

The image features a close-up of a human eye with a futuristic, digital overlay. The eye is surrounded by white circular and hexagonal patterns, resembling a HUD or data visualization. To the right, a semi-transparent software dashboard is visible, displaying various charts, graphs, and data points. The word 'MOBIMO' is prominently displayed in white capital letters at the top right of the dashboard area.

MOBIMO

# Efficiency in property management thanks to digitisation

Mobimo Capital Markets Day | 18 April 2024 | Christoph Egli

# Agenda

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# Digital marketing/first letting Manegg

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# First step - Registration

1 year BEFORE the start of marketing:  
Creation of physical construction board and launch of project homepage (landing page).



Registration by the interested parties.



Receipt of data records from interested parties directly in XRM.

# Pre-marketing

Contacting registered interested parties from the XRM with a link to the isometry of the buildings.

GRUNDRISS  
**2,5-ZIMMER-WOHNUNG**

Gebäude A      Allmendstrasse 104      Nettowohnfläche: ca. 60.6 m<sup>2</sup>  
Style Puro      1. bis 7. Obergeschoss      Aussenfläche: ca. 8.3 m<sup>2</sup>  
Raumhöhe: ca. 2.4 m

ZHi  
GRÜN · LUKRATIV · LEBENSWEIT

Gebäude A



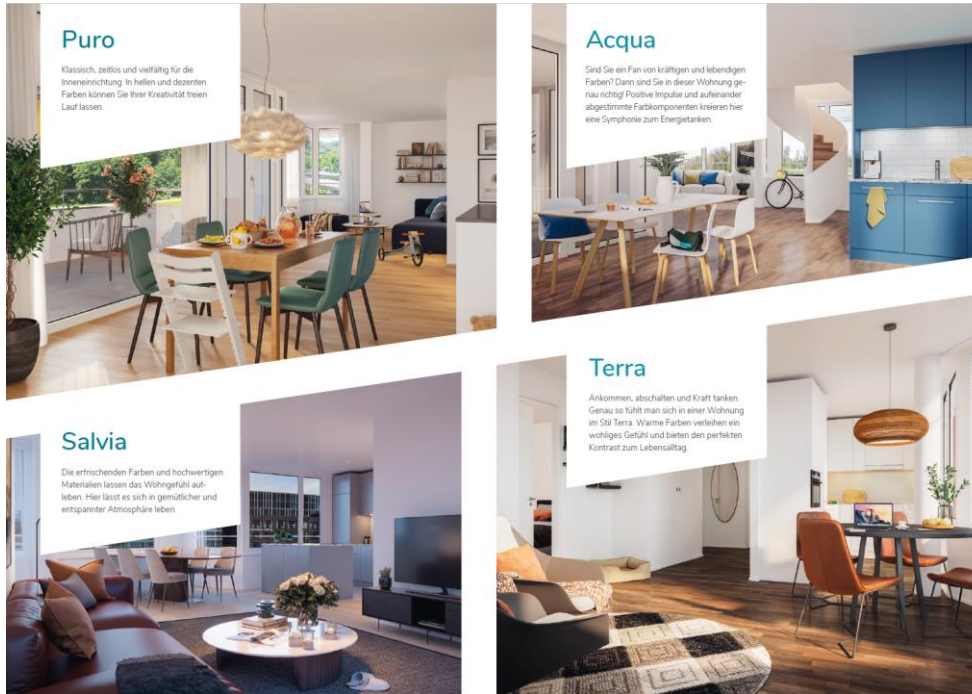
Wohnungsnummer:

- 01.0701
- 01.0601
- 01.0501
- 01.0401
- 01.0301
- 01.0201
- 01.0101



Interested parties choose which flat they would like to view based on the isometric view.

# On-site flat viewing and marketing



Four different flat layouts specified. No individual selection by tenants possible, only according to isometry.

