



Company Report

2021

Heimstaden



Foreword

Heimstaden is the largest provider of rental housing in the Czech Republic and is also one of the largest companies in the Moravian-Silesian region. We own and manage more than 42,000 housing units and provide a home for nearly 80,000 clients. Our core vision is to offer long-term and safe rental housing based on the concept of friendly homes. Places where our clients' lives are simpler and more varied. This is why we pay so much attention to social and environmental sustainability and the quality of life of those who live in our apartments. We invest not only in the homes, but also in the location and the surrounding environment. We influence the lives of the inhabitants of several cities, and our activities have an impact on their satisfaction as well as on the overall nature of the public space. A large number of our employees come from the Moravian-Silesian region, live here, and have a close relationship with the region. For example, the fact that we give preference to suppliers doing business in the Moravian-Silesian region also contributes to supporting its economic growth.

We apply social responsibility and sustainability principles in our everyday business. Thanks to record-breaking investments, we can continue the massive insulation of buildings, and we keep contributing to climate protection by upgrading heating systems. We are committed to the elimination of local fossil fuel heating, which will be replaced by central gas boilers and heat pumps by 2027. We are also emphasising the recycling of plastics, paper and glass in all office buildings and detached workplaces.

The opinion of our clients, which they express through satisfaction surveys, is very important to us. This is the largest project of this type in the housing sector in the Czech Republic, and the feedback gives us a number of impulses for further improvement and

streamlining of existing services, products, and communication with clients. We are pleased that the results of the survey show improvements in all key areas, such as the quality of housing and services.

We have a number of programmes to support individuals and families who find themselves in difficult life situations. We try to help not only seniors or single parents among our clients, but also, for example, children from orphanages or foster families, and we cooperate with non-profit organisations.

Last year, we proved once again that we are no strangers to our core values of care, dare, and share. We are very pleased to have become part of the global Heimstaden initiative

"A Home for a Home", in the framework of which we opened the Havířov branch of SOS Children's Villages in November. Our employees once again showed great heart in fighting the pandemic, helping communities affected by the devastating tornado, participating in the "Say Thank you to the Mountains" event, etc. We received several awards for social responsibility, including those for projects aimed at mitigating the impact of the pandemic. But most of all, I am proud of how actively all of us in Heimstaden have been involved in helping the struggling Ukraine. We provide accommodation for war refugees, and we also help our community of colleagues from Ukraine, people we know from work. It is a great motivator for me, thank you all very much for that, and I appreciate it a lot.

Jan Rafaj
Statutory Director
Heimstaden Czech

We Are Heimstaden

A leading European real estate company focusing on the acquisition, leasing, development, and management of residential and commercial space. We manage 150,000 apartments with a total value of approximately SEK 306 billion (733 billion).



We are the largest provider of rental housing in the Czech Republic and one of the largest companies in the Moravian-Silesian region. We own and manage more than 42,000 housing units, providing homes to nearly 90,000 clients.



