

INTEGRATED SERVICES & VALUE

Integrated services in

Real Estate Communication Energy

Our Group

UP Consulting is a company and a modern mode who wants to be a Consultancy body and, at the same time, Added value for its customers. The passing time sets the pace of the flux of society, of cultures and the world, with their needs and services. Globalization has created an interwoven an fascinating system of needs and solutions. The market and the "neighbour competitor" can be very far away now, they can speak different languages and at the same time be close quickly and make themselves understood perfectly.

Often they are appropriate, sensitive, competent, other times they are shrewd, deep and fast in satisfying their customer. UP Consulting can count on professionals with proven experience and expertise as well as partners in flux, as a guarantee of maximum flexibility, fluency and specialization. The UP Consulting approach and method would like to be an expression of the indispensable modernity of the study of the problems and solutions

to the needs of institutions, companies and / or individuals. Our roots lie in the real estate sector, which is always considered a significant index of the state of health of the continents' economy. The complexity of the real estate has allowed the founders of UP Consulting to look from the beginning at a business model characterized by the integration of the provision of services in the same area, as well as the diversification also in divisions such as REAL ESTATE itself, COMMUNICATION and ENERGY.

"Being a flexible and inclusive Ethical Generator of Value. Manufacturer of simple and unique effectiveness with an international vocation"











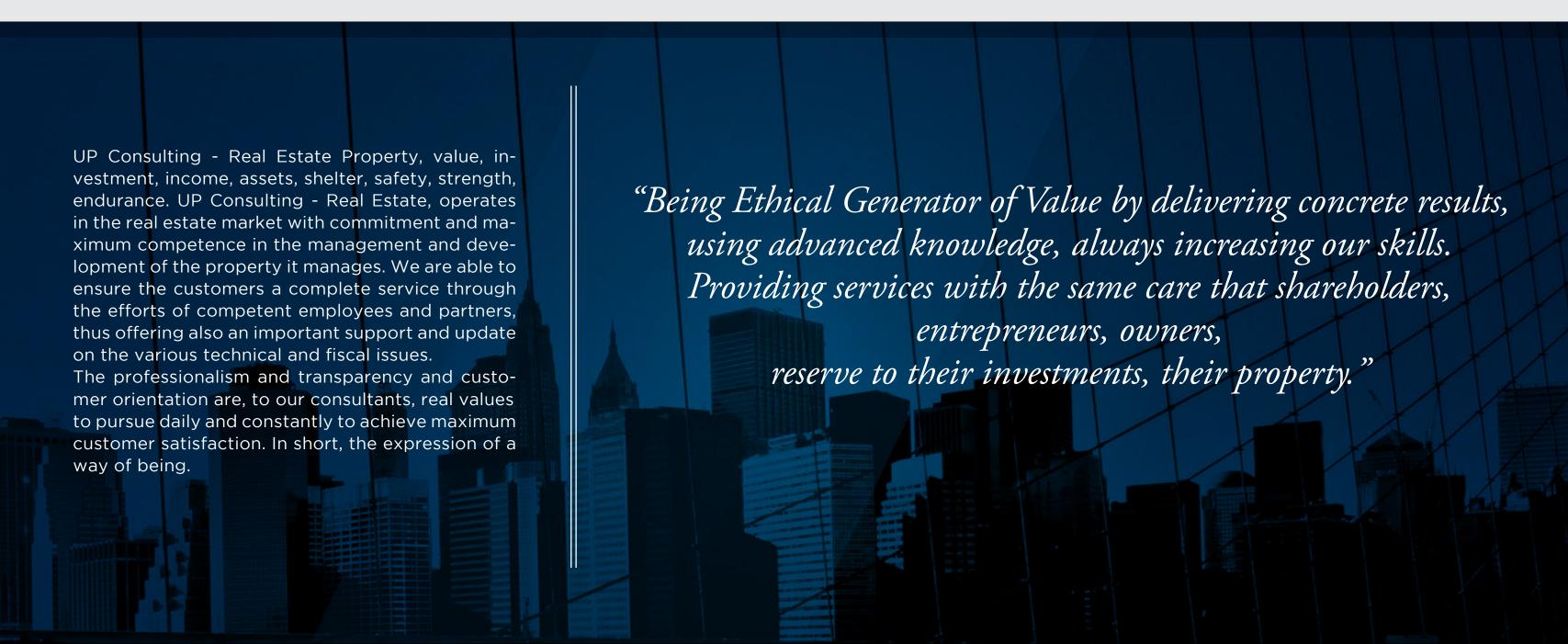


"We believe that the characteristics of next virtuous modern enterprises will be the steady growth of knowledge, the development of specific and multiple integrated competences, the constant search of simplicity, specificity and the customization of solutions"





Consulting | Asset Management | Investment | Valuation | Agency | Project | Property





"Being a generator of value by delivering concrete results.

