

GRAPHISOFT PARK



# Agilia Conference Brno, 24-25.03.2015.

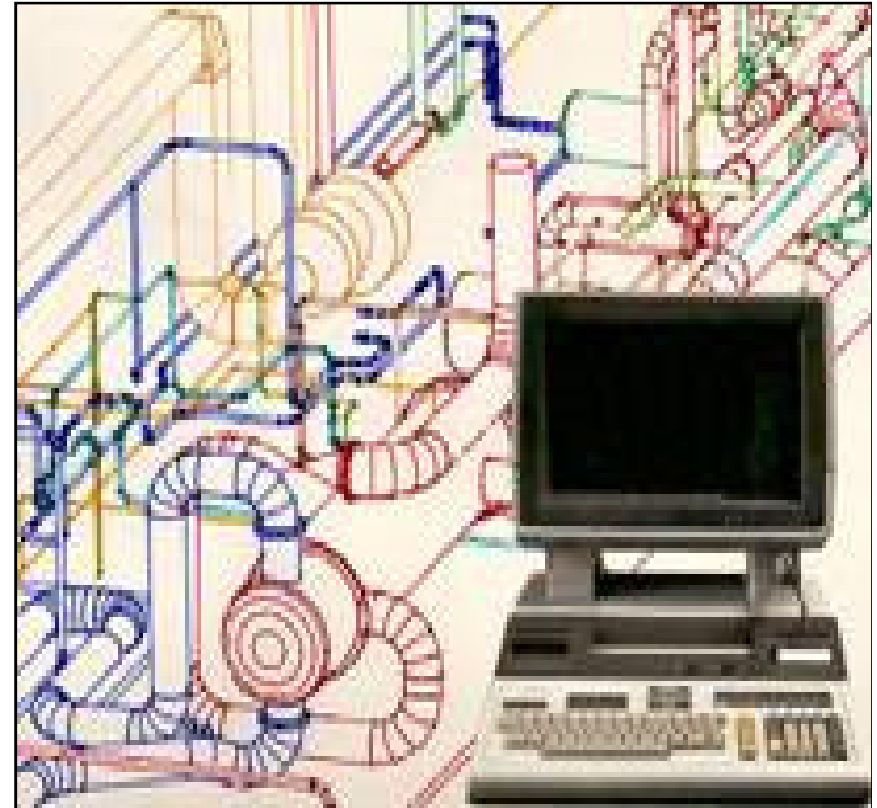




# The Roots

## Some history of Graphisoft R&D

- Graphisoft software firm started in 1982 as a garage firm
- Focus on architectural design sw: **ArchiCAD**
- In 1984, First in the world: 3D on PC
- WW leadership in 3D architectural design sw





# The Roots

## Some history of Graphisoft R&D

- 1990: purchase a few villas in a residential suburb of Budapest
- It was easy in '82 (no domestic competition)
- Harder from '90: compete with Silicon Valley
- Original mission: Attract the best talents
- 1997: Start developing our own mini-Silicon Valley



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# To attract the talents





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# Transforming ideas to the reality





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# Real-estate business or human investment ?





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# Difference to other developers

