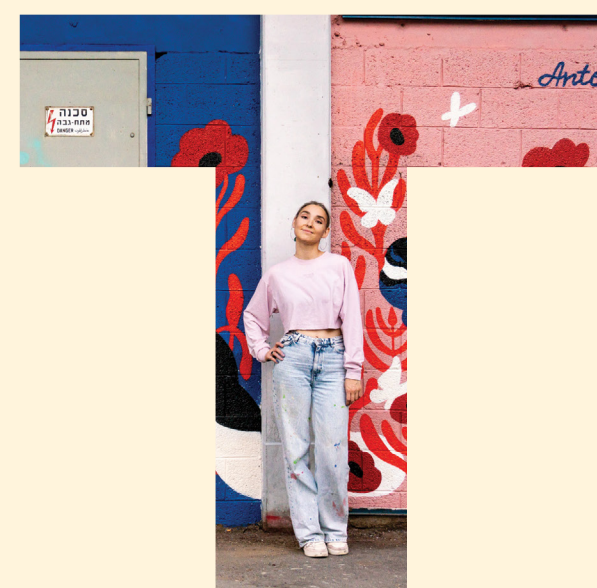
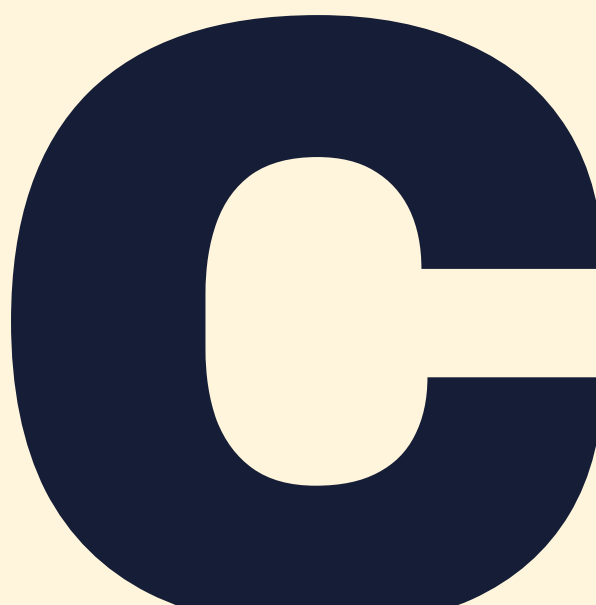




OUR IMPACT
IN REALITY



Impact in Real Estate and its Role in the Propetry Betterment Process

The success of a property betterment project lies in creating trilateral value: for the developer, for the local authority and for the city's residents and surrounding area – both in the short term (interim uses) and also in the long-term future planning.

Reality Group's Impact Department is entrusted with creating this unique value, while fostering the optimal connection between urban, social and cultural aspects on the one hand, and the economic components within the planning process on the other. The department, which has been in operation since 2014 across dozens of the Group's properties, grounds its work in research studies that examine spatial needs, telling us the story of the place and its unique characteristics.

We take these and turn them into strategic deliverables and on-the-ground actions:

The insights arising from the preliminary work allow us to deliberate with the authorities with a high level of readiness and maturity; they are embedded in the future planning and improve its quality – and they save valuable time in the Property betterment.

In parallel, we implement interim uses at existing properties. This provides an immediate response to the various needs that have been identified and establishes the property's space as an attractive, cultural hub around which communities are emerging and taking shape – and so the property begins to tell its new story.

These activities support the formation of collaborations and trust-based relationships with the various planning, municipal and community stakeholders.

In this way, impact in real estate is naturally incorporated into the urban development processes, creating positive and lasting value for the Property betterment and for everyone who lives and works in the vicinity of our projects.

05

local authorities
in which we
operated

11

strategic and field
research studies
that we conducted

160

events, tours and
social uses

14,500

visitors to our properties

235

artists and designers
who we supported

160

items in the media: radio, TV
and the national press.



Points of Impact on the Betterment Process

Research

A comprehensive examination of the property and the surrounding area, including gathering spatial and urban needs by conducting surveys and field interviews, learning the spirit of the place and its people, holding direct meetings with residents and key figures, and uncovering and building the project's "story". This is how the strategic infrastructure of the property's architectural and statutory plan is built, and holistic and high-quality property betterment with distinctive added value is advanced.

