MaSTERTALK Real Estate
OFFICE OCCUPANCY BASED ON
FACTUAL DATA

NAVIGATING THE NEW NORMAL FOR CRE SUCCESS

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AGENDA

- **Infrastructure-as-a-sensor Approach**
- **Workplace Occupancy Benchmarks in Q1 2023**
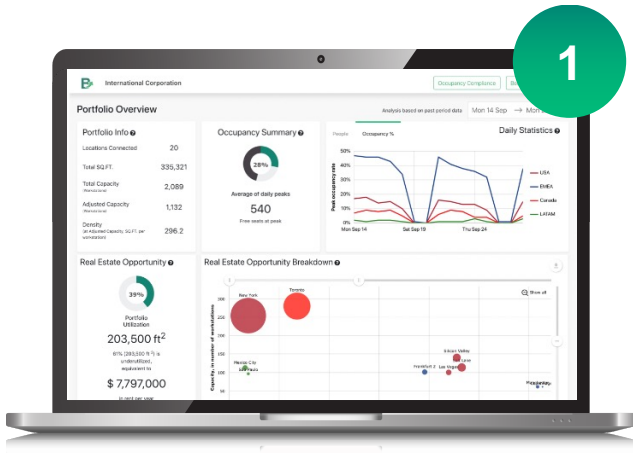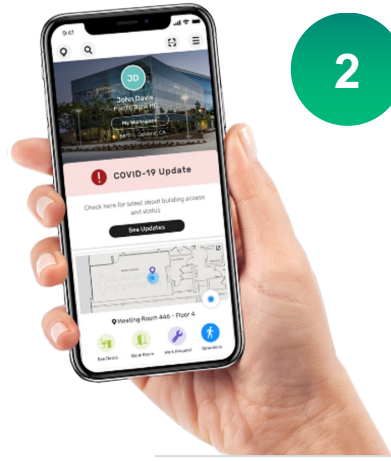- **Data-drive office relocation @MANN+HUMMEL**
- **Conclusion**
- **Q & A**

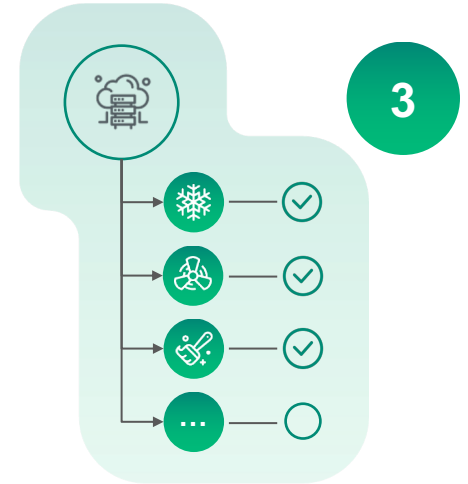# INFRASTRUCTURE-AS-A-SENSOR APPROACH

Cloud-based workplace analytics & real-time data API

1

Basking workplace analytics app, uncovering real estate opportunities & portfolio-wide insights & real-time occupancy monitoring

2

Up to 10 different reports covering use cases from hybrid work adoption to space planning

3

Real-time occupancy data API enabling automated actions on HVAC, FM services & alerts

Infrastructure-as-a-sensor approach enables a quick and cost-effective occupancy analytics solution

