

PRESS RELEASE

ROSA-ALSCHER Group expands the core management team for the consistent continuation of the proven growth strategy

- Targeted strengthening of future-proof in the fields of competence business development, digitalization and financial management
- Intensifying the further development of new business areas and the development of emerging international markets

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Innovative, unique building complexes with equally high architectural and ecological standards as well as significant profitability are the hallmark of the ROSA-ALSCHER Group. Through the project development and marketing of such core and core-plus properties with investment volumes around the "sweet spot" of individual transactions, the ROSA-ALSCHER Group continues to operate in the most attractive real estate market segment in Germany. The expansion of the core management team to include Niccolo Rosa-Alscher as Chief Business Development Officer (CBDO) and Thomas Ebner as Head of Finance and Project Controlling has created essential prerequisites for the sustainable continuation of the successful growth strategy.

Niccolo Rosa-Alscher has acquired his real estate finance and management expertise at renowned international business schools as well as through previous activities for a leading global real estate service provider and a pan-European real estate management consortium with investments in the billions. In future, he will contribute his extensive expertise to the strategic development of the ROSA-ALSCHER Group on a full-time basis as Chief Business Development Officer (CBDO). His area of responsibility will focus in particular on the further development of market-compliant project and financing structures and the development of new business segments. Significant further growth potential will be tapped by intensifying the international marketing of project development services ("Project Development as a Service") and turnkey real estate. Thanks to his extensive international network, Niccolo Rosa-Alscher will also increasingly expand the above-average growth-intensive business with financially strong private debt and equity funds. In addition, the further growth of project development for innovative district solutions is a future business focus.

Another area of his upcoming activities will be the consistent strengthening of the ROSA-ALSCHER Group's digital competence. To this end, the very comprehensive Building Information Modeling (BIM) expertise already achieved will be fully aligned with the data ecosystems targeted throughout Europe and across industries in accordance with the EU digital strategy. The ROSA-ALSCHER Group is already represented in the "Design – Build – Operate" domain of the Gaia-X Hub Germany and will expand this commitment in a targeted manner to the "Smart City / Smart Region" domain and participation in sector-specific data ecosystem projects.

Thomas Ebner is a proven expert in structured real estate financing. With his many years of international experience gained at several banks and real estate management companies, he will support the core management team of the ROSA-ALSCHER Group as Head of Finance and Project Controlling. The primary focus of his new area of responsibility will be the further development of the banking network for large-volume real estate financing, the introduction of innovative tools for cost-to-complete management and the integration of financial management and Building Information Modeling (BIM) in order to further increase profitability.

Thanks to his extensive expertise in the areas of project development, project controlling, risk management and his ability to develop particularly "business bank-compatible" financing structures as well as his extensive network in the financial sector, Thomas Ebner will provide valuable, significant impetus for the Group's further growth. The focus will also be on financially strong private debt and equity funds as well as leading family offices.

Thomas Ebner decided to work with the ROSA-ALSCHER team in particular because the Group has a comprehensive portfolio of renowned, high-quality project developments, a sustainable corporate positioning and extensive interdisciplinary expertise. Accordingly, he is convinced that the successful growth path will continue in the future despite the existing imponderables in the current real estate market.

As Managing Partner, Alexander Rosa-Alscher is very pleased that these strategic decisions to expand the core management team "... ensure particularly important prerequisites for the sustainable implementation of the growth strategy and strengthen competitiveness in a rapidly changing, increasingly complex real estate market environment".

CONTACT DETAILS / PRESS CONTACT

Silvia Wolf

Head of Acquisition
and Business Development

ROSA-ALSCHER Management GmbH
A ROSA-ALSCHER Group Company
Walter-Gropius Str. 23
80807 Munich

M +49 152 3890 4675
s.wolf@rosa-alscher.com
www.rosa-alscher.com

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About ROSA-ALSCHER Group

As one of Munich's leading project developers, the ROSA-ALSCHER Group has been synonymous with city-shaping architecture for decades. The owner-managed group of companies plans, develops and realizes real estate projects that set standards in aesthetics and functionality as well as represent attractive long-term investment values. The group of companies around founder Alexander Rosa-Alscher provides all planning services and covers the entire value chain from the idea to marketing.