

REALITY GROUP

Our story
A word from our founders
Our values
Our approach to ESG

SUPPORTING COMMUNITY AND THE ENVIRONMENT

Attentive planning: Socially & environmentally
Impacting the local sphere right now
Environmental policy
Philanthropic policy

INNOVATION

Technological innovation in real estate
Innovation in academia
Organizational innovation

NURTURING AND DEVELOPING EMPLOYEES

Encouraging professional development
Promoting employee well-being

OUF Story

Reality group specializes in real estate improvement through the purchase, development, and management of a wide range of assets. The group invests in real estate with significant improvement potential and high complexity, and is a catalyst for increasing the supply of real estate in Israel.

The group strives to create a new and better reality in the areas where it operates, by broadly addressing the urban fabric of the properties and their surroundings. The improvement is done in collaboration with the municipalities and local communities, and incorporates socio-environmental issues and perspectives that account for all users in and around the assets.



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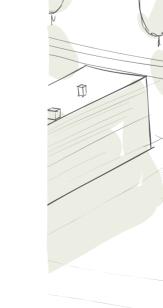
Our group's activity has grown considerably this past year, we supplemented the equity funds by establishing and expanding income property activities in Germany, and started unique financing activity which allows for more diverse and complex real estate deals. In addition, our team has grown, and with it the number of projects and assets under management – both physically and financially. Accordingly, we've shifted both perceptually and operationally from the view of a "Reality fund" to that of a "Reality aroup of funds".

As our organization grows, it becomes necessary to refine and define our organizational DNA, and to instill it throughout the group; to our various branches of activity, new employees, and old employees. Integral to the instilling of our organizational values is the incorporation of social and environmental aspects in our business activity – and the ethical commitment to impact the environment for the better, alongside returns and profits.

This year, we created the Beit HaKehilot ("house of communities") project, a building for activities that support Israel's most transparent and disadvantaged communities, those without legal status and rights. This endeavor has once again taught us the power of a business approach that can listen to and identify the needs of the environment, and to build the responses to those needs into our activities.

Additionally, this year we've taken employee well-being one step forward, focusing on the professional and personal needs of each and every employee, and building them an organizational support framework that will be meaningful to their lives, as well as their ability to develop and influence their environment.