Fast to deploy
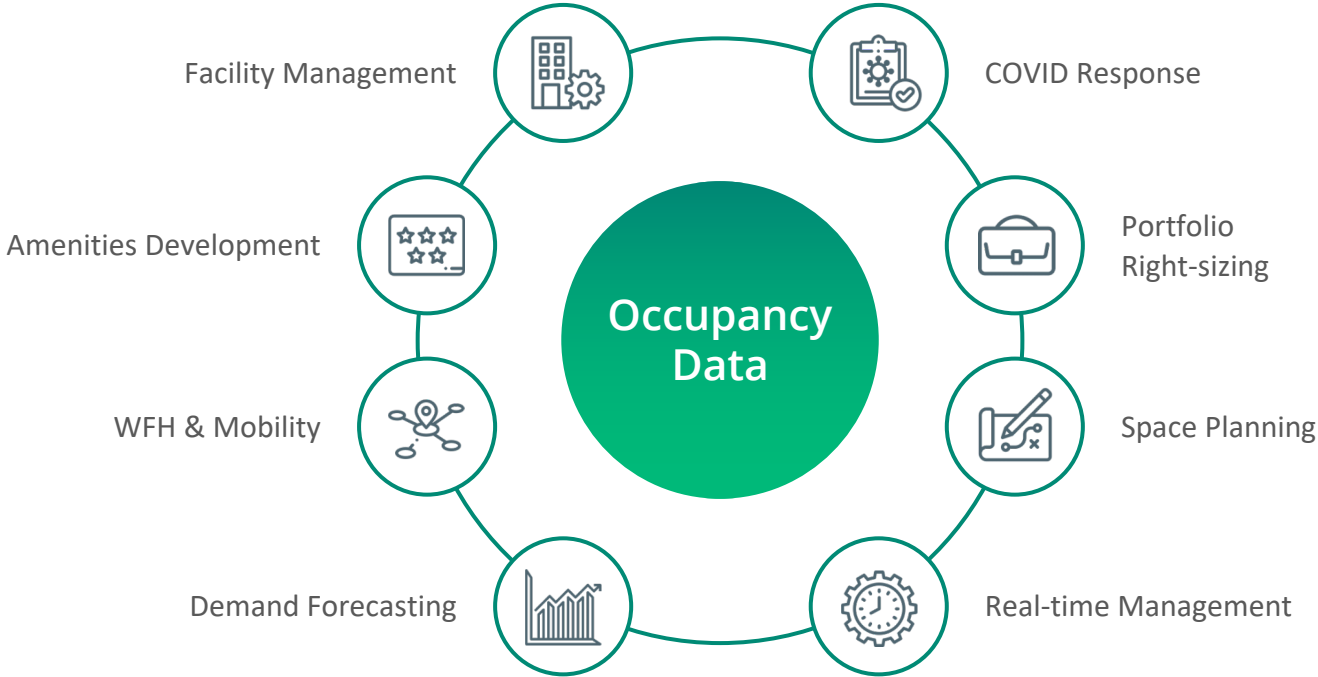Plugs into existing WiFi infrastructure in less than 2 hours

