



tcn methods

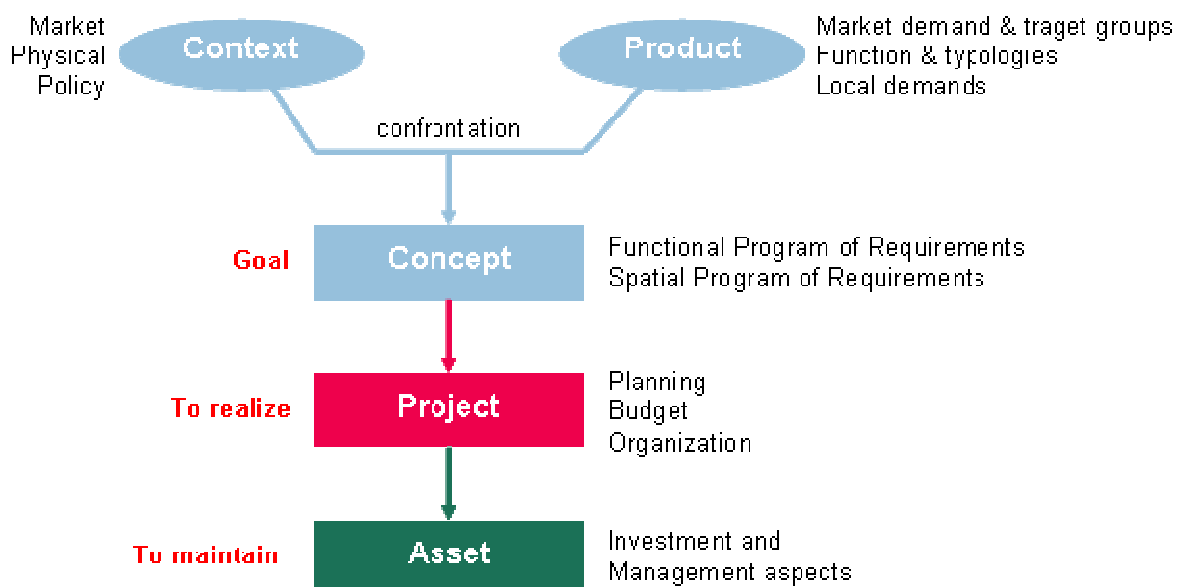
tcn flow

The TCN Flow forms the guideline for TCN's thinking process. This concept based approach manifests itself in the TCN Flow, which summarizes TCN's way of thinking. Matching the defined products to the context provides the foundation for the concept. The project and asset elements of the concept are then detailed to produce a concrete, realistic project.

The starting point for this thought pattern is a generic **product** that - whether or not with the aid of reference projects, yet independent of specific locations - is defined on the basis of market demand. Existing products include Urban Living, Trade Marts and Retail Parks for example.

The generic **product** is then placed within the specific **context** of a location. This confrontation or placement results in the **concept**: fitting the product in with the location. This concept - for example, the Home Trade Center in Nieuwegein - forms the development and investment objective.

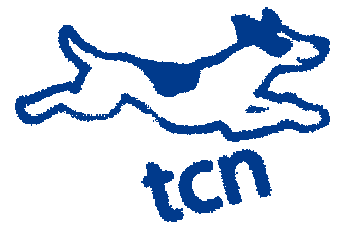
Then, the **project** and **asset** describe how this goal can be achieved or how this goal may be maintained.



The following description applies to each TCN Flow element:

Product = description of the (generic) product

- 🐾 Selection and definition.
- 🐾 Market demand & target groups.
- 🐾 Functions & typologies.
- 🐾 Local demands.



Context = analysis of the aspects relevant to a location

The building context, as well as the direct surroundings is to be researched. This context is the base for the definition of the concept. The context is of course used in this business plan.

This chapter is composed as follows:

- 🐾 Market: short explanation of the market positioning of all chosen products.
- 🐾 Physical: an observation of the land and buildings, physical characteristics of the location and her surroundings.
- 🐾 Policy: what is the policy of stakeholders and the municipality?

Concept = confrontation between the Product and the Context, leading to a definition of the Concept at the location.

The Concept defines the goal, in other words, the final picture in terms of:

- 🐾 Definition.
- 🐾 Positioning.
- 🐾 Program of demands, functional and spatial schedule of requirements.
- 🐾 Functional-spatial plan and sketch design.

Project = description of the manner in which this final objective will be achieved.

Terms are:

- 🐾 Organization & planning.
- 🐾 Information & risk analysis (incl. budget).

Asset = description of the manner in which this final objective may be maintained and improved in terms of managerial and investment aspects and the disposal plan.

TCN Products

Within TCN, projects are classified by their function, which we call a product. Each of these products addresses a niche in the property market. TCN's products are innovative, demand-gearred and often of a thematic nature. Initially, these products are separate from the specific context, to prevent the creative thinking process being disturbed by any possible limitations. The relevant products are then matched to the location, to arrive at a clear concept. At this moment, we have the following products:

🐾 Business Parks

Our intensive project management puts us in the perfect position to respond to the changing needs of users and to market conditions without detracting from the strength of the original concept. The provision of high level service is the main focus of our management of business parks and industrial estates.

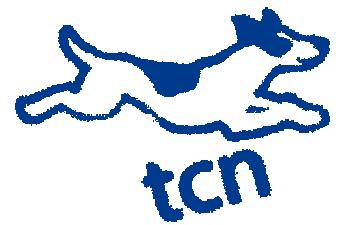
🐾 Data Centers

We hold an attractive portfolio of highly advanced datacenters and are involved in the development of several new assets within Europe. All our datacenters are carrier-neutral, i.e. they are not aligned to Network or IT services and have multiple tenants.

The TCN datacenters typically have a Tier III redundancy (for power, cooling and security systems). This means we have an availability of 99.982%. Due to the increased usage of power in datacenters, datacenters in the Amsterdam-Schiphol area are facing difficulties in providing growth for their customers, because expansion of power consumption is hardly possible. TCN has located all its datacenters outside of this critical region. With a rapid growing demand for data center capacity the coming decades data centers are becoming very attractive to invest in. We are now investigating data centers in Rotterdam, Almere, Hilversum, Moscow and Spain.

🐾 Health parks

Care and health parks in cooperation with hospitals/specialists and other care and service providers. Realizing one stop shopping concepts, cure, care and health services on one location in the pursuit of efficiency improvements and synergy through cooperation and shared facilities.



🐾 Senior Living

Housing concepts for seniors in an active, comfortable and safe environment based on an active participation in society. Senior Living focuses upon three main customer groups: Nursed Living, Assisted Living and Comfort Living.

🐾 Trade Marts

We see that Trade Marts in the Netherlands (as well as some other countries in Europe) have become a mature and well proven concept in several product-lines. In several other European countries we see that the life-cycle has just started. Several reasons which make a European approach towards Trade Marts in Europe crucial:

- 🐾 Extended expertise gained in several product-lines
- 🐾 Pan-European Sales contacts and experience
- 🐾 Professionalizing market in need of plat-form

Under the name Brandboxx, TCN is building a European Network of fashion, sports, and shoes centers. Currently already seven locations in Germany, the Netherlands, Austria and Spain are part of this network. The Goal is to achieve a European coverage of approximately 15 locations by 2012.