Being the single point of contact capable of handling every aspect and every stage of the real estate transaction, including ante and post ones, through an integrated consultative approach."

All knowledge, together with the ability to do, are important to create the foundation to generate virtuous results. We believe in the value of integrated counselling and interdependence of different skills that different people put together, to perform or to achieve the objectives of our customers. To be efficient and effective, we believe that the search for the customer's need consists in tracing a path to his/her satisfaction, a resolution. For us, the needs analysis is a fundamental step towards their solutions. The identification of needs, originates in listening, observing, reading the customer's needs. After careful analysis of the status quo, information is identified and processed, decision-making processes aimed at identifying intervention priorities are coordinated and supported by reflecting critically on the nature and genesis of needs. This process is essential to identify a proper and appropriate way to address the complex problem of the customer's needs. Consultancy for us is Specialization, Team, Study and Continuous Improvement functional to Simplification of Complexity and generation of value.

List of activities Analysis of needs / goals Strategic Analysis Market Analysis Analysis of trends Feasibility Analysis Strategic Consulting



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With asset management we intend the accumulation of all those activities aimed at strategic development of the assets in question. In other words the Asset Management takes care of the property planning through the analysis and the creation of all the possible research and monitoring tools regarding the assets. UP Consulting - Asset Management is addressed in Italy and abroad, to retail and institutional investors, for the commercialisation of the assets under management. The experience and expertise of the team, composed by professionals and highly qualified employees, allow the development of targeted instruments, able to define, manage and control every contractual activity, from technical to urban planning, connected to a development project or to a real estate conversion. UP Consulting - Asset Management combines its know-how in this field with the ones gained in other business divisions present within the company, with the aim to put customer's interests always at the first place.

List of activities

Strategic development of assets

Property planning

Analysis and creation of research and monitoring tools

Real estate development and conversion





"Being a generator of value by delivering concrete results. Growing up together, through a distinctive and valuable approachfor the assessment of opportunities and real estate development"

UP Consulting - Investment, deals with real estate investment with the task to find interesting opportunities of investment, but always keeping risk low. Having operated in these areas for several years, we are able to select and acquire adequate properties to propose to the attention of our investors. We also evaluate potential interesting acquisitions by negotiating in the free market. The company employs a highly qualified team (notaries, architects, lawyers, financial and commercial advisers) able to draw up detailed feasibility assessments and follow each type of operation until its conclusion. UP Consulting - Investment supports ambitious investments thanks to a highly professional, timely and acc rate consulting service, designed to enhance the assets of each party. The skills gained through years

of experience in the sector can offer a distinctive and valuable approach for the evaluation of real estate development opportunities. We help investors in the assessments from the concept phase of the real estate initiative, through market and economic-financial evaluation, initiative planning, achievement, communication of the achievement to the market until the final sale. The close and continuous synergy between departments allows to think with the perspective of those who are used to realise the interventions, compressing the time from the concept phase to the detail design phase and reducing the risks of unforeseen variations.