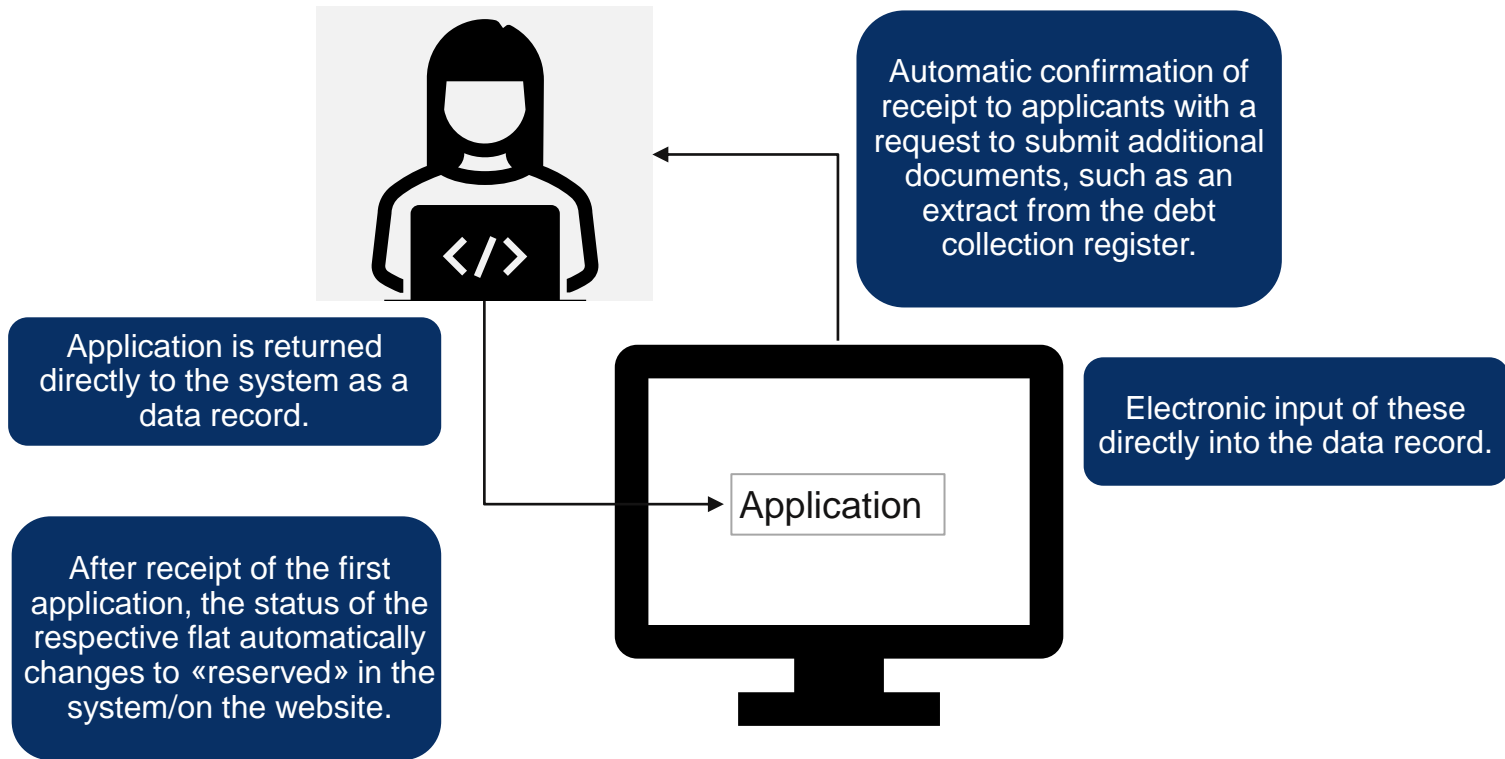
Physical viewing days for interested parties from pre-marketing.

At the viewing, the interested party indicates which flat they would like to apply for.

