



PRESS RELEASE

CR Investment Management Sets up Deutsche Habitat Brand

- New brand for sustainable large-scale housing and habitat developments
- Focus on German metropolitan growth regions
- Target: one million square metres of development area by mid-2022

Berlin, 7 October 2021. CR Investment Management (CR), a strategic investor and asset manager, is setting up a new brand for sustainable residential projects – Deutsche Habitat. The corporate strategy centres on ESG-compliant housing and habitat developments in the vicinity of growth regions that will be adjusted to the regional conditions. Current projects are located in Blankenfelde-Mahlow close to Berlin’s international airport (Brandenburg), in Delmenhorst near Bremen (Lower Saxony) and in the Hamburg metro region. The objective: By mid-year 2022, Deutsche Habitat intends to have acquired around one million square metres of development land.

Until recently, such projects were initiated and developed by CR Development, a company that had been jointly formed by CR and Hans-Peter Werner (Werner Invest GmbH) in late 2019. By establishing the brand Deutsche Habitat, CR strengthens the focus on the development of sustainable, affordable housing: The new developments will offer high-level livability for families, singles and seniors. Working closely together with cities and communities, Deutsche Habitat will create a social infrastructure including day nurseries, schools, green areas and playgrounds as well as a certain share of commercial units for offices, gastronomy and grocery retailers. The projects will be implemented in accordance with environmental and social standards, using renewable energies and recyclable building materials. In addition, autonomous mobility, charging and sharing concepts will be developed along with digital networking.

“With Deutsche Habitat, we will continue the success story of CR Development under a new brand. Sustainable residential formats have gained in significance against the background of the coronavirus pandemic: The private home has become the centre of day-to-day reality. It is a recreational, meeting and workplace all wrapped into one, and residential accommodation requirements have changed as a result,” said Hans-Peter Werner, Managing Partner. He has



been active in the property development segment for more than 25 years, and during this time realised project volumes with residential focus worth over 3 billion euros.

Torsten Hollstein, Managing Director of CR, added: “The most important task to be accomplished by our industry is to bring relief to fast-growing regions by introducing sustainable residential and living formats that equally meet the needs of singles, families or seniors. We will develop our habitats in prospering regions and will create third places of high livability in addition to the urgently needed residential accommodation, as well as social infrastructure with a natural setting.”

For more details on Deutsche Habitat, go to the company's homepage at <https://www.deuhab.de>.

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About CR Investment Management

CR Investment Management is a strategic investor and asset manager with commitments across Europe. As asset manager, CR develops solutions for the value-add structuring of complex or non-performing portfolio structures. In this line of business, CR serves investment companies, private equity investors and financial institutions, also offering long-term expertise in the optimisation of corporate real estate. Over the past ten years, CR has restructured real estate portfolios worth 30 billion euros and has placed 7 billion euros worth of properties in Germany alone after repositioning them.

For more details, visit the company homepage at: <https://www.crmanagement.eu/>