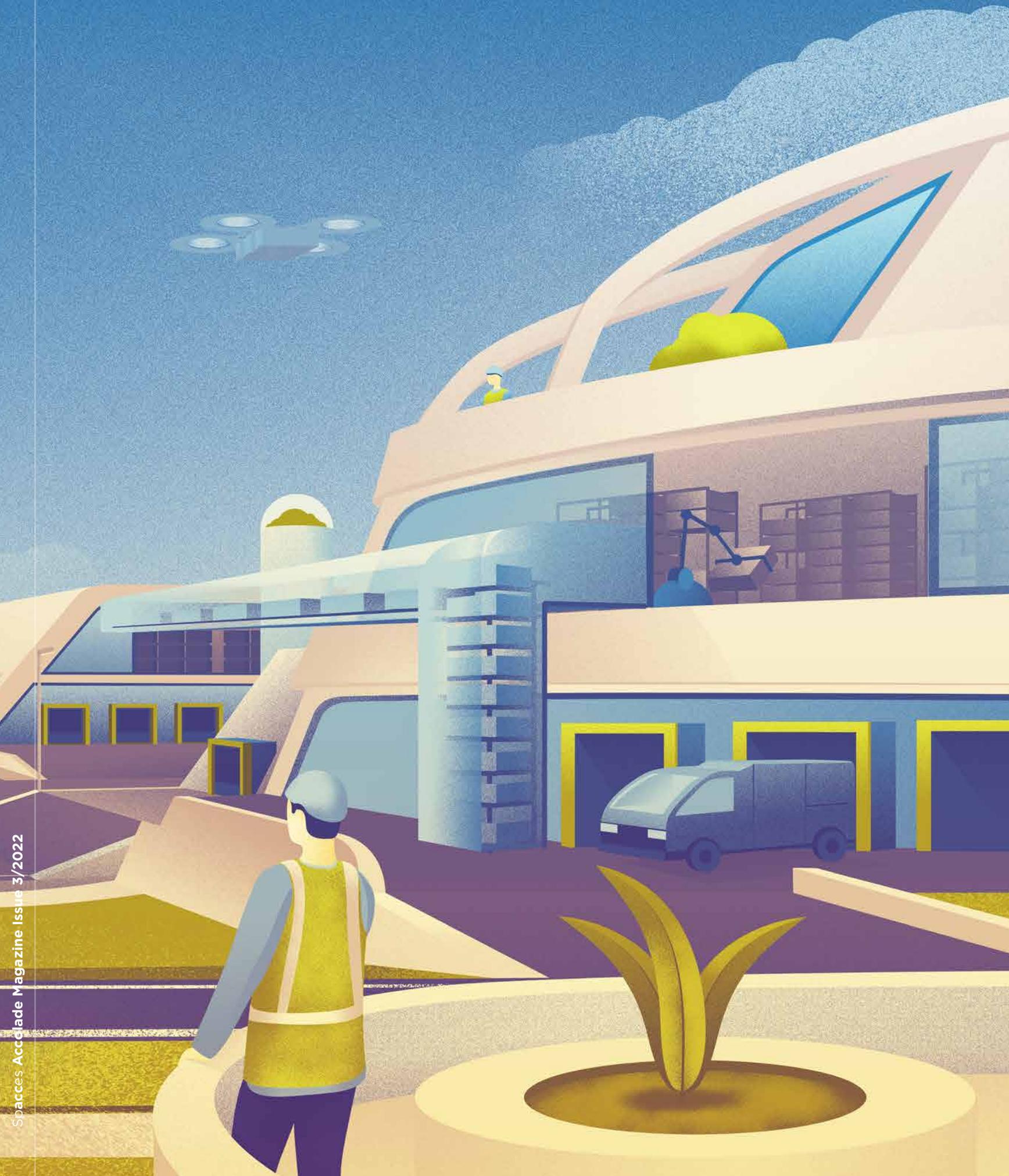


# Spacces

Accolade Magazine  
Issue 3/2022



# Editorial



Dear Readers,

One year on, I am back to guide you through the world of the Accolade Group. We have behind us a year of success, both at a business and a personal level. We would like to thank you for that, as it is you, our partners, whom we have to thank for making sure the Czech footprint of investment in modern infrastructure can conquer other corners of Europe, fortify its position on existing markets, and help as a responsible member of society.

We take everything with humility, as I have mentioned on many an occasion. We have had a great deal of luck in recent years. We believe in a segment that has grown and kept the economy afloat no matter the situation. We work with tenants that are among the aces of world industry and have alongside us more than 2,000 investors, who just like us see the significance and strength of sustainable halls. Neither should we forget the towns and cities in which we work and together make Czech regions better places in which to live.

The last few months, however, have seen values such as success, modernisation, business, and sustainability become mere words. The most important values and the real driving force have become cohesion and solidarity. We have reached a stage in which the human race is again being tested and I am unbelievably glad that we Czechs are at the forefront of helping Ukraine defend itself against inexcusable and

unprecedented Russian aggression. Business from this country found success in the world long ago, but now we have a situation in which the moral credit of our nation has finally risen, after many years. I respect all of those who show others day-in day-out that "truth and love must win over lies and hate".

I would like to end in the same way I started, with thanks. Thanks to all our employees. Every day you strengthen my belief that Accolade matches the values and credit of which I spoke above to the very last detail. I am personally delighted that I can walk into an environment so full of inspirational, talented, and purposeful people. We are where we are because of you. We are who we are because of you.

It is said that "with great power comes great responsibility". I am personally aware that we always use it to benefit the development of the whole, so that societal credit rises together with our own.

Thank you, and enjoy reading.

Milan Kratina

PS: Fingers crossed

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Accoade



MILAN KRATINA

**WE ARE MAKING CZECH  
REGIONS EVEN BETTER  
PLACES IN WHICH TO LIVE**

A graduate of the grammar school in Kolín and Masaryk University in Brno, Milan Kratina founded Accolade in 2011 to focus on investment and the preparation and letting of space for companies working in e-commerce, the manufacturing industry, and logistics. The group, having Czech roots and a Czech heart, is now one of the biggest players in Europe when it comes to modern infrastructure. We bring you a slightly unconventional interview about how one of the most influential players in Czech and Central European business sees the world right now.

**Could you give use your personal comparison of the first five months of 2022 and the first five months of last year?**

Everything was up and down in 2021 because of coronavirus. We saw considerable pressure on halls in light of the rise of e-commerce and Internet shopping. Demand rose. The first half of this year has been marked by a cooling of the internet euphoria. Some companies that would otherwise have grown over a number of years shot up by tens of per cent and expected growth of this kind to keep on going. We have seen that they overestimated, and if they do succeed in growing, then more likely by a few per cent at the max.

The rise in online shopping is above all benefiting segments that were not really found on the Internet beforehand, examples being DIY and gardening, or clothes. Even the halls in which we intend to invest in the future concentrate a great deal on the latter. Clothing.

**If we are talking of e-commerce, which segment is, by contrast, not faring quite as well?**

We can say in general that the areas of e-commerce that are the oldest and historically most successful, such as white goods and electronics, have asserted themselves on the market to such an extent that any onward growth is unlikely to be in the tens of per cent a year.

**What challenges do you see in relation to business partners, legislation, and society in general?**

I believe that certain system issues that come with our halls will be resolved. One example being the budgetary determination of tax, which could help individual regions as far as finances and infrastructure are concerned. The regions in which companies are economically active should profit from the fact that they employ people there and increase their wages. So that they can say that they have several companies in their area thanks to which they are a rich region, can repair roads in the area and build schools, without having to worry about the companies working

there. This is one point that needs to be worked on.

Secondly, I should mention the amendment to the Building Act. This is not absolutely connected to the local economy, but I consider it important to mention. It is important to move closer to Germany and other countries so that there is a certain form of certainty that if you comply with all the rules and meet all the conditions set out by the state on time, you will simply get the building permit. In line with clearly set rules and within set time limits.

Another point to touch on is across-the-board toll charges. If this goes through, there will no longer be any need to shorten routes along class two and three roads. After all, people are often irritated that industrial parks are springing up in their surroundings even though it is not the companies in those zones that generate the transit traffic.

Housing also needs to develop in the Czech Republic. So that it is decent. There would be greater mobility of the population if it were. So that people have a place to live in Prague AND in other cities. Not that Accolade would want to move in this direction, but if the opportunity does arise to help deal with the situations in question in the areas around our parks, we will always be happy to help. Along the lines of the Baťa houses, I like that idea. It's important to create and support the community. Careless work with the staff at big industrial parks could lead to illegal bunk-houses, which is an entirely unsystematic and unacceptable path in the year 2022.

**What about a societal view of 2022 to go alongside the business view?**

I am pleased that Central Europe, the Czech Republic and Poland in particular, are at the forefront of helping Ukraine in this despicable war that Vladimir Putin has brought. It is good to see that we hold the right values, put the emphasis on human rights, and in general take the western line, something not seen in this country since the days of Václav Havel. I value this a great deal and am proud that it is we Czechs who are carrying this banner.

“  
*The challenges are many and we will always lend a helping hand so that we transform our locations into even better places in which to live.*  
”

**What do you consider to be last year's biggest successes?**

We broadened our portfolio to take in new brownfield sites and we feel a special bond to them, mainly because there was an unbelievable amount of work to make it all happen. A lot of sites sprang up abroad too, and it brings us an enormous amount of pleasure that even a Czech company can expand into neighbouring countries and towards the west. Each and every location is specific and brings new challenges. In Spain, for example, we believe that our work is arousing interest in the company as a result of the attractive market potential, particularly in the sphere of e-commerce.

**Do you sense some sort of fundamental difference in the mentality of tenants on the Iberian Peninsula in comparison with Central Europe?**

Our tenants are mostly global companies, so I can't really say just yet. Given that we have deviated from business a little and are now talking about mentality and other matters, however, I can heartily recommend a trip to Seville. It really is a wonderful city. The centre itself is beautiful, and if you like football, then you have two brilliant stadiums to visit. Betis and the somewhat more successful FC Sevilla.

**Let's return to the Czech Republic and, in particular, to supporting and developing communities in the individual locations where the company is active. What are the key factors for you in deciding what to support?**

At the moment, our most important projects are supporting Ukraine and war refugees and the “Trainers in School” initiative. Developing motor skills and motor literacy in children is absolutely key, above all at the age of 5, 6, and 7. We want to build a love of sport in children and this project allows us to add something extra to PE classes in all the locations in which we are active, something that will help the children, the teachers, and the sports clubs alike. We believe that we can contribute towards a healthier population in the Czech Republic. What is more, sport is closely linked to intelligence. Exercise develops the brain, and so we have dusted off an old motto used by the Sokol gymnastic clubs: “Healthy body, healthy mind”. It's absolutely true. We would like to do more in this direction and support children in their efforts to develop all-round.

**What do you see as being fundamental in the future?**

I see two pressures coming up against each other. Rent is rising, which is good news for the owners of halls, but the increase must be such that tenants can afford to pay. This could lead to an increase in the price of property. Countering this is the rise in interest rates that is expected throughout the eurozone. It might happen that the income from industrial property rises and their price theoretically falls. If this situation were to occur, there will be a battle between rent and its increase in the portfolio and yield and its growth in the portfolio.