> Kindly, Ohad Rozen and Assaf Vardi



REALITY ESG 2021

Reality In numbers

49

Assets purchased

Assets realized

Authorities we work with

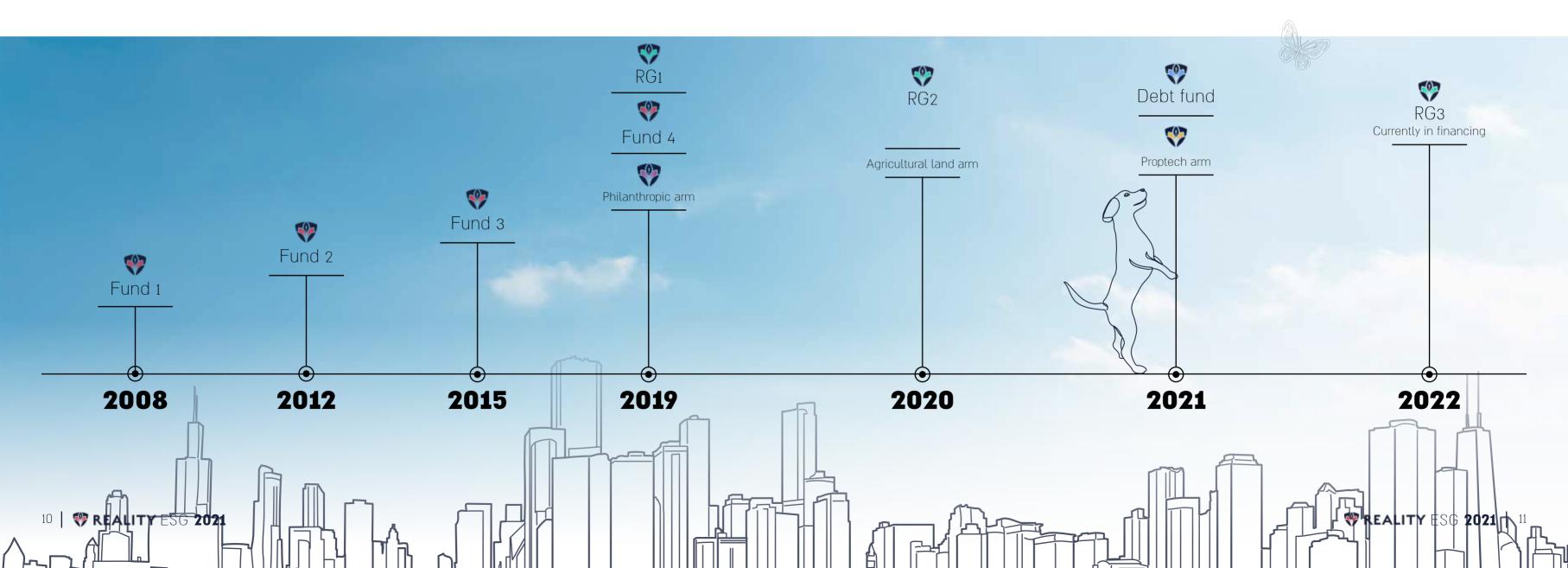
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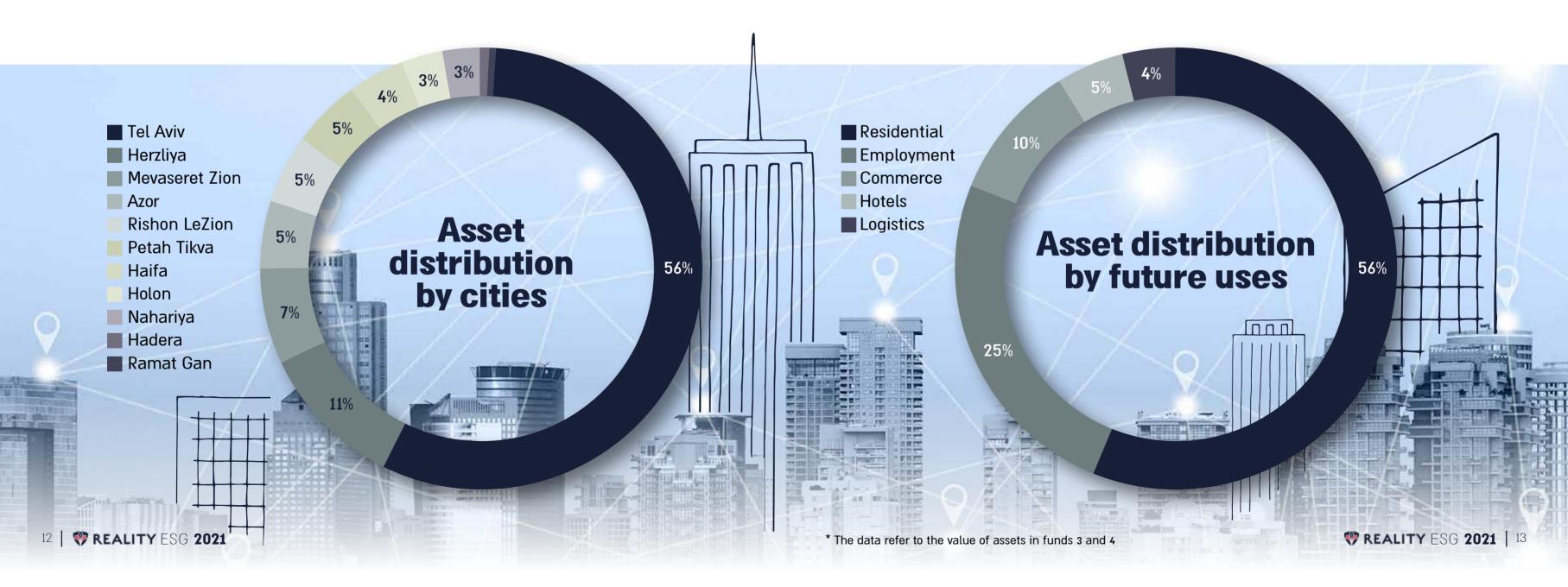
Properties with impact activity



Reality Timeline



Distribution by geography and future use



OUF Values

Reality's worldview is founded on values of trust, friendship, entrepreneurship, development, and creativity. The various improvement processes initiated by the fund, and particularly the rezoning of assets, affect the spaces in which we operate, thus entailing responsibility for our impact on the assets' urban, social, and environmental fabric. Recognizing this responsibility drives Reality to operate attentively and responsibly vis-à-vis the municipalities, residents, and various operatives in the assets' localities, as well as all stakeholders in the group's activities.











Trust

Friendship Entrepreneurship

Development

Creativity

Our values guide us at every step of the way

Initiation and purchase

Examining the asset's history and incorporating social and environmental aspects in the buying decision

Future planning

Examining longterm public benefits, and planning that accounts for social and environmental needs

Interim use

Examining short-term public benefits and developing projects and collaborations that account for the asset's surrounding environment

Realization and handover

Examining the buyers' ethics and reputation in order to preserve the planning guidelines in rezoning

Our approach to

We believe that in setting out to act, both in our core real estate and planning activities, and in our day-to-day activities with our employees, consultants, suppliers, tenants, and partners, we have the responsibility to act by accordance with our values and conscience: through trust, friendship, and mutual respect, along with the professional values of entrepreneurship and proactivity, flexibility and creativity, teamwork and group pride.

Why now?

Today, corporate responsibility is no longer a side consideration of business, but a critical issue that reflects our ethical, social, and economic trajectories as a society — and represents **a trend towards accountability, for both actions and consequences, route to creating a healthy, sustainable environment.** The document presented here is the result of in-depth organizational thinking, in which we investigated, together with all of the company's employees, the values we wish to promote our activities and the products of our work. The document expresses our ethical positions and our willingness to stand by them, proudly and responsibility.