Cost-effective at scale
Network-as-sensor approach delivers top ROI

Protecting privacy
Compliant-by-design with key regulations incl. GDPR, CCPA

One data layer for all key use cases

Facility Management

Amenities Development

WFH & Mobility

Demand Forecasting

Occupancy Data

COVID Response

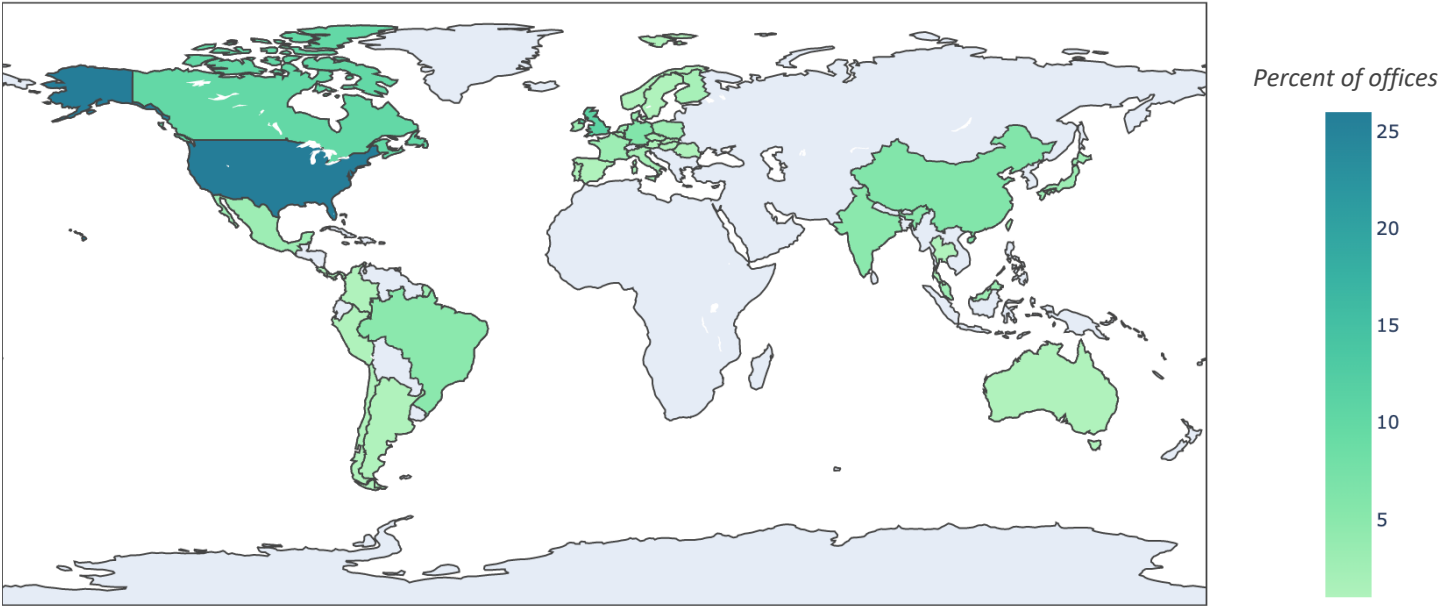Portfolio Right-sizing

Space Planning

Real-time Management

OCCUPANCY BENCHMARKS: Q1 2023
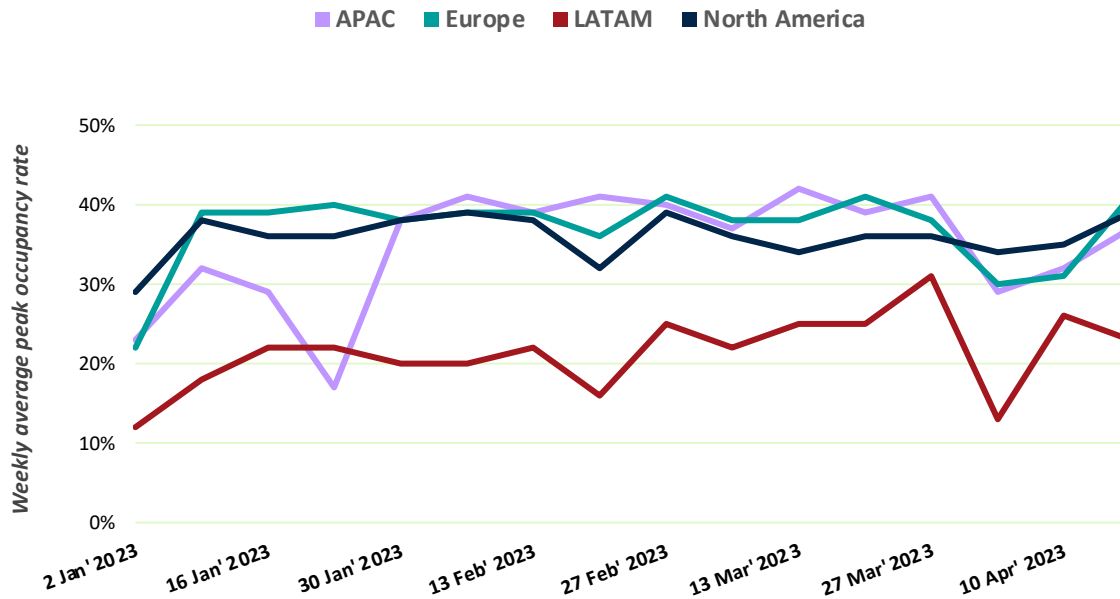
BENCHMARKING DATA: OFFICES FROM ACROSS THE GLOBE

In 2022, Basking selected the data from 100 offices (7 organizations) across the world to support the real estate management with office utilization benchmarks. In 2023, the list has been expanded to include **121 offices** with 41% of offices located in EMEA, 30% in North America, 11% in LATAM, and 18% in APAC region.

