

WELCOME

lombard / standard

Deal-sourcing platform for commercial real estate firms.



Connecting buyers and sellers online with
minimum efforts and **maximum confidentiality**.



No effective way exists for industry players to share online confidential real estate deals.

Current workflow requires prior relationship or written contracts so confidential real estate deals can be shared by email.

- **Opportunity costs** due to unavailability of all potential sellers or buyers
- **Constraints** by middlemen, paperwork and introduction fees
- **Leakage and oversupply** of confidential information

A global deal-sourcing B2B platform where players can access fast and share information with built-in, native confidentiality.

SAVE TIME AND MONEY

A single source without logins, middlemen or fees

BOOST OPPORTUNITIES

Deals can be reached by a global scale of players

MAINTAIN PRIVACY

Any sensitive data is completely excluded

- ✓ **PropTech 3.0 wave** as firms increasingly use Data, Geomatics, SaaS, Blockchain and AI to maintain competitive advantage.
- ✓ **COVID-19 social trends** with the boost of online service and the increasingly global and interconnected relationships.
- ✓ **ESG and sustainability** for businesses, using technology to reduce carbon footprint, energy and material consumption.

\$800b

Volume of commercial real estate
cross-border transactions
activity worldwide in 2019.

88%

Real estate investment firms
searching for deals online.

MARKET SIZE

lombard
/ standard

Commercial Real Estate firms

Worldwide

Total Available Market

1.5m+

680k+

20k+

Commercial Real Estate firms

By business openness rate

Serviceable Obtainable Market

Commercial Real Estate firms

Top 32 markets by AUM

Serviceable Available Market

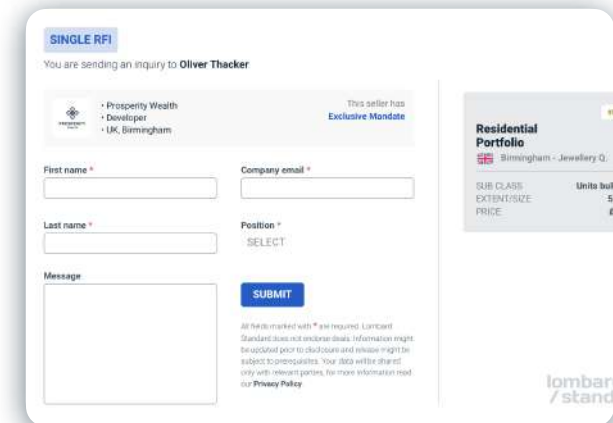
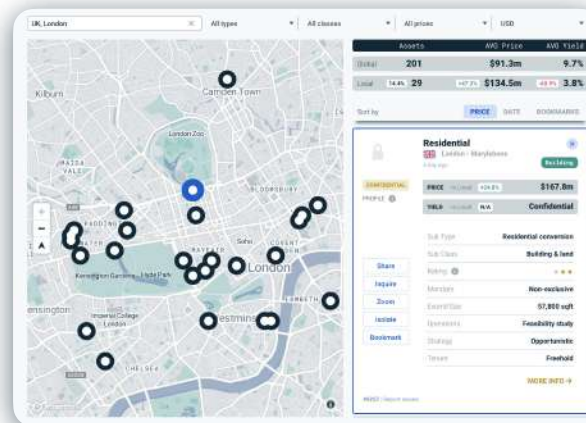
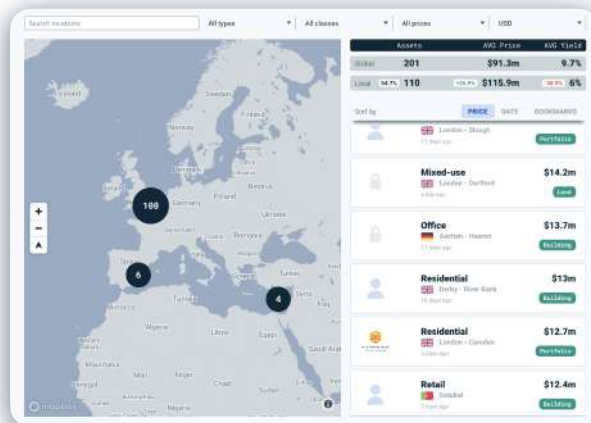
Search