List of activities

Research of investment opportunities

Assessment

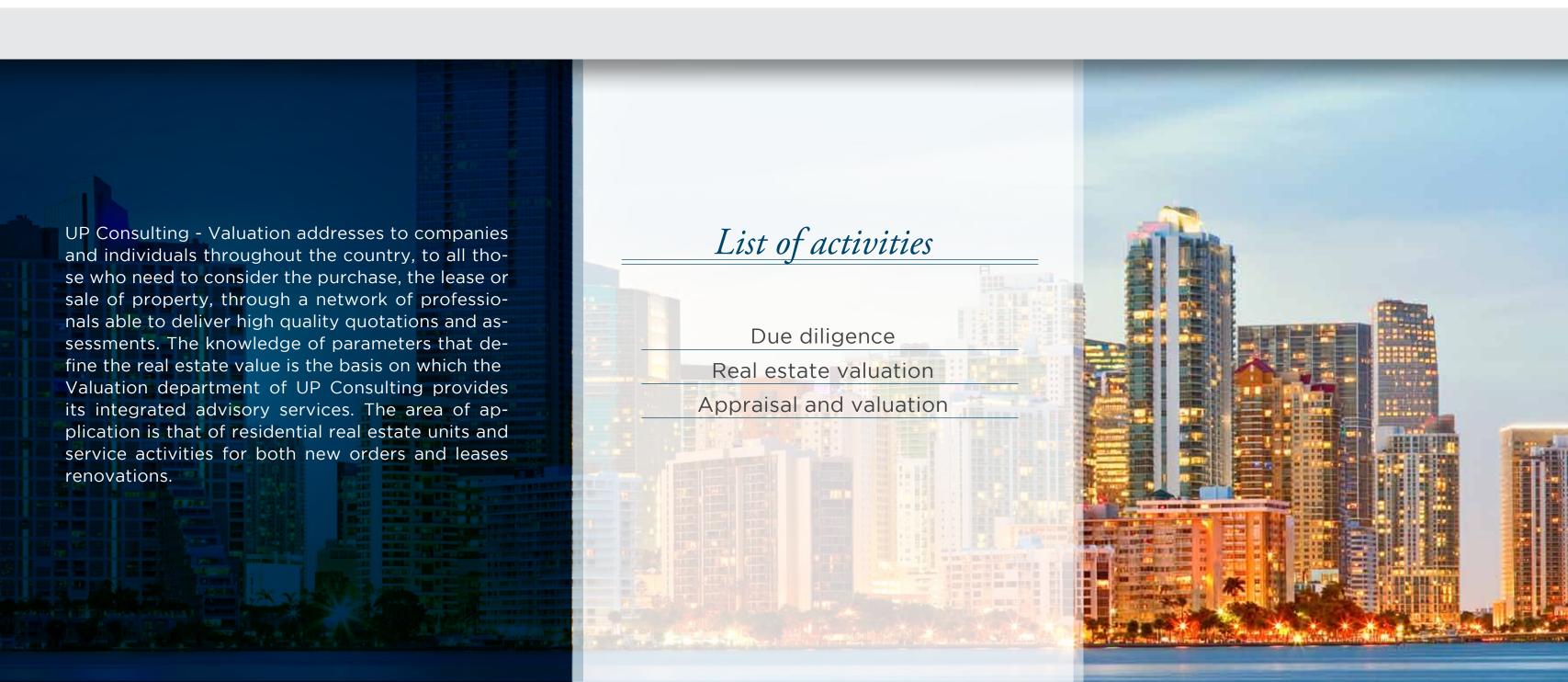
Feasibility studies

Enhancement and development





"Being a generator of value by delivering concrete results, with care and passion by using advanced knowledge of estimation methods, while ensuring an autonomous and independent assessment by providing each customer a clear objectivity and professional expert in response to every need of real estate assessment, valuation and due diligence"



Valuation Services

Due Diligence | Real Estate Valuation | Appraisal and Valuation

<u>Due Diligence</u>

Only the completion of a proper Due Diligence allows the correct definition of value, both in terms of appreciation of the potential zoning of the property, and in terms of better defining the risk for any problems investigated. With Due Diligence document, UP Consulting - Valuation addresses to individuals and companies (banks, insurance, property company, utilities, retail). This service confirms to be a fundamental tool both for determining the value of the property, and for the assessment of the risks related to real estate operations. The Due Diligence therefore helps to establish the compliance of property, fixed installations, in relation to their activities and national legislation, regional and municipal law, such as procurement, acquisition and analysis of the documentation, in

addition to determining the transferability of the property and the contractual consequences that this implies. The Due Diligence, therefore, as a tool to reduce the asymmetry of information between the the seller and the potential buyer, dealing with its possible extension and depth as a function of some characterizing factors (objectives, peculiarities of the purchaser and the target, technology transfer). The service adapts to purchase operations, as a need by the investors to verify the goodness of the their investment, both before and after purchase. We identify the documentation needed to assess the pre-contractual liability of the seller (Administrative, cadastral, urban planning, construction, structural, environmental / safety engineering).