Owner = First tenant

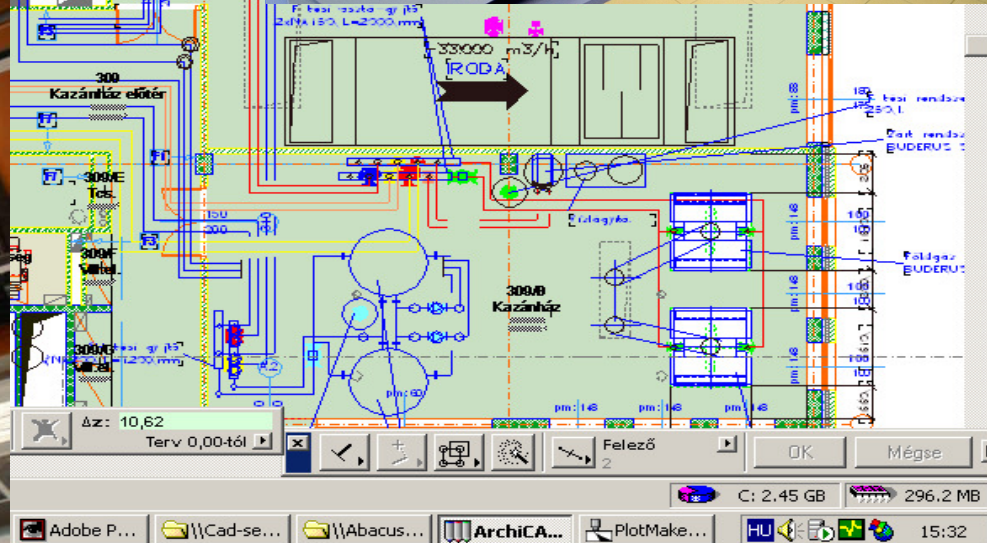
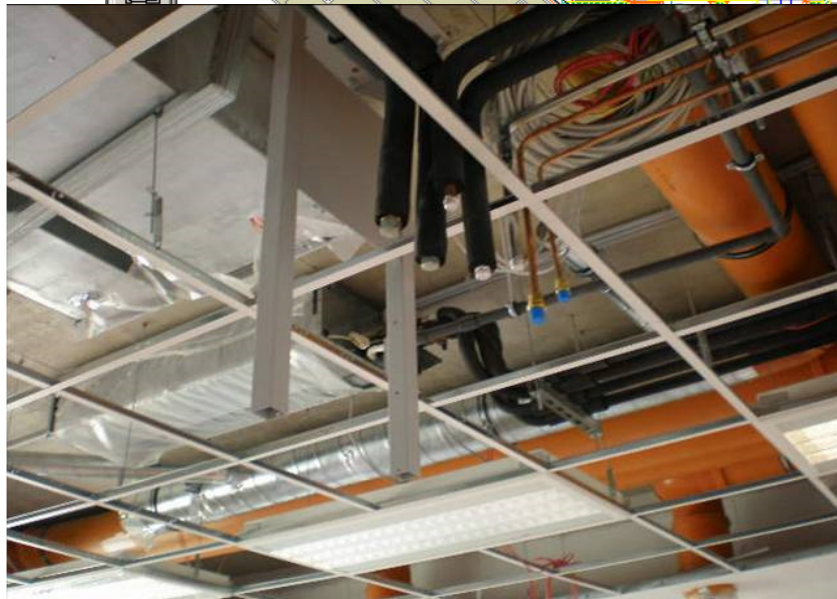
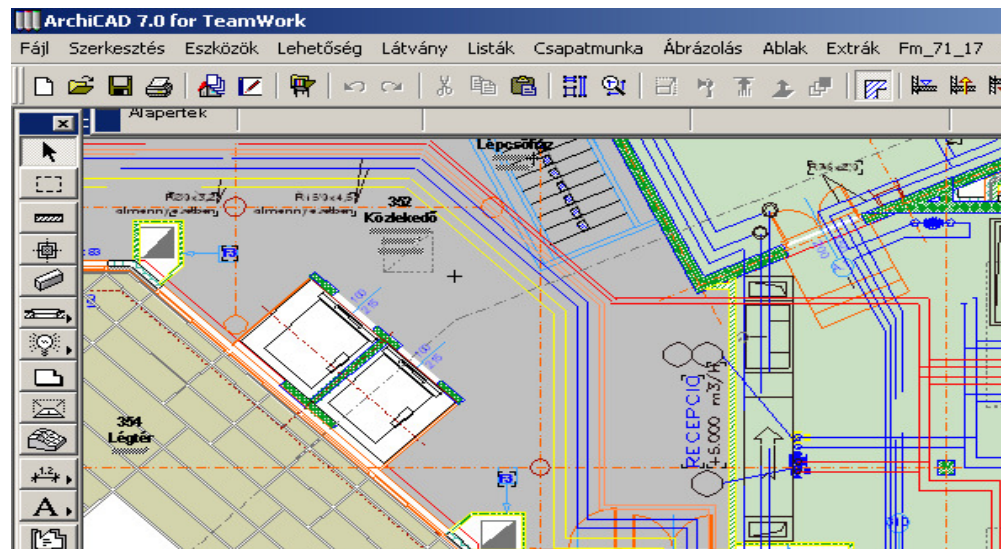