Review



Connect

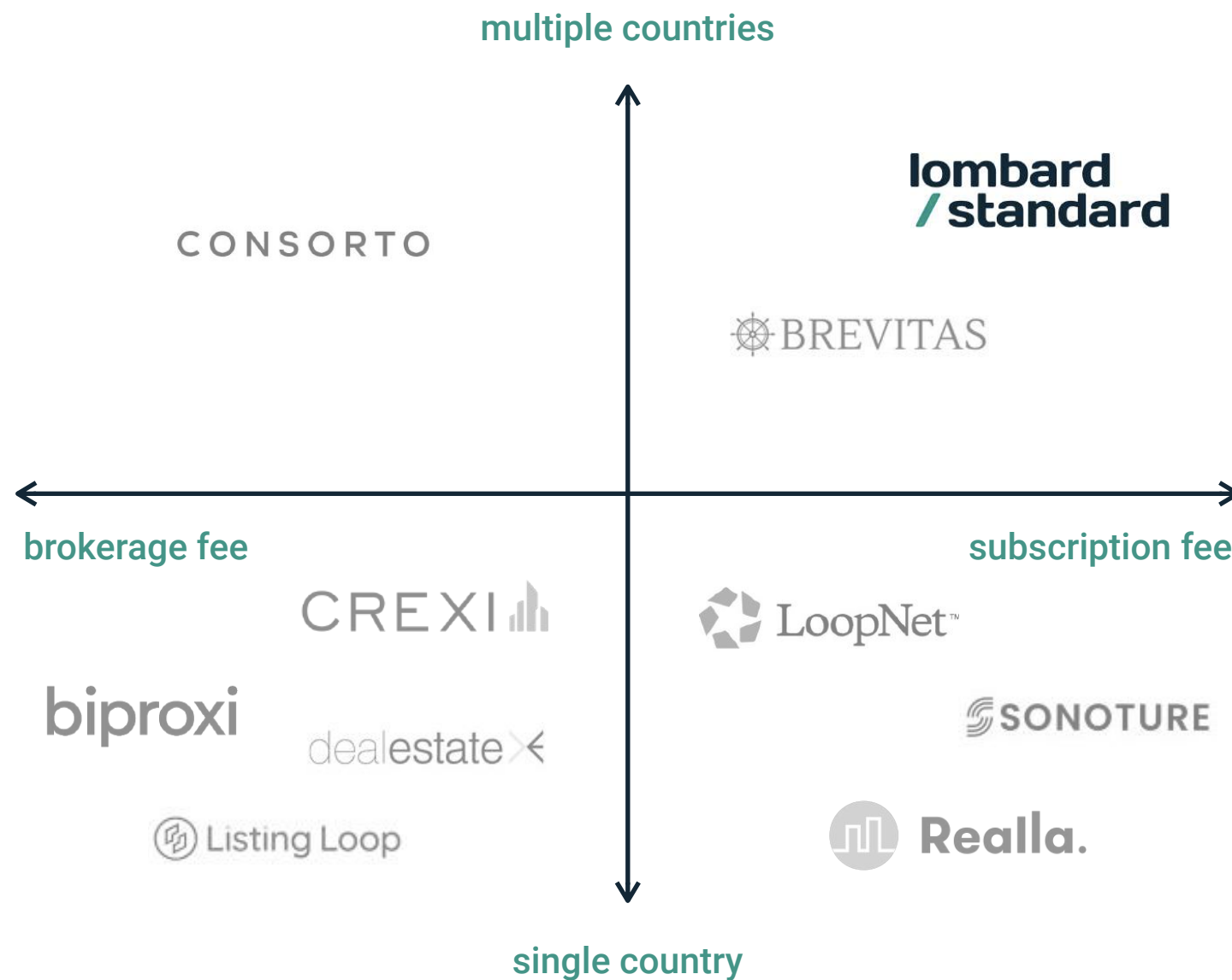


TECHNOLOGY

- Javascript/React, Mapbox GIS
- Single Page Application (SPA), GitHub, CircleCI/Netlify
- AWS Lambda, DynamoDB, S3, SES, ElasticIP

