Praemia REIM partners with Deepki to increase the value of its portfolio thanks to a comprehensive ESG strategy.

> **“The combination of Deepki's experts and its platform was key to creating a roadmap that will allow us to achieve our ESG goals, while monitoring the success of each action. We were able to rely on Deepki's advice when structuring our strategy and identifying steps to follow".**

Daniel While
Head of Research, Strategy & Sustainability

A key player in the European real estate asset management sector, Praemia REIM manages €30 billion worth of assets, includes 61 investment funds, and has multiple assets located in nine countries, with teams based in France, Germany, Luxembourg and Italy. The company develops, structures and manages long-term collective real estate investments for individual and institutional investors. Praemia REIM already operates in several countries and has a strong European presence, managing more than 1,400 buildings across the continent.

Praemia REIM is committed to leading the way in sustainability within the real estate industry. Their commitment to social and environmental causes in particular, has gathered pace over the past 10 years.

From the Tertiary Decree to an end-to-end ESG strategy

Praemia REIM systematically integrates Environmental, Social and Governance (ESG) criteria into its investment and management processes, in order to optimize its sustainability performance. The company's aim is for its ESG strategy to encompass its entire portfolio, and Deepki knows how to achieve this. With Deepki's support, Praemia REIM was able to define a global ESG strategy and implement it across its international portfolio. “With Deepki, we built a roadmap that will allow us to reach our long-term ESG objectives, based on achievable sub-steps." affirms Daniel While.

praemia REIM VALUE FROM VALUES

Customer	**Praemia REIM**
Location	**Europe**
Sector	**Real Estate**
Capabilities	**#Data Collection #Data Discovery #Trajectory #GRESB #SFDR**

1,055 assets

+110 Praemia REIM users

5 countries covered

Although Praemia REIM had a clear vision of their ESG objectives, the first challenge the company faced was identifying the key steps it needed to take in order to achieve them. Deepki's first mission was to break down the roadmap that Praemia REIM wanted to follow into manageable milestones. Using Deepki's solutions to collect data, Praemia REIM now has a clear vision of their past and current consumption, and is able to visualize the path they must follow in order to be compliant with the French Tertiary Decree. Having achieved compliance one year in advance of the regulation coming into force, Praemia REIM and Deepki were able to broaden the scope of their partnership to include SFDR, GRESB and, above all, more countries. Therefore, after initially focusing on France, the company deployed Deepki across its entire European portfolio.

Deployment of a centralized, collaborative platform for all teams

In order to implement the roadmap created for Praemia REIM by Deepki, it was essential to support the local teams to guarantee wide adoption of both the solution and the strategy by its European subsidiaries.

For this reason, the company designated key individuals whose role it would be to assure the smooth roll-out of Deepki Ready throughout its subsidiaries, by acting as local points of contact. These individuals are key to ensuring the easy adoption of the platform and facilitating internal and external exchanges. No matter where they are located, all users have access to the same data, allowing them to work towards company-wide ESG ambitions and to compare data with their peers.

Facilitating data collection and monitoring 1,055 assets in Europe

With 1,055 assets in Europe, the biggest challenge Praemia REIM has to overcome is accessing data from many different suppliers and sources, each with their own standards. Furthermore, it is important to take into account the regulations of each country. The choice to partner with Deepki was reinforced by the fact that the company has developed more than 700 connectors with water, energy and metering providers around the world. The data and ESG experts at Deepki ensure Praemia REIM's compliance with regulations. For this reason, Deepki is able to collect data anywhere. It also gives Praemia REIM an overview of its consumption and ESG performance to ensure the success of the various action plans it has created to achieve its corporate goals. According to Daniel While, "the combination of Deepki's experts and its platform was key to creating a roadmap that will allow us to achieve our ESG goals, while monitoring the success of each action."

Deepki Ready Platform

Tailor-made ESG support and advisory services

Wishing to remain focused on asset management, their core business, Praemia REIM and its CSR department decided to rely on Deepki and its ESG experts in order to realize its sustainability ambitions. Deepki helps Praemia REIM identify each regulation and certification that apply to its activities, and could help the company to achieve their goal of net zero. To do so, the advisory team organizes regular meetings with the Praemia REIM steering committee. They also share any relevant information and updates on a daily basis, to ensure that Praemia REIM adapts the roadmap to meet these requirements.

Upcoming challenges

What is oncoming for Praemia REIM is facilitating the decision making process and deepening the actions of decisions already taken. Therefore, the next challenges will be obtaining the ISR certification and the continued anticipation of new European Union regulations. Praemia REIM plans to go even further, and is looking to use Deepki Ready during the acquisition process of new assets, in order to assess their ESG performance prior to purchase. From a solution standpoint, Praemia REIM wants to implement a new climate resilience feature to take into account climate impact on the performance of their assets and portfolio. Finally, the company would like to apply the CRREM objective as a company commitment, requiring the company to commit to a new carbon and energy trajectory.

About Deepki

As early as 2014, Vincent Bryant and Emmanuel Blanchet realized that data-driven ESG strategy would be key to transforming real estate for the good of the planet. Today, leading international corporations and government organizations turn to Deepki to improve their environmental performance at scale.

Today, Deepki is active in 80+ countries, with offices in Milan, Madrid, London and Berlin, and trusted by organizations such as Generali, Allianz and JLL, as well as the French government.