- Surveys on the property and determination of stocks with technical, plant engineering, maintenance and environmental analysis.
- Technical planning/ Audit.
- Analysis and management of the entire legal, fiscal and administrative documentation concerning the property of interest



Real Estate Valuation

The experience gained by UP Cosulting in monitoring the Italian real estate and construction sector, together with in-depth knowledge of the administrative dynamics allows us to offer ourselves as qualified partners in the field of setting and management of projects and programs of real estate valuation. We are able to devote to public buildings, for which Up Consulting proposes an approach of enhancement. So the plan will be the tool for defining and sharing concrete actions to give not only direct monetary value for a different use of the property, but also a social value, related to local development, elimination of deficiency of services, rationalization of work spaces for civil servants, in summary a "territorial value". In the field of property valuation, UP Consulting - Valuation, together with Property

and Project departments offers feasibility studies and business plans. We support companies and local authorities in the technical, economical and estimative valuation. Acting in accordance with the investor 's objectives, a flexibility that depending on the real estate product allows us to operate in synergy with more departments in Up Consulting thus developing a valuation project independently from its size and the degree of complexity.

- Feasibility studies and business plans
- Territorial and urban analysis
- Business plan and cash flow of the real estate development operations
- Cost effectiveness



Appraisal and Valuation

The assessment reports are aimed at analytical determination of the ma ket value of the real estate. These are subject to control and certification that guarantee quality and reliability; respectful of RICS International Standards of Evaluation and the Code of Ratings of Real Estate published by Tecnoborsa and ABI Guidelines; edited by evaluators who have followed a rigorous and continuous training program; drawn using operational systems of high technical and IT profile. Finally, they follow the best practices, that is the best evaluation practice among the existing ones in the profession application and allow to demonstrate the value obtained in evaluation report; they check over time the procedures used and the estimation data observed: they pursue the objectives of transparency and efficiency of modern real estate market; they ensure the

assumptions of economic transparency and fiscal equalization; they protect and ensure the stability of banking, both in lending operations and in the emissions / acquisitions of securities resulting from securitization transactions and bonds. One or more estimation procedures (approaches) can be used in the evaluation report, according to the nature, characteristics of the property and the availability of the real estate data observed. The three classical approaches, as part of which the real estate assessment methods used in professional best practices may be classified, are the following:

- Approach to the market;
- Approach to income;
- Approach to Cost or (re) construction in case of depreciation.

- Estimation of market value
- Estimation of income value
- Estimated cost of construction or reconstruction
- Estimated value of transformation for building land or other property subject to change of use
- Determination of the value of recovery
- Court and out of court expertise
- Support for the recalculation and renegotiation of leases
- Expertise in support to mortgages granting
- Real guarantees





"Being a generator of value by delivering concrete results.

Being the single point of contact capable of handling every aspect and every stage of the real estate transaction, including ante and post ones, through an integrated consultative approach."

UP Consulting Agency addresses its services to owners, investors and / or users. The support of our team aims at identifying the most promising opportunities and achieving results over time. Our Agency Department is a strategic partner, whether for the expansion or rationalization of building spaces, the purchase of a building for instrumental use or an investment, or the selection of the best conductors or optimization of the profitability of a property and the search for homes that meet the desires or the needs of a potential new owner, being it a single person or household. Through teamwork with other companies of **UP Consulting Group - Integrated** Services is able to ensure ready and reliable answers for any technical or strategic dimension. UP Consulting Agency has developed

a deep knowledge of the market and of the different real estate asset classes. The specialization in this area is reflected in close cooperation with the investor or the owner not only in the identification of the best strategies for the purchase or sale of goods, but also in the definition of the more correct structure for the realization of the operation. UP Consulting Agency daily applies a consolidated and versatile method fruit of more than twenty years of presence on the market which modifies and enhances continuously, in addition to using modern tools for running of thorough documental due diligence of the property. Finally, our Department develops business contacts, guides the negotiation process and structures the transaction, assisting each owner, purchaser or tenant until the signing of the contract of sale or lease. All the above is the starting point of the strategic and integrated approach that UP Consulting Agency puts at the service of its customers in the various spheres of activity and destinations of use of a property: residential, industrial, commercial, service, tourism and for any specific use. UP Consulting Agency wants to be the advisor of reference and support for the customer, able to ensure the most efficient conduct of negotiations and the optimal structuring of the transaction, until the conclusion of the contract.