In the past two years, we've been hit with a global pandemic that has upended personal and business world orders. The world had to learn how to act, work, and live differently: partition spaces, practice social distancing, transition to digital methods, and change daily habits. Moments of change and crisis are an opportunity to reexamine our actions, the things we've come to take for granted, and to see them with new eyes. This clear observation enables to suggest new solutions and modes of action, and through these to deal with changing reality and uncertainty. **Agile response can give resilience to any organization that's able to enact it with the required speed and determination.**

We believe that a structured, comprehensive ESG policy balances the organization's conduct, and maintains direct contact with the changing aspects and needs of the society and environment. This contact allows for responsiveness, relevance, and environmental engagement, thus increasing organizational resilience, and the organization's continued growth and prosperity.

Our Stakeholders





The Sustainable Development Goals (SDG) are 17 global goals set forth by the UN general assembly in 2015, in order to make the world a better place by 2030. The official name of the SDGs is the "2030 agenda". The goals are broad and independent, and encompass a total of 169 sub-goals.

Like other organizations worldwide, we've joined the Reality group's ESG goals to the UN's sustainable development goals, to consider more broadly the development we promote, and integrate with an accepted, agreed-upon international goal system that lends itself to discussion, thought, comparison, and collaboration.









INDUSTRY, INNOVATION AND INFRÁSTRUCTURE

BUILD RESILIENT INFRASTRUCTURE. PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION

A functioning and resilient infrastructure is the foundation of every successful community. To meet future challenges, our industries and infrastructure must be upgraded. For this, we need to promote innovative sustainable technologies and ensure equal and universal access to information and financial markets. This will bring prosperity, create jobs and make sure that we build stable and prosperous societies across the alobe.

9_1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure

To support economic development and human well-being, with a focus on affordable and equitable access for all

9_5 Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries

Including, by 2030, encouraging innovation and substantially increasing the number of research and development Employees per 1 million people and public and private research and development spending



Decent work and economic growth

PROMOTE SUSTAINED AND SUSTAINABLE ECONOMIC GROWTH

Economic growth should be a positive force for the whole planet. This is why we must make sure that financial progress creates decent and fulfilling jobs while not harming the environment. We must protect labour rights and once and for all put a stop to modern slavery and child labour. If we promote job creation with expanded access to banking and financial services, we can make sure that everybody gets the benefits of entrepreneurship and innovation.

- **R_7** Diversify, innovate and upgrade for economic productivity Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labourintensive sectors
- R_3 Promote policies to support job creation and growing enterprises

Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services



SUSTAINABLE CITIES AND COMMUNITIES

THE WORLD'S POPULATION IS CONSTANTLY INCREASING, TO ACCOMMODATE EVERYONE, WE NEED TO BUILD MODERN, SUSTAINABLE CITIES.

For all of us to survive and prosper, we need new, intelligent urban planning that creates safe, affordable and resilient cities with green and culturally inspiring living conditions.

- 11_1 By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums
- 11_9 By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children. older persons and persons with disabilities



Life on land

PROTECT. RESTORE AND PROMOTE SUSTAINABLE USE OF TERRESTRIAL **FCOSYSTEMS**

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

- 15_5 Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species
- 15_9 By 2020, integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts



Quality education

ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND LIFELONG LEARNING OPPORTUNITIES FOR ALL

Education liberates the intellect, unlocks the imagination and is fundamental for self-respect. It is the key to prosperity and opens a world of opportunities, making it possible for each of us to contribute to a progressive, healthy society. Learning benefits every human being and should be available to all.

L 3 Equal access to affordable technical, vocational and higher education

> By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university

L_L Increase the number of people with relevant skills for financial success

> By 2030, substantially increase the number of youth and adults who have relevant skills. including technical and vocational skills, for employment, decent jobs and entrepreneurship



Good health and well-being

ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES

Over the last 15 years, the number of childhood deaths has been cut in half. This proves that it is possible to win the fight against almost every disease. Still, we are spending an astonishing amount of money and resources on treating illnesses that are surprisingly easy to prevent. The new goal for worldwide Good Health promotes healthy lifestyles, preventive measures and modern, efficient healthcare for everyone

