

Romanian Commercial Real Estate Consultancy At Its Best



CBRE Group

Global scale

CBRE is the leader in acquisition and disposal transactions of income producing properties for third party-owners.

Unitary solution locally & in CEE

Benefit from our deep understanding of the region, backed by over 3000+ experts across 13 countries in CEE.



The world's largest commercial property services and investment firm.

We advise property owners, investors and occupiers on every aspect of their property strategies and assist them in the development, buying, selling, financing, leasing, valuing and management of their assets.

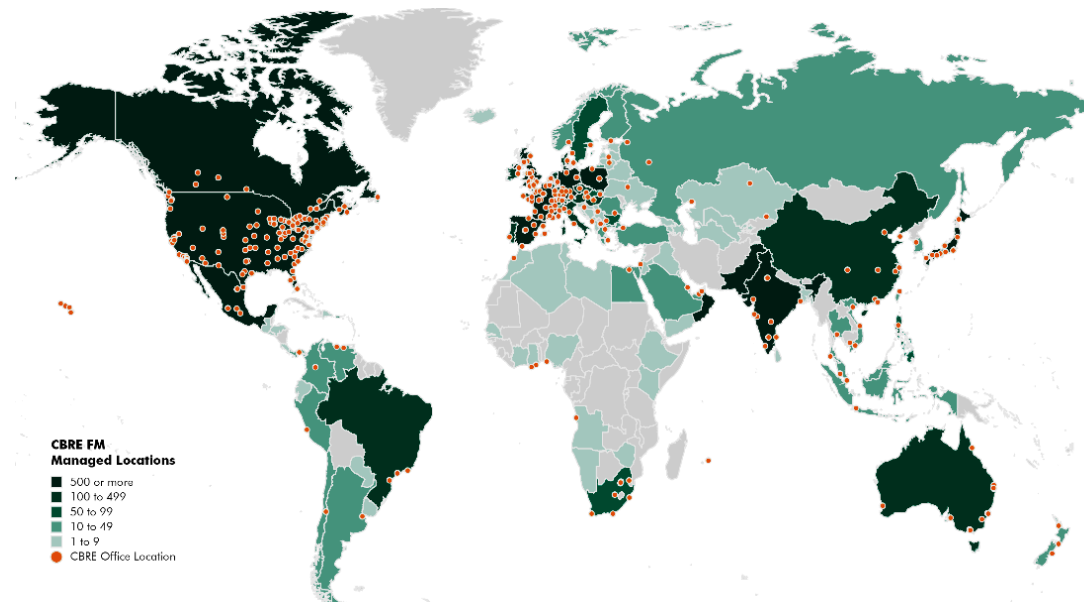
100+
Countries

115K+
Employees

500+
Offices

95+
of Fortune 100
Clients

\$149+
Billion assets
under management



World's Largest commercial Real Estate Service and Investments firm

Fortune's "Most Admired Companies" for eight consecutive years and ranked #1 in real estate sector in 2023

World's "Most Ethical Company" by Ethisphere for 10th consecutive year

Fortune 500
CBRE has risen to #126 on the 2022 Fortune 500 list of the largest U.S.-based public companies. The company's position rose from 2020, when it was ranked at #128

Forbes no. 24 on "Best Employers" list

CBRE Romania

The only full-service real estate consulting company in Romania, **direct subsidiary of the largest real estate company in the USA** and globally.



Full & Integrated Services

All Commercial Real Estate sector services, as well as Project Management, Property Management, Investment, and Valuations.

Leading agency with deep local understanding

Some of the most experienced Romanian CRE professionals are willing to shape up your intentions, as they successfully made it for countless satisfied clients.