Consultancy area Commercial area Management area Communication area

Consultancy Area | Co Management Area | Co

Commercial Area Communication Area

Consultancy Area

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by reflecting critically on the nature and genesis of needs. This process is essential to identify a proper and appropriate way to address the complex problem of the customer's needs. Consultancy for us is Specialization, Team, Study and Continuous Improvement functional to Simplification of Complexity and generation of value.

List of activities

- Analysis of needs / goals
- Strategic Analysis
- Market Analysis
- Trends Analysis
- Feasibility Analysis
- Strategic Consulting
- Real estate valuation, development and requalification



Consultancy Area | Commercial Area Management Area | Communication Area

Commercial Area

The Commercial area of the Agency Department of UP Consulting is the "arm" of the process of creation of value. It follows the "Mind" represented by consultancy in which, the understanding of the needs and / or goals of the customer are the guide lines for the operational activities. This modern commercial approach is a solid operating method that allows our professionals dealing with care and deep commitment with provision of customised, specific and high standard quality services, with procedures recognized Internationally thanks to our RICS certification and participation as official member to a Professional Network among the most representative in the world. We can meet the specific needs of research for qualified property, conductors and buyers. With our Property Findering service addressed both to Persons, Companies Investors, we

are able to deliver a customised service using as drivers only the needs of the customer that will live the virtuous path together with us through the sharing of specific reports and specialized analyses. In the field of 'brokerage' UP Real Estate Consulting Agency is also able to accompany the client during all stages of the process of sale and purchase of his/her properties or those he/she is interested in. Our support is always a choice of the customer, it can be modular from the only evaluation of a real estate reasonable price, to document examination, to the establishment of the real estate compliance to get to the management of the whole negotiation.

- Real Estate Brokerage
- Negotiation
- Evaluation reasonable price
- Documental Due Diligence
- Support to the Sales or Purchase



Consultancy Area | Commercial Area | Management Area | Communication Area

Management Area

UP Consulting Agency is also constituted by the Commercial Management Service. This is in turn divided into two sectors: New and Used. for any dimension of the Real Estate operations. The value UP Consulting Agency tries to generate is simple and aims at the achievement of the objectives defined by and with the Customer through the coordination of resources, functions and processes. Our work is flexible and effective. We have a great propensity and care of operational efficiency and the fact that we are the single point of contact for the customer optimizes for the latter, the times of knowledge of what to do to continue and the analysis time. This mode allows us to be more rapid and clarify to the customer at all times who is working, what are the activities carried out and those in place, how they

are evolving and how much they are close to the target. This method and the complete sharing with the customer allows the Customer Up Consulting Agency team to become aware of the strengths and weakness of the work. If considered useful, you can intervene by proposing remedial activities to be carried out with adequate action plans to final goal.

List of services

- Management of the Study of exploitation, renovation and / or development of property
- Management of real estate promotion
- Management of Direct and indirect marketing
- Management of negotiation processes
- Management of variations during construction
- Managing the complexity of real estate operations of small, medium and large entities and of different nature, such as:

Industrial - Tertiary - Commercial Residential - Tourist.



Consultancy Area | Commercial Area Management Area | Communication Area

Communication Area

Usually Communication is a Company Area of great importance. UP Consulting Agency has structured itself with a specific Team of consultants expert in this specific sector. The definition of what and how to communicate in order to be attractive to the target audience is now vital. The analysis of the objectives to which orientate and the results to strive for, is a primary activity, essential to render more or less effective the following design phase. The bidding strategy necessarily starts from characterization and identification of the assets with reference to the potentially interested parties to invest for different reasons and purposes. The careful search for a logical path that puts consistently together the product, the target audience and systems of communication and promotion of the product itself, defines

the ability to produce concrete results. The structure in charge to conceive promotion within UP Consulting Agency builds for each project or housing unit, a framework of reference that identifies potential prospects and track conditions for the implementation of the real estate offer or of the investment project to be proposed to interested parties. From the pure housing perspective maybe connected to the choice of a first or second home as refuge, until the building of economic activities linked to the individual local contexts and their vocations, as well as involving not only property but also the context areas. In essence the concept of integrated promotion is the son of integrated design that is, the effort to program resources and development.

- Definition of the type of communication according to the target audience
- Systems of integrated promotion of the product
- Identification of potential prospects and conditions for the realisation of the communication strategy





"Being a generator of value by delivering concrete results, with care and passion by building a purpose team with the Customer, based on transparency and sharing of objectives.