Involvement in Planning and Zoning

Formulating the planning narrative; embedding significant insights that have been derived from the research into the future planning; and identifying long-term public benefits in line with the aspirations of the authorities and the planning institutions. At this stage, creative solutions for environmental and sustainability aspects are also examined.

Interim Uses

Developing and initiating social, cultural and business activities at the real-estate properties in our possession, which immediately advances the Property betterment process and creates significant partnerships with municipal and civic stakeholders.

Learning the terrain and the urban aspirations enables us to identify the activity best suited to the space and to transform neglected or marginal buildings into new urban centers – full of life, movement and character – that serve local residents and communities.

Realization and delivery: Completion of the Betterment Process

Establishing on-the-ground activity, combined with high-quality and attentive planning, helps us to raise the property's profile and transform it from a neglected and abandoned area into a vibrant, attractive and sought-after one – both now and in the future. In the course of the realization and delivery to the purchasers, the impact aspects are also incorporated, and the principles and guidelines are preserved.

Our Properties' Stories:

Advancing the
Betterment Processes





The Soglowek Factory

8 HaGa'aton Street, Nahariya

From Abandoned Factory to Cultural Space in the Heart of the City

The old Soglowek factory in Nahariya – a mythological urban institution – stood for many years as an abandoned industrial space in the heart of a growing city that is required to deal with complex security challenges.

This property has significant public potential, such that it could become a cultural and social anchor for the city and its surrounding area. To that end, we have created a strategic partnership with the **"Tarbut"** movement, which promotes communities in the north and south of the country through cultural and artistic development, and together we set up **"Complex 8"** on the factory premises:

a center for culture, entertainment, art, and rehabilitation for the wellbeing of the residents of Nahariya and of the Western Galilee. Alongside the various events and fairs, the complex houses a space for body-and-mind treatments, creative spaces for local artists, working spaces open to the general public, and even an indoor skatepark, the first of its kind in Israel.

The project is being carried out in partnership with the Nahariya Municipality, and the abandoned factory is being given a new lease of life that suits the spirit of the times and enriches the urban fabric.

Research

Creating an Urban Hub

Municipal Partnership

Hod HaSharon

81 Ramatayim Road

Establishing an Urban Center on a Major City Axis

Planning a project on an important central axis, such as Ramatayim Road in Hod HaSharon, is an excellent opportunity to harness the power of research in order to establish a successful urban zone. In this project we conducted a comprehensive in-depth study of the characteristics, trends and needs of the city and its residents – in addition to two field research studies that examined, in a focused manner, the Ramatayim axis and its surroundings, as well as the leisure

and entertainment habits of the city's residents. The findings clearly indicated that housing and entertainment solutions for young people are deeply needed, along with conscious attention and adequate planning to enhance the sense of urban experience in the city center.

We consolidated the research insights into a planning strategy that was submitted to the project's architect at the concept development stage. The result is an urban square that offers housing, entertainment, community and employment opportunities for young people, and invites the general public into a new urban center. The proposal received the approval and support of the local authority and has been moved forward to the next stages in the planning pipeline.

That said, we want to start to see change in the area in the immediate term, and to help people envision Ramatayim Road as an active, primary urban street, not merely as a traffic axis for vehicles.

Therefore, we are promoting interim uses for the existing property that will transform it into a unique wellness space, a leisure and entertainment hub for young people that promotes community and urban resilience. The space will offer content and workshops for body and mind, operate a culinary service that engages with the street, and maintain collaborations with local nonprofit organizations for the benefit of the city's residents.

Research

Creating an Urban Hub

Involvement in planning



BEFORE



AFTER (Visualization)

Khuri

Haifa

From Abandoned Gas Station to Cultural and Community Hub

The Khuri project, situated along the urban seam between the Wadi Nisnas and Hadar neighborhoods, is set to become a key link in the urban fabric connecting these areas to Downtown Haifa. Currently, however, the planning site, which houses mainly garages and parking lots, is perceived as neglected and uninviting to the general public.

To change this, we set in motion an in-depth process in collaboration with multiple municipal stakeholders, aimed at transforming a site that once housed a gas station into a cultural, community and recreational space that will serve the city's residents and, in particular, the surrounding neighborhoods and communities. The concept was developed together with the architects of **Studio Oa**, who specialize in placemaking in public spaces. It included gathering input from residents and municipal stakeholders about their needs, and it evolved into a "community living room" on the site of the gas station.