**A rather schizophrenic situation, don't you think?**

There are always opposing trends in the economy. In general, things will be significantly harder for the foreseeable future. We can expect a certain form of transformation in that we have to tackle our dependence on certain resources. If we all work on this properly, I believe we will manage.

**Something else occurs to me when we are talking about this. Are you planning to install solar panels or other alternative energy sources, for example?**

If we look at what our halls are dependent on for heating, then it is mostly gas. Mainly for heating. Paradoxically, however, the hall itself, which is well insulated, doesn't need that much. Gradual replacement with heat pumps will, of course, happen over time. As for solar panels, it makes absolute sense to me. If possible, we will try to be as independent as possible in terms of energy and getting it from fossil sources.

“  
*At the moment, our most important projects are supporting Ukraine and war refugees and the “Trainers in School” initiative. We believe that we can contribute towards a healthier population in the Czech Republic.*  
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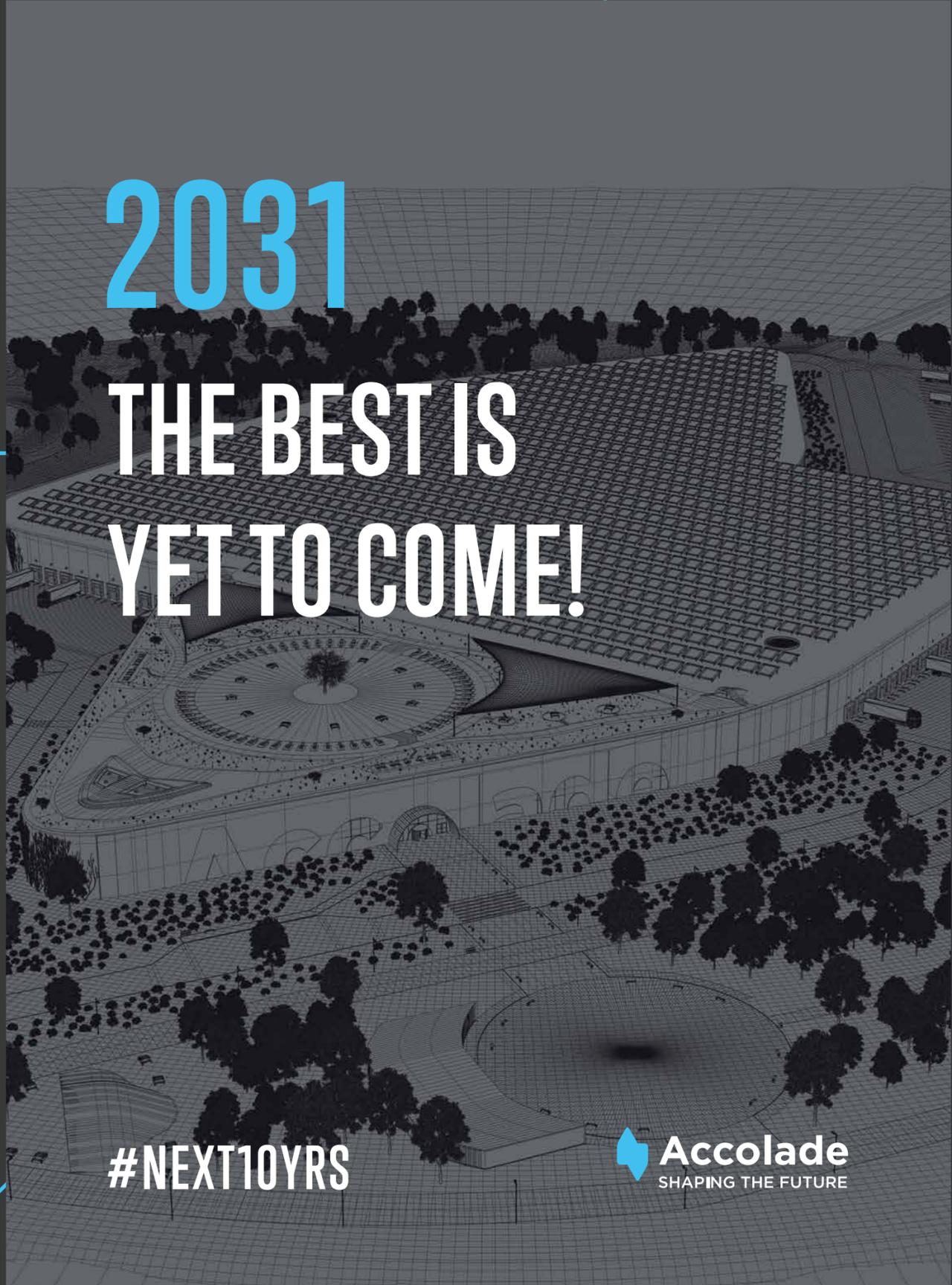


CELEBRATING TEN YEARS

# SHAPING THE FUTURE

A sustainable approach to all areas of our work. This is the only way we will be able to do business in the Czech Republic and throughout Europe for the decades to come. Green halls, innovative tenants, and a continual eye on the way forward. Indeed, we have approached the world around us hand-in-hand with the vision that the best is still ahead of us for a full decade now. We are all aware of our roles, ranging from investments in modern halls, through building a green portfolio and proactive support for

communities in the areas in which we are active, to investing in the growth of the non-profit sector and helping those in need. This is only one part of the base on which to build a better future for everyone around us, and in turn a healthier society. We think about it every day, and this approach is an integral part of our corporate culture. We would therefore like to thank everyone who has been with us on our journey and helped us make the world around us a better place in which to live. ◆



2031  
THE BEST IS  
YET TO COME!

#NEXT10YRS

**Accolade**  
SHAPING THE FUTURE

# WORLD NUMBER ONE IN KOJETÍN



The most advanced e-commerce hall in the Czech Republic - sounds wonderful, doesn't it? If you add in the successful revitalisation of what were once the settlement tanks of a sugar refinery, you come up with a combination that is just to our liking. The beautiful town of Kojetín in the Olomouc region will become the centre of the Czech online shopping scene by building on the local tradition of industry. To be used by the world number one in Internet shopping. Even now, work is ongoing on the first fully-fledged, multi-storey logistics building in the country, in collaboration with Panattoni. In addition to the positives of traditional business, the project will also help local development.

*"Our town has undergone considerable transformations in recent years. Massive investments in education, culture, sport, and the development of leisure-time activities are generating a climate above all to be appreciated by coming generations. Bringing such a significant employer to the town is another important part of the jigsaw, one we have been working on intensely for several years now. I see it as a bonus that the building will stand on a*

*brownfield site, with no need to take up arable land, and that it will be used by the world leader on the online shopping market. I am also delighted that thousands more people will find well-paid jobs as a result of the new industrial park and projects relating to it."*  
**Leoš Ptáček**, Mayor of Kojetín

*"We specialise in the revitalisation of old industrial complexes, in spite of the more complicated legislation and*



**Leoš Ptáček**  
Mayor of Kojetín

***"We specialise in the revitalisation of old industrial complexes, in spite of the more complicated legislation and the higher costs that come with this in the Czech Republic. We do everything with a view to building on the traditions of the location and always proceed with respect for that location. The result is always worth it."***

*higher costs that come with this in the Czech Republic. We do everything with a view to building on the traditions of the location and always proceed with respect for that location. The result is always worth it."*  
**Martin Makovec**, Project Manager

*"In addition to the many positives already mentioned, the planned project is also in line with the basic currency of all our projects. Perfect location."*

*The complex is located on the boundary of three regions, close to the key D1 motorway, and not far from Poland, Hungary, and Slovakia."*  
**Jiří Stránský**, Director for the Development of New Locations

Global Number 1 in the Olomouc region. The American concern is the biggest Internet shop in the world. 223 billion koruna. The turnover generated by e-commerce in 2021.





Tomáš Procházka

## The right refinancing will allow us to use the potential of modern halls to the absolute maximum

As far as finance is concerned, he was previously in charge of teams at major European banks. This is now his fifth year sharing in the growth of the Accolade Group as its Financial Director. The work of the team led by Tomáš Procházka is one reason that this investor with Czech roots is now conquering the rest of Europe, after having conquered the centre. How have recent years affected the industrial property market, what is the key to resisting negative outside influences, and why is refinancing now almost the Holy Grail of success in the modern hall segment? You will learn this, and much more besides, in the interview that follows.

Tomáš Procházka  
Chief Financial Officer

**Would you be able to name three things that are entirely fundamental to the financial management of a group such as Accolade (and other groups) at this time? Have recent years changed any of these principles?**

My view is that people, communication, and business structure are the key factors in the financial management and general functioning of a group. Colleagues are always top of the list. For us to enjoy the work, learn something new and move ourselves forward. A good team is the foundation on which to build. After that, you have to know how to share information and actively communicate. Do we have one, common goal? Yes, but we need everyone to understand it in the same way. For everyone to live the company's vision and mission. The final factor here is mindset, something we might call a "pro-business" setting. Where everyone comes along with ideas on how to improve things, simplify them, move them forward. Aware of the fact that even a partial success might be part of the journey and can move us on.

**We are talking about recent years, when the modern hall segment has experienced a boom, but the whole world is expecting a crisis. We can already see it here in terms of rising inflation and the increase in energy prices. Are there any risk factors for the financial stability of the commercial property market?**

Commercial property, and indeed the modern hall segment, is long-term. Not so much a sprint as a marathon, when you might be faced with anything over time, crises included. If we look to the past, we see a variety of events in the world, financial crises, energy crises, and the company has always managed to cope with them in the end. It will be the same with the current inflation and energy prices. All the negative phenomena mentioned trigger and accelerate a number of positive changes.

In the world of finance, this means that we have to concentrate on what we have long been doing - cooperating with stable business partners and banks that are active on the markets we are. Having long-term, stable, and affordable financing. Thinking about everything that might happen and having a "Plan B" in place. Diversifying sources, financing included. Assessing business opportunities in such a way that they are attractive even when interest rates rise. Generally developing our business together with colleagues at Accolade and being a respected and trusted partner to our clients - tenants, investors, banks, and so on.

It is clear that the negative phenomena currently affecting the economy will have various impacts on the different segments of commercial property. The office space market, shopping centres, residential development, and industrial property will all be affected in different ways. The segment we work in certainly has major potential into the future and will continue to develop.

**The term "refinancing" plays a key role for you, as does cooperation with major banking houses in general. Could you explain in simple terms what refinancing actually involves and the role played by financial partnerships or business relations?**

As for the refinancing on which we have been working with colleagues in Prague and Warsaw for the past two years, we are gradually replacing a number of individual, separate loans at several banks with bigger portfolio loans from a single bank or group of banks. This allows us to set the structure of financing in such a way that it is simple to administer, stable, and affordable over the long-term. We are arranging this sort of financing with banks that have been working on the relevant markets for many years and that have considerable experience in financing commercial

properties. Refinancing is always a complex process that connects teams of lawyers, project financing, financial planning, controlling, accounting, and asset management.

**What are the latest trends that affect your work the most?**

Geographical expansion is significant, with Accolade carrying out projects in a number of European countries with diverse local specifics. As far as financing is concerned, the trend is towards greater emphasis on ESG, in that banks are not simply evaluating projects in terms of their financial quality, but also in relation to sustainability and their impacts on the surroundings and society.