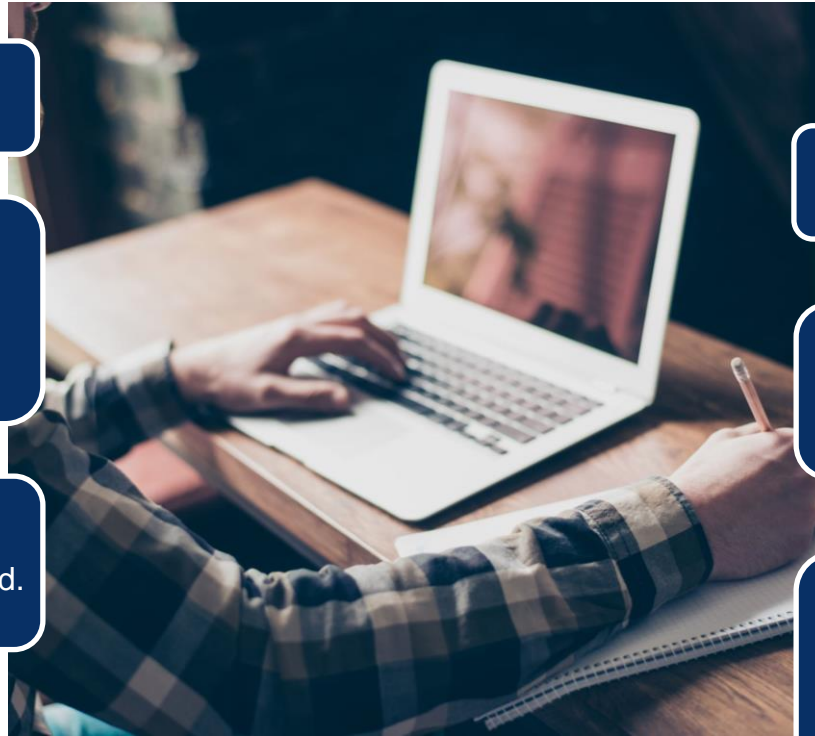
Sending a link to the application form to the interested parties from the system.

Interested party fills out the application form online and sends back his data.

# Application



## Application - Examination - Decision



Visual inspection of application.

Trigger reference check electronically (employer, landlord).

Mail reply electronically directly into the data record.

Award decision.

Internal transfer of dossier (data record) via link to management.

Dossier is transferred from XRM to Garaio REM via interface.




# Management



Landlord draws up rental agreement in Garaio REM.

→ «Breakage» in the digitisation!



Rental agreement sent by e-mail or post.

Closing the «breakage» 2025/2026:

- Conceptual development and implementation process including technical solution.

Challenge

- a.o. certified signatures by customers (especially private individuals).

Physical signature by the tenant and return of the original contract by post.

# Property Management

Physical handover of the flat by the property manager.