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# Project management, leasing and maintenance in one hand







## Priority on green

- More than 60% green, Cars underground
- Trees are taller than the buildings







## Priority on green

- Calm riverfront,
- Only birds singing, silent environment





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# Common spaces fostering dialogue



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## Love at first sight

- Roman remnants
- Preserving history &  
Building the future





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# Archaeological excavation





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## Love at first sight

- The Gas Factory
  - Industrial monuments
- 
- Preserving history &  
Building the future





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# Industrial Monuments





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## Direct riverfront





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# 1997 The Obuda Gas Factory





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# Demolition, transformation the area





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Moving in July 1998





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# Expansion year by year





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## 2004 The first biotech lab





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2006

SAP Labs





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July 2007

Servier Labs





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July 2007

Microsoft



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2009

Building H





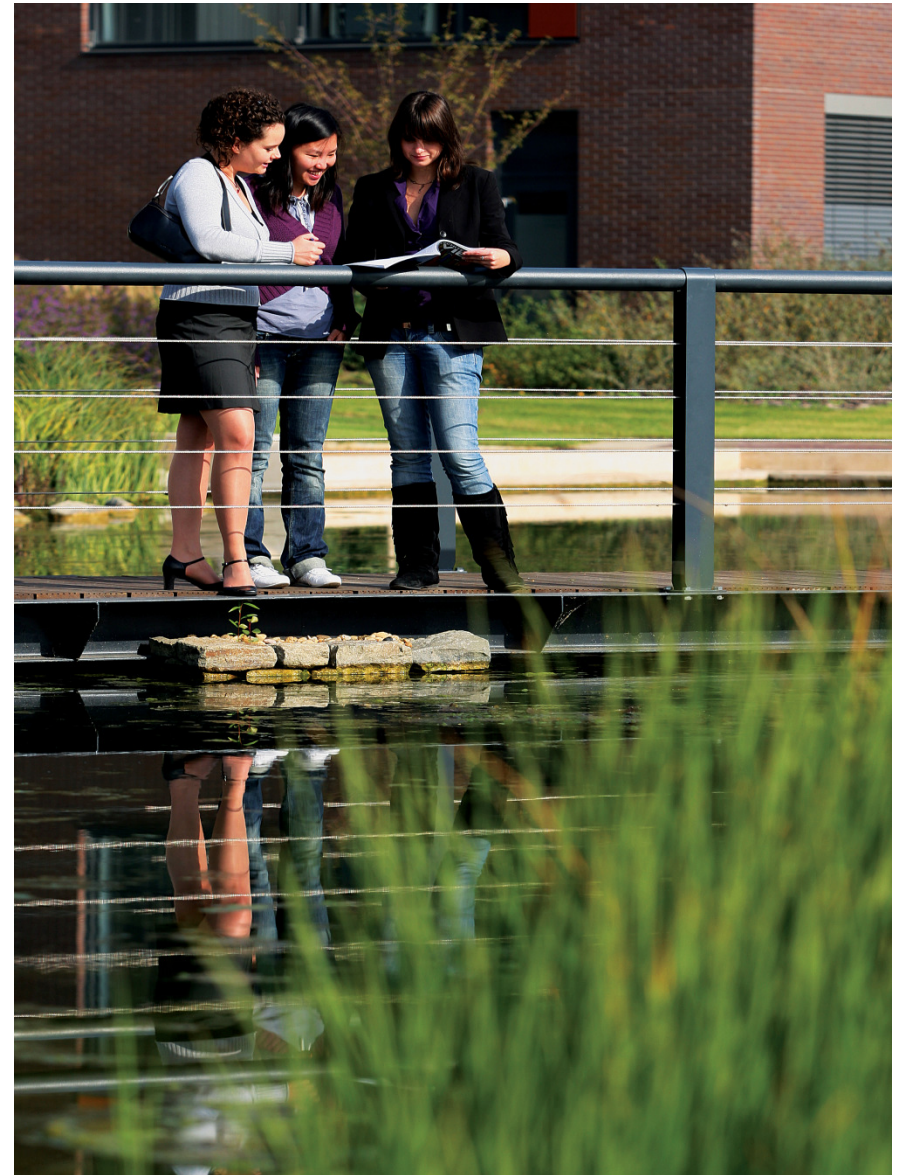
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# TO ATTRACT THE TALENTS

- Yearly cost of ONE software developer

?



