

PRESS RELEASE STOFANEL INVESTMENT AG

Real estate with a high quality of living defies crisis – provided it is sustainable

DOWJONES.DE: Guest commentary by the company founder and chairman of STOFANEL Investment AG in Berlin, Ludwig Maximilian Stoffel

Berlin, Nov 21, 2009. The year after the Lehman Brothers' collapse – a year of hope and trepidation. Yet it was particularly during this difficult time that the strengths and weaknesses of the international property market became clear – the wheat was separated from the chaff, so to speak.

The German property market can, of course, only be compared to the American to a certain extent – particularly in owner-occupied homes and residential property, building owners in Germany tend to view buying a property more as an “acquisition for life”. There has always been a greater focus on quality and substance whilst speculation – at least in the apartment and owner-occupied home sector – plays a smaller role. Despite this, though, the financial crisis triggered a wave of concern amongst property development companies, also in Germany, as it is particularly private buyers who suffered with the credit block.

Yet it soon became clear that this worry was unfounded: particularly projects which followed sustainable concepts and which placed special emphasis on quality as well as on the highest design standards showed a growth rate, in Germany, last year – a tendency which is increasing.

Take Berlin, for example, where the number of new building projects continues to rise dramatically. According to a study conducted by Bulwien Gesa, around 12.4 billion euros are currently being invested in the region. It is predicted that, by the end 2011, around 1,700 new units will have been built – 37 per cent more than was planned one year ago. Berlin does, of course, play a special role within the German property market – where else can you find such large, undeveloped areas of land on which property development companies such as STOFANEL Investment AG can realise visions of a new way of living?

The German property market has seen particularly positive trends since spring 2009. The evaluation of property has improved significantly and both investors and private investors are convinced that investment in material assets are currently the safest form of investment. Particularly building owners in the mid and upper living sector are, hereby, placing more importance on sustainable concepts. Investors want, more than ever before, their own four walls, their homes, to meet individual standards: quality instead of quantity, ecology, life in unison with nature and environment as well as an orientation towards traditional values – these factors represent quality of life.

Particularly in cities such as Berlin, we, as STOFANEL, have seen that people want a refuge, a retreat, a village in the city or an oasis connected to the urban world. A concept which is bearing fruit: STOFANEL Investment AG has noted a considerable success this year, both with its Marthashof Urban Village (www.marthashof.de) in Berlin Prenzlauer Berg as well as with the TILIA Living Resort (www.tilia-griebnitzsee.de) on the outskirts of the city. In Marthashof more than 70 per cent of the apartments, garden flats and

penthouses are already sold and, at the Griebnitzsee, 40 per cent of the first building section has already been reserved since sales began in September.

STOFANEL Investment AG

The property development company STOFANEL INVESTMENT AG is equally owned by Giovanna Stefanel-Stoffel and Stoffel Holding GmbH (its main shareholder Ludwig Maximilian Stoffel). STOFANEL develops national and international residential and commercial property projects in the high value sector. Orientated towards the needs of modern people and with a high standard of quality of life, STOFANEL designs Urban Villages and Living Resorts in exclusive city, beach and nature locations worldwide.

www.stofanel.com www.marthashof.de www.tilia-griebnitzsee.de

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