Reduce mortality from non-communicable diseases and promote mental health

> By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

* This activity is reflected in our philanthropic activities

2021 ESG goals



Supporting community and the environment

Attentive planning: Socially and environmentally

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Environmental policy

Philanthropic policy



Innovation

Innovation in real estate

Innovation in academia

Organizational innovation



Corporate governance

At purchase

During the improvement process

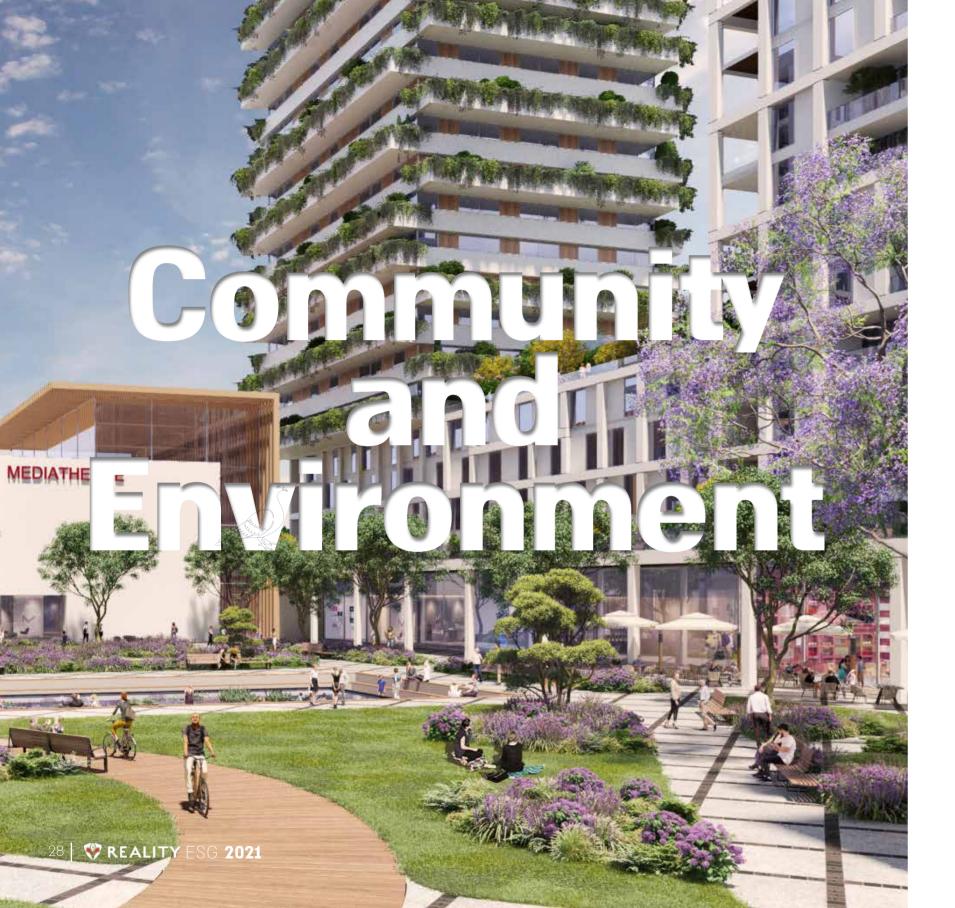
With our stakeholders



Nurturing and developing employees

Encouraging professional development

Promoting employee well-being





With the great opportunity to act and impact the built environments which we populate, comes responsibility for the well-being of those who live in these environments. We favor contemporary planning that strives to create healthy, diverse, and inclusive urbanism. We've taken the innovative and unusual step of founding an impact department at Reality, to implement our socio-environmental approach as early as the planning years.









Attentive planning: Socially and environmentally

Planning that strives to create inclusive cities and living environments, which provide the most opportunities to their inhabitants. This type of planning is informed by principles of sustainability and energy efficiency, with broad attention to the open spaces and to creating connectivity and accessibility



of the projects incorporate broad socio-environmental aspects

Hathiya 14, Jaffa

The plan proposes a program for preserving production and artisan uses in areas undergoing urban renewal, as these trades gradually vanish from the cities and get pushed to the outskirts. The planning mixes residential, commercial, and employment

Arena, Herzliya

The proposed plan links up the marina with the beach and the city, opening the structure to pedestrian passage along with mixed uses that include culture events, commerce, and hotels. The old shopping mall, currently detached from its surroundings, will be made accessible 24/7 throughout the marina to residents and visitors.

Lamina, Jaffa port

The project is planned to link the city and the port, with passages and street-side commerce. Additionally, it will incorporate built public areas to serve public needs in the area as well as the Sea Scouts.

Arlozorov, Holon

A building with an active front facing Herzl Garden. The program addresses multiple needs in the city and the area: mixing residential, rental, employment, commerce, and public need uses. The construction will incorporate public needs that will also form part of the project's temporary uses.

"Office" compound, azor

The project strengthens the city's connection to the bridge and to Ariel Sharon Park, creating an active commercial façade for Moshe Sharett street, which is slated to become an arterial street in Azor. The planning incorporates the Israeli Green Building Council's "360° neighborhood" model, and maintains mixed uses to create an urban neighborhood with housing, employment, commerce, public buildings, and open public spaces.

Journalists House, Tel Aviv

Creating linkage between Itamar Ben-Avi street and Kaplan street, and setting all unbuilt areas on the ground level as public easements.









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Lev Mevaseret, Mevaseret Zion

Unique Barcelona model planning with 4 airflow directions, connectivity to the open spaces, and a central green avenue with multiple pedestrian continuums and communal meeting points.

HaTsuk beach, Tel Aviv

Expropriating 4 dunams towards widening the park strip and pulling private construction back 100m from the coastline.

Armon tower, Haifa

Designating a key role for the building within Haifa's city center, and creating a complete experience of commerce, employment, and leisure by developing the commercial levels as continuations of the commercial HeNevi'im street.

Lincoln 16, Tel Aviv

Planning that proposes to demolish the old Bezeg central switchboard – a concrete monolith detached from its surroundings – and turning it into a diverse urban residential complex, including a continuous commercial façade and a new city square. The plan features a mix of apartments that addresses the city's need, including micro apartments. Additionally, the plan incorporates local insights arising from our knowledge of the area and the residents' needs during the temporary use period, such as earmarking 80 free parking subscriptions for the teachers at the school of arts, and adding drop-off bays for the school's visitors.