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# TO ATTRACT THE TALENTS

- Yearly cost of ONE software developer

34.000 EUR



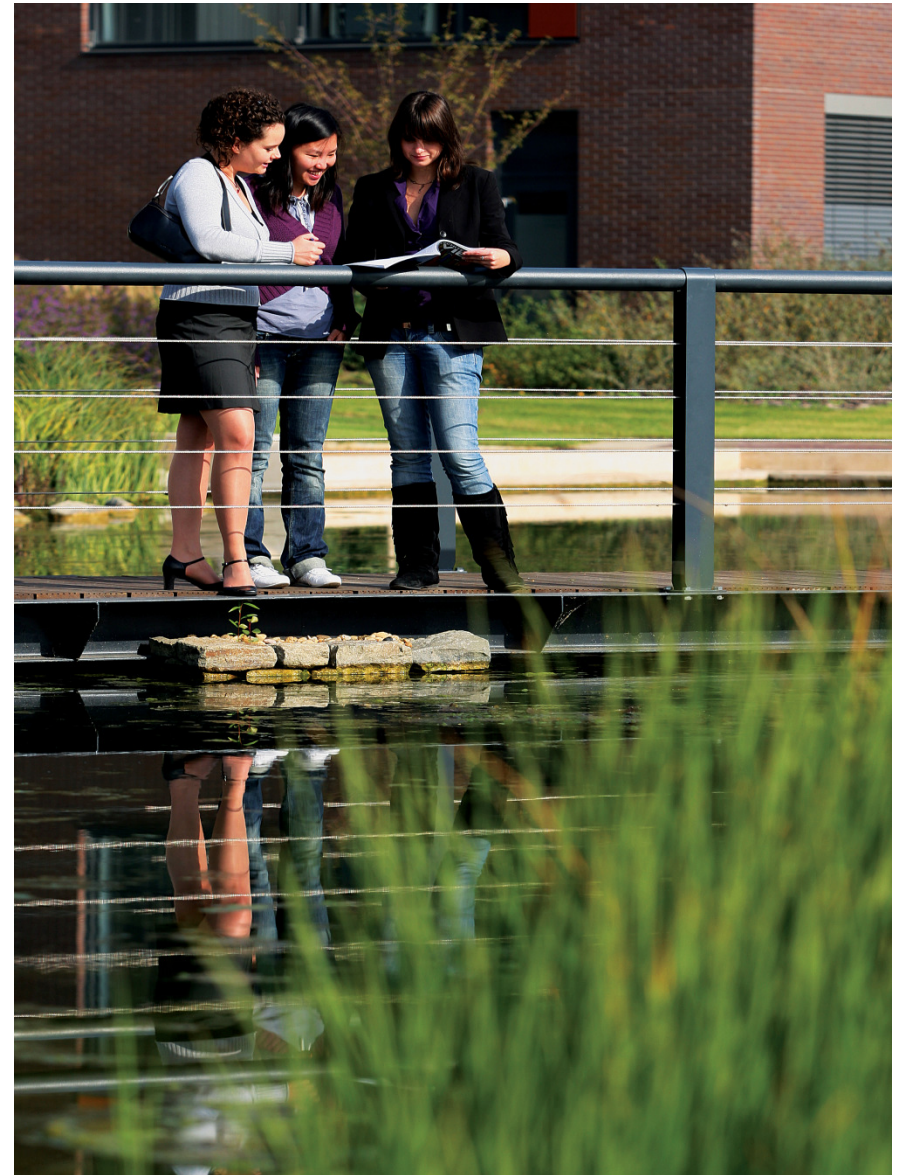




## TO ATTRACT THE TALENTS

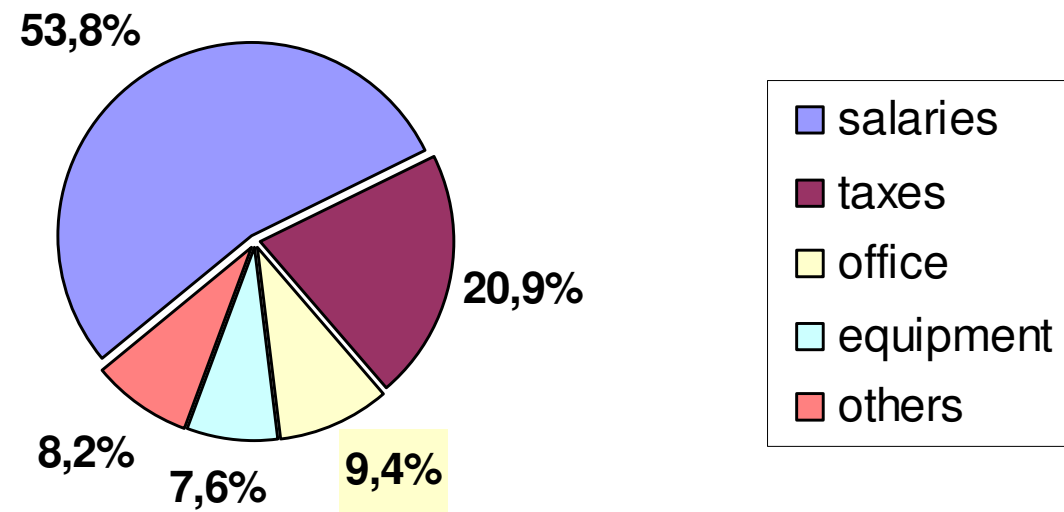
- How many percent of this sum is the office cost

?





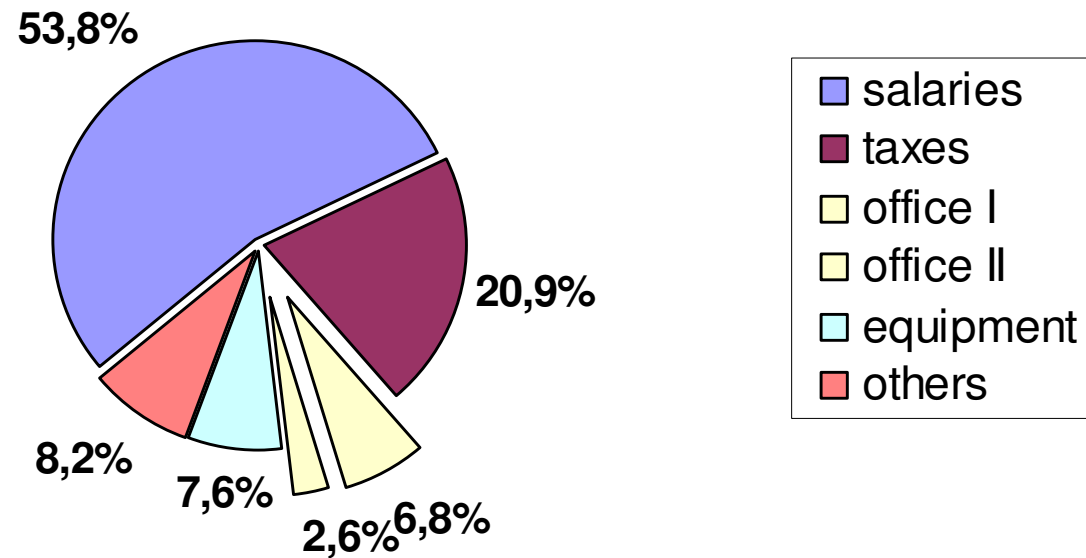
# HR costs of employee







# HR costs of employee





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Graphisoft Park 2009:  
45,000 sq m office- and laboratory space  
on 8.5 hectare land





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Priority on green





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...and efficient design





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# AIT-Budapest 2010

(Aquincum Institute of Technology)