**What do you expect from 2022? What are the main tasks for the financial market and where do you see the opportunities, and the risks, for business at Accolade?**

We mentioned inflation and rising energy prices. A number of central banks in our region are increasing interest rates. The European Central Bank is responding step-by-step for the time being, but we can see that the market is expecting an increase in rates for the euro too. There is a war going on in one of the countries of Europe. So there is a combination of many negative factors that, combined, offer up uncertainty. At the same time, however, we do see many positives. We should certainly mention the willingness of people to help Ukraine and the acceleration of attempts to achieve independence from energy supplies from unstable sources and countries. We can also expect many companies to invest in new production, storage, or distribution capacities in locations in which Accolade is already active. The development of e-commerce will also continue. These are all business opportunities for us. We see that the banks we work with are ready to finance the quality new projects that Accolade comes along with.

*Do we have one, common goal? Yes, but we need everyone to understand it in the same way. For everyone to live the company's vision and mission.*

# INVEST IN SUSTAINABLE EUROPEAN INFRASTRUCTURE WITH A CZECH FOOTPRINT

Modern industrial buildings are experiencing a time of genuine boom. The fact is that the companies that use them are helping us adapt to the changing world around us, whether in terms of thought-out logistics, e-commerce, or research and testing centres.

## DYNAMIC GROWTH IN DEMAND

The year 2021 was specific from the perspective of the significant **rise in demand** for modern logistics, storage, and production space. One reason for this is that significant institutional investors switched their interest from premium shopping centres or offices to industrial premises. The value of the portfolio and the annual appreciation in value of our fund rose hand-in-hand with this.



## WORLD-CLASS TENANTS

Tchibo, KION, DHL, Raben, InPost, and many others. You can rely 100 % on the continual development of our complexes as a result of our portfolio of traditional and up-and-coming stars of global industry, **a portfolio that is well-diversified** by segment.

## NEW ACQUISITIONS AND LOCATIONS

The Czech Republic, Poland, Germany, Slovakia. Acquisitions on all of these markets contributed to the fact that **the value of the portfolio crossed the 1 billion euro mark.**

### VALUE OF THE PORTFOLIO

>1 billion EUR

### ANNUAL YIELD

CZK 28.56 %  
EUR 33.02 %

### AREA OF OUR PARKS

1,160,000+ sqm

### QUALIFIED INVESTORS

2,200+



## A RESPONSIBLE FUTURE

All of our buildings comply with the strictest criteria on modern construction and a modern approach to the environment, as confirmed by their certification in line with the highest environmental standards. Thanks to a clearly-set **ESG strategy**, we now have one of the greenest industrial hall portfolios in all of Europe in place for the future.

2,200+ 

Thousands of you have joined us on the road towards a better and sustainable future for European business with a Czech footprint over the six years of the Fund's existence. Thank you for your trust.

For sixteen years he gathered experience in different areas of the financial world. From getting financial and technological start-ups off the ground to managing the finances and financing of the corporate sector at the biggest European banks. Just one of the reasons he is now the leader of a team that makes sure that the investors who have decided to support the growth of modern industry together with the Fund are happy and comfortable.



**TOMÁŠ HANÁČEK**

# STABILITY AND CREDIBILITY ARE THE FOUNDATIONS ON WHICH OUR FUND'S SUCCESS IS BUILT

“  
***Growth in the value of the Fund portfolio is caused by continuing rising demand from existing and new tenants.***  
 ”

accounted for around one-third of total revenues. After that, accounting for approximately two-thirds in 2021, was the overall revaluation of the portfolio resulting from the rising prices of industrial properties throughout Europe.

**The value of the Fund surpassed the one billion euro mark in the third quarter of last year. What actually influences the growth of the portfolio the most? And what are the key factors in its sustainable growth?**

Growth in the value of the Fund portfolio is caused by continuing rising demand from existing and new tenants. The interest in halls is huge. The fact that we are able to grow at a very fast pace is primarily down to two factors.

The first is that we are able to earn the trust of investors, something we consider exceptionally important, and in doing so build up resources for the acquisition of new projects. We have a good product on offer and the market is very attractive, but we simply cannot disappoint our investors. We are helped by a suitably compiled portfolio of tenants, one which is diversified from the perspective of sector and credibility. As a result of this, we reduce the risk at times when one of the segments or one of the tenants is not faring so well. We are fortunate enough that most of our tenants are global brands or fast-growing companies that have taken advantage of the boom of recent years.

**The Accolade fund achieved record appreciation in value of more than 20% in 2021. How did it do so? Is this linked to the rocketing interest in infrastructure for modern business?**

Industrial halls have taken on a significant role in recent years in the sphere of commercial property. For private investors and global, institutional investors alike. The principal driving force last year was the rising demand from e-commerce and the follow-on logistics companies caused by the change in general consumer behaviour. We are moving away from brick-and-mortar shops to the online environment in almost all sectors, in that the

global coronavirus pandemic accelerated this development several times over. The result of this is that the overall view of the market is changing. Modern halls are simply an essential cog in the wheel of a sustainable future in European economies and beyond, whether in terms of manufacturing, which remains an extremely important segment, shopping, or deliveries. This all served to confirm that the journey we embarked on years ago was the right one.

There are two main aspects to this outcome, the first being revenues fuelled by incomes from rent payments. These

In the same way - very conservative, that is - we are trying to diversify the fund from the perspective of geographical spread and the involvement of different regions within the EU, or when entering new markets. We also try to ensure as broad a spectrum of financing banks as we can. Put simply, we are actively preparing for any risks that the Fund might encounter on its journey.

The second reason is naturally the ideal selection of attractive locations and our relationships with tenants. Without this, it would be impossible to achieve such rapid growth.

**You now have more than 2,000 investors. Where, in the main, do they come from? Who are they?**

I would say that the investors that come to us are mostly looking for an attractive and stable yield with a balanced risk, something a little different with which to complement their more traditional portfolios.

Natural persons, or private investors, account for the lion's share of our range of investors. The owners of small and medium-sized companies, top managers, lawyers, doctors, successful athletes, and so on. Until 2019, in fact, such natural persons or smaller legal persons more than anyone else. Now we are attracting major institutional players alongside them. Banks, insurance companies, or multinational funds. They previously accounted for around 2 %, but now their share is closer to 15 % of new investments and is continually rising. Our intention is, of course, to make sure that a truly broad spectrum of investors, even those from other countries in Central Europe, is able to share in the sustainable future of European industry through our Fund. Our primary objective still stands: to give investors the opportunity to benefit from further phases of industrial revolution and share in the yields of prominent companies on European and global markets.

At the same time, our partnerships with other banks and distributors continues, partnerships which we keep on expanding so as to make the Fund ever more accessible. At present, a large number of investors reach us through the professional partners I have mentioned, who are able to boast a truly broad base of clients.

**Responsible investment and ESG (Environment Social Governance) have become a major trend. What role do they play in the eyes of investors and what are they looking at the most these days?**

ESG has always been important to us. You could say that we have been dealing



**Tomáš Hanáček**  
Head of Business Development

with ESG since the very inception of the Fund. We simply have the essence of responsible and sustainable investment in our bones. The main reason for this is that we want our buildings to stay operational for many tens of years. This is why they comply with the strictest standards on construction that is considerate to the environment, why we use the most advanced technologies, and why we have more and more projects on brownfield sites. All of our buildings are certified, and this is a trend we want to continue into the future. We have plenty more ideas and projects aimed at continuing in this trend up our sleeve. Alongside the green footprint, we aim to be a good neighbour in all the locations where we are active. We cooperate with our tenants to try and create a suitable working environment for employees. We are also interested in the residents of surrounding towns and communities.

Even though society in the Czech Republic is slightly sceptical as far as its approach to ESG is concerned, our tenants often have very high standards when it comes to energy efficiency, the generation and supply of energy, and specific conditions such as chargers for electric cars, energy storage, and suitable working conditions for employees. You will not get around responsibility in business anywhere to the west of us. Not simply from the perspective of investments, but also, for example, in terms of financing from banks. We are unbelievably happy about this, because we believe that acting responsibly to the world around us is not simply a trend, the whim of regulators, or some form of activism. It should be a natural value at all good businesses.

**What do you expect from 2022? What will the main trends be?**

These are successful years for us, and the rising number of investors in the Fund is a huge commitment for the future. I expect the development of recent years to continue on the market, meaning that demand for industrial properties will continue to rise. We mainly see this in the expanding trends in the economy, such as nearshoring and the rapid growth of e-commerce and logistics. Companies that take all these activities into consideration will need suitable space in which to achieve their business plans into the future.

As far as investment is concerned, I believe that the trend of responsible investment will continue. Here we have a bit of a head start, because we have one of the greenest portfolios of buildings in Europe. Rising pressure on the digitisation of processes and the better availability of funds will undoubtedly continue, the range of investment products, of which there are already plenty on the market, will continue to grow and innovate.

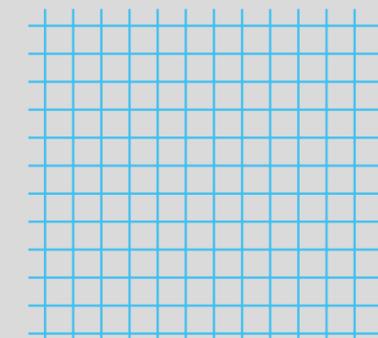
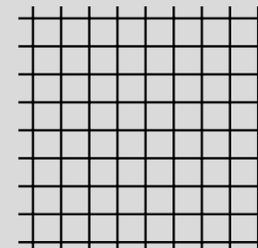
In conclusion, I would just like to say that the most important factor in relation to investors as far as we are concerned is credibility and understandability, both in terms of communication and the entire investment process. This will again be the key to success in the years to come. We try to explain to investors as best we can the essence of how the Fund and the market in industrial properties work, so that they can themselves get an idea of whether investing in this type of asset is right for them or not. This is one reason why we set ourselves the target of continually improving communication with our investors.

## VALUE OF THE FUND PORTFOLIO



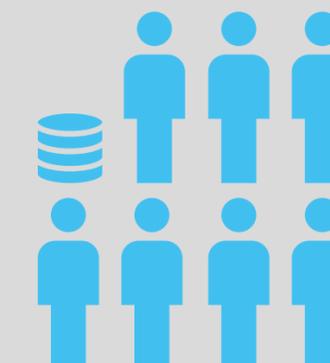
2020: 717.73 mil. EUR  
2021: 1,070.05 mil. EUR

## GROSS LEASABLE AREA (GLA)



2020: 950,282 sqm  
2021: 1,165,582 sqm

## NUMBER OF INVESTORS



2020: 1,252  
2021: 2,247



# THE MOST ENVIRONMENTALLY-FRIENDLY PARK IN MORAVIA? RIGHT HERE IN BRNO.

A multimodal aspect, transformation of the old to the new, a strategic location, top-class tenants, and the very highest standards of certification of consideration for the surrounding world. A combination that makes our complex at Brno Airport one of the greenest parks in the Czech Republic and throughout Central and Eastern Europe as a whole. No wonder, then, that

the biggest brands in industry today are choosing it for their businesses. Coca-Cola, Zásilkovna, DHL, IKEA, and many more. The complex in Tuřany has, just like those companies, become the love brand in the modern hall segment. Why? Because it is considerate to the world around and because a green light has been given to a sustainable approach.