10
countries



150,000
friendly homes



2,100
employees





250,000
clients





330
cities

Number
of apartments


 1,653 apartments

 4,412 apartments

 43,196 apartments

 18,247 apartments

 60 apartments

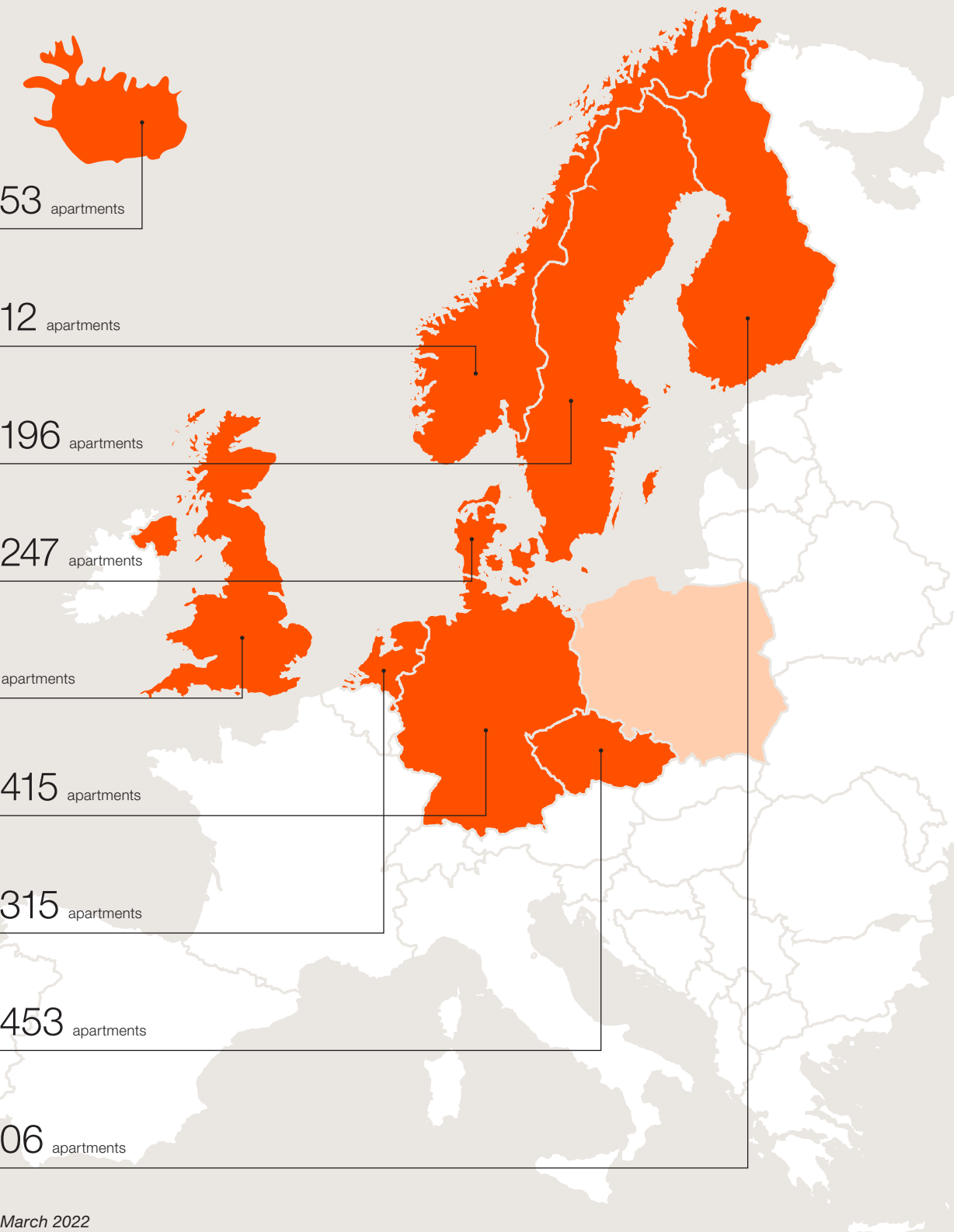
 25,415 apartments

 13,315 apartments

 42,453 apartments

 1,006 apartments

Data valid as of 1 March 2022

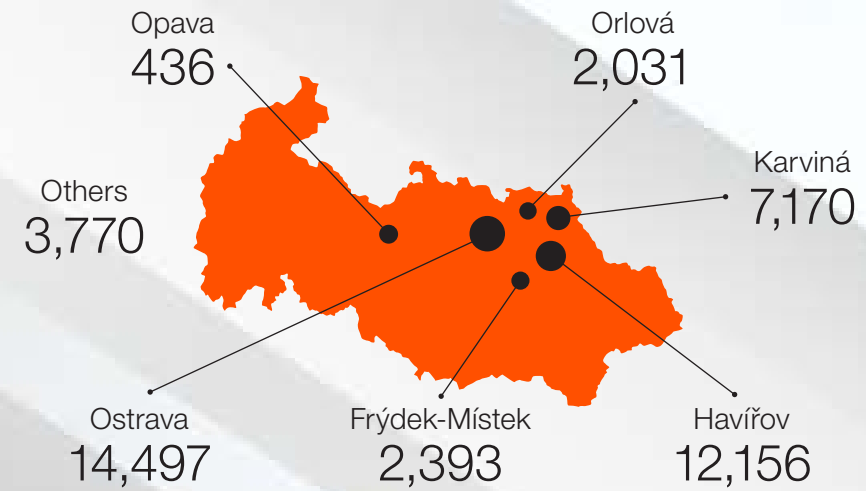


Our Portfolio

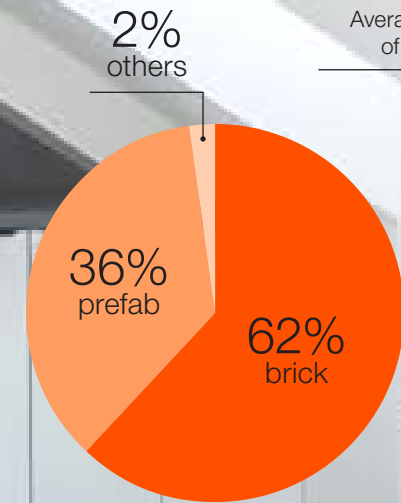
Currently, we are focusing mainly on the Moravian-Silesian region. We offer apartments of various sizes, from studio apartments to 4+1. Recently, the demand for smaller apartments has increased in the rental housing sector. We have responded by dividing large apartments into two smaller units where technically possible.

Number of Apartments:

Total in the Moravian-Silesian Region: 42,453 apartments



Types of houses



Average number of storeys:
4

Types of apartments

