

ROCKING

The Urban Space



 **ROSA-ALSCHER Group**
Real Estate. Real Statements.



Real Estate Real Statements



Ideas for the site become perspectives
for the city.

Because we are radical thinkers and
skilled leaders.

We shape the future, generate excitement,
and forge bold new paths.

Dr. Alexander Rosa-Alscher
Founder



Alexander
Rosa-Alscher
in his element
as a passionate
architect

Interview with
Dr. Alexander Rosa-Alscher

In 1982, you founded the architecture firm from which the ROSA-ALSCHER Group originated.

What was your motivation?

Even as a child, I thought the greatest thing was to build something. My desire to study architecture emerged early on. I want to implement projects that add distinction to a city, that give it a face.

What is crucial for success?

The right mindset. We need a deep understanding of urban development – a sense for building aesthetics, for intricate architecture – but also knowledge about economic efficiency, sustainability, and intrinsic value. As difficult as it may be to harmonize everything, this is our special feat. Developing visions – and making them come true.

What is your wish for the future?

More world-class architecture in metropolitan regions shaped by a hands-on mentality, openness, innovation, and quality.

»My goal:
to inspire the city«

Dr. Alexander Rosa-Alscher

Shaping The Future



Planning Development Implementation

The ROSA-ALSCHER Group stands for visionary project developments.

- Over 40 years of experience
- Service, trader, owner developer
- 360° solution/integrated platform solution
- From single-use to district developments in the residential and commercial sector
- Economical and ecological sustainability
- High-quality architecture
- High-tech focus/digitized project development

»For us, thinking far ahead and tackling something pragmatically are one and the same«

Niccoló Rosa-Alscher

One Group, innumerable Skills

We excel in all phases of project development.

The ROSA-ALSCHER Group is owner-managed with an international orientation. We apply our comprehensive expertise in all specialized areas to develop real estate projects whose luminosity extends far beyond their location.

Our competence – your added value

As a visionary designer, a service provider, and a partner, the ROSA-ALSCHER Group offers real added value along the entire value chain.

»Our company's success
in product development
is based on the incredible skills
of our team«

Dr. Alexander Rosa-Alscher



Dr. Alexander Rosa-Alscher
Founder



Gaia Galluzzi Rosa-Alscher
Interior Design



Niccoló Rosa-Alscher
Chief Business Development Officer



Richard van de Beek
Head of Asset Management and Leasing



Florian Wolf
Head of Project Development and Management



Thomas Ebner
Head of Finance and Project Controlling



Michael Bentele
Head of Planning

Leading In Three Areas

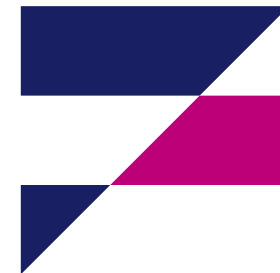


SERVICE DEVELOPER

*Project
organization for
third parties*

TRADER DEVELOPER

*Projects for
divestitures,
including joint venture/
partner models*



OWNER DEVELOPER

*Income
properties*

»We perform services for all phases
of project development –
from acquisition to exit«

Richard van de Beek



ROSA-ALSCHER Group

Real Estate. Real Statements.



ROSA-ALSCHER
Development
Germany-based
service and trader
developer



ROSA-ALSCHER
Architects
Architectural firm



ROSA-ALSCHER
Münchner Grundbesitz
Verwaltungs
Owner-developer
and property
manager



ROSA-ALSCHER
SAM Plantech
General planning



ROSA-ALSCHER
Management
Acquisition, financing,
project management,
rentals/sales



ROSA-ALSCHER
galluzzi.design
Interior design



*Planning
discussion:
Alexander
Rosa-Alscher
in creative
exchange with
his project
team*

Services from »A to Z«

We offer bespoke solutions for every project.