90%



90% of materials from the revitalisation of an original brownfield site have been reused



The daily consumption of potable water is some 60% lower

60%

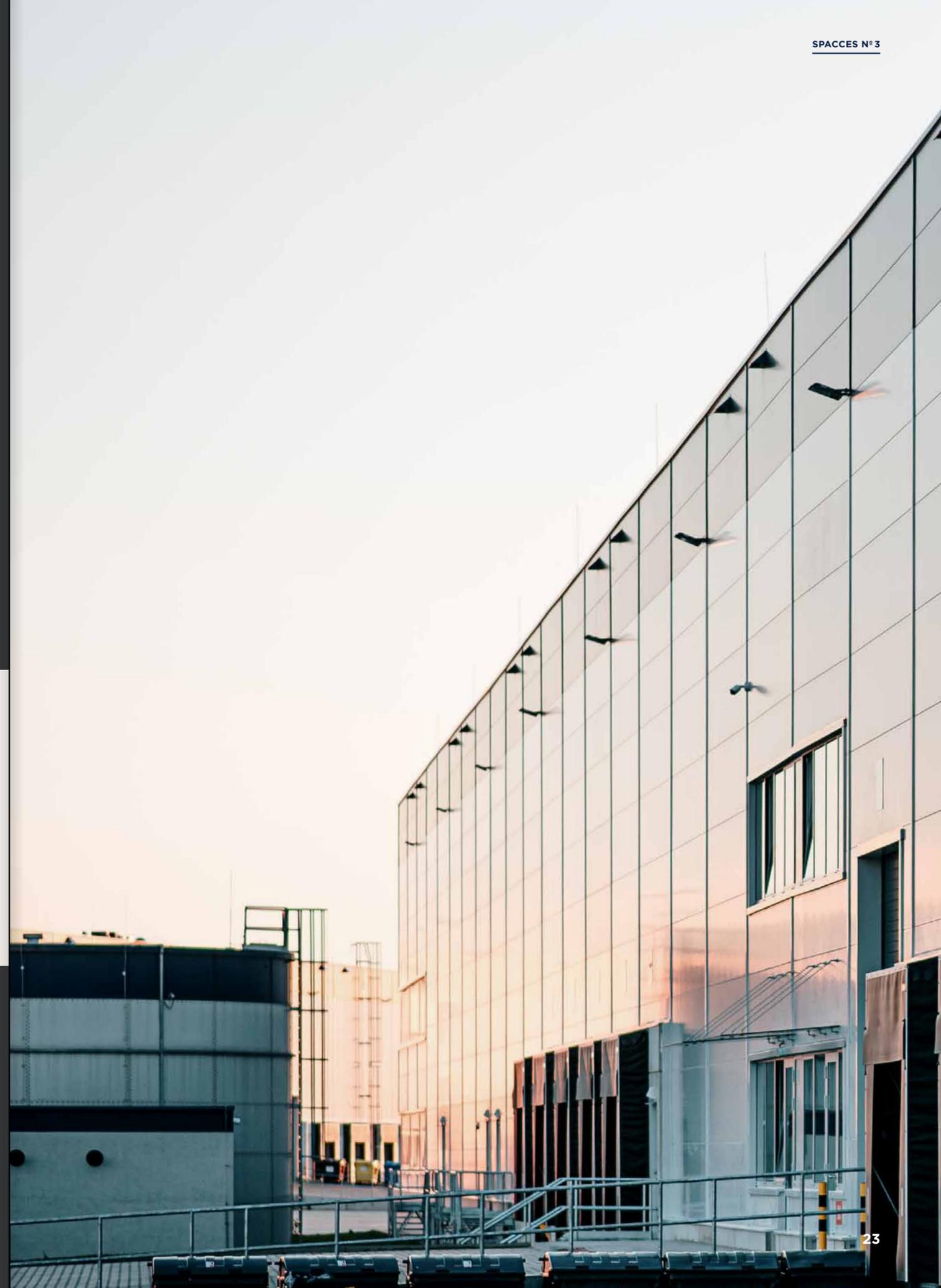


A system of smart logistics management and the use of a railway siding

70%



The CO2 level has dropped by more than 70%





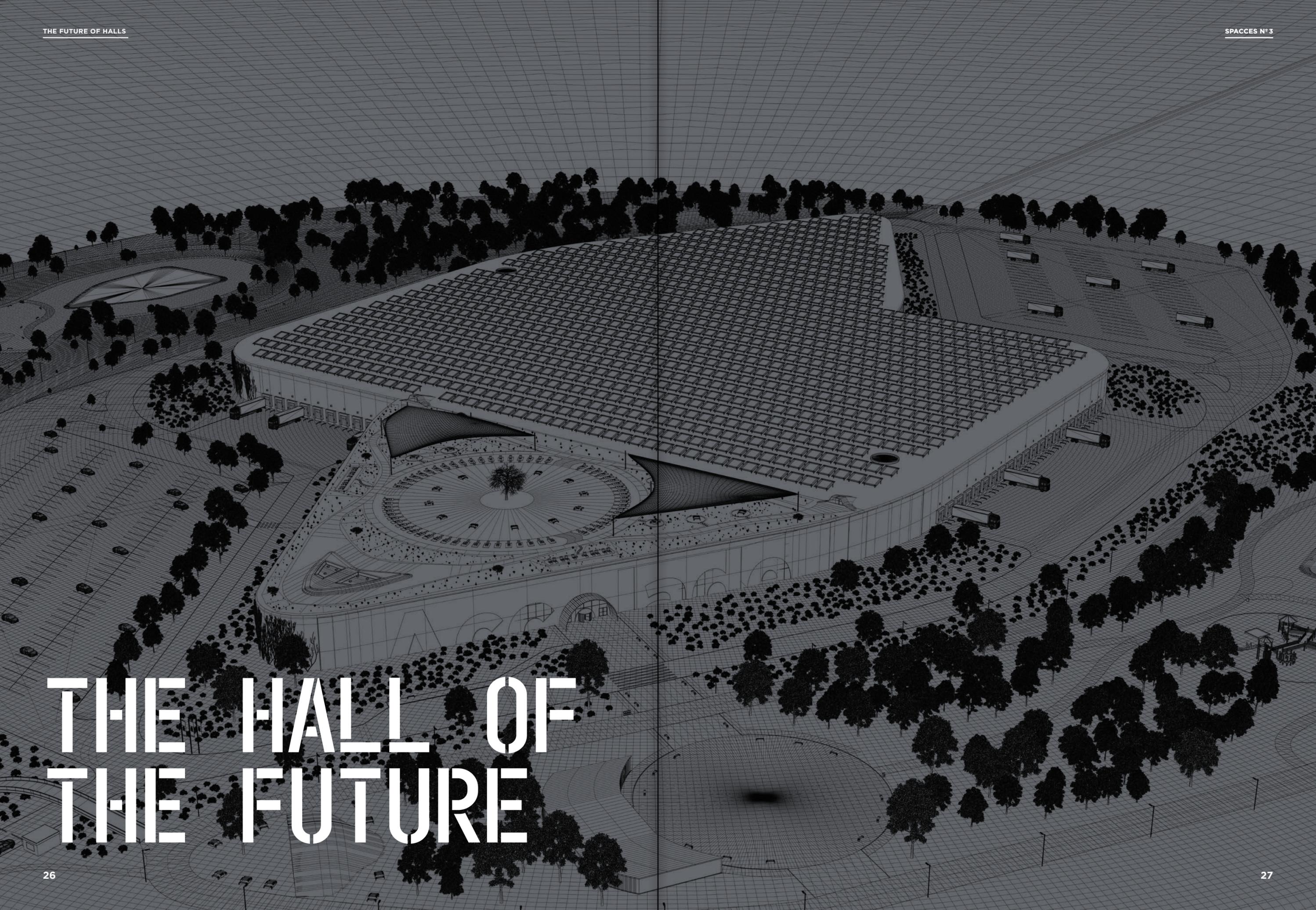
Milan Kratina  
CEO Group Accolade

*"We wanted to turn the complex in Brno into a unique space for key players, no matter the sector. There are two things that link all our tenants: considerable emphasis on a sustainable approach and technologically advanced solutions. Environmentally-friendly and economical investments are one of the foundation stones of our corporate culture and our approach to industrial properties is among the reasons we now have one of the greenest portfolios in Central Europe"*  
says Milan Kratina.

**A MULTIMODAL ASPECT, TRANSFORMATION OF THE OLD TO THE NEW, A STRATEGIC LOCATION, TOP-CLASS TENANTS, AND THE VERY HIGHEST STANDARDS OF CERTIFICATION OF CONSIDERATION FOR THE SURROUNDING WORLD.**



**SUPER GREEN!  
WE, TOGETHER WITH  
OUR DEVELOPMENT  
PARTNER,  
HAVE BECOME  
VISIONARIES AND  
LEADERS IN THE  
FIELD OF INVESTING  
AND PREPARING  
HALLS WHICH ARE  
CONSIDERATE TO  
THE ENVIRONMENT  
AND THE WORLD  
AROUND US.**



# THE HALL OF THE FUTURE

# A FUTURE WITHOUT PAPER! OUR TARGET?

Did you know that, according to statistics from recent years, each and every person uses an average of 130 kg of paper a year?! That's quite a distressing number. Placing the emphasis on taking a considerate approach to the world around us is one of the fundamental pillars on which our ESG strategy is built. It is part of our preparation of sustainable and green parks and of our day-to-day work at the office. There is, however, something that remains - printing and working with a range of printed materials - and that is one reason why this year we await a revolutionary change in our approach to paper and printing. A change that will allow us to reduce our use of paper and save time.

TO REDUCE THE  
USE OF PAPER BY  
40 % THIS YEAR.



# JOIN OUR TEAM



WATCH OUR HR VIDEO

*because people matter*



# OUR TENANTS

## MODERN LOGISTICS, WITH ALL THAT GOES WITH IT



Ahoj, jsem ZET!  
Těší mě

### Any interesting technological innovations to tell us about?

Last year, Zásilkovna launched a range of interesting innovations that focus primarily on the sphere of automation, robotisation, and artificial intelligence, and we will continue our investment in and development of these areas again this year. Unique technology that uses artificial intelligence which is able to communicate very effectively with the customer is certainly worthy of note. In contrast to the system to date, when the customer had to press the buttons and make a selection from the rigidly pre-defined choices in the menu, the new, intelligent virtual assistant ZET conducts a natural dialogue with the customer. ZET is able to respond to

the most frequently asked questions regarding Zásilkovna, search for a consignment, or prolong its storage period, tell a joke or communicate an exact time. If the questions are more unusual or if it detects English, ZET connects up to our operators. This means that, thanks to ZET, actual operators have more time to spend on customers with more complex questions because ZET is able to deal with routine calls without any waits. We have more than 500 calls from customers at a time during the Christmas peak season, and this would be very difficult to deal with without ZET. After all, ZET has one fantastic skill - it is able to chat to an unlimited number of people at the same time.



