



EQUIEM

British Land partners with Equiem to deliver a new Digital Occupier Experience App

17th July 2020

British Land has chosen leading global proptech firm, Equiem as its partner to deliver a digital tenant engagement app across its mixed-use, London campuses.

Broadgate, one of London's largest pedestrianised neighbourhoods, will be the first British Land campus to benefit from the partnership. Over 26,000 people are based at the campus, which attracts more than 19 million visitors each year. The app is designed to help people get the most from their time at Broadgate – whether in their office or visiting its shops and restaurants – by providing them with curated content and direct communication as well as touchless access to offices and amenities.

Equiem's app will also play a key role in supporting British Land's customers as they begin to reoccupy their spaces at Broadgate, from enabling them to understand their environments including lobby traffic, occupancy and air quality, to facilitating building and meeting room access and bookings.

Equiem was selected as a partner, thanks to its extensive experience across the world in connecting communities digitally. The two firms will work in partnership to create the most comprehensive service available in the market by combining Equiem's tenant experience app and British Land's Vicinitee platform, which is already embedded into many of its buildings.

Julian Barker, Head of Smart Places at British Land, said:

"The role of technology in creating better quality, healthier and more sustainable real estate for our customers and their people is now even more important as a result of Covid-19. Our aim is to make people central to the process and build a real sense of community through the app. Equiem shares our vision – its team is data-driven, collaborative and forward-thinking, which is what made the decision easy when selecting a digital tenant engagement partner."

Gabrielle McMillan, CEO at Equiem, added:

"Equiem is delighted to introduce its tenant engagement experience at British Land's Broadgate campus, bringing property owners and their customers closer together through enhanced communication and better customer experiences. It will also allow owners like British Land – and its occupiers – to unlock new revenue streams and gather actionable insights in real time. The UK continues to be an exciting market for Equiem – a direct result of being able to provide landlords with the tools and services their customers expect today."

- Ends -

Enquiries

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Notes to Editors

About Equiem

Equiem is the global leader in commercial tenant experience technology.

The firm's market-leading app, used by 175,000 people and 9,000 companies worldwide, helps landlords attract and retain occupiers, deliver seamless tenant communication, supercharge onsite retail and services, and unlock additional asset value across their portfolios. With comprehensive, easy-to-use dashboards, Equiem's app also offers the most advanced tenant analytics in the market, providing clients with rich, actionable intelligence that drives smarter, more effective tenant Engagement.

Founded in 2011, Equiem has offices in Australia, the USA, the UK and The Philippines.

About British Land

Our portfolio of high quality UK commercial property is focused on London Offices and Retail around the UK. We own or manage a portfolio valued at £14.8bn (British Land share: £11.2bn) as at 31 March 2020 making us one of Europe's largest listed real estate investment companies.

Our strategy is to provide places which meet the needs of our customers and respond to changing lifestyles - Places People Prefer. We do this by creating great environments both inside and outside our buildings and use our scale and placemaking skills to enhance and enliven them. This expands their appeal to a broader range of occupiers, creating enduring demand and driving sustainable, long term performance.

Our Offices portfolio comprises three office-led campuses in central London as well as high quality standalone buildings and accounts for 60% of our portfolio. Our Retail portfolio is focused on retail parks and shopping centres, and accounts for 35% of our portfolio. Increasingly our focus is on providing a mix of uses and this is most evident at Canada Water, our 53 acre redevelopment opportunity where we have plans to create a new neighbourhood for London.

Sustainability is embedded throughout our business. Our places, which are designed to meet high sustainability standards, become part of local communities, provide opportunities for skills development and employment and promote wellbeing. In April 2016 British Land received the Queen's Award for Enterprise: Sustainable Development, the UK's highest accolade for business success for economic, social and environmental achievements over a period of five years.

Further details can be found on the British Land website at www.britishland.com