REALITY

REALITY+

SUMMARY OF IMPACT ACTIVITY for 2022

2022

was a year of expansion of Impact activity in the Reality Group

We launched activities in our properties, examined the community's needs & **initiated projects** as a short and long term response

We conducted **9 in-depth urban studies** to understand our assets' surroundings better

We forged and deepened our **strategic collaborations** with local authorities and organizations and tightened our connection on the ground

Thank you to all our partners for making it possible!

IN NUMBERS

7

Impact projects

250K
participants in Impact events

+350
diverse events for every age

6
projects for art promotion

9
in-depth research studies on the environs of the properties

WIN
WIN WIN

47
collaborations with organizations in the properties and their environs

6
new collaborations with local authorities initiated

OUR IMPACT ACTIVITY

HaThiya Complex, Tel Aviv - Yafo

14 HaThiya is a 1960s industrial building in Jaffa that houses artists and manufacturers to this day. This year's emphasis was on creating a vibrant resident community and positioning the building as a space for crafts and creativity

- We fostered stronger connections within the building's community by organizing various events, including quarterly happy hours, and maintaining regular communication channels
- We enhanced the aesthetics of the floors by incorporating artwork, plants, and communal seating areas
- We curated an art exhibition featuring 35 artists who transformed recycled materials from the workshops' Over 1,100 visitors attended the exhibition, participated in creative workshops, and visited the open studios and shops in the complex
- We conducted ten informative tours for investors, partners, students, and municipal staff

HaTsfira 18, Tel Aviv - Yafo

As part of our connection with the 'Elifelet' Association, 'Beit HaKehilot' in south Tel Aviv was established to provide a shared space for the activities of NGOs serving disadvantaged communities

- We integrated 8 NGOs into the complex, fostering collaboration among them and organizing social events
- We redesigned and renovated the entrance, conference room and roof to accommodate spaces for meetings and collaborative work
- 1,400 refugee families receive essential services and support in a single location, with the collective efforts of the organizations resulting in a significantly stronger impact
- Following the property's sale in April 2022, the management of the 'Beit HaKehilot' project was transferred to 'Acro Real Estate'. They extended the lease agreements in place for additional three years and continued to accommodate social organizations in the building, maintaining the spirit of the place

Armon Tower, Haifa

Armon Tower is located in the historical heart of the city of Haifa. Since it was built, the 18 floors of the tower stood virtually deserted.
In light of our research study on the needs of the city and its center, we understood that the value-add process must include a shift in public awareness of the venue, attract a new public as residents and visitors and connect the building to its environs

- We operated Intu Armon on the third floor as a space for hosting cultural, art and community events
- We launched Intu Armon, with the third floor transformed into a welcoming space hosting cultural, art and community events
- We hosted more than 50 events, including an important community urban renewal conference attended by the Mayor of Haifa, a weekly neighborhood bar, film screenings as a tribute to the Armon Theater, performances, parties, classes and even a wedding!
- We hosted ELSEWHERE; an artistic recreational space situated on the upper floors of the building until occupancy

Soglowek Compound, Nahariya

The Soglowek Factory is located in the heart of Nahariya on its main thoroughfare.
The research study conducted during the property acquisition process revealed the need for cultural and art institutions in the center of the city

- We hosted ZUMU at the factory, a community-based mobile museum, enabling access to art and culture for local communities
- 1,500 sqm of the historical factory area were transformed into exhibition spaces, showcasing artworks, performances, workshops, and activities for the general public
- About 40,000 visitors came to ZUMU, including schoolchildren from Nahariya and the Minister of Culture
- We enlisted the municipal departments as partners for