# Zásilkovna



### Also launched: robotic sorters known as PackMan.

PackMan are AGV trucks that carry consignments weighing up to 15 kilograms and measuring up to 40 x 40 x 50 centimetres. Zásilkovna is the first company in Europe to begin using this equipment to such an extent. The robots are able to drive and sort consignments for two hours on one charge and take only 10 minutes to charge. In contrast to the system to date, when people sorted consignments, the robots are able to check through more

than 10,000 consignments an hour, double that of the existing system. The robots do require humans for their operation, of course, since an employee has to scan the consignment with an electronic scanner so that the robot knows where to take it. The human then loads the consignment on to the robot and it in turn takes that consignment to the right drop point. PackMan units therefore allow depot workers to concentrate on work at which they are better than robots.

### Tell us about the trends that are most clearly visible in your industry.

Automatic pick-up boxes for deliveries from e-shops are currently experiencing a boom. The undisputed advantage of these is that they are available to customers 24 hours a day, 7 days a week. Zásilkovna launched its own automatic pick-up box solution in the autumn of 2020, one that is unique in many ways. Our Z-BOXes, for example, use a minimum of energy for their operation, energy that they take from solar panels. Z-BOXes are very popular with customers, which is why we continue to add more and more to our network. Customers in the Czech Republic can now use almost 2,000 Z-BOXes, with almost 2,500,000 consignments now having been delivered through them. We also have them in Slovakia and Hungary.



**A RECORD YEAR! FOR ZÁSILKOVNA AND THE PACKETA GROUP AS A WHOLE. THE NUMBER OF CONSIGNMENTS ROSE YEAR-ON-YEAR BY 80 %.**



Milan Šmíd,  
Marketing Director Packeta Group

# TRUCKS AND SYSTEMS AS IF FROM THE FUTURE



**Where do you see the main challenges in terms of future development?**

Industry as a whole can expect digital transformation. Of fundamental importance to us in the coming change is that we will move from being “merely” a manufacturer of hardware (industrial trucks, warehouse and intralogistic equipment) more and more into the role of modern software solution provider.

**Any technological innovations you would like to pinpoint?**

We are now using a lot of technology in the intralogistics segment that is considered by many to be a future trend. For example, our customers have been able to use our unmanned transportation services for quite a long time now. 87 % of our KION industrial and warehouse trucks are now fitted with electric motors. Our subsidiary brand, STILL, even runs the biggest fleet of fork-lift trucks on hydrogen in France.



Jiří Čmolík,  
Plant Manager KION Supply Chain  
Solutions



# AUTODOC

## THE STORY OF ONE EXPENSIVE BULB, OR HOW AUTODOC BECAME A EUROPEAN LEADER IN ONLINE SPARE PART SALES.

**Our tenant AUTODOC has moved into the Czech market, arriving from Poland. “There are so many capable and motivated workers in each of the two countries who want to be part of our success story,” says Sven Herrmann. What sort of role does an expensive**

**bulb play in its business history and how is the market changing with the arrival of electromobility? We spoke about this, and more besides, to the founder of one of the biggest online shops in spare parts in Europe.**

### Tell us the story behind your brand.

I founded AUTODOC in Berlin back in 2008 together with three friends - Alexej Erdle, Vitalij Kungel, and Max Wegner. The idea of setting up the company came when Vitalij had to change a faulty bulb in the headlights of his Citroen and the repair shop charged him sixty euro, even though the bulb itself didn't even cost five. Vitalij and Max then spoke to their friend and car expert Alexej Erdle and, with the help of their parents, set about a new project. They sold their first product on 4 August 2008 - a bulb for one euro! The company's income in the year of its foundation totalled 40,000 euro. Eight years later and the company's total income had risen to 100 million euro, and last year we crossed the magical boundary of one billion.

Looking back, I can say with absolute certainty that two strategic decisions were behind the increase in incomes: rapid expansion into other European countries and the creation of a network of quality websites, and full concentration on online marketing activities.

Through neighbouring Austria and Switzerland AUTODOC expanded into Spain, Italy, Great Britain, and France. The next step was to move into the countries of Eastern Europe, in that we are now active in twenty-seven European countries with online shops and customer services in the native language of the respective country.

### What direction has your business taken over the past two years?

Online sales obviously benefited from the situation. On the other side of the coin, though, we had to adapt to the changing situation very quickly, as did many other companies. The bottom line is that demand for maintenance and repairs, and in turn for spare car parts, did not change much. Repair shops returned to normal in 2021. As far as the figures are concerned, we recorded an increase in revenues of 37.6% to 842 million euro in 2020 and crossed the one-billion mark for the first time at the end of 2021, as mentioned. That means growth of around 20%.



### What, in your view, are the current trends in the automotive industry?

There are a number of trends at the moment that will change the very fabric of the automotive industry in the decades to come. The first, and perhaps the main one, is electromobility. This goes hand-in-hand with the demands now being made by customers and is driven by the ever-stricter political measures to reduce CO2 emissions. It will take another few years, however, until electric cars have a significant share of new car sales. The charging infrastructure still requires massive expansion, and consumers need to be given incentives. In light of the fact that we already sell many spare parts for electric cars through our online shop, we plan to be part of this trend to an ever greater extent. The second significant trend, now and in the future, is “shared mobility”, something that will become even more important, particularly in big cities.

### Can you name the main factors that keep your business up and running on a day-to-day basis?

One of our strengths is that we offer customers a wide range of high-quality products at attractive prices. Our product portfolio currently takes in around 4 million products from 1,400 manufacturers for passenger cars, freight vehicles, and brands of motorcycles. We consider ourselves to be a service provider with a strong focus on the customer and the desire to offer our clients the highest added value possible. One example of the products that we have been developing inside the company is the AUTODOC Club, a digital platform that helps customers monitor the costs spent on their vehicle and organise maintenance and repairs easily and cheaply. We have more

than 3,000 videos about car repairs on our YouTube channel, focusing primarily on home repairs. After more than 13 years, we at AUTODOC have a customer base of 12 million clients. Add in 4,600 employees, who put in the maximum effort in all areas every day to make sure that our customers are satisfied.

### The phenomenon of ESG is becoming more and more important. What do corporate responsibility and sustainability mean to you?

We, as one of the leading online dealers in spare parts for cars in Europe, take all areas of ESG very seriously, whether in terms of implementing a clear code of conduct, using modern, sustainable standards for the construction of new warehouses, or taking the first steps in reworking our processes. It doesn't end there, of course: we are merely at the beginning of a long journey. The end result is that we want to, and will, continue to develop in this area.

### Do you see any fundamental differences between doing business in the Czech Republic and in Poland?

No. Both are ideal for business, and in particular logistics, given their good transport connections. They are suitably strategically placed for us to be able to get our products to customers even quicker. There are many capable and motivated workers in both countries who want to be part of AUTODOC's success story and for whom we are a safe and reliable employer. We could maybe come back to that question in two years or so, when we expect our logistics operations in the Czech Republic to reach full productivity.

### What is the most interesting product you have in your portfolio?

That's not really a question for us, more for our customers. The best-selling products in 2021 naturally included spark plugs, motor oil, and brake accessories. These car parts are very popular with customers.

### What will the next 10 years bring in the automotive industry?

Although the share of electric cars will rise, particularly in cities, there will still be vehicles with an internal combustion engine, and the spare parts for these will take the lion's share of our range. We are ready to respond in the right way to trends to make sure we remain competitive; broadening the product portfolio to include more spare parts for electric cars, for example.



**Sven Herrmann,** Senior Vice President for Supply Chain Management of AUTODOC and Managing Director of AUTODOC Logistics Sp.z o.o.

# TCHIBO CHEB

## E-COMMERCE IN CHEB UNDER THE BRAND NAME OF CHOICE COFFEE



CIJ Awards 2017

57,000

spaces for cardboard boxes

60,000

pallet spaces



The expanded Tchibo distribution centre opened at the industrial park in Cheb last year. With total floor space of more than 100 thousand sqm, it was the biggest hall completed in the Czech Republic in 2021. And not just in terms of size, but quality too. The park itself was rated by experts as being one of the best in Europe as early as 2017, the main reason for such an outstanding rating being its emphasis on sustainability. The building for Tchibo meant another first, in that it was ranked the best independent industrial building intended for lease. The Tchibo distribution centre in Cheb is used to store, prepare, and send out goods that customers order over the Internet. The most recent expansion means that it

HOW TCHIBO EXPANDED IN THE PARK IN CHEB OVER THE YEARS	
2016	39,000 sqm
2017	39,000 sqm
2021	more than 100,000 sqm
Levy to the Agricultural Land Fund	CZK 67,635,923
Property tax	CZK 5,400,000
Annual levy to the national budget according to the KPMG/Panattoni method	CZK 1,033,833,242 / CZK 31,014,997,260

now has a generous capacity of more than 50,000 pallet spaces, as a result of which it will be able to cope to perfection with the strictest lockdowns or with the peak season before Christmas. Another result of the expansion is that the centre now stocks more than just the Czech market, but the Slovak, Polish, Hungarian, Austrian, Swiss, and southern German markets too.

100,000 sqm. The Tchibo building in Cheb is now one of the biggest industrial parks in the Czech Republic. "Tchibo and Cheb belong to each other and I am delighted that our tenant there continues to develop and in doing

so help the whole of the Karlovy Vary region in the process of transforming from a coal region to one with a modern economy. Tchibo is a leader in sustainable development in its segment, both from the business perspective and from that of acting responsibly in terms of the world around it. I am therefore pleased that the park has become an example of modern infrastructure for business. We should realise, after all, that modern segments such as logistics and e-commerce can help modernise business in the region and in the whole of Central Europe."

Milan Kratina

100,000 SQM

THE TCHIBO BUILDING IN CHEB IS NOW ONE OF THE BIGGEST INDUSTRIAL PARKS IN THE CZECH REPUBLIC.



Tchibo was founded in Hamburg, Germany, in 1949. It operates in the Czech Republic as Tchibo Praha, spol. s r.o., as it has done since 1991, in the roasted and instant coffee segments and in single-portion coffee systems under the well-known brand names of Tchibo, Jihlavanka, and Davidoff Café. Tchibo Praha has since 2004 been engaged in commercial activity focusing on the sale of a range of consumer goods that changes on a weekly basis.

Tchibo does business responsibly and has long been involved in many projects which focus on the sustainable production of coffee, cotton, and wood and the safeguarding of proper working and living conditions for small-scale growers and factory workers. It actively helps deal with issues such as global warming, is considerate in its use of water, land, energy, and resources, in waste management, and in maintaining biodiversity. It is also involved in the activities of many local communities.

More at <http://www.tchibo.com/cz>

The tenant is our day-to-day partner. Together we look for sustainable and comprehensive solutions.

Asset Management. The team in charge of making sure our tenants are happy in their parks over the long-term. How have their demands changed over time, and how has care for them changed? We went straight to the source to ask.



