

Commerz Real: Design awards for hausInvest annual reports

Commerz Real can pride itself on a number of international design awards for the 2014 and 2015 annual reports for its open-ended real estate fund hausInvest. The latest trophy is the International Corporate Media Award (ICMA) in “Silver” for the online 2015 Annual Report. The ICMA has been presented by the International Editorial Design & Research Forum since 2010. According to the Meerbusch-based institute the objectives of the competition are “the exchange of creative ideas across national borders and the localisation of international trends”. At the beginning of November the report had already received the renowned Red Dot Award from Design Zentrum Nordrhein-Westfalen; prior to that it had picked up the Mercury Excellence Award in “Gold” and the iNOVA Award “World’s Best Corporate Websites” in “Gold” from the International Academy of Communications Arts and Science (IACAS), USA. The IACAS also honoured the 2014 Annual Report – both in its printed form and in the online version – with the International Academy Award of Annual Reports.

“We see the awards – and in particular those for our online reports – as confirmation of our aspiration to be an innovation leader,” says a pleased Andreas Muschter, the Chief Executive Officer of Commerz Real. In 2012 the company began using multimedia in the design of the hausInvest annual report, utilising, among other things, embedded videos, interactive photo galleries, maps and audio clips, as well as so-called “text-to-speech” features, in the online version.

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About Commerz Real

Commerz Real is a fully-owned subsidiary of Commerzbank AG with more than 40 years of market experience and approximately 32 billion euros in assets under management. The company combines comprehensive know-how in asset management and a broad-based structuring expertise to deliver its signature range of services of fund products focused on tangibles and bespoke financing solutions. The fund spectrum includes the open-ended real estate fund hausInvest, institutional investment products as well as entrepreneurial participations in real estate, aircraft, regenerative energy and ships. In its role as leasing company of Commerzbank Group, Commerz Real offers tailored equipment leasing concepts along with bespoke financing arrangements for assets such as real estate, big-ticket equipment and infrastructure projects. www.commerzreal.com