Acquisition

- Targeted property search
- Management of acquisition process
- Due diligence
- Legal and tax consulting
- Closing

Conception and Planning

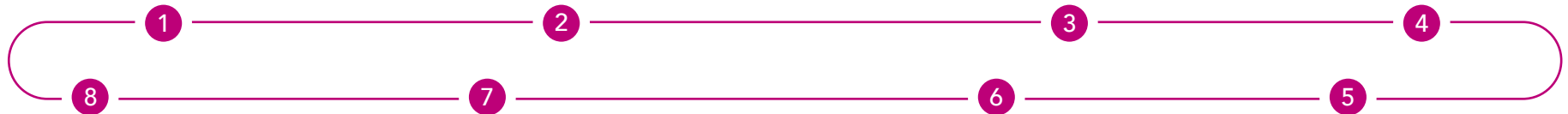
- Initial evaluation
- Site analysis/feasibility studies
- Target/actual construction law analysis
- Project design and process planning
- Supervision of architectural competitions
- Procurement of building permits/land use planning
- Preliminary decisions/construction permits
- Neighborhood agreements
- (General) planning services

Financing

- Financing structures
- Organization of property/development financing
- Transparent preparation of all financing documents
- Reliable financing partners (senior, junior, mezzanine)
- State-of-the-art financing planning for liquidity, cash flows, etc.
- Monitoring
- Cost transparency
- Risk management
- Annual financial statements
- Reporting

Subsidy Management

- Project-related consultation on subsidies
- Application process and project management/monitoring of use of funds
- Coordination and proof through certified auditors
- Documentation



Sale/Exit

- Marketing
- Rental
- Global/individual sales
- Support during transaction process

TECHNICAL PROJECT MANAGEMENT

- Owner representation
- Operational and strategic project management
- Project control/management
- Construction monitoring
- Transfer management

Realization

COMMERCIAL PROJECT MANAGEMENT

- Platform-oriented cost tracking
- Order and project planning
- Order and follow-up management
- Target-actual comparisons
- Project forecasting
- Cash-flow planning
- Budget management

Tender Procedure and Award

- Optimized and budget-oriented tender
- Individual/package/global award procedure
- Quality management with defined standards

Interior Design

- Analysis of requirements
- Design proposals
- Conception for residential, commercial & leisure use from minimalistic to luxurious
- Comprehensive services
- Project management until completion

Project Development: Rethinking Everything from the Ground up

We implement visionary real estate projects that shape the cityscape.

It starts with a vision. Then come well-founded analyses. These are followed by up-to-date concepts that are sustainable, ecological, and economical. We direct a team of specialists in all required technical disciplines.

Understanding the future, inspiring people.

Throughout project development, our decision-making paths are direct and our reaction times are quick. We consolidate our energies and direct them to where they will best serve project development.