**Jakub Ryvola**

Associate Director, Czech Republic:

*“Care for tenants began with the absolute minimum, meaning routine upkeep and regular revisions and checks. Over time, tenants have become more demanding and require a broader range of services. A satisfied customer is a good calling card for the landlord because rent generates resulting value for the investor. On the other hand, the tenant is not interested in taking care of property, but in advancing its business. Services should therefore work automatically and smoothly so that they are not even aware of them, but can fully rely on them. For our part, we feel considerable pressure on unifying information on a single platform, where we see great advancement over time. Excel really is a thing of the past!”*



**Lucie Sochůrková**

Sr. Asset Manager, Czech Republic:

*“In my view, the biggest challenges will be sustainability, social responsibility, and reducing the carbon footprint. Our tenants, in particular the western European companies, are already taking a very proactive approach to this and are themselves demanding a variety of “green”, activities, such as more economical water management, recycling materials, greenery and plants for insects, composting, engaging with local suppliers, and, for example, relaxation zones. We are, with certain tenants, now also engaged in the local workings of communities and activities with our neighbours.”*

Excel

Excel



**Alicja Cholewa**

Asset Manager, Poland:

*“I have noticed rising demand for “green” solutions. Tenants ask about them at almost all of our meetings. They are greatly interested in sustainability or green energy, both of which we can offer them. Almost 94 % of our parks use renewable energy. It’s not only about technology, though. Tenants are no longer interested in a place where their employees will be for 8 hours a day and then go home. They are focusing more attention on their comfort, which takes in aspects such as transport links, bike shelters, relaxation zones, smoking areas, well-kept greenery, and the like.”*



**Adrian Karpiński**

Asset Manager, Poland:

*“I can confirm that tenants are not simply looking for modern buildings. Their attention is turning more and more toward a sustainable environment and their surroundings. They are investing in “green” solutions and want halls surrounded by meadows with flowers, trees, bees, and greenery where they can relax. The electricity in our parks comes from renewable energy sources, we try to generate it using photovoltaic panels. We expect this ecological trend to play a larger and larger role in our parks.”*

# SHAPING THE FUTURE

RESEARCH  
CREATIVITY  
EDUCATION  
PLANET CARE  
STAR TENANTS  
EQUAL RIGHTS  
GREEN PORTFOLIO  
BUSINESS PARTNERS  
SATISFIED INVESTORS  
LOCAL DEVELOPMENT  
SUPPORT OF CULTURE  
SUSTAINABLE APPROACH  
STRATEGIC LOCATIONS  
MODERN INDUSTRY  
TALENTED EMPLOYEES  
NON-PROFIT CARE  
POSITIVE IMPACT  
TRANSPARENCY  
FAIRNESS



# THE RED AND YELLOW STAR OF BRNO AIRPORT

## 186,368

passengers checked-in in 2021. 100 thousand more than in 2020.

## 221%

The increase in the number of checked-in tons of cargo in comparison with 2020.

The unstable situation on the aviation market remains, with the current situation none-too-kind on regional airports. Although the 2021 season was stronger than 2020 in terms of passenger numbers, commercial flights have taken a downturn all over the world. This is the case for cargo transport, which is there to supplement normal passenger flights during times of crisis. So how did we get on in Brno? The major plus for us during the tough times was the almost meteoric launch of the new DHL Express cargo line and the traditional TNT/FedEx, which are now responsible for the fact that we checked in more than 12,500 tons of cargo last year. An absolute record and three times more than in 2020.



# Lukáš Répal

## Our work is a team game in which each and every player counts



Lukáš Répal  
Chief Operations Officer

**Lukáš Répal is our Chief Operations Officer (COO). He arrived at Accolade six years ago, initially as manager for the Polish market and then as Director of Assets and Acquisitions. He has a wealth of experience in real estate, having worked in residential real estate while still at university, then managing a complex in Dubai with around 10 thousand villas, schools, shops, and mosques, and after that one of the biggest shopping malls in the world - The Dubai Mall.**

**You joined the company at a time when it had around ten employees. In your view, where is it today?**

The values on which the company was built remain to this day. This is perhaps the most valuable thing you can say looking back. When you grow, you often forget who you actually are along the way. What your goal is. I am absolutely delighted this did not happen to us. It still stands that we want to build modern, sustainable infrastructure all over Europe and be a responsible partner in all aspects throughout. This also applies when it comes to our people. There are now around ten times as many of us, although if we are talking about people across teams it still feels like that small group that wanted to conquer the world of commercial property from Prague all those years ago. At the same time, I feel that the absolute concentration on performance and growth has left us slightly and that, above all, we want to develop each other.

**Really? What, then, is the main driving force for you these days?**

Corporate responsibility. Both external and internal. It's something of a fashionable expression these days, but we have essentially been working on it since day one. We have an extremely open, but at the same time highly professional environment. I have even heard people visiting our offices saying that we would appear to them to be the only market leader that has retained a bit of that start-up punk. I take it as a compliment. It sends out a signal that people have it good here. At the same time, though, they are fully aware of the importance of their work and put in an unbelievable performance. We began working more on internal communication, involving people in what is going on at the company, and working with potential talents, of which there really are plenty here.

**You mention talent. Is it a condition for working at Accolade?**

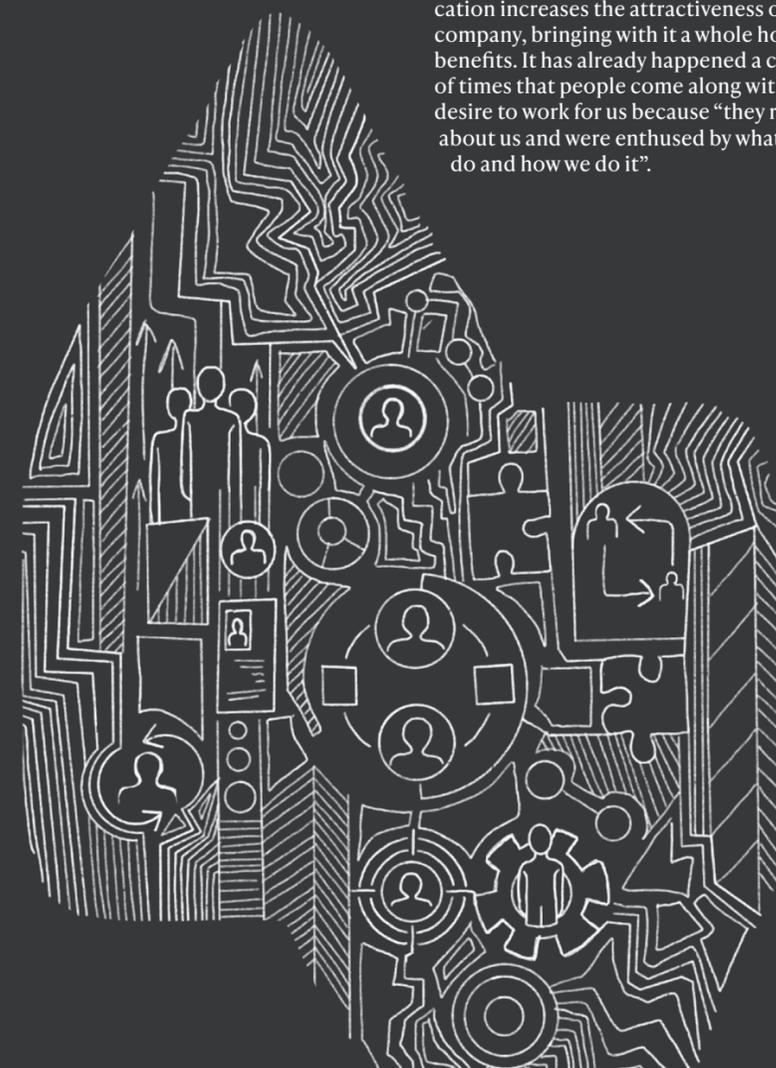
I believe that we all have talent in us. The condition is more the desire to develop it. In just a few years we have been able to build the ideal mix of talent, expertise, experience, and team-spirit. We

mostly choose people that have drive. What I mean here is that everyone is highly motivated by the approach taken by Milan Kratina and company management.

**What trends are you currently seeing in the field of HR and corporate culture?**

We promote a healthy work environment that provides our employees with balance between their working and personal lives. The phenomenon of "well-being" is a priority here. The need to work with people that are mentally healthy became even more important during the pandemic years, whether we are talking about

a flexible approach to working time for mothers on parental leave who want to work, relaxation zones, healthy breakfasts, open communication, support for sport with a MultiSport card, massages on company premises, or regular team dinners. Global data suggest that if someone is happy and feels "at home" in their environment, their productivity can rise by up to 20%. In the same way we began paying far more attention to "employer branding" around three years ago, meaning presenting the know-how and successes of the company in the public domain. I am well aware that effective presentation in the media, on social networks, and in other channels of communication increases the attractiveness of the company, bringing with it a whole host of benefits. It has already happened a couple of times that people come along with the desire to work for us because "they read about us and were enthused by what we do and how we do it".



**The phenomenon of ESG is ever more prominent in Europe. What sort of role does it play at the company?**

Internally, mostly in our approach to people. Our motto is "Because people matter" and we stick to it every day,

sustainable parks, and so it is only logical that we lead by example in our offices too. We are now introducing a "paperless" culture and want to reduce the use of paper by 40 % this year. Last, but not least, we offer considerable support to

**Success is, of course, about people and Accolade is represented in the Forbes 30 under 30 list.**

Yes, that's true. We don't want to boast, but Martina Životová really does deserve it. In spite of her youth, she has managed some fantastic things and is the driving force behind the continual development of our new locations. Hats off. I am delighted about it. I must also say, when we were talking about talent, that Martina is a prime example of how much you can develop. Whenever I wander through the company, I really do see so many young talents with similar motivation. You could even describe the energy that I sense from our people with my favourite quote from American president Theodore Roosevelt: "Far and away the best prize that life has to offer is the chance to work hard at work worth doing". To me, it's a combination of focusing on performance and the feeling that I enjoy my work, that it fulfils me, that I see a deeper meaning to it.

“

*To me, our greatest value is our corporate culture. In just a few years we have been able to build the ideal mix of talent, expertise, experience, and team-spirit.*

”

whether we are talking about the work-life balance I mentioned earlier or, indeed above all, deep-rooting sustainability in all areas of our business. This mainly involves equal opportunities, making the office more environmentally-friendly by recycling and sorting waste more, or indeed smart solutions in how we use energy that prevent wastage and the production of light smog. We have

the growth of the non-profit sector and the development of all the locations in which we are active. The aim is to be a partner to the economy and to society-wide development. I think we are doing well. We are now one of those domestic companies that have a clearly-set and public ESG strategy. We would also like to publish our first non-financial report this year.

Lukáš Répal  
Chief Operations Officer



# Accolade is enjoyable. The performances of leaders in the environment of a family firm

**People are the key to success and with us, the employee always come first. What do our people like most at work? What do they enjoy? And what message would they have for anyone interested in working at Accolade?**



*"The equipment and accessories for working in modern offices in the centre of Prague."*

*"I like how quickly we are developing, but have remained a team that pulls together the whole time."*

*"We are an amiable young team. Everyone has the chance to work on diverse projects and move forward personally and professionally. One pleasing fact is that our company feels a sense of social and environmental responsibility, both in terms of its own activities and in support of similar projects."*

*"It is good that every workmate can go to see the members of management with anything at any time as a result of the "open-doors policy"."*

*"Super company events and team-building all year round."*

*"The work we do and the outside organisations that we work with give us the opportunity to get to know interesting people and places."*

*"Undoubtedly the above-standard benefits, certainly not a matter of course in home corporate culture. The company arranges language courses and other training in professional and personal development alike - refreshments at work, the opportunity to have a massage, gifts for employees, and the like."*



*"No need to hesitate - come join us. You will have the chance to develop professionally and there is no way you'll be bored!"*

*"A Czech company that is a leader in its field, but that holds on to the culture of a family firm. Who wouldn't love that sort of environment?"*

*"You can expect a young team full of talented people that generates an environment of challenges every day."*

## THE NEED FOR SPEED

Jakub, “our” team has its first season behind it. How satisfied are you with its performance in the world of motorsport so far?