this endeavor

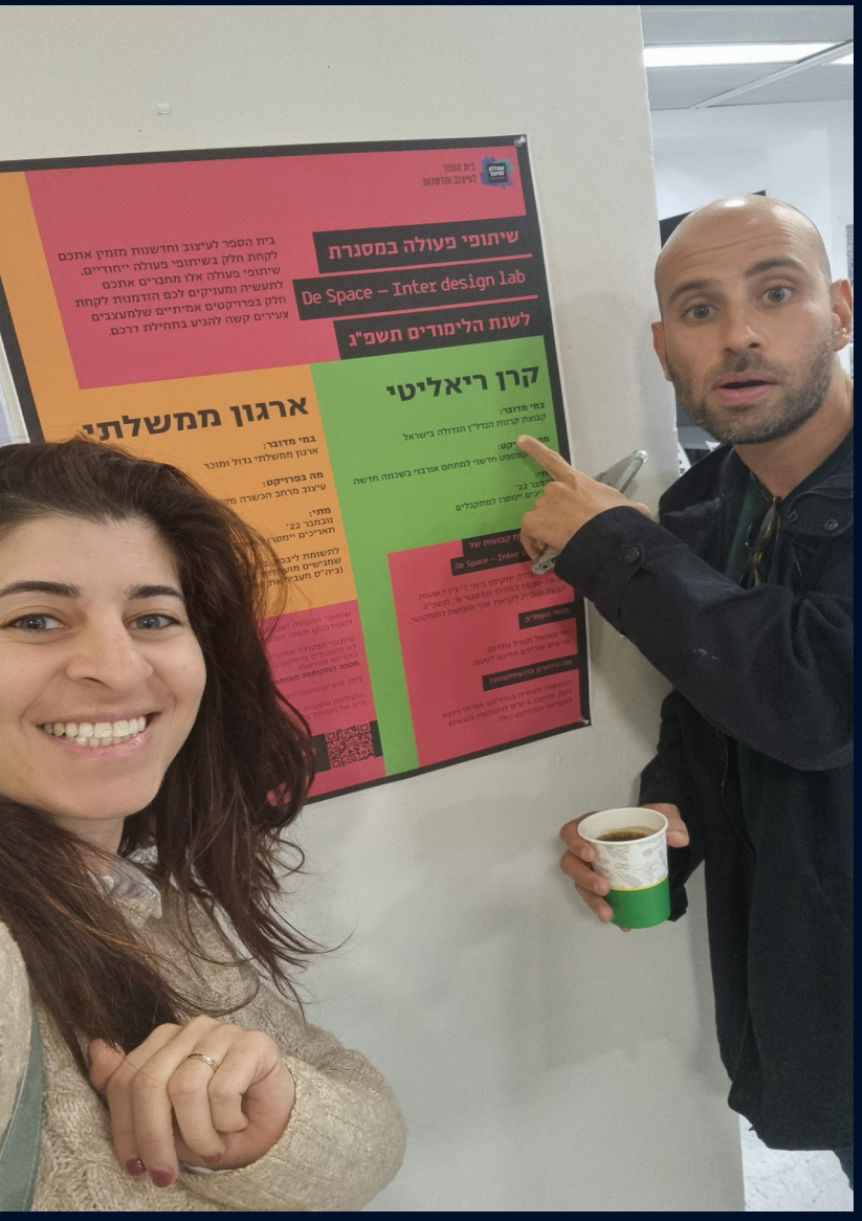
Arena, Herzliya

This year, the Arena complex set a new standard for activity by hosting more than 220 events that attracted over 200,000 attendees

HiCity, Herzliya's Innovation Center, commenced operations at Arena this year. Together, we established a unique partnership to transform Arena into a beta site dedicated to reducing emissions and conserving natural resources

Snir Orchard, Tel Aviv - Yafo

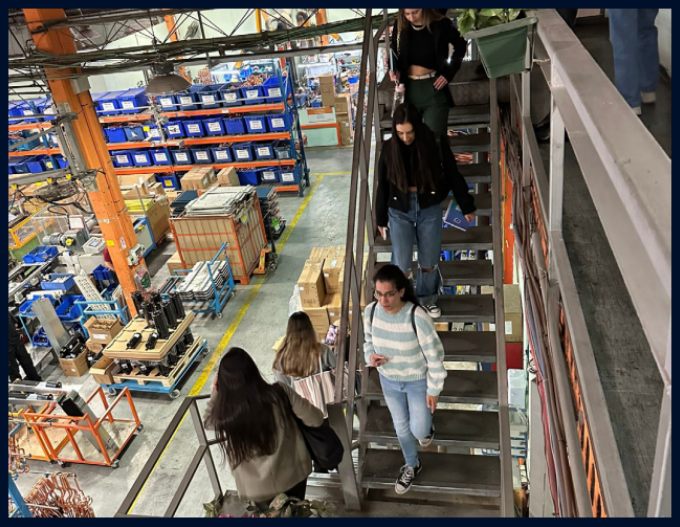
The building at HaZerem 10 in south Tel Aviv combines the worlds of design, fashion, and culinary arts alongside the rehabilitation workshop of 'Enosh,' the Israeli Mental Health Association. This year we were more attentive to residents' needs and got to know them better. Together with them, we designed the entrance and the stairwell to add interest and new energy to the building