The process was also instrumental in consolidating the program for the entire planning complex, integrating the social and community aspects that had been identified during the preliminary learning phase, and creating a productive and positive partnership channel with the local authority.

Research

Creating an Urban Hub

Involvement in planning

Municipal Partnership





14 Hathiya Street

North Jaffa

Developing the Crafts Building as a Public Hub and Managing It on Behalf of Tel Aviv Municipality

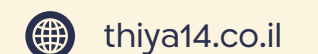
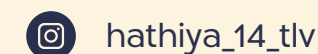
Upon the approval of the Town Planning Scheme in 2025, the Hathiya 14 complex was officially transferred to the ownership of the Tel Aviv Municipality as part of the public benefit component of the plan, in accordance with the joint decision with the Municipality to preserve the unique character of its uses and the longstanding craft businesses operating within it.

In light of the Municipality's request and as part of the handover process, Reality will continue to manage the activities there for an additional two years. During this time we will continue to consolidate the building's use as a leading space for craft and creation, and home to a community of productive and distinctive businesses that offers content and events for the general public.

Over the past two years, we have held a variety of cultural, artistic and design events at the Hathiya 14 complex: exhibitions and fairs, residencies for designers and artists, cultural events such as "Kaduregel Shefel" (a grassroots football culture project), "Nekudat Or" ("A Ray of Light" – an interactive pop-up exhibition of Israeli product designers), and "Open House Tel Aviv-Yafo", tours for the general public and for professional audiences, as well as a course in public space design in collaboration with the Interior Design Department at **Shenkar College**.

The abundance of activity and content did its job and generated wide media coverage, which culminated in Time Out magazine naming the Hathiya 14 complex as one of the coolest venues in Tel Aviv.

- Research
- Involvement in planning
- Creating an Urban Hub
- Municipal Partnership
- Property Realization



How Can Creative Use of Art Make a Space Welcoming and Safe?

Case study: "14 Hathiya Street"

Over the years, the complex, located adjacent to Bloomfield Stadium, had long suffered from vandalism by fans arriving for matches, resulting in graffiti on the walls of the complex as well as on the residents' property. We decided to put an end to the vandalism by repainting the walls and inviting artists to paint their interpretation of the concept of "revival" on them.

The result is an inspiring open art gallery that takes ownership of the space, keeps troublemakers away, and makes it safe and pleasant. From the moment the murals filled the walls, combined with an increased police presence and the residents' involvement, the acts of vandalism ceased and the graffiti disappeared from the walls.



Meet 'Bifnocho': What Happens Inside Changes What's Outside

9 Itamar Ben Avi Street, Tel Aviv-Jaffa

From a white elephant in a strategic location to a host space for art, activism, and civic engagement



Creating a New Urban Hub

When the right opportunity arises, Reality occasionally opts to establish and operate spaces of its own that serve as vibrant activity centers in the surrounding urban environment and as catalysts for the activity already taking place there. We call this approach "INTU Reality", and drawing on it, we have built spaces that add value in projects in Haifa and in Herzliya.



This is where the abandoned former IDF Spokesperson's building enters the picture, located adjacent to the historic Journalists' House, in the heart of an active cultural and political district. Over the past two years we have carried out a genuine transformation of the abandoned building: three of its four floors have been leased to the **"HaMerhav HaHevrati" (Social Space)** non-profit organization, which has brought civil society organizations into the building. We renovated the ground floor ourselves and established Bifnocho – a host complex that contains a meeting room and a central space which is also designed to serve as an art gallery.

Bifnocho was created to serve as a home for content, meetings and events for all Israeli civil society organizations, and especially those housed in the building. But it was also established to generate content of its own that promotes rapprochement, consensus, and a healthy, curious dialogue in Israeli society, as well as to provide a platform and exposure, at

the heart of the Israeli center, for creators from the social, geographical and artistic periphery. Bifnocho also demonstrates how a meaningful impact initiative can be sustainable – through a lease model that achieved operational-financial balance already in its first year of activity.



