

CHARM CITY CONCIERGE AMPLIFIES AMENITY PROGRAMMING AND WORKPLACE EXPERIENCES

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Imagine a workplace with a picturesque Capitol-view rooftop terrace where you can unwind at sunset yoga or mingle with coworkers during happy hour. Add in a state-of-the-art fitness center that brings tenants together for group fitness classes followed by a refreshing fresh-pressed juice or smoothie, custom-blended beverages at the lobby espresso bar, and a brand new conference center, and you will find yourself at Charm City Concierge's newest account, 601 New Jersey Ave in NW DC. The 260,650-square-foot, newly-renovated premier office building is owned by Beacon Capital Partners, a leading office investor and manager, and is the third property in Beacon's portfolio to offer concierge services through Charm City Concierge. Others include Greensboro Park and Tysons Metro Center, both located in Tysons, VA.

"Charm City Concierge is thrilled to expand our relationship with Beacon Capital Partners to deliver amazing work experiences in their superior workspaces," said Tina Urquhart, President and CEO of Charm City Concierge. While amenity spaces in corporate office buildings are rapidly becoming hot commodities, providing an on-trend, amenity-rich environment is an area in which both Charm City Concierge and Beacon Capital Partners already have expertise. This important continued partnership helps to create inviting and trendy amenity spaces, which has a significant impact on attracting and retaining top talent.

Recognizing and responding to this growing trend, Charm City Concierge is amplifying its amenity management program across the board. Charm City Concierge helps property management teams and companies realize the many unique ways they can utilize office spaces in order to engage tenants and employees while creating a community at work. Lounges, game rooms, fitness centers, cafes with gourmet food options, outdoor spaces, gardens, and rooftop terraces are revitalizing old delis, closets, spare corner weight rooms, and unused storage rooms.

"Our team develops a creative plan for maximizing function and activating each amenity space in an effort to make the tenant experience more engaging. Creating unique and comfortable spaces builds community, creates an enjoyable work environment, and boosts employee morale and productivity," adds Urquhart.

Amenity programming and management is just one component of Charm City Concierge's solution. Work-life wellness programs, building connected communities, unique tenant relations events and experiences, concierge services, retail loyalty programs, leasing initiatives, and technology comprises the concierge solution that truly transforms the workplace into a work experience. With this comprehensive solution, Charm City Concierge is helping their clients make the most of their spaces in an effort to positively impact lease renewals. Many property management companies and building owners are realizing all the benefits—Charm City Concierge has added more than 25 buildings to its portfolio within the past year. Because tenant success leads to building success, Charm City Concierge continues to be an important asset to the properties they service.

About Beacon Capital Partners

Beacon Capital Partners is a tenant-focused private real estate investment firm with a nearly 70-year legacy of successful real estate development, ownership and management. Beacon unlocks value by strategically investing in high-quality office properties in core urban markets with highly-educated workforces. Our hands-on approach transforms these properties for today's tenants, with innovative design, state-of-the-art connectivity, modern amenities, and award-winning sustainability and risk management initiatives. From Fortune 100 firms to the leading innovative and growth companies, our tenants are proud to call our distinctive workplaces home.

Beacon has raised eight investment vehicles totaling over \$12 billion in equity since 1998 from a diverse investor group including leading endowments, foundations, public, private and foreign pension funds, financial institutions, and sovereign wealth funds. This equity capital has fueled 150 office investments, including joint venture partnerships, with a projected total value of approximately \$30 billion.

For more information, visit www.beaconcapital.com.

About Charm City Concierge

Charm City Concierge provides innovative concierge solutions to commercial office buildings, residential communities, mixed-use properties, private corporations, corporate campuses, malls, and hospital clients in more than 260 locations. Amplify your building amenities, create memorable experiences, increase tenant well-being, and build lasting relationships when you partner with Charm City Concierge.