

Colonial signs Aleix Valls, former CEO of Mobile World Capital Barcelona, as *Digital Senior Advisor*

- He provides depth to Colonial 's business model based on innovation as a driver of real estate value
- He will be involved in developing Colonial's 'Proptech' strategy in the European offices market
- After 7 years with the Foundation, Valls is now a leading reference in digital transformation and key figure in creating a digital ecosystem connected to the investor landscape in Barcelona and Spain.

Barcelona, 3 August 2017

Aleix Valls joins Colonial as Digital Senior Advisor. After stepping down from the management of the Mobile World Capital Barcelona Foundation, a collaboration between the Mobile World Congress and the public-private institutions that drive it, he has joined Colonial to assess the impact and facilitate the implementation of the progress that digital transformation generates in the real estate business.

By recruiting one of the leading figures in the digital economy in Europe, Colonial provides depth to the advanced development of its real estate value generating strategy by fostering one of the highest value portfolio of office buildings in Europe due to their location, service quality, efficiency and environmental sustainability.

The arrival of Valls forms part of Colonial's commitment to developing 'Proptech' policies, a segment which analyses the impact of technology and digitalisation on the development of services and new business models in the real estate sector. The Proptech segment is considered one of the drivers of growth in the real estate sector and its capacity to attract investment is estimated in billions of euros.

"Aleix Valls strengthens and provides depth to the innovative DNA of Colonial, a fundamental factor in offering a product tailored to the needs of companies that base themselves in our offices and capable of creating value for our shareholders", explains Pere Viñolas, CEO of the Colonial Group.

Aleix Valls, “a mathematician with *Mobile DNA*”

Mathematician, engineer and Ph.D. in fluids mechanics, Aleix Valls began his professional career in the field of research at the International Center for Numerical Methods in Engineering (CIMNE) at the Polytechnic University of Catalonia (UPC), work that he carried out from 2000 to 2004. During that time, he also began working as project manager at Compass Ingeniería y Sistemas until 2006. From 2006 to 2012, Valls worked for different companies and projects linked to the field of strategic consultancy. In January 2006, he joined The NODE Company, an innovation services company, as senior partner. From 2008 to 2010, Valls worked at LOOP Consultancy where, as senior manager, he was in charge of the Dubai office and managing business development for the entire Middle East and North Africa region. In July 2010, Aleix Valls moved to a managerial position with the consultancy firm Accenture, where he led strategic consultancy projects in different sectors.

Aleix Valls became involved in the Mobile World Capital Barcelona Foundation 7 years ago and played a decisive role in the ideation process that ultimately proved key in setting Barcelona up as the mobile world capital and in renewing the GSMA Mobile World Congress Barcelona organisational agreement. From Mobile World Capital, Aleix Valls displayed essential leadership in the project driving the main milestones that turned the Foundation into a national and international benchmark in digital transformation and social and economic contribution. Key achievements include setting up 4YFN, which, after four years of operation, is now a global reference in digital entrepreneurship. Aleix Valls' work also served to drive connection projects and creation of a digital ecosystem connected to the investor fabric.

About Colonial

The Colonial Group is a SOCIMI listed company on the Spanish stock market, leader in the prime offices market in Europe, with a presence in the key business districts of Barcelona, Madrid and Paris with a prime offices portfolio of more than a million m² and a managed asset base of more than 8.6 billion euros.



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