Additional Property Betterment Projects

The "Nes Lagoyim" Complex: Neve Ofer, Tel Aviv

Unlocking Impact Activity in Open Spaces

We conducted a comprehensive study examining the broader contexts, i.e. the regional, neighborhood and urban aspects of the property, held conversations with urban and planning professionals, and examined inspirations from around the world for interim uses in open spaces. The property was realized within a short timeframe and the research data and conclusions were transferred in full to the purchaser.



The Flour Mill, 25 Salame Street, Tel Aviv-Jaffa:

New Spaces for Art, Craft and Rehabilitation

The Flour Mill space became home to two institutions that opened the old flour mill and the abandoned historic well house to the public:

"Al-Matahna" Gallery, operated by the Jaffa-based Arab theater, **"Al-Saraya"**. The gallery presents rotating exhibitions and hosts workshops, performances and classes in performance art and visual art.

"Kan Bonim" is a rehabilitative carpentry workshop that employs instructors who are PTSD survivors and holds weekly workshops for at-risk youth, process groups run by Beit HaLochem for injured defense establishment personnel, and practical carpentry workshops open to the general public.

The projects have attracted wide media coverage, helping to establish the space as a recognized and talked-about venue. In addition, we conducted successful tours of the space for the Municipality's employees from the Planning, Property, Strategy and Engineering Departments.



Research

Involvement in Planing

Research

Simta Plonit, Tel Aviv:

Deciphering the Story and the Planning Vision

We researched and pieced together the story of Simta Plonit and Simta Almonit and compiled a "story file" that included interviews with residents, tour guides and local historians. Based on these findings, a research study was commissioned that examined possible alternatives for developing the future vision of the alleyways. The research led to the formulation of the "Heritage of the Colorful City" concept, celebrating the eclectic architecture, which was then submitted to the plan's architects as a feature to be incorporated into the plan.



Research

Involvement in Planning

Armon Tower, 18 HaNevi'im Street, Haifa:

From a Desolate Tower to an Urban Services Center

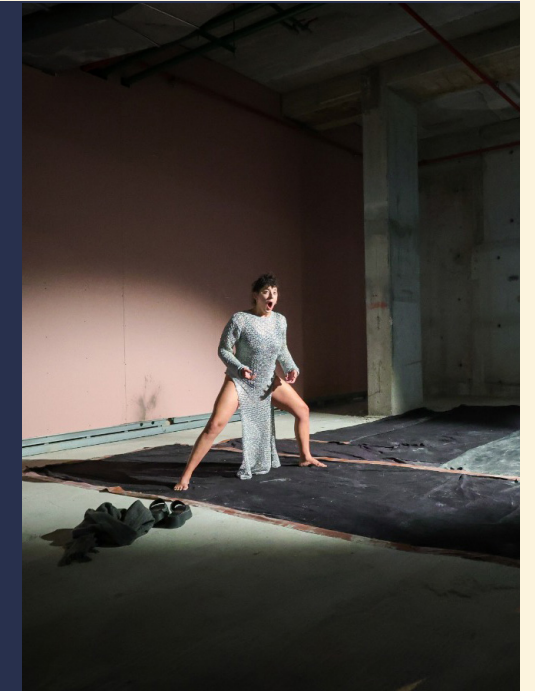
At Armon Tower, located in the heart of Hadar, a neighborhood undergoing revitalization, we worked alongside the Property Department to reposition the tower as an attractive urban center.

As a concluding activity ahead of completing the realization of the property, we produced "A Night at the Armon": an immersive event of art installations and performances by Haifa artists, which drew large audiences including senior officials from the Municipality of Haifa.

Research

Creating a New Urban Hub

Property Realization



Mordot Gilo, Jerusalem

Neighborhood Planning that Preserves Forest:

We compiled a comprehensive in-depth research study with the assistance of municipal stakeholders, which established a conceptual framework for neighborhood planning on a broad scale, seeking to preserve extensive forest areas within the Blue Line.

We are now developing the operational concept for the community aspects of the project, for example, by exploring the possibility of incorporating a "forest school" into the future plan and initiating interim-use activity that creates a meaningful "city-forest-resident" connection.



Research

Involvement in Planning



Broad Research

In addition to the research conducted for each property throughout the betterment process, we delve into urban, national and global issues and trends – in which we identify practical value for the Group's activities.

City-Developer Partnership in the Revitalization of Industrial Areas

The Group's enhancement activities frequently encounter the need to transform the function of old craft and industrial areas that are woven into the urban fabric, and to replace them with mixed-use spaces that create new possibilities for housing, employment and urban experience.

