



*hana*

## Hana Corporate Backgrounder

October 2018

### About Hana

Hana, a wholly owned subsidiary of CBRE, is a plug-and-play flexible office solution that features team suites, meeting and conference rooms and coworking space. Hana was designed to innovate today's agile workplace solutions with a new approach, one that aligns the best interests of companies and property owners alike.

### Hana Spaces

Every inch of each Hana has been designed and developed to help companies reach peak performance across Hana Team, Hana Meet and Hana Share.

Common across all three offerings is a smart space design that gives workers elbowroom; noise-reducing desk plans and acoustics; ample productivity resources; copious ambient light; numerous private places; on-site and/or on-demand storage; smart and efficient package and mail delivery; and many other key advantages for members.

#### *hana team*

Smartly designed, branded and customizable suites. Flexible license terms include access to Hana Meet and Hana Share. Hana Team is ideal for organizations with 15–300+ employees and/or teams looking for a professional workspace with access to a suite of amenities.

#### *hana meet*

On-demand meeting rooms with simple, seamless booking. Available for reservation by the hour, day or week, Hana meeting spaces offer on-site food and beverages and integrated, plug-and-play technology. Hana Meet is ideal for those needing short-term space with capacity for 4-25 persons; teams needing offsite meeting space; or groups wanting a comfortable place for formal or informal get-togethers.

#### *hana share*

Shared desks and coworking environments optimized for performance and focus. Simple, monthly subscriptions include access to amenities with separate focus areas for working. Hana Share is ideal for freelancers and consultants, small two to four person teams or overflow from other tenants within the building.



# Hana Benefits

The Hana product offering is rooted in research, informed by CBRE's workplace strategies expertise and the reinvention of our own office spaces around the globe. Hana channels this intelligence into a new model of flexible space that simultaneously fits today's needs of building owners and occupiers but has the ability to adapt to the constantly evolving workplace ecosystem.

Together, this research has informed a unique business model, which offers numerous benefits for owners and occupiers.

## Owner Benefits

### True Partnership

Hana keeps owners in control of their assets and enhances their ability to *directly* provide custom, agile spaces for their tenants, without relying on third-party flexible space providers.

### Ingredient brand

Hana adds value and buzz to an asset without overpowering existing building brand equity.

### Access to Higher Quality Tenants

Hana and CBRE provide access to Fortune 1000 companies which tend to be more stable and higher quality tenants, lowering credit risk and reducing tenant churn.

### Global Scale and Heritage

Hana, backed by CBRE, brings the credit worthiness and stability of a Fortune 250 company to meet new demands for flexible space.

### Transparency

With Hana, owners have a full view of the tenants within their building vs. "black box" approach of other providers. Coupled with our true partnership approach, Hana enables owners to build a roster of quality high growth and enterprise tenants.

# Occupier Benefits

### Responsive Product Mix

Occupiers want private space they can customize; access to well-appointed meeting rooms; and the energy associated with coworking spaces. Hana combines all of these into one package.

### Enterprise-Grade Security

Hana provides advanced data security and privacy features that are suitable for collaboration or independent working, and that protect an occupier's complex networks and data.

### Culture and Fit

Hana understands that each company has its own brand identity and culture and works to enhance that, rather than force conformity with our brand.

### Details matter

We've focused on the things that matter most to occupiers—design that is optimal to employee success and satisfaction, exceptional acoustics, variety in areas to work, great food and beverage, and the ability to grow within the space.

## Why Now?

Technology, changing work preferences as well as increasing urbanization are creating unprecedented opportunities for smart building owners seeking to tap into this evolving work culture. At the same time, corporate enterprises are seeing the benefits of agile workplaces in fostering accomplishment and success for their teams. Hana exists to serve the needs of both – simultaneously – as we seek to help innovate and lead a growing industry.