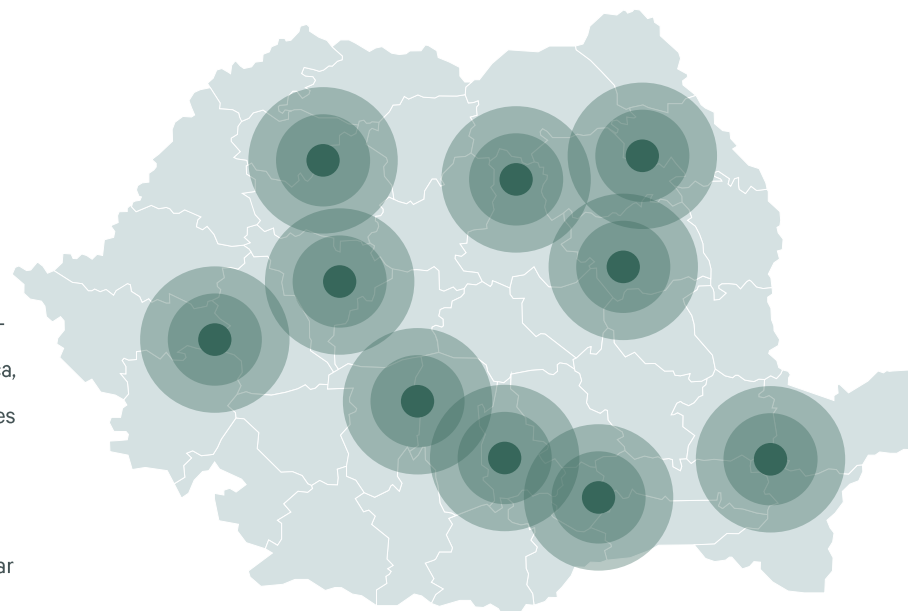
1.12M+
sqm assets
under management

€10+
Million revenue / year
for the last 3 years

10+
Cities: Bucharest, Baia-Mare, Bacau, Botosani, Constanta, Cluj-Napoca, Iasi, Pitesti, Suceava, Timisoara, Targu-Mures

170+
Employees
2023
CEE Agency of the Year

2025
Best retail lease of the year



OCCUPIERS

- Space Dispositions (lease or sublease)
- Portfolio Management / Strategic Planning
- Space Acquisition
- Financing
- Project Management
- Facilities Management

INVESTORS

- Asset Sale
- Investment Strategy
- Valuation
- Acquisition
- Financing
- Analysis & Advisory
- Management
- Development
- Leasing

Our Services



1. Retail Agency
2. Investment Properties
3. Office & Workplace
4. Property Management
5. Hotels
6. Industrial Services
7. Land Development
8. Project Management
9. Research Consultancy
10. Valuation & Advisory
11. ESG Services
12. Technology @ Work

Retail Agency

Performances



#1 in retail market

- highest no. of sqm under exclusive leasing
- leader in repositioning of retail projects
- best tenant rep mandates delivered



+450K retail GLA
under exclusive leasing



844
transactions in 2025



biggest retail team
in Romania



CIJ Award:
Best retail lease of the year
2025

Advisory & Landlord Representation

Shopping center analysis for refurbishment & reposition, from concept to opening.

- Retail analytics, leasing strategies and feasibility studies advising on the design, targeted retailers, functionality, and concept.
- Creating the right tenant mix or optimization on the existing mix, financial analysis and concept design and brief.
- Advising investors for new retail developments and implementing the leasing strategy

Tenant Representation for new market entry & existing occupiers

- Expansion advisory, strategic roadmap & unmatched benchmarking
- Support upon negotiating the most suitable locations and commercial terms
- Facilitate and coordinate the cross-border expansion of brands towards new markets

Portfolio Management & Cost Optimisation

- Real Estate Market Positioning, Evaluation, Strategy & Implementation of Agreed Measures
- Retail Mergers & Acquisitions