In order to realize this potential to the fullest, we embarked on a joint research study with the **Geocartography Institute**, which surveyed case studies and inspirations from around the world and explored creative solutions for unlocking the entrepreneurial value.

The most significant insight: strategic public-private partnerships (PPP) between the authority and the developer create mechanisms that are vital both to the project's economics and to the municipal goals. These lead to the best outcomes in the revitalization and transformation of industrial areas into thriving residential neighborhoods.



Academic Impact in the North Jaffa Area

We maintain an ongoing and varied collaboration with the academic world and view it as an excellent opportunity for mutual learning: while we gain a fresh and creative perspective from a significant arena of knowledge, the students gain practical experience with the business sector and the opportunity to turn theory into practice.

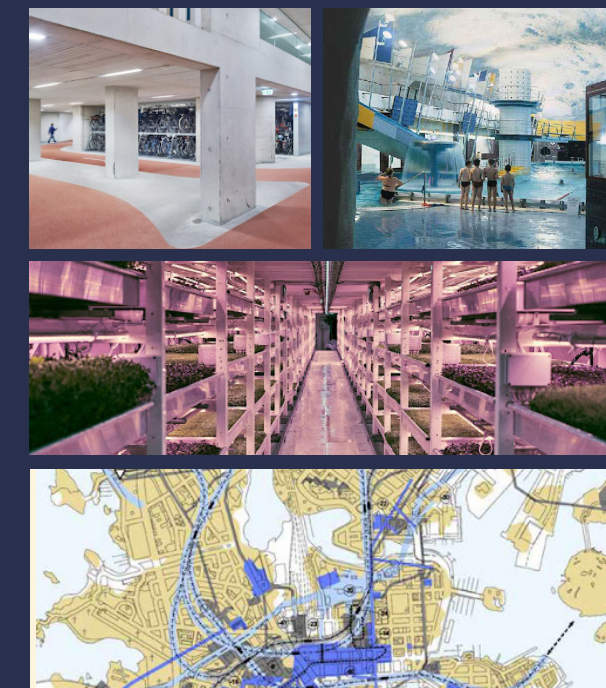
In this instance, we created an academic research course with master's degree students in Impact Management at **Tel Aviv-Jaffa Academic College**, an important institution in the Jaffa area where Reality functions as a key player and is enhancing many properties. The students conducted in-depth research on issues central to our work: they examined an urban-entrepreneurial economic mechanism for retaining longstanding craft and manufacturing businesses within the urban renewal processes; and they also analyzed the economic and social impact of integrating art and culture into real-estate projects.



Underutilization of Underground Space

Given the scarcity of land available for property enhancement in Israel, combined with the strategic national need, arising from the security situation, to move uses underground and expand protected shelter options, we decided to develop and deepen our expertise in this area.

With the assistance of **Paz Economics and Engineering**, we surveyed the options offered by National Outline Plan (TAMA) 40 and researched relevant case studies from around the world for solutions for logistics, agricultural, hospitality and leisure uses – including a comprehensive examination of the costs required for their implementation.



גלובס

השבוע נפתחה בת"א תערוכת "נקודת אור" של קבוצת קרנות הנדל"ן ריאליטי לכבוד חנוכה בשיתוף עמותת "לצאת מהקופסא". המתחם אירח כ-20 מעצבים צעירים שהציפו את החללים במשחקי אור וצבע: וידאוארט, הקרנות חיות, גופי תאורה ניסיוניים, פיסול דיגיטלי ומלאכות יד מסורתיות.



A Light Exhibition Featuring Young Designers and Local Brands

TimeOut

אל-מטחנה: האמנות פותחת לציבור את מפעל הקרח ההיסטורי בסלמה



Art Open the Historic Ice Factory in Salameh to the Public

חיפה / mynet

אחרי 25 שנה: המגדל המפורסם בחיפה חזר לחיים

18 קומותיו של מגדל ארמון בהדר עמדו ריקות מאז 1995. ב-3 השנים האחרונות החל תהליך שבסופו שב הציבור למלא את חלליו הרבים ורוב הבניין אוכלסו בחברות. אביב נגבי מקבוצת ריאליטי מספרת איך מעירים מגדל משנתו

דורן סולמון | עודכן 08.02.24, 09:11

אחד הסמלים המובהקים של שכונת הדר והעיר חיפה בכלל, הוא ללא ספק מגדל ארמון ברחוב הנביאים.