COMPETITION

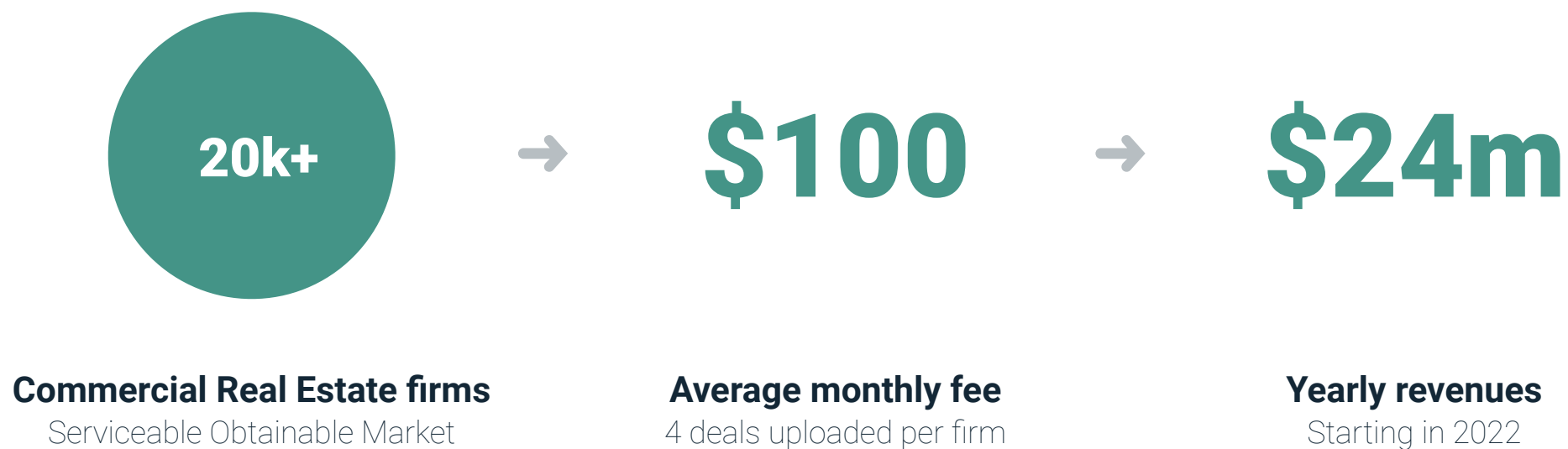
**lombard
/ standard**



DIFFERENTIATION

- Immediate access, no login
- Native confidential standards
- Our buyers network
- Any real estate products

We charge **\$25** per month per deal listed on the app.



Alberto MG Saruggia

Managing Partner
Founder

- MSc, Architectural Engineering
- Vice-chair of RICS Japan advisory board
- Project Management Professional (PMP)
- 20-yrs into real estate project development

Kelvin Ung

Corporate Strategy
Co-Founder

- BA, Mathematic and Computer Science
- Former HK Securities and Futures Commission
- Former CEO/COO of CLSA blockchain platform
- 10-yrs building LiquidNet digital platform

Norbert Bol

Real Estate Advisor

- Master of Business Administration
- Former CIO at SWECO Capital Consultants
- Member of INREV Due Diligence Committee
- 30-yrs into real estate investment management

545

Followers

+10%

Average monthly increase

TOP 5 companies by AUM

- Blackstone
- Hines
- CBRE Global Investors
- ARA Asset Management
- Bentall GreenOak

195

Peak Daily Visitors

+90%

Increase from last peak

TOP 5 countries

- United States - 31%
- Canada - 14%
- Singapore - 8%
- Hong Kong - 7%
- United Kingdom - 6%

40

Customers

+30%

Last 3 months increase

Segments

- Licensed brokerage - 58%
- Deal advisory - 26%
- Property development - 12%
- Owner's representation - 3%
- Fund management - 1%