Expertise

Exclusive Leasing Track Record

Shopping Centers

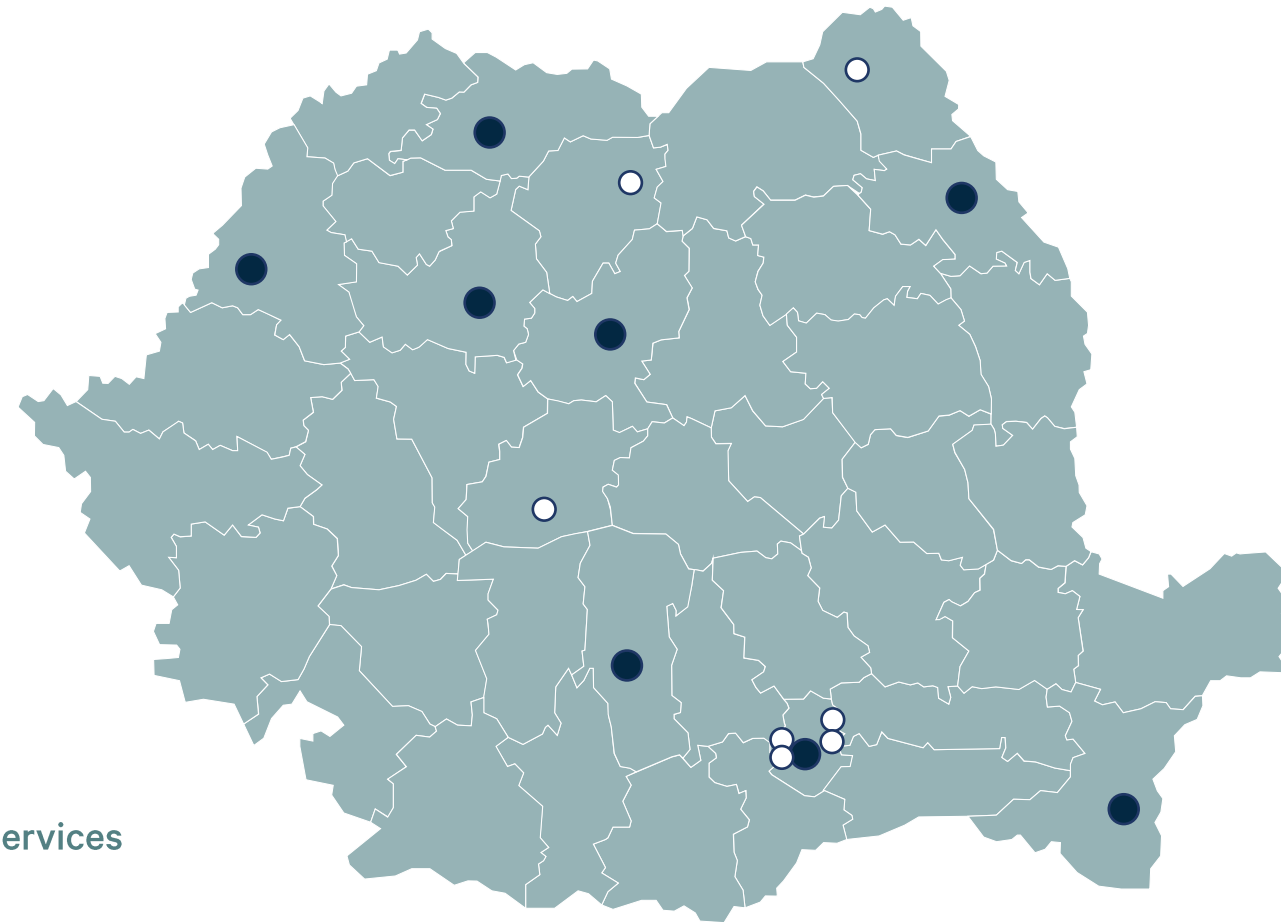
- + Sun Plaza, CPI
- + VIVO Cluj-Napoca, CPI
- + Felicia Iasi, CPI
- + ParkLake, Bucuresti
- + Veranda Mall, Bucuresti
- + VIVO Constanta, CPI
- + Plaza M Targu Mures, INDOTEK
- + Era Oradea, Prima Development
- + Arena Mall
- + VIVO Pitesti, CPI
- + VIVO Baia Mare, CPI

Exclusive Leasing Retail Parks

- + Colosseum Mall (delivered) Bucharest
- + Bucur Retail Park (delivered) Bucharest
- + Rotar Park (delivered) Bucharest
- + Stop Shop Botosani, CPI
- + Zacaria Retail Park (U/C) Cisnadie
- + Bistrita Retail Park (delivered) Bistrita
- + Lemon Retail Park (delivered) Bucharest
- + Joy Retail Parks (on-going) Across Country

Services

- + Development Advisory
- + Leasing Management
- + Property Management
- + Refurbishment
- + Retenancing



- Shopping Centers
- Retail Parks

A unique network of trusted retailers in Romania

DEEP KNOWLEDGE OF OCCUPIERS

Lululemon

CBRE is exclusively representing Lululemon for its market entry in Romania in 2026, providing strategic advisory on market positioning and location selection, and supporting the brand through the expansion process.