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# AIT, a Technical University to serve the IT industry





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# University campus within the Science Park



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# In historical buildings





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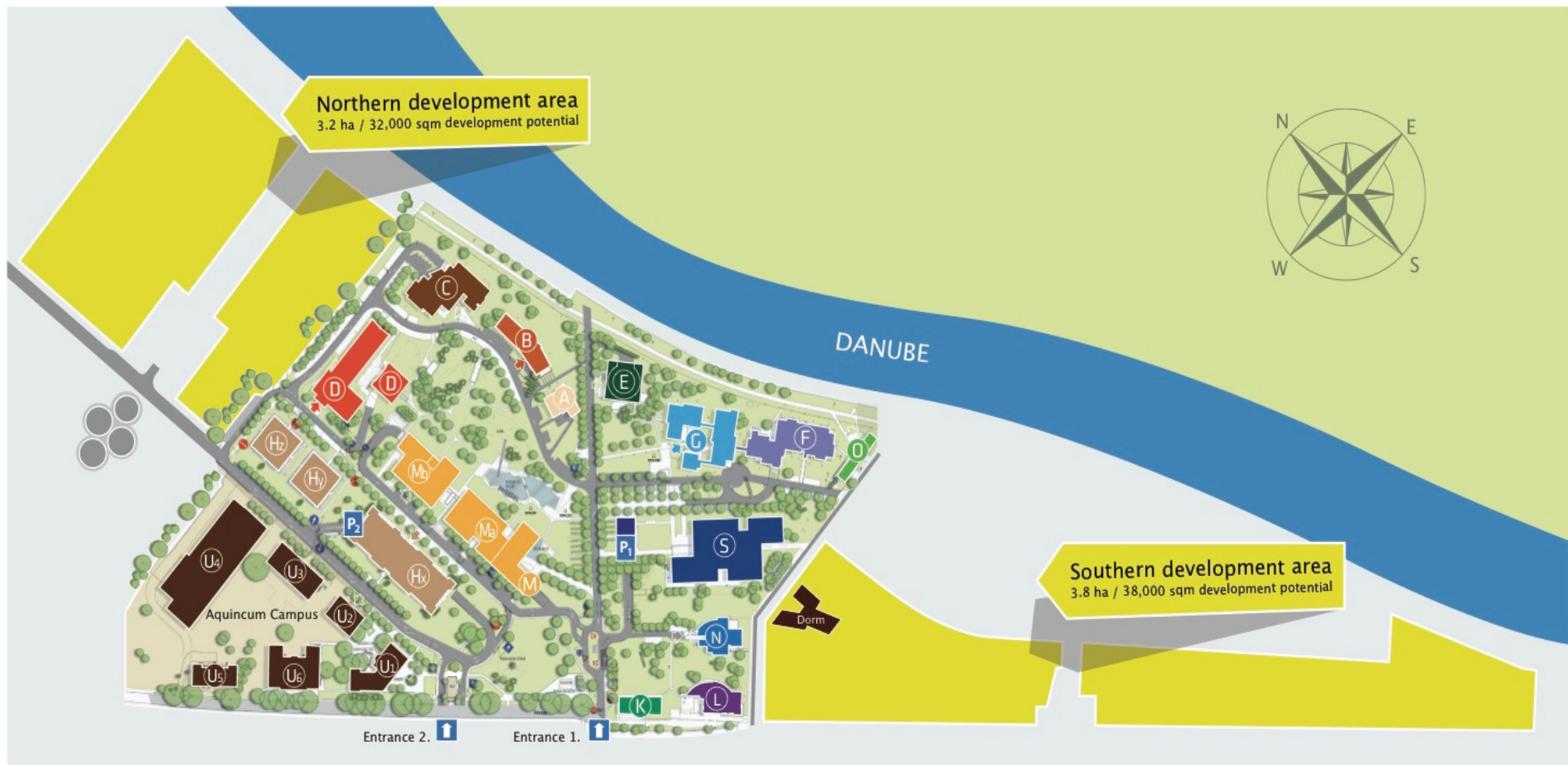


