

# 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

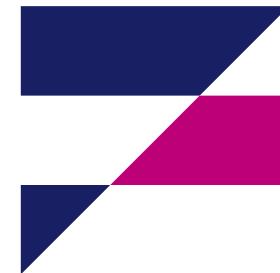


## **SERVICE DEVELOPER**

*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

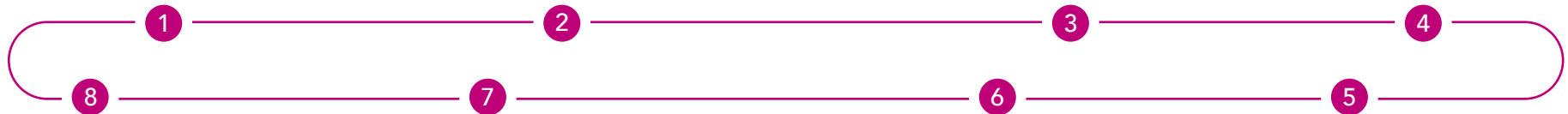
- Initial evaluation
- Site analysis/feasibility studies
- Target/actual construction law analysis
- Project design and process planning
- Supervision of architectural competitions
- Procurement of building permits/land use planning
- Preliminary decisions/construction permits
- Neighborhood agreements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

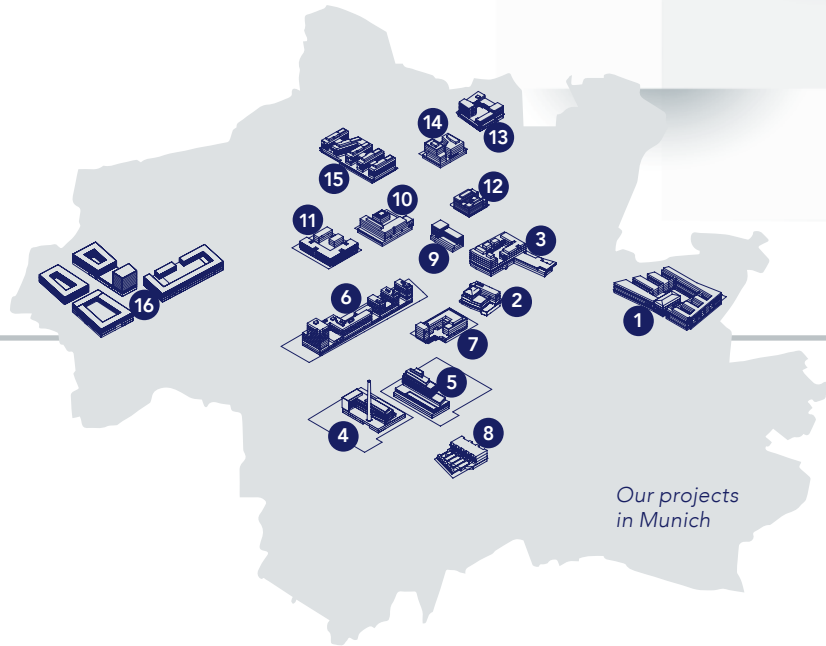


*From idea to realization: The best possible solutions are being developed right now*

»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 Tm<sup>2</sup>



2003



**2**  
**FACTORY SCHWABING**  
Commercial  
approx. 11 Tm<sup>2</sup>

**5**  
**BATELLO**  
Residential  
approx. 13 Tm<sup>2</sup>



2005



**3**  
**FEILITZSCHHOEFFE**  
Residential  
approx. 18 Tm<sup>2</sup>



2007



**4**  
**HKW COGENERATION PLANT AND MULTIPURPOSE HALL**  
Commercial  
approx. 15 Tm<sup>2</sup>

**6**  
**METRIS**  
Commercial  
approx. 46 Tm<sup>2</sup>



2009

**8**  
**SAM 31**  
Residential  
approx. 2 Tm<sup>2</sup>



2011

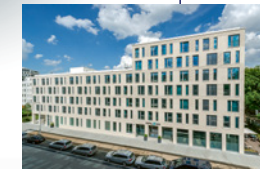


**7**  
**COLLEGE CAMPUS**  
Commercial  
approx. 13 Tm<sup>2</sup>

**10**  
**OLYMPIA GATE MK2**  
Commercial & residential  
approx. 12 Tm<sup>2</sup>



2013



**9**  
**OLYMPIA GATE MK3**  
Commercial  
approx. 9 Tm<sup>2</sup>

**11**  
**OLYMPIA GATE MK1**  
Residential  
approx. 16 Tm<sup>2</sup>



2015



**12**  
**TWIN YARDS**  
Commercial  
approx. 20 Tm<sup>2</sup>

**13**  
**MUNICH GATE MK1**  
Commercial  
approx. 16 Tm<sup>2</sup>



2017

Establishment  
DeLaRocca Corp.