Victoria's Secret

CBRE represented Alshaya Group (leading international franchise operator present in 90 countries) in securing the first location of full concept store of Victoria's Secret in Romania. The store has been opened in Baneasa Shopping City in Bucharest.

Michael Kors

The objective with Michael Kors was to expand their brand outside of the USA and into key European cities. A full market strategy was implemented by CBRE including creating brand awareness in Europe. Michael Kors has been exclusively represented by CBRE for the expansion in Romania.

Rituals

CBRE is acting as an exclusive agency for Rituals in Romania. The journey began in 2024 with the first store opening in Mega Mall Bucharest, followed by an impressive rollout of 10 additional locations nationwide.

Primark

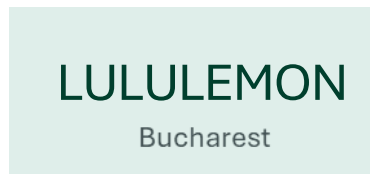
In CEE, CBRE is exclusively representing Primark in Poland and Romania, the largest markets in the region. In Romania Primark opened its first store at the end of 2022, followed in 2023 by the 2nd.

Nespresso

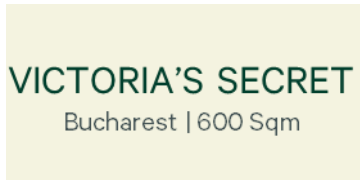
CBRE is acting as an exclusive agency for Nespresso in Romania. First location in form of a flagship store was opened in Romania with CBRE support and the development is continuing.

Amrest

Amrest Holding is the largest independent chain restaurant operator in Central and Eastern Europe. CBRE has been supporting them in securing locations in all the CEE countries and has been appointed as an exclusive agent for Burger King in Romania.



LULULEMON
Bucharest



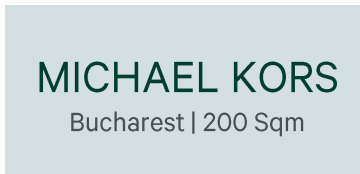
VICTORIA'S SECRET
Bucharest | 600 Sqm



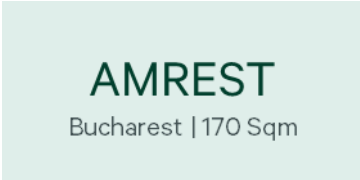
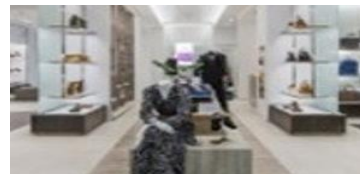
PRIMARK
Bucharest | 4300 Sqm