The 2021 season was our team’s third season, but the first with Accolade as general partner behind it. We took great strides on previous seasons, mainly in the riding crew and the presentation of the team as a whole. I was sure we would make it on to the winners’ podium, which unfortunately didn’t happen, and our riders were involved in big crashes a bit too often. They were regularly in the leading group during races, though. They were in points-scoring positions on many occasions, but as a former rider I naturally wanted to see us finishing higher. I was absolutely happy with the functioning of the team as a whole. We didn’t have any technical problems and, above all, we know what to work on in 2022.

**You began with two Spanish riders, but ended the 2021 season with only one, with Czech rider Jonáš Kocourek taking over. What happened?**

We switched one of our riders, Victor Rodriguez, for the final two race weekends because his results were not what had been expected. The aim from the very outset was for Victor to be one of the best, which unfortunately did not happen. That’s why we decided to give a promising young rider from the Czech Republic a chance in the final races. Victor was not mentally right and finishing in positions he shouldn’t have been was neither good for him, nor for us. There was nothing to lose, so I chose a strategy of letting Jonáš learn the ropes and get a chance, rather than having Victor languishing in twentieth position or something.

**What are you planning for the 2022 season?**

As I already mentioned, mainly to improve on the inadequacies of the 2021 season and work on developing the motorbikes. Although our bikes were competitive, there is still something to work on and improve. The riders too need to work on themselves. If everything comes together, I am sure we can regularly fight for leading positions.

**And how was it riding under the patronage of Accolade?**

The cooperation is excellent. I really appreciate it. It is an honour for us and for the team to present ourselves under the banner of such a strong partner. Great prestige for us. And I believe that people and other teams in our world, in the World Superbike series, have noticed Accolade. The situation is difficult right now because the pandemic won’t allow a larger number of guests in the paddock (the background of the World Superbike championship). I hope that the situation will improve this year and that we will have the chance to present ourselves in an even better light with more guests there in person, and not just from Accolade. ♦

What do Accolade and successful former motorbike racer Jakub Smrž have in common? Together we make up Accolade Smrž Racing and have our first season on two wheels under our belt.



40 points. That is how many points Accolade Smrž Racing won in the World Supersport 300 category in 2021.

# SMRŽ RACING



Football for a good cause. Jakub Smrž is also a member of Real TOP Praha, a team made up of famous people from sporting, cultural, and social life, the proceeds of their matches going to charity.



**SMRŽ RACING**  
A team run by former rider Jakub Smrž, who after ending his racing career decided to set up his own team and pass on his wealth of experience to the next generation. He set up the team before the 2019 season and entered it in the World Superbike Championship in the Supersport 300 world-class category.

# THE COLOURFUL FUTURE OF MODERN HALLS

A dream come true. The words offered up by young Polish artist Kamila Kurczab to describe her success in a competition we organised together with the Faculty of Architecture at Białystok University of Technology. We provide no end of support to a modern approach to infrastructure, and indeed to art. And as a result, our park in Białystok

is now adorned with a huge mural. The winning design, "A colourful future for all", captured the attention of the panel of experts and, above all, the employees at the complex. The competition is part of our long-term Accolade Industrial Art project, the aim of which is to blend modern industry and art.

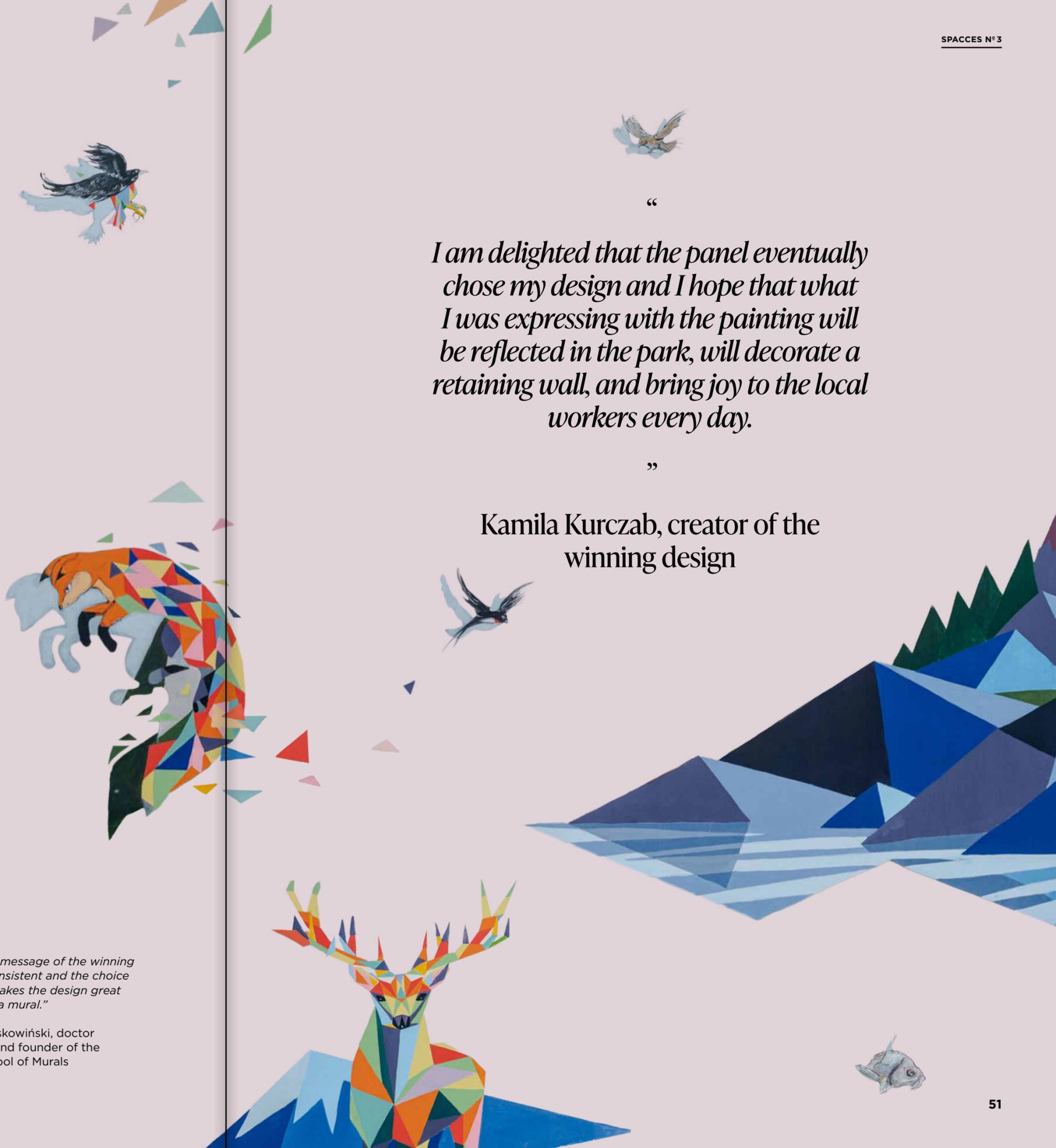


KAMILA KURCZAB



*"The artistic message of the winning project is consistent and the choice of colours makes the design great material for a mural."*

Dr. Rafał Roskowiński, doctor of fine arts and founder of the Gdansk School of Murals



*"I am delighted that the panel eventually chose my design and I hope that what I was expressing with the painting will be reflected in the park, will decorate a retaining wall, and bring joy to the local workers every day."*

Kamila Kurczab, creator of the winning design

# MURALS TO LIVEN UP OUR PARKS



*"Art cultivates any space. Accolade Industrial Art aims to bring something as unique as art to the company's parks and at the same time give room to talented artists. We choose works of art that reflect the values that are deep-rooted in our corporate culture or that*



*have a direct connection to the location of the park,"* says Dana Krynska, PR and Marketing Director, who is behind the Accolade Industrial Art project.



Also making it through to the final together with eventual winner **KAMILA KURCZAB:**

- IGOR CHOŁODA,
- KAROLINA PIELAK,
- KATARZYNA WIKTORIA GANCAREK,
- NATALIA JULIA KUROPKA,
- KAROLINA ANNA KACZOR,
- OLIWIA NICOL JAGŁA,
- MAŁGORZATA KACZMARSKA,
- EMILIA KASJAN,
- FILIP KACPER ŚMIGIELSKI,
- MAŁGORZATA ALICJA WIADUCH
- and KAROLINA OGONOWSKA.



KAROLINA PIELAK



KATARZYNA WIKTORIA GANCAREK, NATALIA JULIA KUROPKA



IGOR CHOŁODA



KAROLINA ANNA KACZOR



FILIP KACPER ŚMIGIELSKI, MAŁGORZATA ALICJA WIADUCH



EMILIA KASJAN

# SPRINKLER ROOM IN BRNO ADORNED WITH A DESIGN CREATED BY DANIEL KYNCL

So our project is simply from one wall to another? Think again. We imported a tried-and-trusted concept from Poland, but gave the artists of Brno a somewhat different type of space. An oval sprinkler room. What was it all about? After a highly-successful competition in Białystok, Poland, we announced a competition for the industrial park at Brno Airport at the end of last year as part of the Accolade Industrial Art project. The aim of the competition was to find a design that would depict the sustainable future of the city and its surroundings in the most original way.

Daniel Kyncl dealt with the task at hand best, beating the sizeable competition and earning the opportunity to bring his design to life with artistic partner to the competition and well-known artist ChemiS. "I came up with a "FULL" design, literally full of things, animals, and monsters. It combines images that are clear at first sight and the opportunity to look for others. The major plus is that the building stands on a round ground plan, meaning that the resulting painting will literally be unending. I look forward to bringing it to life," said competition winner Daniel Kyncl.

A total of 39 artists battled it out for victory, with the panel of seven judges, headed by ChemiS, whittling them down to 10 finalists. And it was Kyncl's design that captured the attention of the panel of experts the most. "Daniel came up with a great design. It mostly appealed to the panel of judges for its diversity in symbols

and its optimism. His "doodle" style makes sense, even though it might look like chaos at first glance. It will certainly encourage everyone to walk around the building and look for everything the artist has hidden in the painting," commented chair of the panel of judges, mentor, consultant, and street artist ChemiS, who already has a number of murals under his belt, on choosing the winner. Together with Daniel Kyncl he will now try to transfer the winning concept, which stands out for its playfulness, colourfulness, and understanding of the values that Accolade promotes, to the cylindrical Brno sprinkler room building.



"Logistics and industrial halls are the ideal canvas for large-format paintings and other techniques. This sprinkler-room building is cylindrical, so it's an interesting experience."

