Hong Kong Chapter Forum Series: Workplace

Held at Hong Kong Club, Jackson Road, Central, Hong Kong
On Thursday, March 3rd, 2011

<table>
<thead>
<tr>
<th>Theme</th>
<th>How do we create a workplace that will attract and retain talent and encourage everyone who goes there to have fun and be more productive?</th>
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<tbody>
<tr>
<td>Moderator</td>
<td>Mark Moore, Managing Director, MTM Solutions</td>
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<td>Panelists</td>
<td>Doug Hall - Project Director, Deutsche Bank. <a href="#">Click here to view LinkedIn profile.</a></td>
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<td>Andrew Watt – Director, Barclays Capital. <a href="#">Click here to view LinkedIn profile.</a></td>
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<td>Norrie Peel – Manager, Hewlett-Packard.</td>
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<td>Paul Scroggie – Director, Knight Frank.</td>
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- This Forum is the first of a series of “forums” to engage with experts in the real estate industry and will involve various industry sectors, including banking, pharmaceutical, and technology.

- HP
  - Discuss Asia Pacific Challenge, Space, Culture vs. USA
  - Major Project in Japan for 5500 ppl for 12M sqft this year with all open plan.
  - Melbourne Office Case Study
    - Consolidate 4 existing owned/leased office buildings into new site in 3 floors, energy savings of 70%, CO2 emission reduction of 70%. Improve utilization from average of 50% to 80%. Total space reduction of 60%, Reduced business specific space by 70%.
    - % dedicate vs. free address 1:3
    - Concept: The whole floor is your office with Open office, Touch Down, Team Space, Focus Room, Image and print area, Cafeteria, Halo Room, Quiet Zone, E-Club.
    - Result with happy client, employee like the blended environments and shared spaces really facilitate networking and create a "buzz" around the office
    - Before: Utilization study on how to use space, true data on who does need space
    - After: Survey in 3-6 months on utilization
    - Consistence process through-out globally
● DB
  o New Workplace strategy: Project Dragon HK ICC (Case study)
    ▪ to realize an informal, creative and intelligent space that will attract, retain and motivate our people as they strive together towards excellent.
    ▪ investigate and buy in workplace technology
    ▪ consolidate in 1 location and only 1 location choice in HK (ICC)
  o Alternative Workplace
    • The needs of business are changing
    • Our real estate is generally under-utilized
    • A clear mismatch between business needs and our old workplace. How is the role of the workplace changing?
    • Key Features: Generic Layouts, Neighborhoods, Flexible work settings, New IT solutions, Sustainable design and IT equipment
    • Outcomes: Maximize flexibility, More efficient use of space, improved end user experience
    • Follow global guideline and benchmark

● Barclays
  o Workplace strategy: Barclays London Ongoing (Case study)
    ▪ Currently occupies 2000+ desks
    ▪ No room for future growth, projected to be 10-15% in 2011
    ▪ Require one additional floor to accommodate projected growth
    ▪ Business model cannot accommodate investment of an additional floor so business aim is to accommodate growth without take additional space.
    ▪ Opportunity: Seized by CRES to explore options / Showcase AWS to broader firm / Real value add
    ▪ Top down (Management) Buy in: Provide preliminary analysis, previous experience of AWS etc..
    ▪ Overview Concept development in Principles / Technology / Space / Policies & Management.

● Knight Frank
  o Process for determining the right workplace strategy and design objectives
  o HK Space: Lack of supply and growth / High rental cost / Achieving more with less / Regional and global standards remit / Staff engagement
  o Does buildings fit for purpose? Power / Discharge and fire exiting / Toilet provisions
  o What do staff care about? Personal space / Visual privacy / Noise / Ergonomics / Pantry & place for staff to rest / Toilets, ventilation / Confidentiality / Storage / Meeting room / Equipment
  o Process overview: Business Alignment – Phase 1 Base line research – Phase 2 Project Formation – Phase 3 Options – Phase 4 Business Case – Phase 5 Implementation

● Q&A
  o Why so hard to go to senior management to buy in?
    ▪ Historical conservative
 Impact on hiring
 Don't want to change
  o How to change?
     By example, one bank change other follow
     Show increase productivity
     Cost saving
     Combine office efficiency
     Strategic drive
     Top down approach is important
     Giving time and focus to people influence
     HR engagement with project team
  o How to measure productivity?
     Metrics to measure cost, revenue and turnover, How well people collaborate.

END