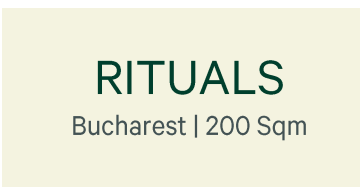
NESPRESSO
Bucharest | 150 Sqm



MICHAEL KORS
Bucharest | 200 Sqm



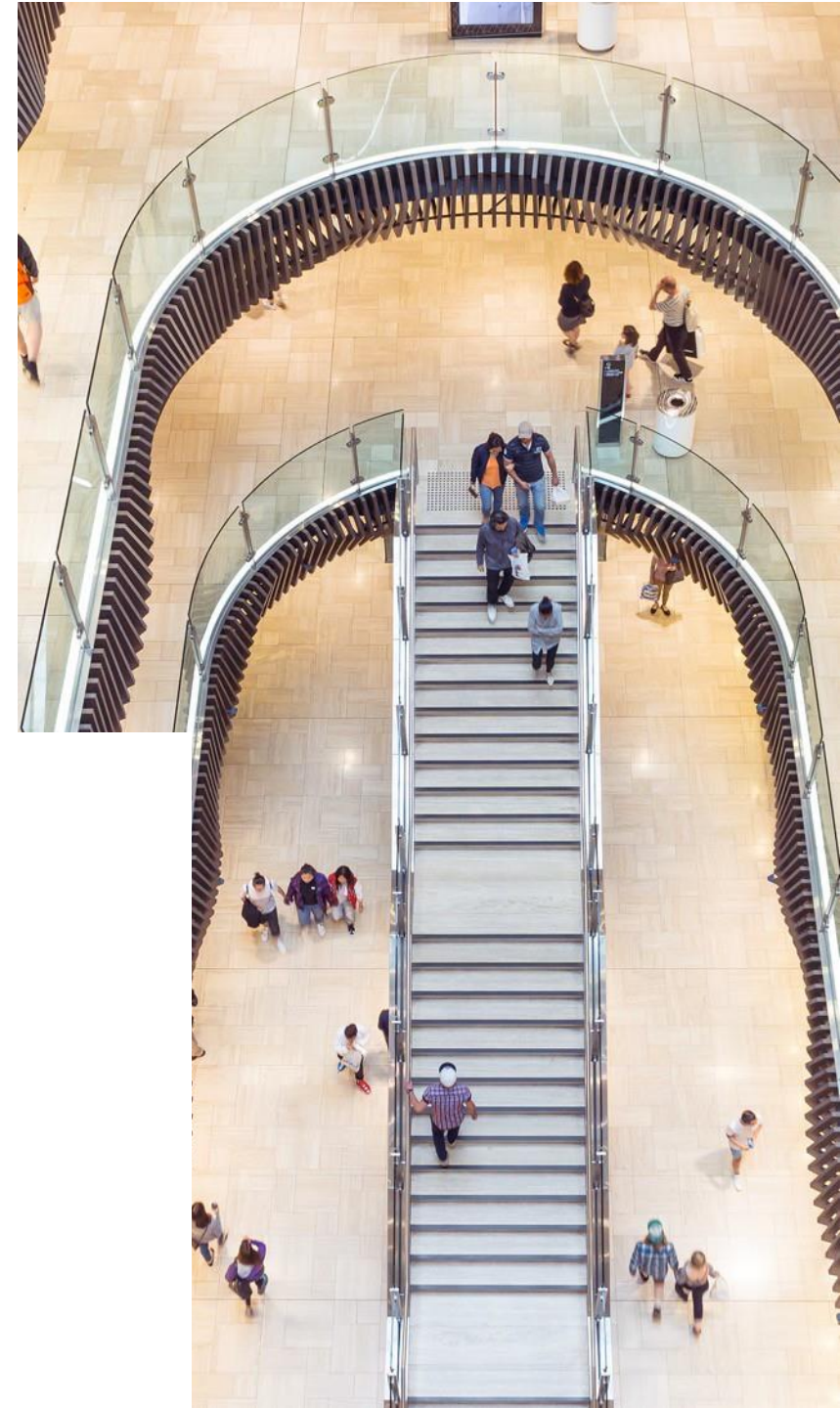
AMREST
Bucharest | 170 Sqm



RITUALS
Bucharest | 200 Sqm



Our Main Tenant Mandates



Investment Properties

Expertise across all specialist sectors including office, retail, industrial, logistics and other alternative markets

- Transaction Support (buy & sale side)
- Sourcing Acquisitions off market
- Market Research
- Portfolio Planning

Performances



part of leading CEE transaction advisory team
€1.7 B in 2023 & 25% market share



+€1.7 B transaction volume traded
in last five years in Romania



advice on regional cities
across all asset classes



largest office portfolio
transacted in Romania, €377 M



unparallel access to investors
thanks to global network



largest retail portfolio
transacted in Romania in the last 10 years, €219 M

Sharing insight across markets and the wider business

- tracking new sources of capital
- Identifying future opportunities
- delivering maximum value across all asset classes.