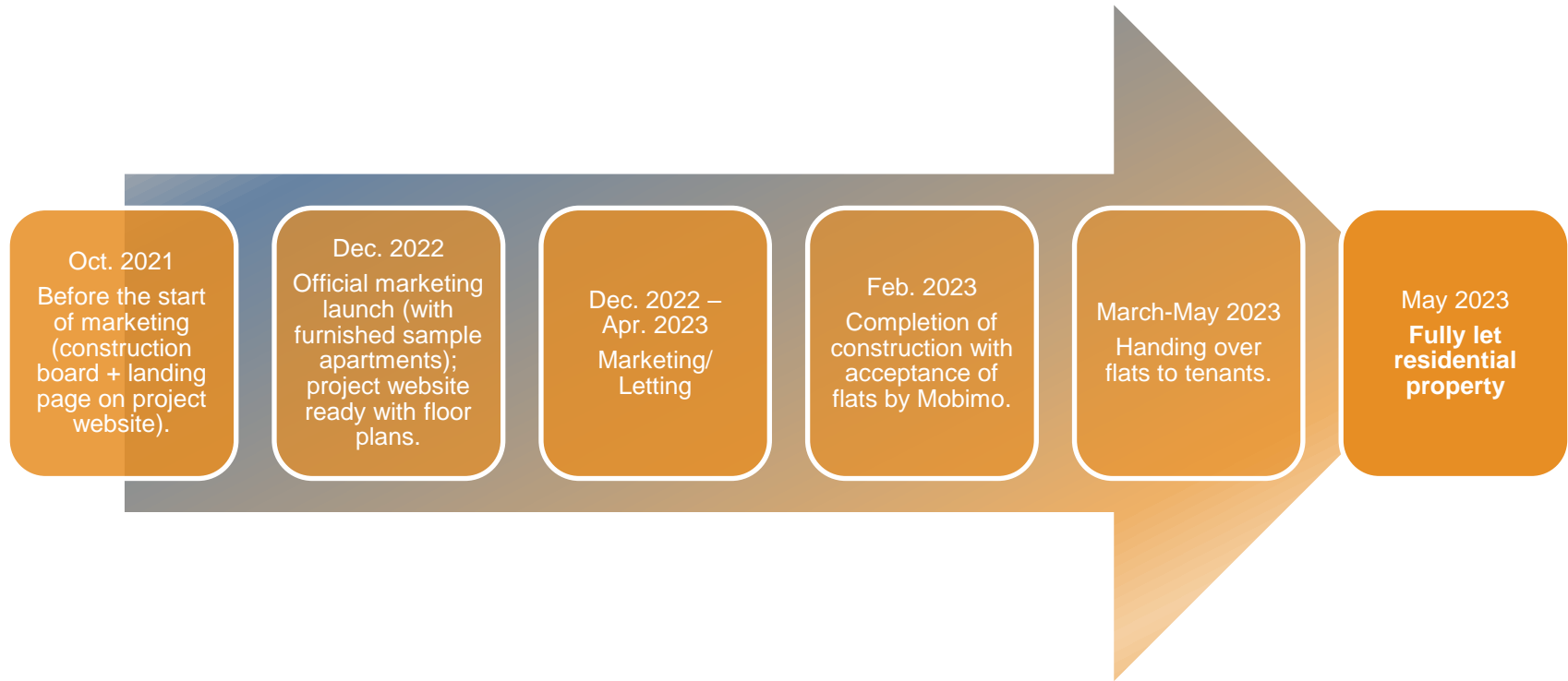


Creation of electronic handover protocol with interface to the Garaio REM.

Happy tenants.