THANK YOU

KEY DATES

2018/10 - Company founded

2020/12 - App launched

CONTACTS

Alberto MG Saruggia

Founder & CEO

amgs@lombardstandard.com

+852 5309 4712

+81 90 3066 2207

OFFICES

Hong Kong

Lombard Standard (HK) Limited

21/f CMA Building, 64 Connaught Road Central

Hong Kong SAR

London

Lombard Standard LTD

Kemp House, 160 City Road, London EC1V 2NX

United Kingdom

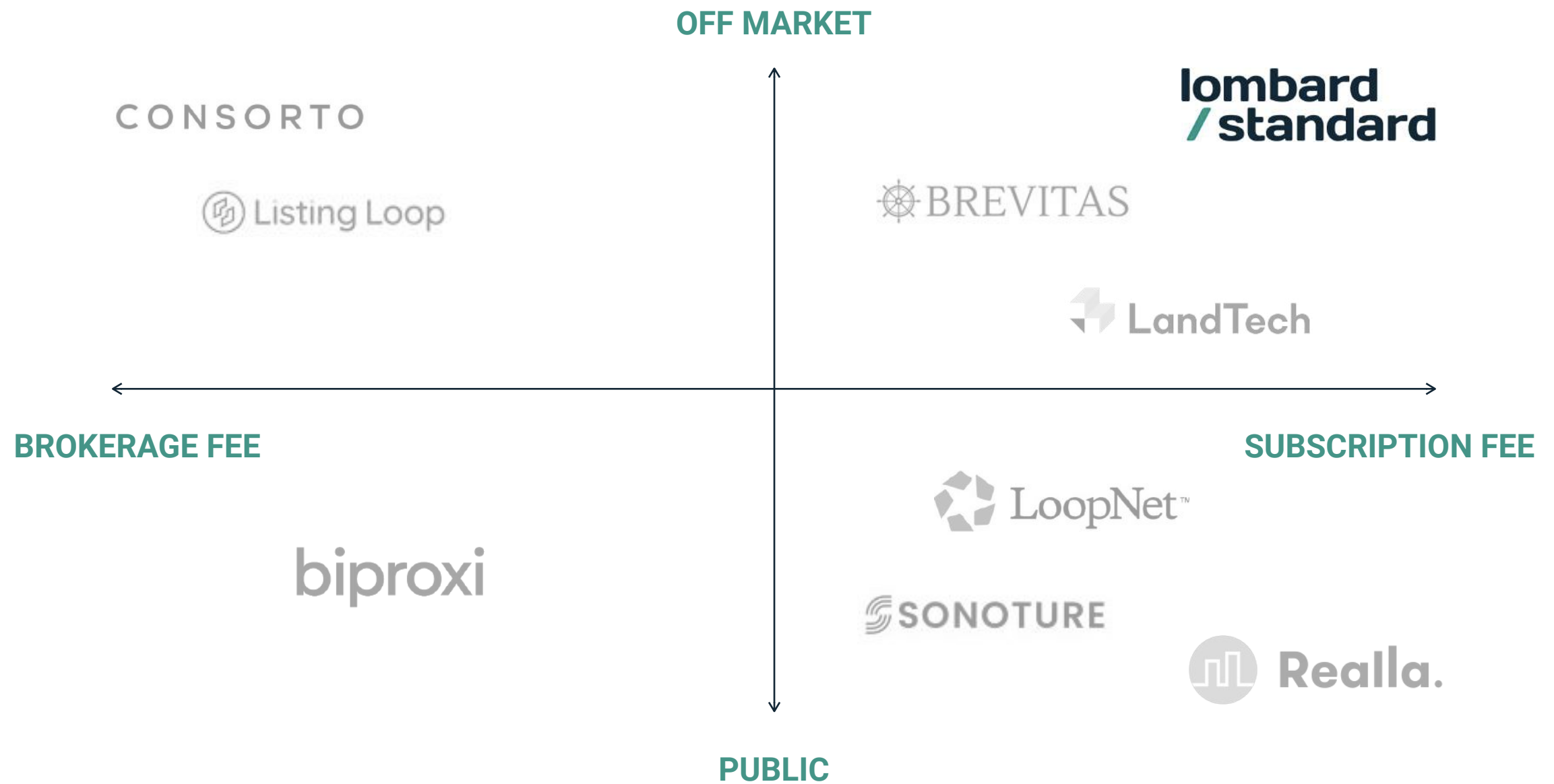
Tokyo

15/f Cerulean Tower, 26-1, Sakuragaoka-cho

Shibuya-ku, Tokyo Japan 150-0022

COMPETITION

lombard
/ standard



THANK YOU

OFFICES

Hong Kong

Lombard Standard (HK) Limited
21/f CMA Building, 64 Connaught Road Central
Hong Kong SAR