Kikar HaTarbut, Petah Tikva

Planning that initially proposed an open public space inside a dense urban area. The project's location beside the municipal culture hall gave it the impression of a cultural space, and underscored the urban need for it. In result, an additional concert hall was planned above the commercial level, thus turning the project into a social-cultural symbol in the city.

Soglowek compound, Nahariya

A planning project based on in-depth research, including a residential survey, to discover the needs of the city and the area. The project is located at the heart of Nahariya, at the confluence of HaGa'aton avenue, highway 4, and the train station, and serves as an gateway to the city. The project will play a key part in defining the city center's character, which is why the planning prioritizes city-center qualities that serve all residents: broadly mixed uses, including a residential mix as needed; employment and offices; public buildings; a richly diverse pedestrian public space with multiple connections to surrounding streets; and commerce focused on experiences, culture, and leisure.















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Planning collaborations

This activity creates shared value for all stakeholders: the municipality gains better planning, the owners of adjacent lots gain from their properties rising in value and from planning at the expense of the builder, and the residents and city gain a larger urban area that's been renewed and includes a broader supply of housing, commerce, and services.

22% of the projects feature planning collaborations

Pardes Snir, Jaffa

This plan incorporates values of preserving existing uses and buildings, along with a complex ownership solution for encroachments, evacuations, and settling land division towards optimal planning. Additionally, a combination agreement has been signed with the owners of several derelict housing units of unclear status in the complex, by which they shall receive new apartments in the proposed project.

Kikar HaTarbut, Petah Tikva

Buy-in from Petah Tikva municipality towards creating optimal planning that includes a new city square.

Arlozorov, Holon

Buy-in from Holon municipality towards an optimal plan for the open spaces adjacent to the project (open public space west of the building)

Lev Mevaseret, Mevaseret Zion

Collaborative planning with the nearby Israel Land Authority land, towards realizing the urban master plan.

HaThiya 14, Jaffa

A city block aggregation and division plan with multiple owners of adjacent lots. Additionally, Tel Aviv municipality has signed on as the plan's applicant, due to the major public value it recognizes in the plan.

Journalists House, Tel Aviv

Negotiations with a nearby lot (HaSofer House) towards solving transport issues.









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Organizational collaborations

Collaborations are an opportunity to discover and assimilate new ways of acting and operating, new knowledge and ideas. They represent the belief that a whole exceeds the sum of its parts, and that together we can go further. The Reality group's strategy includes the ambition to grow and develop; to keep with the forefront of real estate knowledge, technology, innovations, and trends. Our collaborations embody this ambition, and provide a significant opportunity for its realization.





We are members of the **Israeli Green Building Council,** and incorporate in our Azor plan the "360° neighborhood" model, an innovative measuring tool aimed at promoting the planning, development, and construction of high-quality, healthy neighborhoods that thrive over the long term.



Additionally, we are active in **Merhav**, the movement for Israeli urbanism, among other things as part of the Forum of Mayors.



We are partners with **Proptech Zone** in an accelerator for tech innovation in real estate, which featured participation by a variety of selected proptech startups.



Together with **Bar-Ilan University**, we are spearheading "the Rom Program in collaboration with Reality", a one-of-its-kind academic program for a multidisciplinary BA in social sciences with training in real estate and assessment.



MIX-GROUP — Collaborative work on creating rich, creative, and diverse content in our properties for temporary uses and future planning.



We believe that we can influence the local sphere for the better right now. Planning processes can take a long time. During this time, we consider ourselves responsible for the assets we hold and their surroundings, and take a various of creative measures towards urban revival and connecting the holdings with the public's needs, initiatives, and benefits. This activity is based on the shared value that can be created among everyone in the local sphere: the municipalities, the communities, the residents, the business owners, and entrepreneurs.

Leasing spaces for social causes and public benefit

to social nonprofits and organizations



Supporting our tenants

16 jobs commissioned from suppliers who rent from us









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Over 135 participants and visitors



HaThiya 14

projects in properties

HaThiya 14 is an industrial structure built in the early 1960s by Hachsharat HaYishuv. The building features dozens of blue doors, each opening into a rich world of workshops, crafts, innovation, culture, commerce, industry, and services. The unique diversity of mixed uses reflects the area's transformation through the years, and the meeting of old and new, of industrial urbanism and creation.

In 2021

Our plan has incorporated the findings of a study we've initiated on the role of manufacturing and artisanship in the city, and their preservation in future urban renewal plans. At the same time, we created new signage and directions inside this complex building, and promoted a large placemaking project in collaboration with the building's members, to create pleasant and creative common spaces.



Arena compound, Herzliya

Herzliya's Arena complex is an active center that serves as a hub for culture, art, commerce, leisure, health, and innovation. Its unique location on Herzliya's marina and the type of activity within it have turned the complex into an attractive location, accessible and attractive to various communities; a beating heart of experiences and opportunities.

In 2021

We continued dealing with COVID-19 and its fallout: helping various social organizations and nonprofits to operate in the Arena complex, and supporting business owners with widespread marketing activities and various events fitting the times. Among the events was an international Salvador Dali exhibition that drew 60,000 visitors; performances and exhibits as part of Art Night Thursday; a selfie museum; various exhibitions at the Intu-Arena gallery; and more.