# Timeline Residential

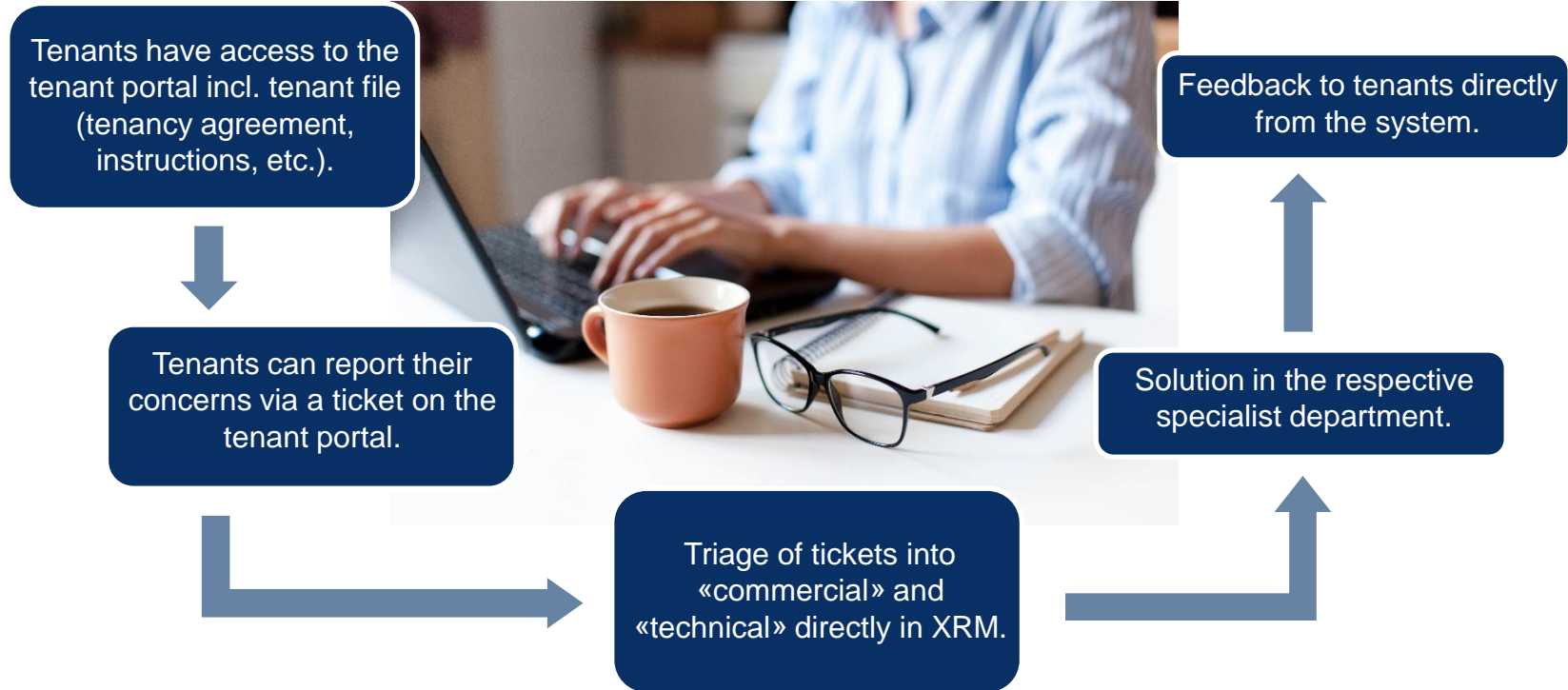


# Service Desk

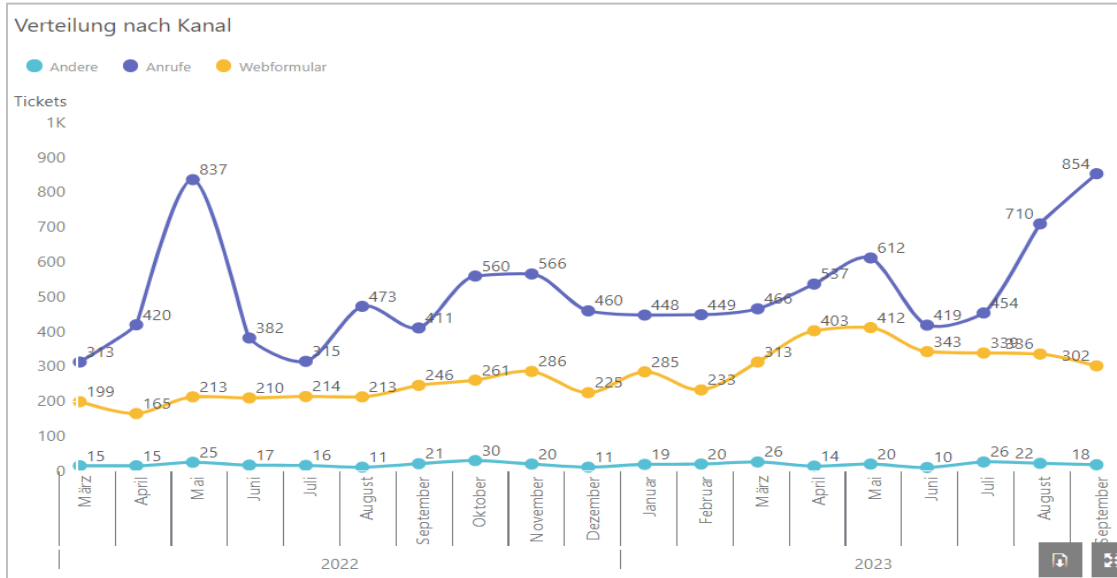
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# Property Management / Mobimo FM (Facility Management)



# Findings and initial key figures German Switzerland



Currently 13 properties implemented (= 120,000m<sup>2</sup> GFA) plus AQA and Mattenhof sites.

Relief for reception, management and facility management.