London

Lombard Standard LTD
Kemp Road, 160 City Road, London EC1V 2NX
United Kingdom

Tokyo

Kemp Road, 160 City Road, London EC1V 2NX United
Kingdom

CONTACTS

Alberto MG Saruggia

alberto.saruggia@lombardstandard.com

+852 5309 4712

+81 90 3066 2207

CONTACTS

Alberto MG Saruggia

alberto.saruggia@lombardstandard.com

+852 5309 4712

+81 90 3066 2207

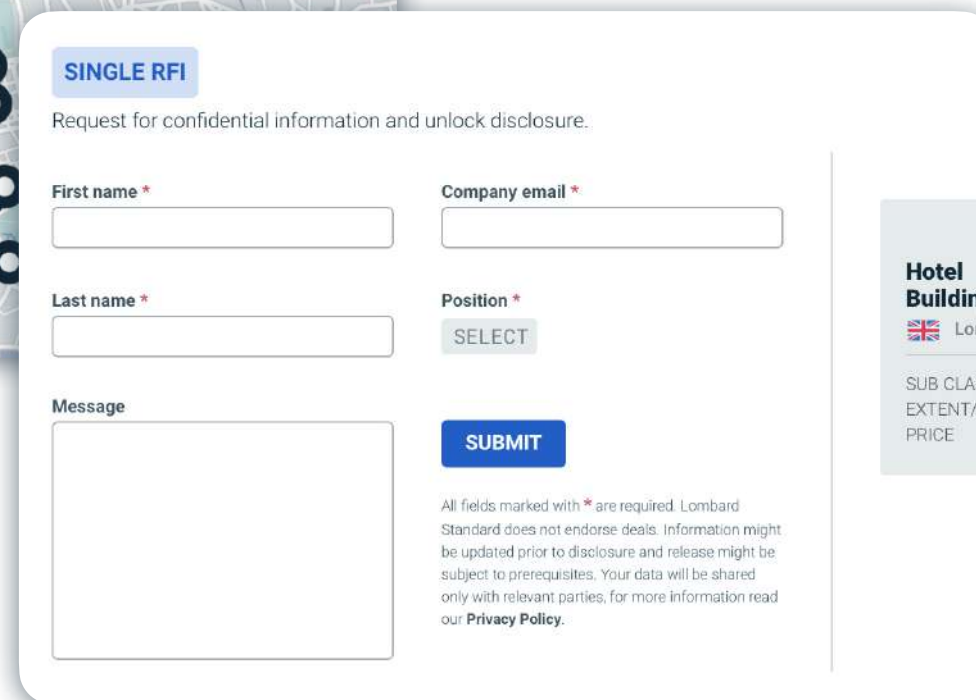
COMPETITION

**lombard
/ standard**



COMPETITIVE ADVANTAGE

- Global database
- Immediate access, no login
- Multiple asset classes & types
- Own buyers network
- Confidentiality standards



75%

Hotel Building
London
SUB CLASS
EXTENT/ST
PRICE

estate investment firms
ing a digital strategy and
g competitive advantage.

There is no global online marketplace

1. Prior trust-based relationship or executed agreements are required
2. The seller send confidential information to the buyer through an email
3. If the buyer is interested, further engagement occurs

RESULTS

- **Opportunity costs** - Unavailability of all potential sellers/buyers
- **Bottlenecks** - Intermediaries, paperwork and introduction fees
- **Redundancy** - Oversupply of information from multiple sources
- **Vulnerability** - Lack of control over the distribution of confidential information
- **Inefficiency** - The workflow is not standardised

The online marketplace

1. The seller lists only key, non-sensitive and customised information
2. The buyer access the marketplace without login or registration
3. If the buyer is interested, further engagement occurs

RESULTS

- **Maximisation** - Availability of all potential sellers/buyers in one platform
- **Savings** - Intermediaries, paperwork and introduction fees are removed
- **Focus** - A single, immediately accessible source of information
- **Security** - Full control on what confidential information is displayed
- **Efficiency** - The workflow is fully standardised