Designing withmethod and rigour, together with a deep technical knowledge and a solid experience"

It offers its services to individuals and companies on the whole national territory. The range of professional services starts from the possibility to operate on a property, an area, a building, needing requalification or efficiency improvement, with an analysis and further development in order to detect the real estate vocation. The professional team can operate on the entire process managing the implementation and complete management of the transaction. This is possible thanks a wide range of integrated technical services ranging from the importance of the preparation of master plan, the architectural design (including render) to the practices to obtain building permits, from construction management to accounting and contracts.

List of activities

Real estate valuation, requalification and development

Real estate management

Projects implementation

Technical study



the mark of property professionalism worldwide



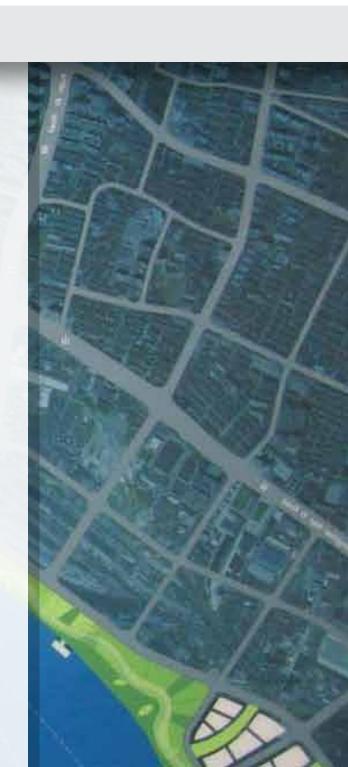
Real estate valuation, requalification and development

Real estate management | Projects implementation | Technical Study

Real estate valuation, requalification and development

The general approach is to consider the development project as a follow up to the general and primary needs of the customer, highlighted in the analysis phase. The study aims at analyzing the economic, organizational and technical feasibility of the project. Our method consists in carrying out an indicative estimation of the investment cost, in terms of human and material resources, and deadlines. In function of this estimation, in view of the possible return on investment, it is possible to decide to continue the project and, in this case, to provide its methodological organisation. The feasibility study leads to provide more possible scenarios. This allows the examination of every possible option and must be accompanied by a provisional budget that present the costs and advantages of each scenario. The analysis and the development of a project are two processes that complement each other: for this reason there is a precise and definite order of the various steps to be followed during the study. Acting in accordance with the objectives of the investor, a flexibility that depending on the real estate product allows us to develop the project regardless of its size and the degree of technical complexity.

- Development planning, definition of the vocation and possible solutions.
- Definition of design parameters, volumes and sizing.
- Realisation of Master Planning, 3D and photos.
- Strategies for the valuation both of the area and of the building.
- Requalification of the area and the buildings.
- Improvement of the organisation, contract, project, implementation and commercial efficiency.



Real estate valuation, requalification and development

Real estate management | Projects implementation | Technical Study

Real Estate Management

Project management is the application of knowledge, skills, tools and techniques of activities aimed at meeting the project requirements. The implementation of an operation, from design to yard, consists of numerous technical and managerial skills which must work together in harmonic and efficient manner. The Project department of UP Consulting, is able to support the management of the project through all its stages: official start, planning, execution, control and closing; this involves the control of all aspects of the project. The coordination management also provides some phases related to communication and real estate. The approach is to create a strong motivation in all the minds and disciplines involved in order to achieve the objectives, cost specifi-

cations, quality and performance. Up Consulting - Project builds its approach on the management of the results and on three essential tools: clarification of responsibilities, the adoption of planning and control systems, the establishment and coordination of a project team. The management is therefore not only the programming of time (which remains in any case an important activity and essential part of our work), but it is also the art of conducting the collaborators of a group along a road and towards a common goal, providing the means and tools for success.