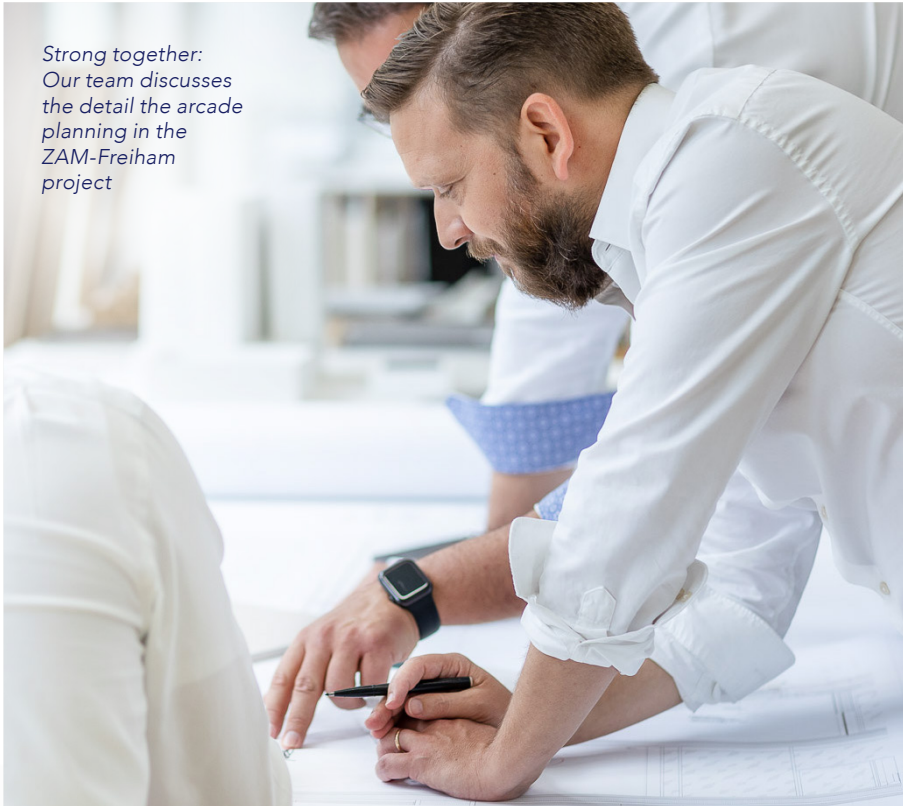


*Project Management:
The team coordinates
customer-specific
implementation details*

»Questioning the status quo and
rethinking everything from the ground up
is our mission«

Florian Wolf

Strong together:
Our team discusses
the detail the arcade
planning in the
ZAM-Freiham
project



Architecture: Every Project is Unique

We give superior architecture a clear and distinctive form language.

For any new project, we ask the following questions:

- How can we create new prospects for the city?
- What do design and functionality contribute to our existence?
- How can we combine different use types to create the best prospects for the site?

Forward-looking designs can improve everyday life for a city's inhabitants, and for us, the design of urban spaces is directly linked with the highest standards for aesthetics and quality.

Impulses for urban development.

Using state-of-the-art tools and planning techniques, we develop projects that form an impressive aesthetic, economical, and ecological entity. This includes implementing future-oriented building methods, like modular projects or the use of wood hybrid construction – allowing us to create and ensure long-lasting value.

»Architecture is culture –
its effect is to shape the city«

Dr. Alexander Rosa-Alscher

Planning: Holding all the Reins

By focusing on digitalization – from design planning to project fruition – we reduce risks and create both efficiency and security.

From purchase through planning and construction all the way to handover, our team's integrated approach to project management, scheduling, and cost yields superior results.

No room for planning gaps.

In each project phase, we guarantee a seamless experience across all of ROSA-ALSCHER Group's departments, delving into the most minute details of individual building components and next steps. Our multidisciplinary team of experts uses cloud-based tools to ensure maximum transparency and flexibility every step of the way. This collaborative atmosphere is key to our success as a world-class architecture firm.

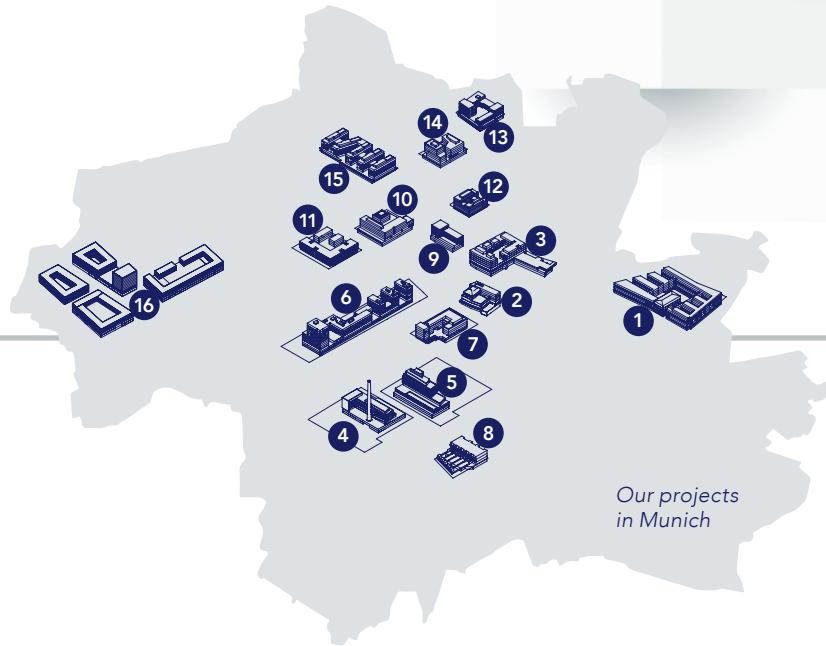


From idea to realization: The best possible solutions are being developed right now

»Our strategy: greater planning depth at an earlier stage«

Michael Bentenrieder

Portfolio of Recent Projects



Our projects in Munich

We develop real estate projects that make a lasting impression.