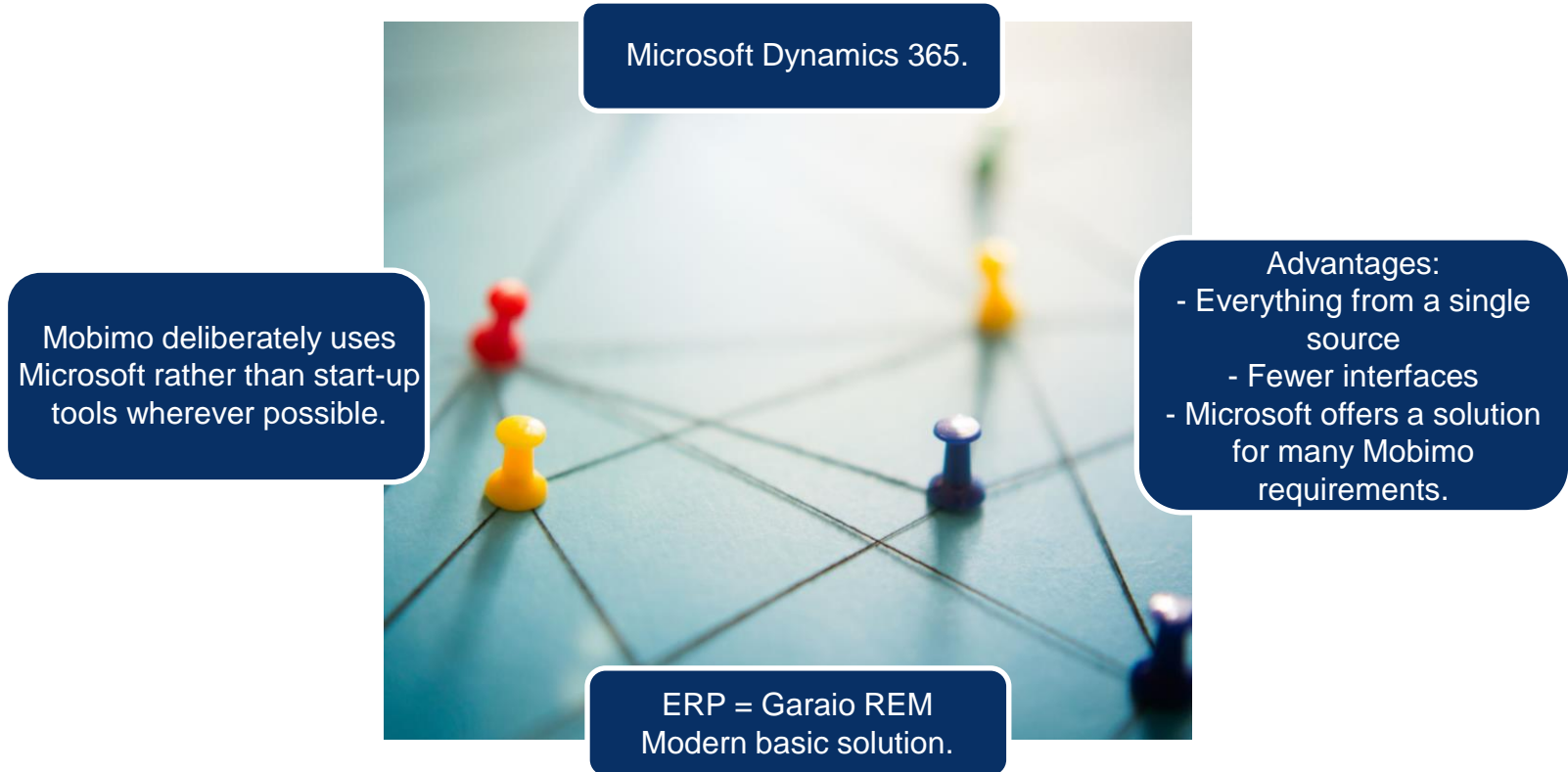
Process can now be rolled out to any number of properties.

Database is available to control the processes and make them measurable.

15,240 tickets in the period 01.03.22-30.09.23

- commercial issues, such as car park rental, pet ownership regulations
  - complaints, such as neighbourhood- or construction noise
- technical concerns, such as defective household appliances, heating failure.

# Mobimo digitalisation strategy



Benefits - why are we doing this?

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## Benefits - why are we doing this?

Operational tenant support compromising marketing, property management and facility services from a single system.

Creation of end-to-end processes with the support of digitalisation.

Challenges are the same working methods, organisational and change management.



Increasing efficiency with economies of scale:

- time saving digital marketing process «Manegg» with 157 flats just under 200 hours / 4 weeks
- time saving Service Desk in management: 10 - 15 %.

# Benefits - why are we doing this?



Win-win service desk, also for tenants:

Ensuring deputisation in the event of absences.

Can submit reports online around the clock.

Securing knowledge for the company.

Ticket quickly ends up in the respective department.

Fast and efficient solution to the tenant's request.

Ongoing status reports via ticket to tenant.