- Customer Service in the early stages of identification of the building and real estate development
- Complete management of all phases of realization
- Customer Service in determining the budget of an Real Estate intervention
- Time schedule of the intervention
- Coordination of the phases of design and construction, in accordance with budget, work program, specific design



Real estate valuation, requalification and development

Real estate management | Projects implementation | Technical Study

Projects implementation

The phase of realisation of a project, from its implementation to yard, is made up by many competencies; the winning approach is to coordinate methods, by combining the pieces of the puzzle, to obtain a concrete and tangible result. Up Consulting - Project is capable of handling all phases: official start, project, execution, control, closing and certifications. Planning, obtaining permits, construction, computing, contracts, accounting are managed with an approach that provides a strong integration of all disciplines involved in order to achieve the objectives, costs, quality and performance specifications. Our realisation philosophy is based on management of results and on three basic instruments: clarification of responsibility, adoption of planning and control systems,

establishment and coordination of a project team. Therefore realising an idea is not only the programming of the time, but it is also the art of lead a group of collaborators along a road toward a common goal, providing the means and tools for success.

- Definition of all implementation phases and activation of technical procedures
- Project and construction management
- Customer Service in determining budget and managing it
- Overall economic framework
- Engineering works calculations and installations
- Delivery of the building to customer
- Cadastre measurements and surveys, administrative documentation



Real estate valuation, requalification and development

Real estate management | Projects implementation | Technical Study

Technical Study

The technical design office is able to perform all technical aspects related to design and management. Surveys, architectural design, render, 3D return, obtaining permits, for all sectors: civil, commercial, commercial, industrial, hospitality, social health. The interdisciplinary approach allows full coverage of technical consultancy inherent in the real estate product, the project, the specifications and contracts, the safety at work management, from the employees to the yard accountancy. The technical office is then specialized in Sale Support activities with planning and cadastral compliance check and related alignment.

List of services

- Drafting of Practices to obtain building permits: D.I.A (Activity Start-up Statement); S.C.I.A (Certified report of Activity Start-up); Building Permit
- Instrumental measurement and surveys
- Complete architectural design: residential, commercial, tertiary, industrial. Interior and exterior renovations and new built.
- Creation of 3D render and insertion of environmental photos Complete works direction
- Coordination of works safety.
- Bill of quantities, analysis of prices and quantities.
- Specifications and contracts with legal support.
- Cadastral Data Sheets.
- Testing and certification according to law
- Practices of Energy certification.

Cadastral and technical services of sale support.

- Drafting of property operation and maintenance manual
- Splits and searches
- Engineering and reinforced concrete





"Being Ethical Value Generator by sharing with our Customers analysis, projects and development actions also giving a recognizable and tangible value. Providing services with the same care that shareholders, entrepreneurs, owners, reserve to their investments."



Due Diligence | Support Buy | Support Sale Property Management

Due Diligence

In the real estate sector the correctness of documents, their real correspondence and archive management are essential to give certainty to an investment. For this reason the Due Diligence represents an important and preliminary phase to any investment. Starting from the actual situation, our professionals are able to highlight any documental deficiencies and issues, to make an analysis of possible solutions and their management. Our development of Due Diligence process is global since we operate on behalf of our client until compliance with all regulations and certifications.

- Documental audit
- Service of access to the records and recovery of documents from competent local bodies
- Organization of documental archive
- Verification of technical and administrative compliance
- Definition of procedures, time and costs for regularization



Due Diligence | Support Buy | Support Sale Property Management

<u>Support Buy</u>

The future of a property cannot ignore its past, its history and position in the market. A wealth of elements, news and analysis that our customers must have through our services before entering a purchase process. Our expertise and knowledge of developments in the market allow us to deepen every technical, economic and social aspect and to achieve assessments and future projections. An approach for us systematic and rigorous to give concrete and competent support to customer looking for an investment that can really produce profit.

- Assessment of purchase costs
- Profit analysis
- Assessment of ordinary and extraordinary maintenance costs
- Assessment of requalification costs
- Assessment of valuation costs
- Assessment of costs for restoration
- Market analysis
- Future projection of profitability value



Due Diligence | Support Buy | Support Sale Property Management



Due Diligence | Support Buy | Support Sale Property Management

Property Management

Each managerial activity must have as an objective to improve the profitability of the production managed. A concept that we apply to our clients' real estate assets considering it an activity that can increase their economic efficiency and acquire a new value. To obtain these results we apply an integrated management that monitors and optimizes a network of services that interface with the different professionals involved in the development of real estate. The care, transparency and increased profitability are our answers to the strategy of investment of the Properties that entrust us their assets.

- Taking charge of the property
- Management of leases
- Management of relationships with users
- Management of relationships with administrators
- Management of services to the building and maintenance services
- Management of the conservation and legal protection of the assets
- Legal Management
- Cash flow and profitability analysis
- Budget for the year