MITISKA PORTFOLIO

Transaction Value : aprox 220MEUR



FM LOGISTIC

Transaction Value : aprox 60MEUR



CA IMMO OFFICE PORTFOLIO

Transaction Value: aprox 389MEUR



PALLADIUM


Transaction Value: Confidential





Office & Workplace

Performances

 **330,000 sq m**
transacted in Romania
in five years

 **Workplace**
consultancy services

 **Market Leader**
in Romania

 **Change management**
capabilities

Advisory & Transactions Services

We aim to enhance the value of the real estate assets through maximizing the rental values, occupancy levels and housing quality, while minimizing lease down time.

Workplace Services

A people-focused and data-based approach to workplace innovation through seamless integration & global expertise.

We promote and manage a transformational change by collaborative workplace decision making with our architects' mission to deliver turn-key workplace solutions. Over the past year, we delivered solutions for Tenants from all industries and solved their complex requirements. In some of our recent transactions, we represented:



Property Management

Performances



most retail sqm
under development by
a service provider
in Romania



the largest portfolio
managed by any company,
either internalized or
externalized in Romania



+1.2 M sqm
assets under management
in Romania



+12 M sqm
assets under management
in CEE



23 office buildings
under management
in Romania



9 retail centers
under management
in Romania



One Cotroceni Park
80 000 sqm



U CENTER
33 500 sqm



One Mircea Eliade
244 units



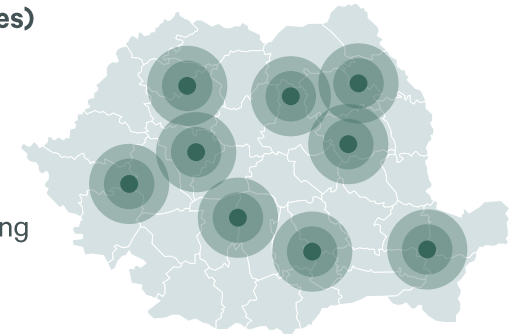
One Verdi
323 units

We make every building shine and thrive. High value for our Clients it is generated by addressing their strategic goals, and always walking the extra mile.

- Portfolio Management
- Complex re-development and refurbishment
- Operational management
- Property Management Accounting
- Leasing & Specialty leasing and Tenant Mix Modelling

National coverage (9 cities)

- strategic advice, due diligence and development appraisals, domestic & marketing





Hotels

Performances



Proven Execution on Trophy Assets: Advisors on the record-breaking sale of Hilton Prague, demonstrating unrivaled ability to create liquidity and close the region's largest, most complex transactions



The Region's Largest Integrated Team



Core Services

Transactions & Capital Markets

- Brokerage & Investment Sales
- Debt & Structured Finance
- Cross-Border Capital

Advisory & Valuation

- Operator Search & Selection
- Valuation
- Feasibility Studies

Unrivaled Access to Global Capital: We bridge the gap between CEE/SEE assets and the world's deepest capital pools, leveraging our London and Global desks to bring Asian and Middle Eastern investors to the table.


Shaping the region's hospitality landscape


With over 20 Operator Search & Selection mandates in the last 12 months alone—more than any other advisor.




Industrial Services

Performances

 **500,000 sq m**
transacted in Romania
in five years

 **National**
coverage

 **18% market share**
in Romania in five years

 **Regional office in Timisoara**
(covering western Romania)

Occupier Advisory & Representation

- Transaction management
- Analysis of current status, business plan, strategy, new lease, relocation, stay-versus-go, premises optimisation, sale & leaseback analysis and transaction
- Studies on market intelligence, property, labour data, supply chain efficiency
- Management: Construction, Facility
- Supply Chain Consultancy
- Built-to-suit Tender Management

Developer / Investor Advisory & Representation

- Advisory: detailed analysis, customized studies, financial cash-flow, speculative building design, valuation
- Transaction management: lease, acquisition, disposal, sale & leaseback
- Management: Construction, Property



P3 Logistic Park Bucharest A1 >380.000 sqm



FM Logistic Warehouse – 100.000 sqm



Industrial & Logistics Park Bucharest – 50.000 sqm

Land Development

Performances



1.5 M sq m
transacted in Romania in
the last five years



unmatched access
to profitable opportunities,
ideas, and global capital



Client - Bosch
360.000 sqm



Client - VGP
400.000 sqm

Deep understanding and expertise of buying, selling & funding development opportunities lead our specialists to manage successful and high-profile development transactions across Romania.