Percent of offices

YTD 2023: Europe and APAC reaching the 41% peak occupancy rate, the highest since last year

Time Period: YTD 2023

■ APAC ■ Europe ■ LATAM ■ North America
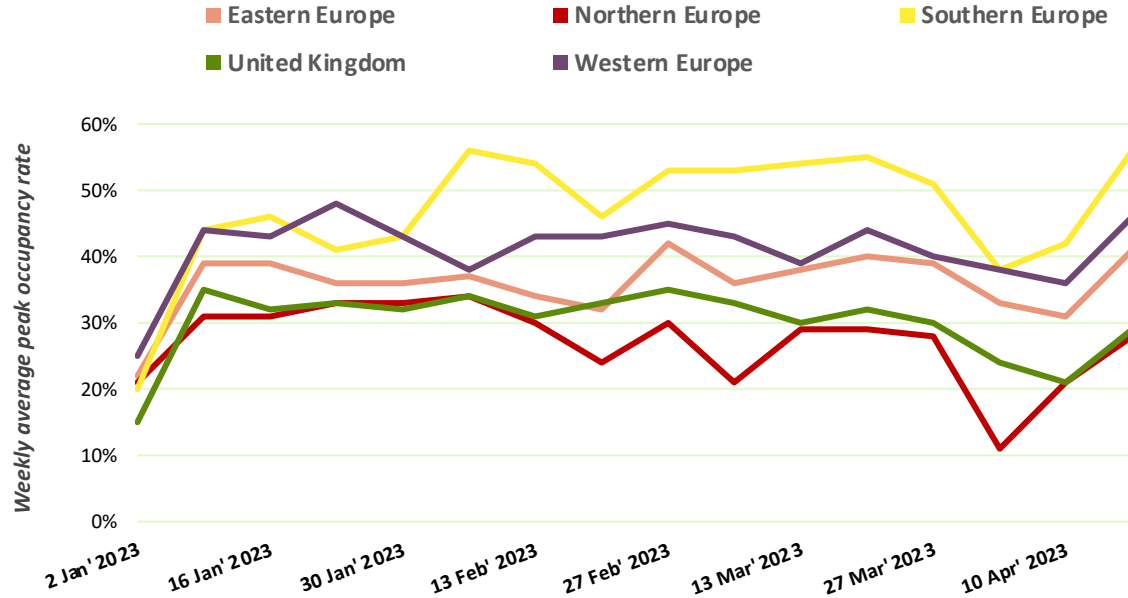

- YTD 2023, the weekly average peak occupancy rate across Europe was **highest** (47%) in **Southern Europe**. It was closely followed by Western Europe with a rate of 41%.

- **Northern Europe** had the **lowest** occupancy rate of 27%, closely followed by Eastern Europe (36%) and the United Kingdom (30%).

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YTD 2023, SOUTHERN EUROPE HAD THE HIGHEST WEEKLY OCCUPANCY RATE

Time Period: YTD 2023

Legend:
- ■ Eastern Europe
- ■ Northern Europe
- ■ Southern Europe
- ■ United Kingdom
- ■ Western Europe

Y-axis: Weekly average peak occupancy rate (0% – 60%)
X-axis: 2 Jan' 2023, 16 Jan' 2023, 30 Jan' 2023, 13 Feb' 2023, 27 Feb' 2023, 13 Mar' 2023, 27 Mar' 2023, 10 Apr' 2023