Average apartment size:
59 m²

Small apartments (0+1, 0+2, 1+1, 2+1):
69%

Data valid as of 31 December 2021

We Build on Our Values

The trio of values – share, care, dare – that guide us, define our nature and our way of working. Starting with behaviour within the company and companies as a whole.

We strive for maximum happiness and quality of life for all our customers and employees. At the same time, we want all of our successful business activities to be based on the principles of responsibility and sustainability.



This is how we fulfil our vision – to create a friendly home, a place where life is simpler and more colourful.



Share

We share our experiences and willingly help others grow. We are honest, trustworthy, and transparent in words and deeds



Care

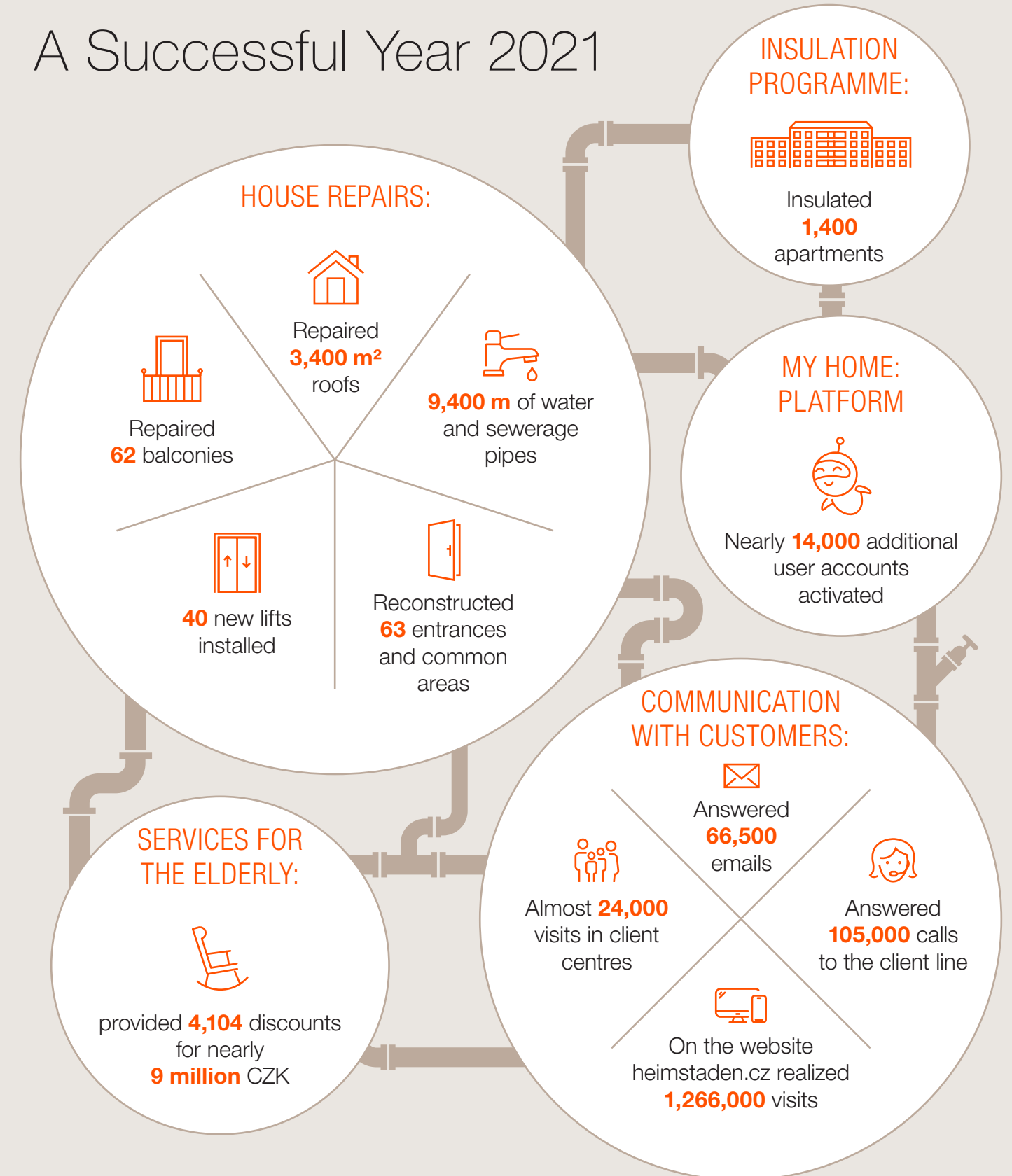
We care for and respect our employees, partners, and customers. We always try to find long-term solutions for the society we live in.