Land sales

- strategic advice, due diligence and development appraisals and domestic & marketing

Development acquisitions

- commercial structuring advice, financial modelling, market intelligence, data analysis, technical due diligence and negotiation strategy advice

Strategic land services

- research and local market insight, land assembly advice and planning

Digital Tools

Business & Location
Intelligence,
interactively yours:





Project Management

Performances



+1.4 M sq m
managed in the last 12 years



more than €1.15 B
managed in the last 12 years



9 project managers
in Romania

Support for Clients, developers, landlords & tenants alike, throughout the design, construction and fit-out processes as Project & Cost Managers and Building Consultants

- Project & Programme Management
- Cost Advisory
- Project Monitoring
- Design Management
- Technical Due Diligence
- Dilapidation Surveys
- Move & Decommissioning

Client-tailored solutions for various types of assets, including all commercial sectors (office, retail, logistics, industrial, data centres, residential, hotels and healthcare).

And it's simple, we pay for ourselves:

1 EUR fee



4 EUR in value



GRUPE SOCIETE GENERALE



Research Consultancy

Performances



unmatched access
to worldwide know-how



data driven
new knowledge & opportunities

Thoughtful, forward-looking insights, strategies & opportunities to guide our clients in achieving substantial performance.

- CRE market research, econometric forecasting, corporate & public-sector strategies
- Accurate analysed information, broader real estate trends studies
- Quarterly publications, leadership thought reports and custom-made presentations & reports, including forecast of real-estate fundamentals

CBRE | 360
DATA

**BUSINESS INTELLIGENCE
SOFTWARE SOLUTION**
that easily helps see and
understand your data

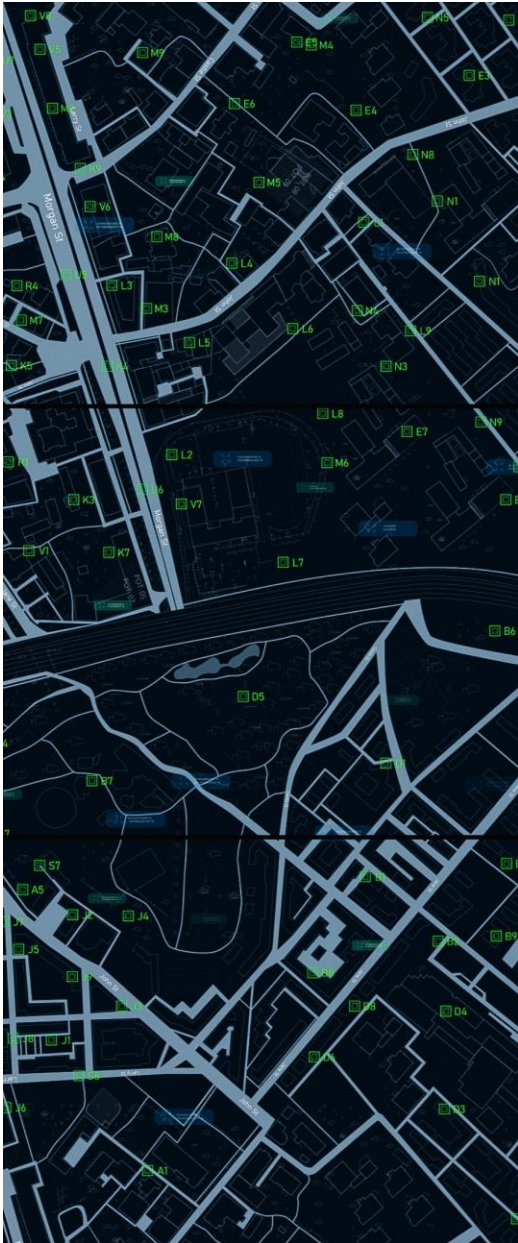
Applies to all types of properties.