# IBS moving in 2014 (International Business School)





# Future Developments



Additional development potential:

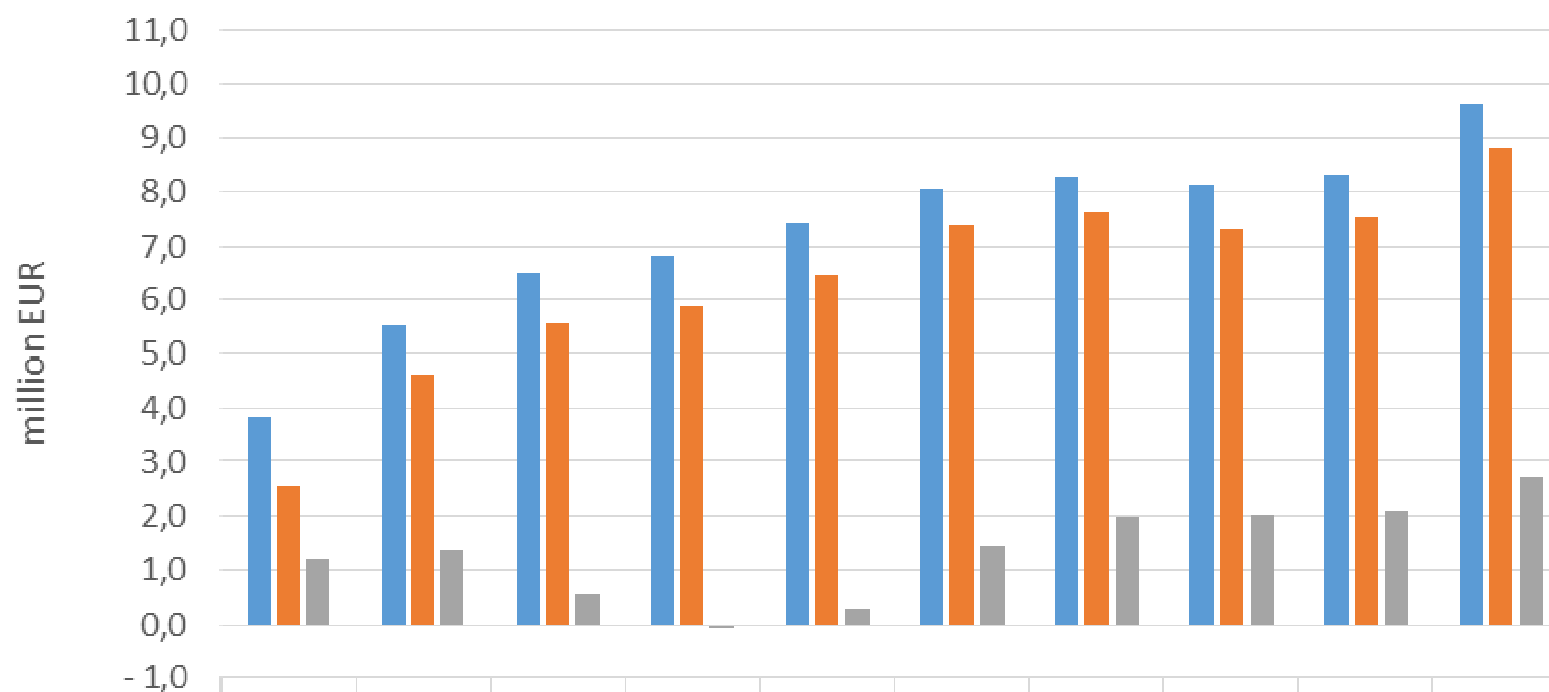
+70,000 sqm office space, Total: 125,000 sqm office space





# Financial highlights

Revenue, EBITDA, net profit (2006-2015)



	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Revenue	3,8	5,5	6,5	6,8	7,4	8,0	8,3	8,1	8,3	9,6
Ebitda	2,6	4,6	5,6	5,9	6,5	7,4	7,6	7,3	7,5	8,8
Net profit	1,2	1,4	0,5	- 0,1	0,3	1,4	2,0	2,0	2,1	2,7

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# Thank you for your attention!



Q & A

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