After 25 Years: The Famous Tower in Haifa Returns to Life

Media Impact

mako

יוצרים יחד: שיתוף פעולה בין מעצבות צעירות ובעלי מלאכה ותיקים

במרחב המלאכה והיצירה היפואי "תחייה 14" התקיים מיזם בשם "אמלוגי טכנולוגי", שבמסגרתו מעצבות שובדות בטכנולוגיות חדשות תברו לבעלי מלאכה ותיקים ולפרויקט משותף. התוצאות לפניכם

מיטב שובב בתי • מלמ
17:32, 28.01.25 | עודכן 15.06.24, 22:01.25



Creating Together: Young Designers and Senior Creators Join Forces

מעריב

אחד מסמליה הבולטים של העיר: המבנה המיתולוגי במרכז נהריה עובר מהפך

המתחם התעשייתי הוותיק של מפעל "זוגלובק" ברחוב הגעתון בנהריה ייפתח כמרכז תרבות עירוני חדש. "חלק מתהליך רחב של החזרת חיים למרכזי הערים ויצירת הזדמנויות תעסוקה לצעירי האזור"

10 | 10 | 10 | 10 | 10 | 10

בתיה גלעד | 05/02/2026 08:44



One of the City's Most Iconic Landmarks: Nahariya's Mythological Building Undergoes a Transformation

TimeOut

קמים לתחייה: ביקרנו במתחם הכי מגניב בתל אביב שהוא לא בית רומנו



We Went to Tel-aviv's Most Exciting Complex, that It's Not Beit Romano

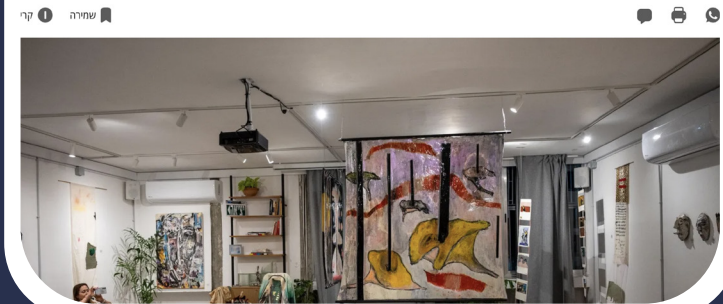
TheMarker Labels

תוכן שיווקי

TheMarker Label: הצלחה ישראלית אפריל 2025

תרבות, אמנות ומורשת • הנדל"ן שעוזר לחולל שינוי חברתי

עם מיקום אסטרטגי מיוחד, בניין דובר צה"ל ההיסטורי בת"א הופך למרחב לחשיבה אזרחית ועשייה חברתית כשאפיה לייצר שינוי אמיתי בחברה הישראלית. בעלת הנכס, קבוצת ריאליטי, מפעילה בקומת הכניסה את 'בפנוכו', מרחב מארח לתרבות ושיח אזרחי, כאשר שאר הקומות אוכלסו בשיתוף עם ה"מרחב החברתי" במעמדות, ארגונים ומיזמי חברה אזרחית



Culture, Art, and Heritage: The Real Estate Initiative Driving Social Change

היום

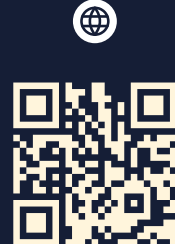
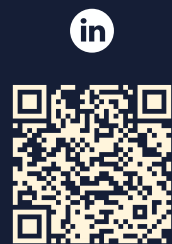
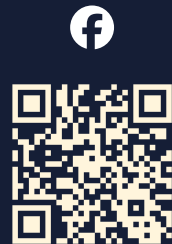
בין האנלוגי לטכנולוגי: 5 שיתופי פעולה שבוחנים את גבולות החומר

מברשות עשויות חוטי עץ, בדי פליסה בהשראת הילוגרפים מצריים וגופי תאורה מקליפות פרי • הצצה לפרויקט שמשלב בין מסורת לחדשנות

אורי סילע | 08:10, 2/10/2024, 08:10, 2/10/2024



Art Meets Technology: Five Collaborations That Break Boundaries



**TURNING
POTENTIAL
INTO
REALITY**



REALITY