Digital Tools

Business & Location
Intelligence,
interactively yours:





Valuation & Advisory

Performances



+€8 B
total value of 2022
valuations



RICS & ANEVAR
certifications
for all team valuers



+500
properties valued in 2022



national
coverage



unparalleled
location intelligence
capabilities

For expert & independent advice on all property types and interests, from entire portfolio valuations, collateral of loans to one-off commercial buildings and residential premises.

- Valuation for accounting purpose, financing purpose, acquisition purpose, capital markets transactions.
- Valuation of office buildings, retail properties, logistics & industrial properties, residential properties and lands.
- Valuation of development projects.

The dominant Specialist Property & Asset Intelligence Authority in local, regional & global markets.

Digital Tools

Business & Location
Intelligence,
interactively yours:



ESG Services

Performances



Whenever you need us on your ESG journey.

Drive positive impact throughout your ESG journey:

- Access to experts at each stage of your property whole lifecycle
- Supporting your ESG strategy through actionable solutions to ensure future-proof real estate

Property Whole Lifecycle

Transaction Support

ESG due diligence; ESG quick scan; Environmental due diligence; Flood risk screening; Climate change risk analysis (physical and transitional risks); CRREM analysis; Green lease; Low-carbon mobility.

Property/Asset Management

Energy audit; Net zero action plan; In-Use Building certification; KPI and data management; Tenant engagement; Green lease clauses (renewals); Renewable energy.

Construction / Refurbishment / Fit Out

Sustainable refurbishment and fit-out guide for Landlord/Tenant works: EPC improvement: Building certification (Green building, Wellness, Digital).

Governance

ESG strategy, Reporting / benchmarking (GRESB); Reporting / disclosure assistance (EU Taxonomy, CSRD, TCFD); Policies and Procedures.

Disposals

Mitigate risks as appropriate through environmental due diligence; ESG due diligence to achieve 'green premium'.

Digital Tools

Business & Location Intelligence, interactively yours:





Technology @ Work

Performances



Business Intelligence
digital platform



3D workplace floor plans
visualisation



Location Intelligence
digital platform



Measurements, Reporting, Ticketing, Management, or Engagement **digital tools** implemented for CRE sectors



ESG Data Intelligence
digital platform

Deliver exceptional outcomes for our clients and professionals through user-centric solutioning with high adoption of key enablement platforms.

- End-to-end digital advisory & consultancy services for investor, landlord or tenant
- Analyse & Design ground-breaking innovative digital solutions for client needs, covering every step of the property cycle
- Meaningfully better market information than is broadly available to our competitors and clients

Digital Tools

PULSE

YARDI

PLANS

Deepki

Spacer

CBRE Helpdesk

CBRE 360 DATA

PANORAMA

kahua

Working with proven professionals

Unique team of experts in property management, retail leasing, finance and controlling

Highly focused team of professionals having long term experience in real estate in the region

Ability to utilize resources across borders to fit client's needs



Why CBRE

NUMBER 1 COMPANY IN REAL ESTATE WORLDWIDE/NUMBER 1 RETAIL AGENCY IN THE CEE REGION

PROFESSIONALISM / BESTPRACTICES APPLICATION/ PERFORMANCE ENHANCEMENT

ACCESS TO LEADING MARKET DATA AND LEVERAGE

Detailed market knowledge and relationships with tenants and suppliers empower clients to make informed leasing and operational decisions. Access to CEE and EU CBRE Retail Platform.

INCREASED OWNER EFFICIENCY

Engaging a third party to manage these processes allows developers to spend more time on their core competencies, thereby having a greater positive impact on their bottom line.

LESS EMPLOYMENT CONCERNS

Recruiting, hiring, training, motivating, disciplining and managing the property staff.

ENHANCED OWNER TENANT RELATIONSHIPS

Third party PM created a buffer that can lead to stronger overall owner/tenant relations.