

The REAL approach: building extraordinary real estate

As Liberty Two Degrees (L2D) and as part of the Standard Bank Group, we embody this spirit of liberty - a testament to growth and potential.

By Amelia Beattie, Chief Executive at Liberty Two Degrees

Our roots are not merely in real estate returns but in the rich soil of humanity. We think big, and we act with conviction, we make tough commercial calls; but we also make a difference in our communities, embodying a softness in how we care.

L2D is a tapestry of our collective strengths, a story that we write with every step. As the Chief Executive, I have an unwavering belief in every one of my people and in what we will achieve.

Property must encapsulate quality, continuity

We are proud to have been recognised by the Sunday Times Top 100 over five years (with a positive total return and annual growth rate). We have remained steadfast in executing experiential initiatives at our malls against our strategic value drivers and building blocks which have supported us in producing market leading operational performance.

As co-owners and managers of Africa's most iconic assets, I believe that for property to be successful, and even iconic, it must encapsulate quality and continuity and contribute to the local community's cultural lifestyle - it must be extraordinary.

Despite the economic headwinds we face as a country, there are REAL opportunities available to meet the needs of today's investors and tenants. Data driven insights, the innovative application of technology, a focus on sustainability practices and a commitment to social purpose, can be capitalised upon to ensure revitalised real estate and extraordinary spaces.

In the retail space, this will require a REAL approach:

Retailtainment: creating delightful destinations: Success in retail means developing a place for the community that contributes to the cultural life of local shoppers.

Experience: understanding customer intimacy: We know



retail is being dominated by innovations in data analytics, AI, interactive displays, and state-of-the-art customer care - and going forward, no space can be successful without innovation that is specifically tailored to comprehending and satisfying visitor's needs.

Alignment: partnering for excellence: A healthy retail ecosystem cannot exist without solid, strategic partnerships, hence this alignment is critical in driving transformation, staying ahead of market dynamics, and enhancing the general well-being of surrounding communities

Longevity: embracing sustainability and wellness: Retailers and malls must find ways to truly embrace a net-zero strategy, all while promoting health and wellness among visitors and staff. It's not merely about promoting environmentally safe practices but finding innovative ways in which to decrease the negative impact of retail operations on the environment and developing socially responsible practices through the entire supply chain.

Focus on creating extraordinary retail experiences

Malls are transitioning from being purely retail destinations to multipurpose centres and destinations. The REAL approach focuses on creating extraordinary retail experiences that evoke emotions, memories, and shape identities, with the aim to leave a lasting legacy for the next generation. ■



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