Eastern Europe = Czech Republic, Poland, Romania, Slovakia
Northern Europe = Denmark, Finland, Norway, Sweden
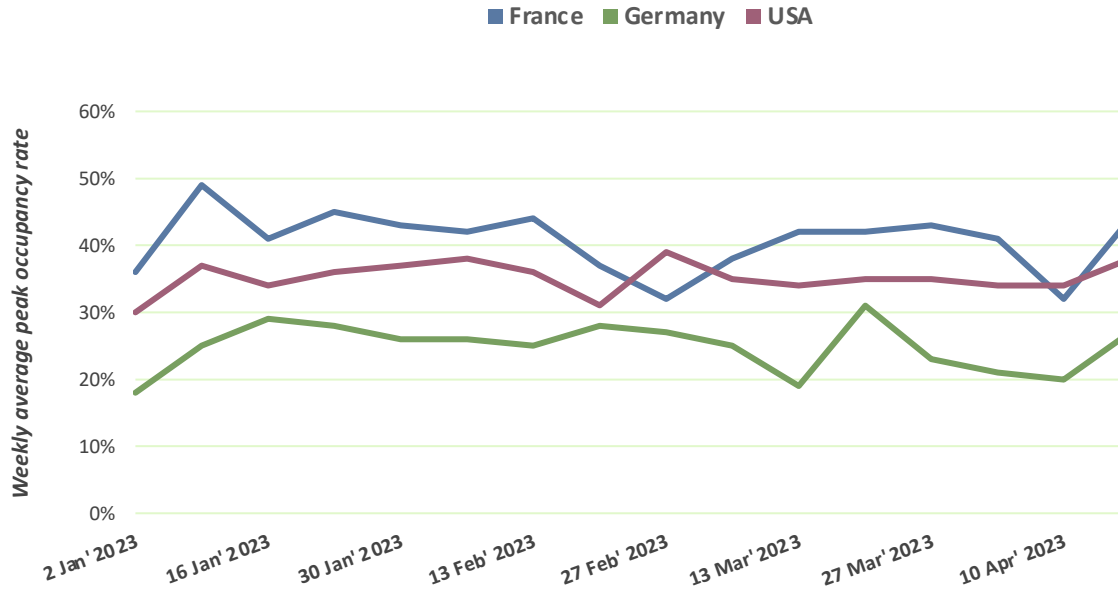**Southern Europe** = Italy, Portugal, Spain
Western Europe = Austria, Belgium, France, Germany, Ireland, Luxembourg

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- YTD 2023, the weekly average peak occupancy rate across Europe was **highest** (47%) in **Southern Europe**. It was closely followed by Western Europe with a rate of 41%.

- **Northern Europe** had the **lowest** occupancy rate of 27%, closely followed by Eastern Europe (36%) and the United Kingdom (30%).

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YTD 2023, GERMANY HAD THE LOWEST OCCUPANCY RATE AMONG FRANCE AND USA