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Lev Mevaseret

A project built on the foundations of the Jewish Agency's integration center at the heart of Mevaseret Zion. The project makes use of the locality as a residential neighborhood characterized by renewal, communal creation, and organic connection to the township. The core of the project is about involving the tenants and residents in shaping the environment physically, communally, and culturally.

in 2021

We created infrastructures for communal creation in the neighborhood: developing the community house as a center for various subject-matter, activities, and gatherings. We've built the communal garden as a public space for joint creation, connection, a sense of responsibility for one's living environment, and experiencing sustainable urban agriculture.



Lincoln 16

A unique project that encourages social culture, art, and action, built on the foundations of the Bezeq central switchboard, which was built in the late 1960s. The place serves as a home for events and initiatives by nonprofits, organizations, and businesses with social added value. During the temporary uses, the place was transformed from a "white elephant" into an active, colorful spot at the heart of Tel Aviv.

In 2021

We realized the asset midyear, with full transparency vis-à-vis the complex's members and tenants. We harnessed the buyers to the impact project we'd created and led for four years, and fixed the continued existence of this activity in the sales agreement. Throughout uring the year, communal and cultural activities and events continued to take place onsite.



Beit Mars

An illustrious furniture brand founded in the early 1960s in south Tel Aviv. In recent years, since the legendary furniture store at Beit Mars shut down, a variety of organizations, creators, and designers from various fields began organically working onsite. We are working to create a complex that encourages cultural activity and creation.

in 2021

We completed the "Designing Beit Mars" project, in which the complex's members were invited to design the common spaces together with us. During the year, a variety of culture and art events took place, and several culture and community organizations continued inhabiting the place, including Tel Aviv municipality's social services department. At year's end, the asset was realized.









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Intu Armon

An inviting space in Armon tower, in the former city center of Haifa. The tower was built on the ruins of the legendary Armon Cinema, and to this day has had an occupancy of no more than 25%. As part of the improvement processes we are promoting in this building, we've decided to allocate a hall, located at the mezzanine level between the commerce and office levels, for promoting local art and culture activities — this, following a survey we've conducted on the needs of the city and the city center.

In 2021

To shake the building up energetically, introduce new audiences, and refresh its place in public consciousness, we held an art exhibition titled "Between Paper and Screen", on the history of Haifa's cinemas, produced and led by local art collective Sira.



Beit HaKehilot

A home for social and business communities and organizations, inviting human and cultural diversity, and stemming from the dream of developing a space of unity for meaningful social action. This is an inclusive space for people of all walks of society; a place for collaborations, events, and initiatives that deepen the connection with the communities around us.

In the spirit of this house, we support equality, humaneness, tolerance, and mutual reliance towards creating a better future.

The space was created in 2021 as an initiative of the Reality Group in collaboration with the nonprofits and organizations that operate in it — and serves as a social and community project until the building's future development. Beit HaKehilot was built on the view that real estate plays a unique role in generating a new reality and empowering the city's human fabric.









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Incol









Environmental policy

As part of coping with climate change, and on the understanding that we can change our energy consumption habits, our organization strives towards energy efficiency and a reduced carbon footprint

100% of invoices are digital

Actions promoted this year towards energy efficiency in our assets:



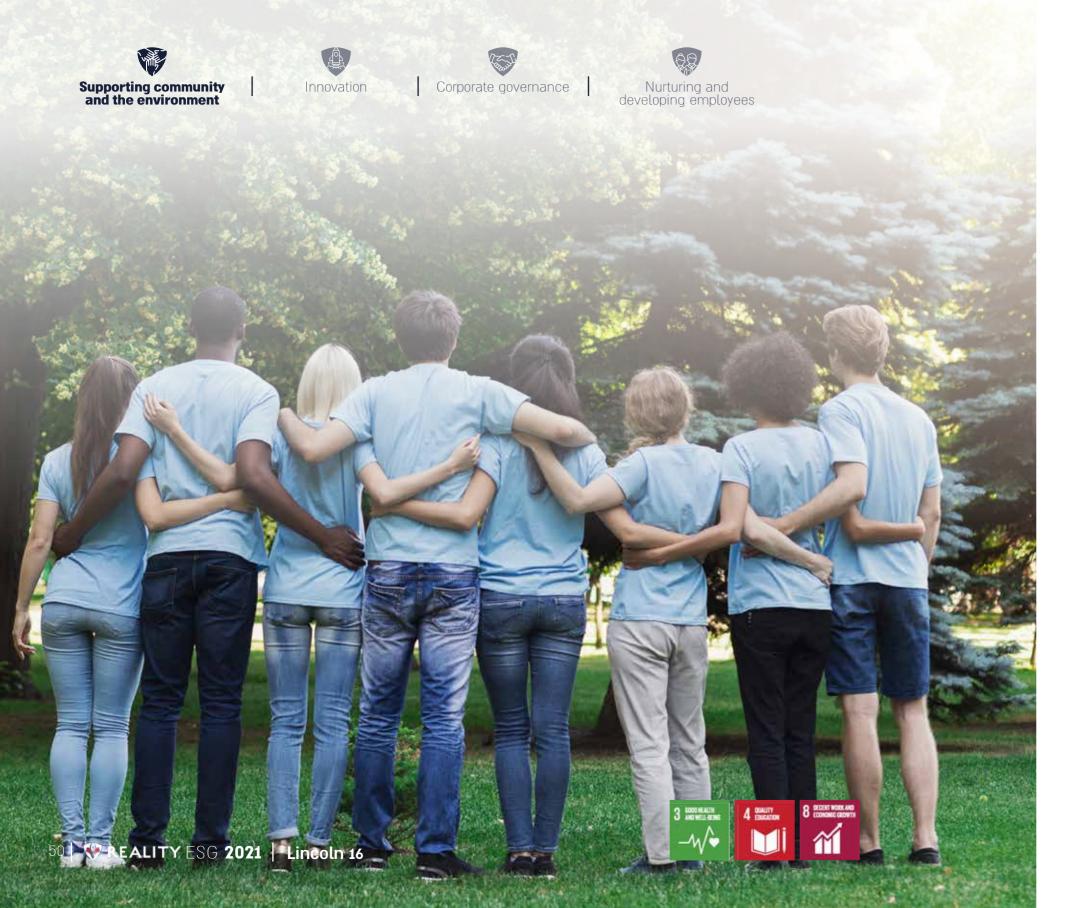
Installing solar panels



Converting parking lots into green parking lots with electric car charging stations



Replacing light fixtures with energy-efficient LED fixtures



Philanthropic policy

We see value in giving without expecting anything in return, and consider it is a privilege — cherishing and thankful for the opportunity to impact reality and society for the better.



20 projects donated to this year

In fields of medicine; pediatric medicine; at-risk children, women, and youths; and higher education



Cross-donating in realization dealsWe make sure to cross donations with the buyers, so that each side donates to an organization of the other's choice

REALITY ESG 2021

New ideas fascinate us. Innovation knows neither bounds nor shape. It comes from dreaming. We believe that for dreams to become reality, they must be given a space that stimulates creativity and action. Thus, we've developed a mechanism to encourage, develop, and advise creators from the moment of dreaming to the moment of realization. We welcome you to a space of opportunity and initiative-development in fields of content; experience; technology; sustainability; environmental, social, and community thinking; new thinking in real estate; and connecting between various bodies and sectors.









Promoting technological innovation in real estate

As technology develops, it plays a significant role in every facet of our lives. It connects worlds, streamlines processes, and creates new opportunities. In recent years, real estate has been transforming from a traditional market into an innovative one. To lead this market, we support the proptech community's development at home and abroad — advising entrepreneurs, encouraging pilots in the fund's activities, and partnering on initiatives that fuse real estate with technology.



Building a platform for investing in real estate technologies

An opportunity to invest in unique startups that generate added value in proptech (built world tech), and technologies that change the way we plan, build, and manage our world

Mentoring and consulting for 45 new startups

we need to keep up with the latest developments and ideas on the market, and to examine possibilities for investment and integration in the group's activity

Partnership in the ProptechZone accelerator

A 5-month accelerator program, in which 6 selected startups took part, undergoing mentoring and consulting by experts, lectures, and introductions to real estate industry influencers from Israel and abroad













Promoting innovation in academia

Together with Bar-Ilan University, we spearhead "the Rom Program in collaboration with Reality", a unique real estate studies academic program that trains the next generation of real estate and assessment professionals, exposing them to a broad spectrum of knowledge on urban planning, distributive justice, law, social and environmental aspects of planning, and more.

The Rom Program in collaboration with Reality is the only program in Israel that provides a social sciences BA with training in real estate. The program was developed at Bar-Ilan University's Center for Designated Programs, based on the needs of the Israeli economy, as an academic and applied program that encompasses all the tools real estate professionals need in the modern business world.

The Rom Program in collaboration with Reality

Our involvement in the past school year

A tour for students at the fund's assets: familiarizing students with the fund's philosophy on issues of temporary use, integrating knowledge from the field into future planning, and building an asset story

A lecture day for the students, including a presentation on "the life of a fund asset" from purchase to realization

A unique summer workshop on social and urban aspects of Israeli urban renewal processes

We distributed scholarships based on scholastic achievement and socioeconomic background