1
COAT OF ARMS HALL
Commercial
approx. 58 Tm²



2003



2
FACTORY SCHWABING
Commercial
approx. 11 Tm²

5
BATELLO
Residential
approx. 13 Tm²



2005



3
FEILITZSCHHOEFFE
Residential
approx. 18 Tm²



2007



4
HKW COGENERATION PLANT AND MULTIPURPOSE HALL
Commercial
approx. 15 Tm²

6
METRIS
Commercial
approx. 46 Tm²



2009

8
SAM 31
Residential
approx. 2 Tm²



2011

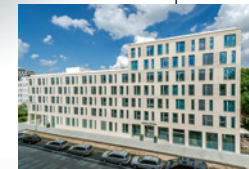


7
COLLEGE CAMPUS
Commercial
approx. 13 Tm²

10
OLYMPIA GATE MK2
Commercial & residential
approx. 12 Tm²



2013



9
OLYMPIA GATE MK3
Commercial
approx. 9 Tm²

11
OLYMPIA GATE MK1
Residential
approx. 16 Tm²



2015



12
TWIN YARDS
Commercial
approx. 20 Tm²

13
MUNICH GATE MK1
Commercial
approx. 16 Tm²



2017

Establishment
DeLaRocca Corp.

14
BAUHAUSPLATZ
Commercial & residential
approx. 11 Tm²



2019



SUN GARDEN
Berlin
Residential
approx. 2 Tm²

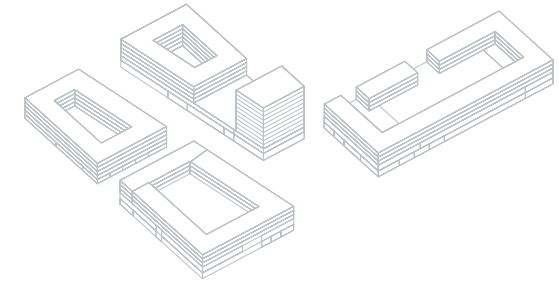
16
ZAM
Commercial & residential
approx. 74 Tm²



2024



15
QUBES
Commercial
approx. 37 Tm²



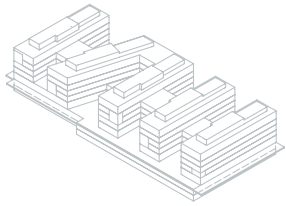
ZAM – The Heart of Munich-Freiham

For one of the largest neighborhood developments in Europe, we are constructing the new city district of Munich-Freiham – the ZAM. Several buildings are opening up versatile live/work spaces that include retail shops, services, and restaurants. North of Bodenseestrasse, about 10,500 residential units and 15,000 workplaces are being created. Soon, around 30,000 people will be living and working here in Munich's gateway to the west.

Design **Stoermer Murphy and Partners**

Gross floor area **approx. 74,000 m²**

Completion **2024**



QUBES – Part of the Technology Campus Munich

This IT City Hall of the state capital, Munich, is the first of its kind in Germany. The imposing QUBES office ensemble has enriched the Technology Campus Munich since 2022 with its leading-edge and sustainable office spaces for digital work.

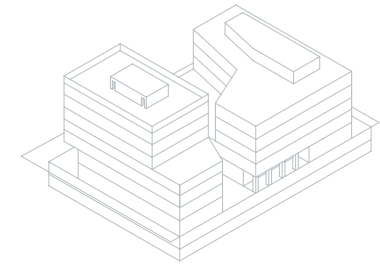
Beyond its unique concept as an information and telecommunication service center, the Technology Campus Munich boasts numerous potential work environments.