**14**  
**BAUHAUSPLATZ**  
Commercial & residential  
approx. 11 Tm<sup>2</sup>



2019



**SUN GARDEN**  
Berlin  
Residential  
approx. 2 Tm<sup>2</sup>

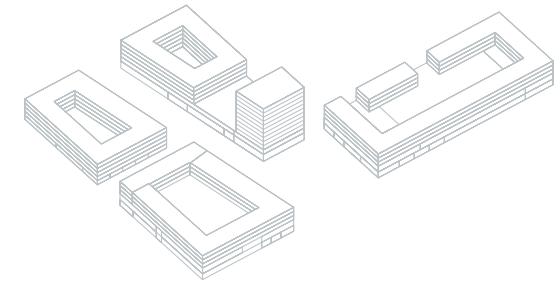
**16**  
**ZAM**  
Commercial & residential  
approx. 74 Tm<sup>2</sup>



2024



**15**  
**QUBES**  
Commercial  
approx. 37 Tm<sup>2</sup>



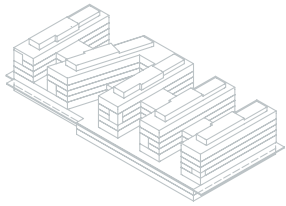
## ZAM – The Heart of Munich-Freiham

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 m<sup>2</sup>**

**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.

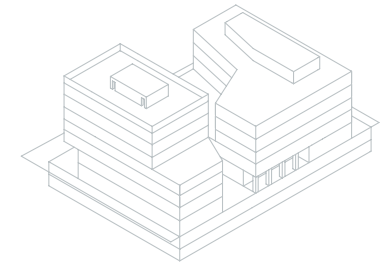
Beyond its unique concept as an information and telecommunication service center, the Technology Campus Munich boasts numerous potential work environments.

**Design** KSP Juergen Engel Architekten

**Gross floor area** approx. 37,000 m<sup>2</sup>

**Completion** 2022

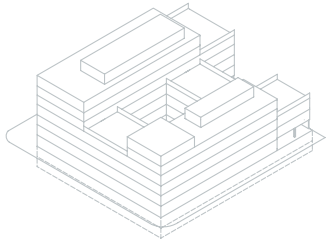




## BAUHAUSPLATZ

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.

<b>Design</b>	<b>Palais Mai</b>
<b>Gross floor area</b>	<b>approx. 11,000 m<sup>2</sup></b>
<b>Completion</b>	<b>2019</b>



## 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.

<b>Buyer</b>	<b>Wealth Management Capital Holding GmbH (WealthCap)</b>
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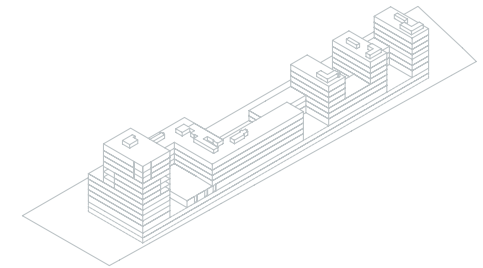
<b>Design</b>	<b>SAM Plantech GmbH</b>
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<b>Gross floor area</b>	<b>approx. 20,000 m<sup>2</sup></b>
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<b>Completion</b>	<b>2016</b>
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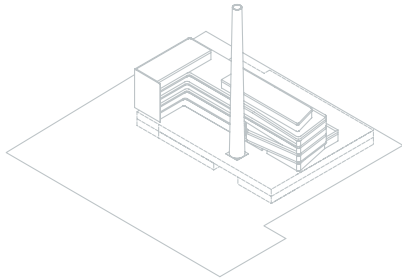




## METRIS – A Spirited Ensemble

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.

<b>Buyer</b>	<b>LaSalle German Income and Growth Fund</b>
<b>Design</b>	<b>SAM Plantech GmbH</b>
<b>Gross floor area</b>	<b>approx. 46,000 m<sup>2</sup></b>
<b>Completion</b>	<b>2010</b>

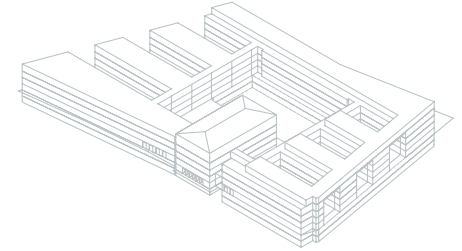


## HKW Cogeneration Plant and "Freiheizhalle"

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.

<b>Buyer</b>	<b>LaSalle Investment Management</b>
<b>Design</b>	<b>GKK + Architekten</b>
<b>Gross floor area</b>	<b>approx. 15,000 m<sup>2</sup></b>
<b>Completion</b>	<b>2007</b>





## 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.

<b>Design</b>	<b>PRPM Architekten</b>
<b>Gross floor area</b>	<b>approx. 58,000 m<sup>2</sup></b>
<b>Completion</b>	<b>2003</b>





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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).