90

Organizational innovation

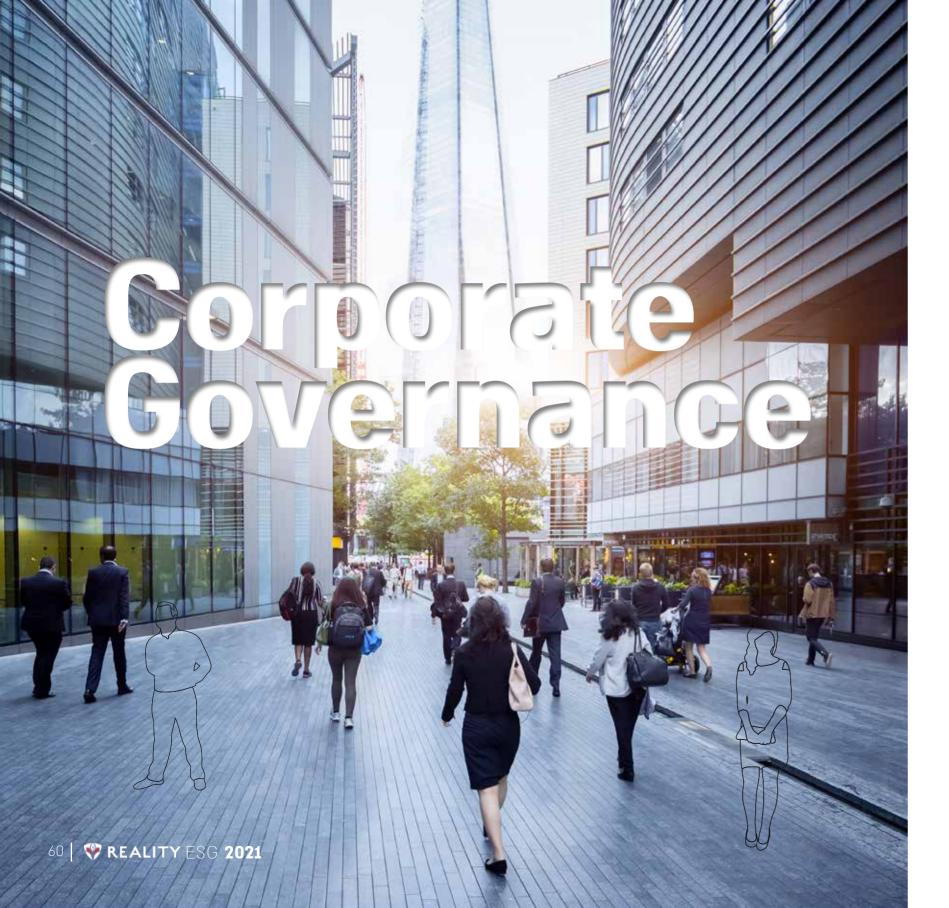
Innovation is the ability to develop and apply useful new ideas. It gives the organization comparative advantages that are translated into business success — and is essential for maintaining leadership and survival, as well as for identifying and realizing new opportunities. These days, with the help of an international expert, we are developing a strategy for innovation development throughout our work systems and phases; and are in the midst of a process for increasing the recognition, absorption, development, and implementation of useful new ideas in the organization.

allo

Collecting and integrating useful new ideas







We uphold an organizational culture that values transparency, authenticity, proactivity, initiative, creativity, and the fair, empowering, and nurturing employment of the fund's Employees, along with maintaining social responsibility in the Reality group's day-to-day work. The group meets the highest standard of transparency and investor reporting, and despite being privately held it reports at a public company standard.









Corporate Governance

At purchase

An interdepartmental investment committee that meets prior to each purchase

Rapid deal procedure – 3 times this year, we activated a newly-formulated procedure for work methods during short-term business opportunities, which require rapid, intensive collaboration from employees and departments

Asset purchase protocol – In-depth due diligence, including a description of the real estate, an assessor's report, legal status, a detailing of the agreement system for the real estate being purchased, planning status, and sometimes licensing status

Low leveraging ratio — Up to 60% of the cost of the portfolio's assets

Joint purchases – This year, we made two purchases with partners, as part of expanding business and strategic opportunities, in order to create synergy between the partners, share knowledge, and maximize each partner's relative strengths









Corporate Governance

During Improvement

Studies – We conducted 4 studies to achieve data-based decision-making

Asset value factoring throughout the holding period — The assets' value is factored once a year by an outside assessor, to the extent that any progress in planning, ownership, etc. had affected the value

Advised by Israel's leading consultants



אודי ברזלי























Corporate Governance



With Our Stakeholders

Reporting at a public company standard – Reality is a private company that adheres to public company reporting standards: issuing quarterly and annual reports; with financial reports made according to International Financial Reporting Standards (IFRS)

A digital portal for efficient communication with the fund's investors — A system from BlackRock that allows for available, efficient communication with the fund's investors on regular updates, and to view the fund's performance at any time

Fair payment policy – 100% of our suppliers enjoyed consistent net-30 payment

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Our Employees are the heart of the fund. We believe it is our duty to develop and nurture their talents, and the positive feeling of joyful work and accomplishment. Preserving and promoting employees is one of our goals, and we strive to provide employees with a rich, challenging environment that encourages creativity and excellence — along with a sense of home, personal development, well-being, and flexibility, so that each and every employee gets the opportunities they need.









Encouraging professional development

We provide our employees with opportunities for personal and professional growth, and as part of a policy to include employees in the fund's success, we've built a track for influential and longtime employees to join on as partners in the fund





employees to date became partners in Reality

Promoting employee well-being

We value the importance of employee satisfaction and well-being, and believe that these improve the performance and professionalism that flow back into the organization. We maintain a friendly, pleasant, and supportive working environment, and strive for work-life balance as the only proper way to a sustainable life.



a goal based bonus system, and stocks for employees with over two years in the organization, in order to include employees in the organization's success



Flexible employment as per employees' needs and family situations, and maintaining a work-life balance



Early monthly salary payment



Flexibility during COVID-19



Company-wide and departmental fun days, including days built by departments for themselves for rest and recreation



An empowerment and personal development program



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Employee loans