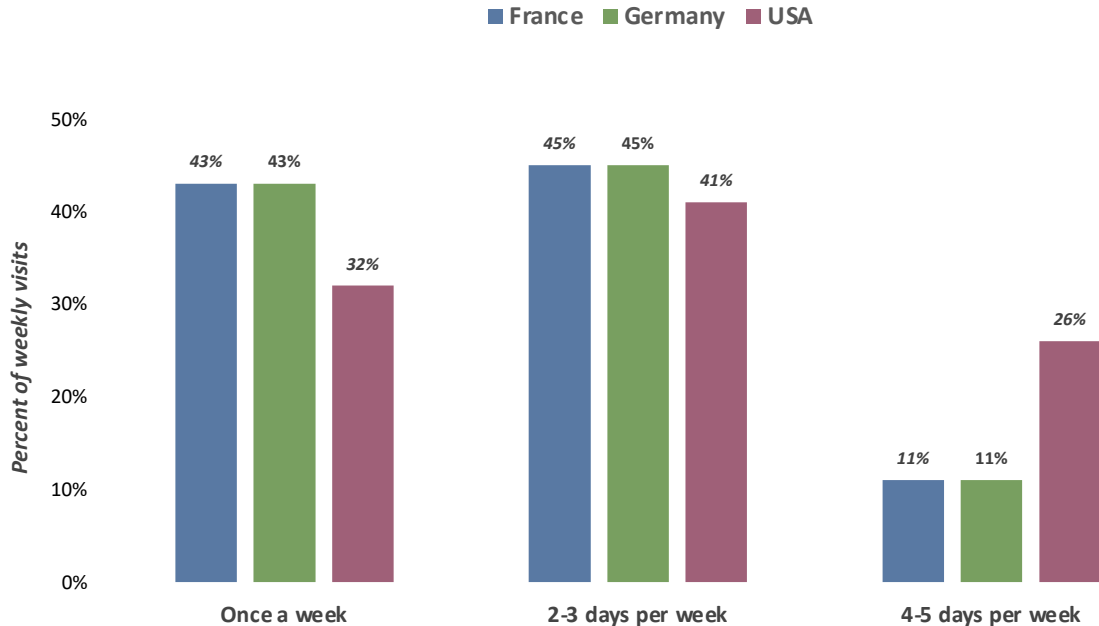**Time Period: YTD 2023**

■ France ■ Germany ■ USA

■ YTD 2023, amongst France, Germany and USA, **France** had the **highest** weekly average peak occupancy rate of **41%** followed by USA (35%) and Germany (25%).

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Q1 2023: FRANCE AND GERMANY FOLLOWED SIMILAR OFFICE FREQUENCY PATTERNS
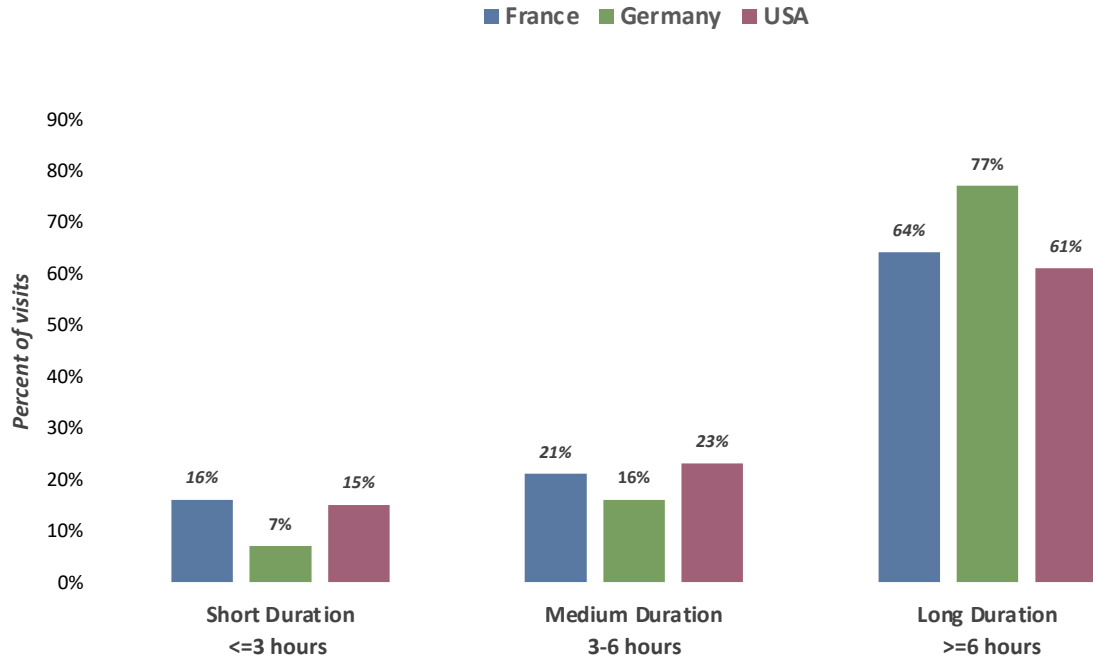
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Time Period: Q1 2023

- France and Germany exhibited comparable office visit frequency patterns, with just 11% of weekly visits occurring "4-5 days per week," while the rest were evenly distributed between "Once a week" (43%) and "2-3 days per week" (45%).

- In contrast to France and Germany, the **USA** had a **higher frequency** of office visits, with 26% of visits occurring "4-5 days per week" and 41% occurring "2-3 days per week."