Electra Complex, Rishon LeZion

The 'Electra Consumer Products' plant is part of the Electra complex in 'Rishon Ayalon'. This year, we established ties and collaborations with teams from the municipal authority and other key local entities, as we carried out future planning for the complex

- We conducted a research study on the urban renewal of industrial zones as mixed-use areas
- We allocated an activity space to the 'Tsad Rishon' [First Step] Association
- In collaboration with the College of Management, students in the "public spaces design" course proposed innovative and creative solutions for the development of the complex



URBAN STUDIES RESEARCH

Organizational Renewal at Reality

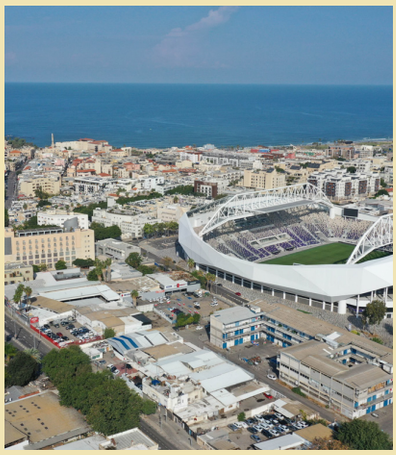
Study for maintaining business vitality and market competitiveness

Author: Dr. Jonathan Feffer

8 Abba Eban, Herzliya

Socioeconomic study on the environs of the property

Authors: viaPlan, Hadasa Greenberg-Yaakov



HaThiya, Ben Zvi Road, Tel Aviv – Yafo

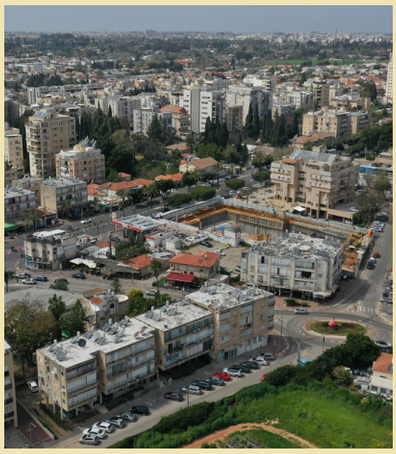
Urban renewal in the vicinity of the football stadium and housing trends

Authors: People, Eitan Serber and Shai Am-Shalem

From Traditional Industry to Mixed Uses

Urban renewal of industrial zones and turning them into mixed-use areas

Authors: Jerusalem Institute for Policy Research, Dr. Hava Erlich



Ramatayim, Hod Hasharon

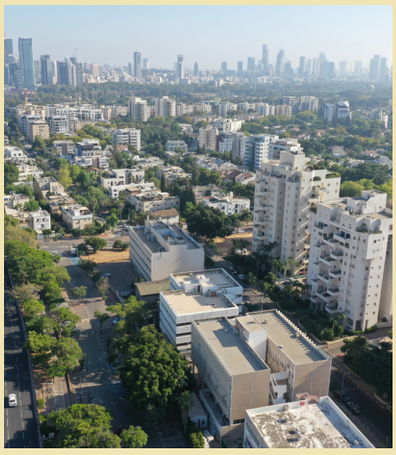
Socioeconomic study on the environs of the property

Authors: Streetlight, Architect Merav Abramovich

HaMaon, Tel Aviv - Yafo

Socioeconomic study on the environs of the property and development in light of the metro traintrends

Authors: Naama Katz and the Geocartography Institute



Kehilat Saloniki, Tel Aviv - Yafo

Studying construction intensities

Tachanat Hakemach, Tel Aviv

Socioeconomic study on the

Khoury Compound, Haifa

The marketing potential and demand and social significances in light of the development of the metro train

Authors:
Plantet, Dr. Yoav Lerman

environs of the property and exploring the use of silos

Authors: Tamir Arbiv, Geocartography Institute

for a residential project

Authors: Avi Degani, Geocartography Institute

LATEST INNOVATION

We promote innovation and the integration of new technologies in our work.
This year we worked on developing an innovation ecosystem together with Chen Rosen, who leads the Startup Investors Club in the PropTech field.

- Two first investments of the fund managers in startups: Homaze RightHear
- 3 Real Estate Innovation forum meetings were attended by 30 business development and innovation managers from the largest companies in the Israeli economy
- We participated in the 'Nadlanista' podcast discussing innovation and its impact on real estate
- Snapland platform was integrated into our initiation process! snapland
- 3 lectures presented at conferences in Israel and abroad