

Value One wins European Real Estate Brand Award again

Vienna's flagship city quarter Viertel Zwei, developed by Value One, was named Austria's strongest brand in the Business Campus category at the European Real Estate Brand Awards in the German Bundestag in Berlin for the second time in a row. This means that Viertel Zwei is once again the benchmark for city districts in Austria.

Berlin/Vienna, 22 June 2022 – Viertel Zwei, located directly on the green Prater, has been named Austria's strongest brand in the Business Campus category by the European Real Estate Brand Institute for the second time in a row. "An award is always a confirmation of work successfully done, but to win an award twice in a row is something very special," explains Dr. Andreas Köttl, CEO of Value One. "With Viertel Zwei, we have realised the vision of a lively, diverse and sustainable district and at the same time created an innovative showcase project. And that is also our benchmark for the further development of the quarter." Last year, two of three listed former grandstands of the Vienna Trotting Club were occupied after successful revitalisation, and construction of Weitblick und Grünblick began. From the very beginning, Viertel Zwei am grünen Prater was conceived in a holistic and interconnected way, and as a result an innovative urban quarter with high-quality car-free green space and a balanced mix of uses has been created over the last twenty years.

International experts vote for Viertel Zwei

"Value One develops and operates exceptional properties and city quarters, and in doing so we address megatrends that we translate into our properties and quarters like Viertel Zwei. For us, it is not about developing better, bigger, faster properties, but about focusing on the right things. Shaping simply the good. That is what drives us. It's all about adding value for our customers, partners, employees and also our environment. Success then comes on its own. We are therefore particularly proud to be the benchmark for urban quarters in Austria for the second year in a row with Viertel Zwei," adds Sabine Müller, Chief Innovation & Marketing Officer of Value One. The European Real Estate Brand Award was presented at a ceremony in Berlin on 21 June. The award is one of the most important recognitions in the real estate industry and is based on the European Real Estate 500, a ranking of the 500 strongest corporate brands in Europe, determined in 2021 based on the professional opinion of 126,552 industry experts and the evaluation of 19 KPIs. This makes the Real Estate Brand Award the largest scientifically recognised brand value study in the European real estate industry.

About the Real Estate Brand Award

The study has been conducted annually since 2009 by the European Real Estate Brand Institute, a platform for evaluating brands in the real estate industry. Based on different brand value models, approx. 1,600 brands in 45 countries are evaluated each year. In Austria, more than 7,000 industry experts were surveyed on over 150 companies. All information on the Brand Ranking 2022 at: <https://reb.institute/brand-award>



About Value One

Value One, headquartered in Vienna, develops and operates exceptional properties and city districts that are a pleasure to live in. In the three business divisions Development, Operations and Digital Solutions, more than 200 employees work on the implementation of sustainable visions. In the past 25 years, Value One has realised outstanding properties worth around two billion euros. Today, more than 15,000 people live and work in our properties. Vienna's Viertel Zwei urban development and MILESTONE's premium student flats across Europe are just two examples of the new standards being set. www.value-one.com

Further inquiry

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