Design KSP Juergen Engel Architekten

Gross floor area approx. 37,000 m²

Completion 2022

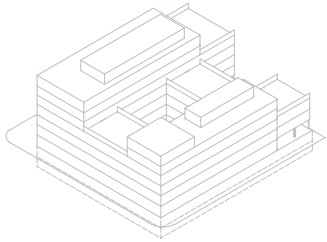




BAUHAUSPLATZ

ROSA-ALSCHER Group oversaw the project development and new construction of a building with apartments, restaurants, and small-scale business units on the ground floor as well as an underground garage on the former “Funkkaserne” site.

Design	Palais Mai
Gross floor area	approx. 11,000 m²
Completion	2019



Headquarters of Choice – TWIN YARDS

The TWIN YARDS office building has offered modern work spaces to many companies since 2016. The PORR Group, one of Europe's leading construction companies, and VF Germany, one of the largest fashion companies in the world (Lee Jeans, Wrangler, Eastpak, Timberland, The North Face, etc.), have established their German headquarters at TWIN YARDS.

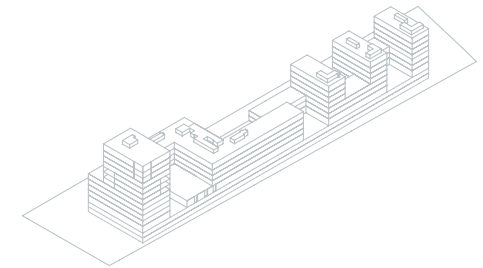
Buyer	Wealth Management Capital Holding GmbH (WealthCap)
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Design	SAM Plantech GmbH
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Gross floor area	approx. 20,000 m²
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Completion	2016
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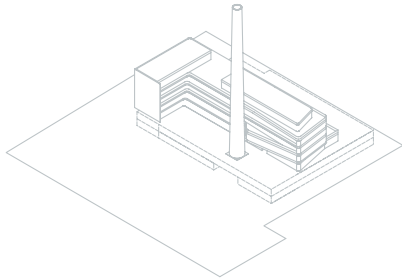




METRIS – A Spirited Ensemble

Together with the Mercedes-Benz AG tower, the eleven-story METRIS office high-rise forms the gate to Arnulfplatz. The name METRIS stands for the entire ensemble of the high-rise and six other linked office buildings.

Buyer	LaSalle German Income and Growth Fund
Design	SAM Plantech GmbH
Gross floor area	approx. 46,000 m²
Completion	2010

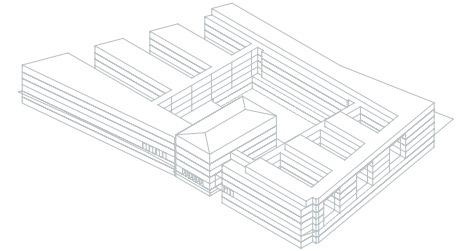


HKW Cogeneration Plant and "Freiheizhalle"

The authenticity of the former railway cogeneration plant was preserved and an exciting mix of culture and office spaces was created. The old building contains a theater, the smokestack has become an icon for the site, and the new five-story construction is used as a modern office building. All in all, it is a creative ensemble that opens up new spaces and new possibilities.

Buyer	LaSalle Investment Management
Design	GKK + Architekten
Gross floor area	approx. 15,000 m²
Completion	2007





Symbol of Change – Coat of Arms Hall

The fusion of old and new shows a sensitive intuition of space and aesthetics. After modification and renovation, the landmarked traditional building of the Coat of Arms Hall (“Wappenhalle,” former Munich-Riem airport) has become the center of a modern site with a new office building, underground parking spaces, and communication forum.

Design	PRPM Architekten
Gross floor area	approx. 58,000 m²
Completion	2003





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This booklet is regularly updated and revised. All changes are subject to change.



Equality is very important to us!

For reasons of better legibility, we have used the generic masculine for personal descriptions and subjects. We expressly understand it in the sense of equal treatment for all genders (m, f, non-binary).

