures through to the corporate bond issued in 2018. “The distinct structure in three business units enables us to better meet our customers’ requirements and to continue to realise projects that stand out with their high quality. At the same time, we are also entering the hotel operations sector, where we manage the entire value creation cycle of projects, from innovative and imaginative design through to hotel planning, construction and operations”, explains Andreas Köttl, describing the new business units. “What is more, we are setting up a joint venture with a global investor to push the European roll-out of MILESTONE, our business for student accommodation. We will be announcing further details of this in the days to come.”

Developing Spaces, delivering smiles

In future, all business units will come under the Value One brand. Value One’s brand identity will be completely revamped as part of this. Using the claim “Developing Spaces, delivering smiles“ the recognition factor of brands is becoming ever more important in the property sector too and is a significant asset in the market. That is why we are making the most of the opportunity and investing Value One with the positive energy from the projects we have already developed. Anyone who has experienced the way of life in Viertel Zwei will



immediately be able to understand what is different about Value One properties”, says Sabine Müller, CMO at Value One Holding.

About Value One

Value One, whose head office is in Vienna, develops and manages property and urban districts that inspire joy. During more than 20 years in the property sector, the company has developed and completed projects all over Europe with a level of investment that totals over two thousand million euros. Over 130 staff work on innovative solutions in the Development, Operations and Investments business units. Ongoing projects and products include the Viertel Zwei sustainable urban development for 15,000 people in Vienna, or MILESTONE, the brand for student accommodation and serviced micro living, which currently operates eight locations in three countries.

For enquiries, contact:

Judith Erfelder
Head of Marketing & Communications
Email: j.erfelder@value-one.com
Mob: +43-1-217 121-0

More about the new brand at: www.value-one.com