**ChemiS,**  
artistic partner to the competition and well-known art group

The winning design, by Daniel Kyncl



# GRAPES FROM ZIELONA GÓRA

And if we are interested in something in particular? Then we go directly to the artists. Grapes, as the symbol of the Polish town of Zielona Góra, is another work of art in our parks and, as it happens, our very first

on a sprinkler room. We invited two acknowledged and experienced Polish mural artists, Jakub Bitka and Łukasz Chwałek, to come in and create it.



Łukasz Chwałek  
Artist



Jakub Bitka  
Artist

"Our creative concept centred on bringing industry and nature together as one. Grapes are a symbol of Zielona Góra, a town of wine and vineyards, and this accent is deep-rooted there. These are the natural shapes that we complemented in the design with cubes, abstract forms that make reference to logical human thought. It is fascinating that these shapes are so rare to occur in nature, but that people are able to draw them so easily. Their shape is also reminiscent of the packages stored in the warehouses."

**Łukasz Chwałek,**  
one of the designers of the painting



# 01

## ECO-TOUR, OR GREEN FOR THE NEW GENERATION

**ESG.** Three letters that have come to define an approach to the planet, to society, and to the people in our employ or our surroundings. We are committed to acting responsibly in the present and to passing on information and educating future generations, for whom sustainability is becoming more and more important with every passing year.



Young people are interested in the “green” wave, and when it is put to them in an entertaining way, it is all the easier for them to find a path to it. They don’t need orders and regulations because they understand that if they treat the world around them with respect, the payoff will be far greater. We etch the principles of ESG into all our activities and last year launched our first ECO-Tour. What was it all about? Eighty primary school pupils from the Polish town of Szczecin spent a day in our park, touring the premises and enjoying plenty of interesting things to do. For example, there were interactive activities to help them learn about the significance and benefits of beehives on our premises and the importance of trees and greenery for the ecosystem in the surrounding area. Some might say that the environment is fairly low on the young generation’s list of priorities, but quite the opposite is true. They took a great interest and listened with enthusiasm to how they are able to help sustainable development every day of their own accord.

**Young people are interested in the environment. According to a global survey carried out by Deloitte, it is topic number 1 in Generation Z.**

**40% of customers from Generation Z are willing to pay extra for products from a company that is considerate to the environment.**



# 02

## LIGHT FROM THE EVERLASTING HOPE FESTIVAL

**Pianist Adam Skoumal, oboist Vilém Veverka, the PhilHarmonia Octet brass ensemble, and Polish-Norwegian artist Bente Kahan. All in the beautiful surroundings of the Spanish Synagogue, the Church of St. Simon and St. Jude, or the National Opera. This is the Everlasting Hope Endowment Fund and Festival, which emerged from the story of one of the founders of the festival, Jiří Polák, whose family was devastated by the Holocaust and whose father passed through the ghetto in Theresienstadt.**

*"The role of the festival is to combat any form of discrimination and injustice, and so we chose music as the universal bearer of this thought. Through it we can remember the composers that lived in Czechoslovakia during the interwar period and died during the Holocaust," explains Martina Jankovská. "The 1930s were full of modernism in*

*Czechoslovakia, musicians took up the mantle of Leoš Janáček, studied with Austrian composer and music theoretician Arnold Schönberg, and nobody knows how the lives of many of them would have panned out had they not had those lives violently torn from them by the Second World War. Some of them are still known to this*

*day, such as Hugo Haas' brother Pavel, Hans Krása, Gideon Klein, and Viktor Ullmann, but many have also been forgotten," adds Dr. Martina Jankovská, co-founder of the Everlasting Hope Festival and member of the administrative board of the endowment fund of the same name.*





# 03

## WORLD-CLASS CZECH VOICE

The company cultivates art, and support for cultural events is part and parcel of our philosophy.

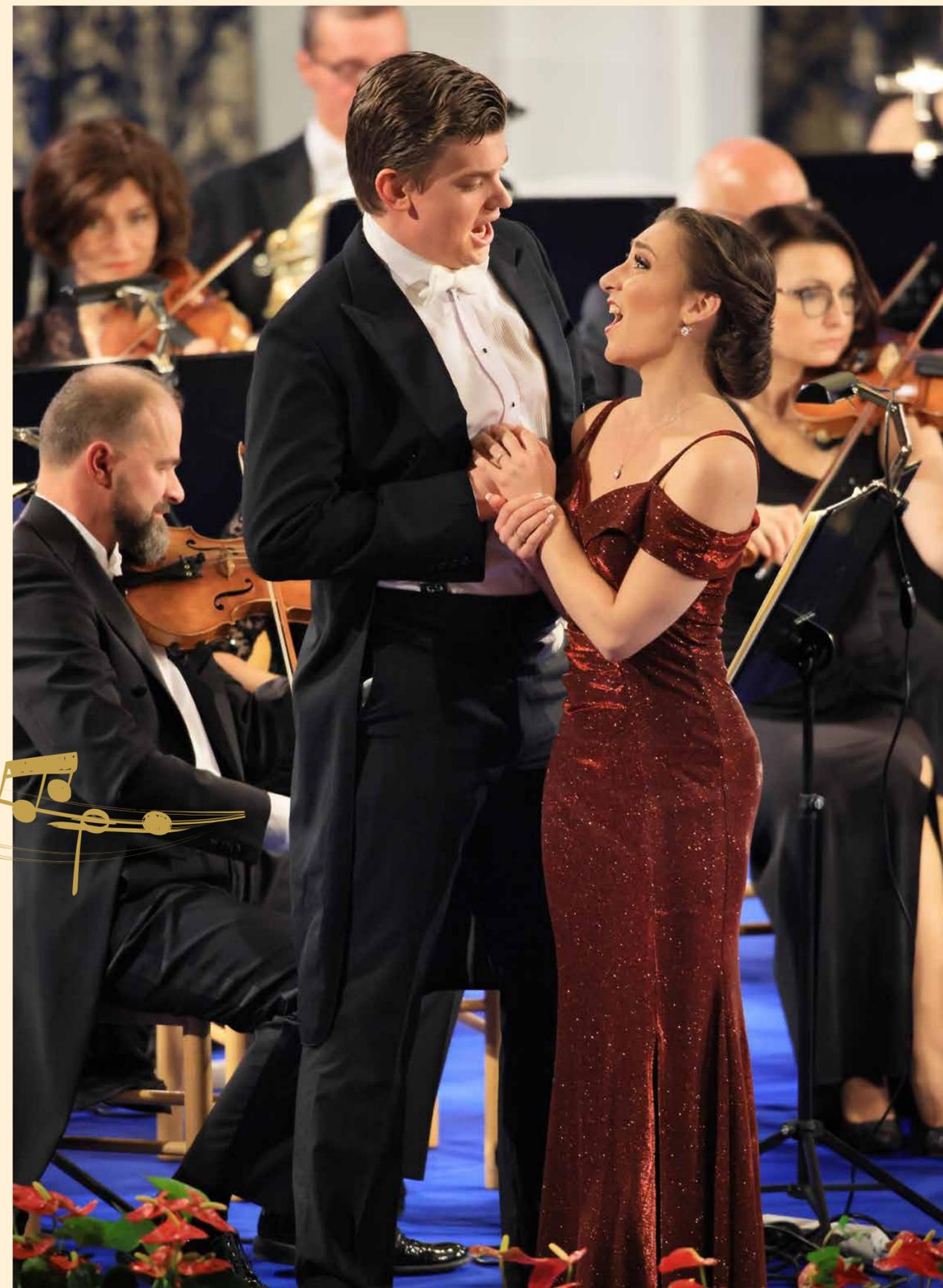
One of the most attractive of these last year was the 30th International Music Festival in Český Krumlov, perhaps the main reason for this being a concert performance by Adam Plachetka and guests to mark the 230th anniversary of the death of composer Wolfgang Amadeus Mozart. Adam Plachetka, leading Czech bass-baritone, and indeed the very first Czech to show off his talents on the boards of the Metropolitan Opera in New York before reaching the age of 30, was there to prove his quality at the concert. The stars of the show were also joined in Český Krumlov by several talented young artists.

*"Culture and art, as an endless source of inspiration, play a fundamental role in cultivating society. This is why we support strong cultural stories and projects over the long-term. A cultural society is confident, learned, and creative. It respects values, its legacy, and others, it develops imagination, provides space for visionaries. To us, this is embodied in the music festival in Krumlov. We see our partnership as more of a mission to support music and art and in doing so help society develop even further."*

**Milan Kratina**



**Adam Plachetka (1985)**  
Czech bass-baritone, a native son of Prague and a member of the Viennese Opera since 2010. Regularly guests at the Metropolitan Opera in New York and at the Salzburg Music Festival. Studied at HAMU (Music and Dance Faculty at the Academy of Performing Arts) in Prague and is a laureate of many singing competitions. His wife is also an opera singer - Kateřina Kněžíková.



# The phenomenon of Zátopek

The Audience Award at the International Film Festival in Karlovy Vary and the Czech Republic's choice for an Oscar nomination bid: a film about the athlete of the century, Emil Zátopek, that captivated audiences in the Czech Republic and abroad. What did they think about the reception and what are their reactions to this year's festival in Vary, to which we are a long-standing partner? Just a few of the questions we put to those in the best position to answer: director of Zátopek David Ondříček and Executive Director of KVIFF and producer of the film Kryštof Mucha.



“The main thing is that people like Zátopek”

Kryštof Mucha,  
David Ondříček



**Kryštof Mucha**  
Producer

ZDROJ: KVIFF.CZ | FOTO: VĚCLAV JIRÁSEK



**David Ondříček**  
Director

**KVIFF took place again in 2021 after a year's forced absence. Kryštof, in what way did the preparation differ?**  
**KM:** Mostly in the fact that we had no idea right until the last minute whether we would be able to organise the festival and how it would look. For us, the organisers, the key factor was naturally getting as many viewers into the cinemas as possible. In this regard, the decision to delay the festival until August proved to be the right one. The situation improved in the meantime and we were able to fill the halls to capacity. And although moving the festival to an untraditional time was the right move, we will be going back to normal next year, meaning the beginning of July.

**The long-awaited Zátopek was given its première. David, were you surprised by the audience reaction?**  
**DO:** I honestly hoped that audiences would like Zátopek, but the boisterous and spontaneous reaction at the festival surprised me, perhaps even shocked me. It was truly unforgettable seeing the thrilled and moved faces of the audience after the opening screening. We also won the Audience Award, which the whole crew values highly. I am currently seeing Zátopek more from a distance, in that Kryštof Mucha and myself are preparing to distribute the film abroad. As for the question of what decided its success, well that's rather complicated because I really don't know. Above all, perhaps, that the audience liked it and were able to identify with the film.

**Kryštof, what do you expect of the next year of the festival and what do you both have planned for the coming months?**  
**KM:** Above all, we expect the return of guest film professionals from abroad. Back in 2021, they were still unable to travel to European festivals such as Cannes, Locarno, or indeed Karlovy Vary. As far as production work is concerned, we still have an awful lot to do and a fair few journeys to make given that Zátopek was submitted as the Czech Republic's bid for an Oscar nomination. But I am sure that myself and director David Ondříček will be able to talk about some other ideas during our travels.



100 thousand viewers saw the film on its first weekend alone.

*The best athlete of the century. A description often used for Czech sporting legend Emil Zátopek.*





# 55TH KVIFF 2021



We are  
Accolade



