

# PRESS RELEASE

## ROSA-ALSCHER Group enhances its range of expertise and services with Florian Wolf as Head of Project Development and Management

- Expansion of the management team with an internationally recognized project development expert with extensive business field expertise
- Strategic strengthening of unique selling points in the particularly attractive market segment "Innovative Neighborhood Developments"

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Contrary to the disadvantageous trends in the real estate sector, the ROSA-ALSCHER Group has successfully maintained its market position by consistently and sustainably focusing on real estate market segments that remain attractive. The focus here is on particularly innovative, cityscape-defining neighborhood developments with equally high architectural and ecological standards and significant economic efficiency. A typical example of this is the ZAM project development as the new district center of Freiham in the west of Munich, one of the largest district developments in Europe.

The ROSA-ALSCHER Group's interdisciplinary team of experts has particularly wide-ranging expertise along the entire project development value chain. Accordingly, in the increasingly frequent case of short-term changes in market conditions or project-specific requirements during all project phases, there is a significantly higher level of decision-making certainty for achieving the optimum result in the in the area of tension between costs, deadlines and quality. This is a distinct advantage over conventional project developers with a high proportion of external services.

With this in mind, the ROSA-ALSCHER Group has added **Florian Wolf** to its core management team as Head of Project Development and Management to ensure the consistent and successful further development of its portfolio of expertise and services.


Florian Wolf has an exceptionally well-founded, combined education in both the technical field as a graduate Civil Engineer and in the commercial field as a Master of Business Administration at renowned



universities. He has completed significant parts of his academic education and professional development through international activities on all 5 continents. Accordingly, he has a wide range of expertise in the realization of particularly challenging projects, including in the fields of building construction and civil engineering, commercial and industrial construction and mobility infrastructure. As a result of his previous professional activities as a construction manager, management consultant, client advisor and project developer, Florian Wolf is very familiar with the specific requirements of clients as well as all other key stakeholders and is a competent contact person "on an equal footing".

Florian Wolf will also further strengthen the ROSA-ALSCHER Group's digital expertise. Thanks to his extensive experience in Building Information Modeling (BIM) projects, he has the critical skills needed to drive forward the Group's focus on the data ecosystems that the EU digital strategy is aiming for across Europe and across sectors. As the intensification of sector coupling will increasingly influence the commercial success of real estate projects in the future, the ROSA-ALSCHER Group will expand its involvement in the "Design - Build - Operate" domain of the Gaia-X Hub Germany to include the "Smart City / Smart Region" and "Mobility" domains. The ROSA-ALSCHER Group's cross-sector expertise has already been successfully demonstrated with the "Pre-Certified Good Mobility in Platinum in the Quartier 2023" category.

The decision to work with the ROSA-ALSCHER team was particularly easy for Florian Wolf because he will be able to realize sophisticated project developments "from a single source" together with an interdisciplinary team of complementary experts. He has also identified the company's simultaneous positioning as a service, trader and owner developer as a confidence-building factor, which demonstrates a high regard for the quality of its own services. Accordingly, he is convinced of a joint, successful implementation of the future growth strategy.

As Managing Partner, Alexander Rosa-Alscher is very pleased that this particularly competent addition to the core management team "... creates essential prerequisites for the successful further development of the group of companies and will further strengthen competitiveness in a disruptive, increasingly complex market environment through even more systematic customer orientation and digitalization". 

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### About ROSA-ALSCHER Group

As one of Munich's leading project developers, the ROSA-ALSCHER Group has been synonymous with city-shaping architecture for decades. The owner-managed group of companies plans, develops and realizes real estate projects that set standards in aesthetics and functionality as well as represent attractive long-term investment values. The group of companies around founder Alexander Rosa-Alscher provides all planning services and covers the entire value chain from the idea to marketing.