■ France ■ Germany ■ USA

Percent of weekly visits

Once a week: France 43%, Germany 43%, USA 32%
2-3 days per week: France 45%, Germany 45%, USA 41%
4-5 days per week: France 11%, Germany 11%, USA 26%

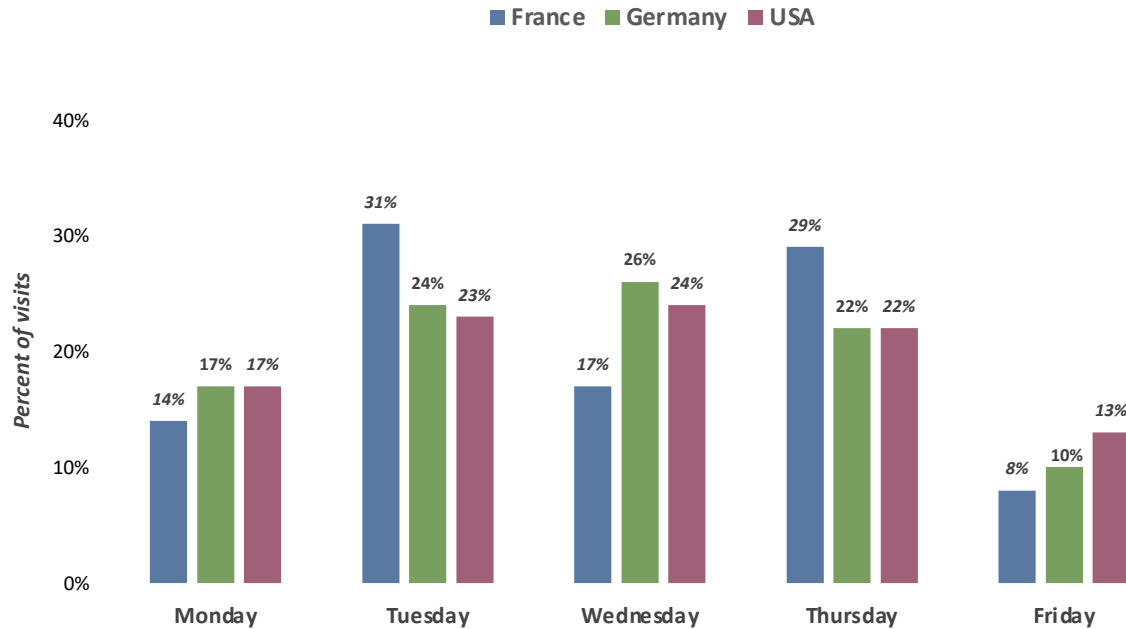# Q1 2023 : LONG DURATION VISITS WERE MOST PREFERRED IN GERMANY VS FRANCE AND USA

BASKING

Time Period: Q1 2023

- During Q1 2023, **Germany** had the **highest** percentage of visits lasting for **long durations** at 77%, surpassing France (64%) and the USA (61%).

- France and the USA had comparable visit duration patterns during Q1 2023, with around 38% of visits lasting for less than 6 hours.

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Q1 2023: WEDNESDAYS WERE MOST POPULAR IN GERMANY

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Time Period: Q1 2023

■ Collectively, **72%** of **office visits** in **Germany** occurred on **midweek days**, with Wednesday being the most popular at 26%, followed by Tuesday at 24% and Thursday at 22%.

■ **France** had the highest percentage of office visits on **Tuesdays** (31%), with people visiting offices on alternate days. In contrast, the **USA** had a more **evenly distributed** pattern of office visits across the weekdays.

■ France ■ Germany ■ USA

Percent of visits

	Monday	Tuesday	Wednesday	Thursday	Friday
France	14%	31%	17%	29%	8%
Germany	17%	24%	26%	22%	10%
USA	17%	23%	24%	22%	13%

DATA-DRIVEN OFFICE RELOCATION:
MANN+HUMMEL EXPERIENCE