

Acquisition of Henkel 's Head Office in Spain

Case Study: Urban regeneration and land development: **Henkel.**

MeridiaCapital **Henkel**

Acquisition of an office building in 2014 for demolition and transformation into a mixed-use building complex with potential for residential, hospitality, supermarket and parking. The Henkel office building was obsolete and located in an area unsuitable for offices.

Henkel commissioned on B Capital as a vehicle for the sale of its property by granting an exclusive option to enable B Capital to find the best real estate solution that would make it possible, without reducing vendor price expectation, to achieve a very attractive development for the investor.

Finally, the building was purchased by the real estate investment fund Meridia.

Origination	✓
Underwriting	✓
Equity Investor	✓
Asset Manager	✓

Asset overview

- Office building for demolition and construction of 18,731 sqm for mixed-use of 4 * hotel with 182 rooms, 33 multi-family homes and 5 single-family homes.

Investment rationale

- Location in C / Corcega 480, Barcelona (Eixample) especially of interest for the residential and hotel market being in the center of the city and well connected two blocks from the Basilica of the Sagrada Familia.
- Solid understanding of momentum and supply - demand dynamics.

Difficulties to overcome

- Zero funding from banks for real estate development projects.
- Very low demand from developers for land under development.
- Developers demanded excessively opportunistic prices.

Value creation

- Prior search for potential tenants with various intended uses.
- Search for financing.
- Search for the right investor to maximize the price to the seller and, at the same time, an attractive development for the buyer.
- Multi-talented architects' firm GCA and Sob.
- Obtaining a Gold LEED certificate for the hotel.

Urban regeneration and Land development