Dare

We are not afraid to look for new ways to improve what we do. We encourage creativity, diversity, and innovative thinking.

A Successful Year 2021



Investing in Further Development

term and safe rental housing based on the friendly homes concept. We pay a lot of attention to social and environmental sustainability and quality of life of our clients.

We apply social responsibility and sustainability principles in our everyday business. We invest not only in the buildings where our clients live, but also in the entire neighbourhood and surrounding environment. This is both necessary and natural, as we influence the lives of the inhabitants of several cities through our activities, and our actions have an impact on their satisfaction as well as on the overall appearance of the public space.

Annually, we invest over one billion crowns in our portfolio. In addition, we prefer suppliers from the Moravian-Silesian region, thus, contributing to its economic growth.

Total investment:



2020	2021
Thermal insulation	
187 million	330 million
Revitalisation projects	
178 million	179 million
Roofs	
55 million	50 million
Distribution	
72 million	83 million

Company Report 2021

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Key Projects



V Zahrádkách

Nadační 487 and 488, Výhradní 470, 474 and 486

In the location of Ostrava-Kunčičky, the existing houses and their surroundings have undergone a complete reconstruction. In total, in 2021 we reconstructed 46 apartments with a layout of 2+kk with an area of 29-48 m².

46 apartments

60 million CZK



8 apartments

CZK 13.6 million

Project of a Loft Extension

Porubská 708 and 709, Ostrava-Poruba

In Ostrava-Poruba, we implemented completely new attic buildings in two entrances of an existing apartment buildings, including roof repairs. A total of 8 new apartments with 2+kk and 3+kk layouts were created.



12 apartments

CZK 11.8 million

Čs. legií Project

Čs. legií 2820/1 and 2820/3

In the existing apartment building we built new residential units from the original non-residential premises on the second floor. In total, there are 12 new units. At the same time, the roofing was

replaced, the house was insulated, and the entrances were made aesthetically pleasing.

Energy savings (MWh/year)	Number of apartments	CO ₂ emission savings (t/year)
245.74	12	73.43



31 non-residential premises
 CZK 8.8 million

Šumbark Project

REVITALISATION OF NON-RESIDENTIAL PREMISES

**Náměstí T. G. Masaryka 796–800, 809–813,
 Slovenského národního povstání 801–813**

We have revitalized 31 non-residential premises. This involved the replacement of shop windows and entrance doors of non-residential premises.



72 apartments
 CZK 17.5 million

Šumbark Project

INSULATION OF APARTMENT BUILDINGS

Dukelská 621–623, 624–626, 636–638, 639–641

In these four blocks, we carried out the insulation of the envelope, including the reconstruction of balconies and central heating control system. A total of 72 apartments were insulated.

Energy savings (GJ/year)	Number of apartments	CO ₂ emission savings (t/year)
1,930	72	195.72



16 apartments

CZK 12.8 million

Švermova Project

J. Švermy 36–39, Havířov

In the above-mentioned buildings, we have converted non-residential premises on the second floor into a total of 16 new residen-

tial units with a layout of 1+kk and 2+kk with an area of 28–56 m². Each new apartment received its own cellar space.



692 apartments

CZK 16.5 million

The Safety Programme

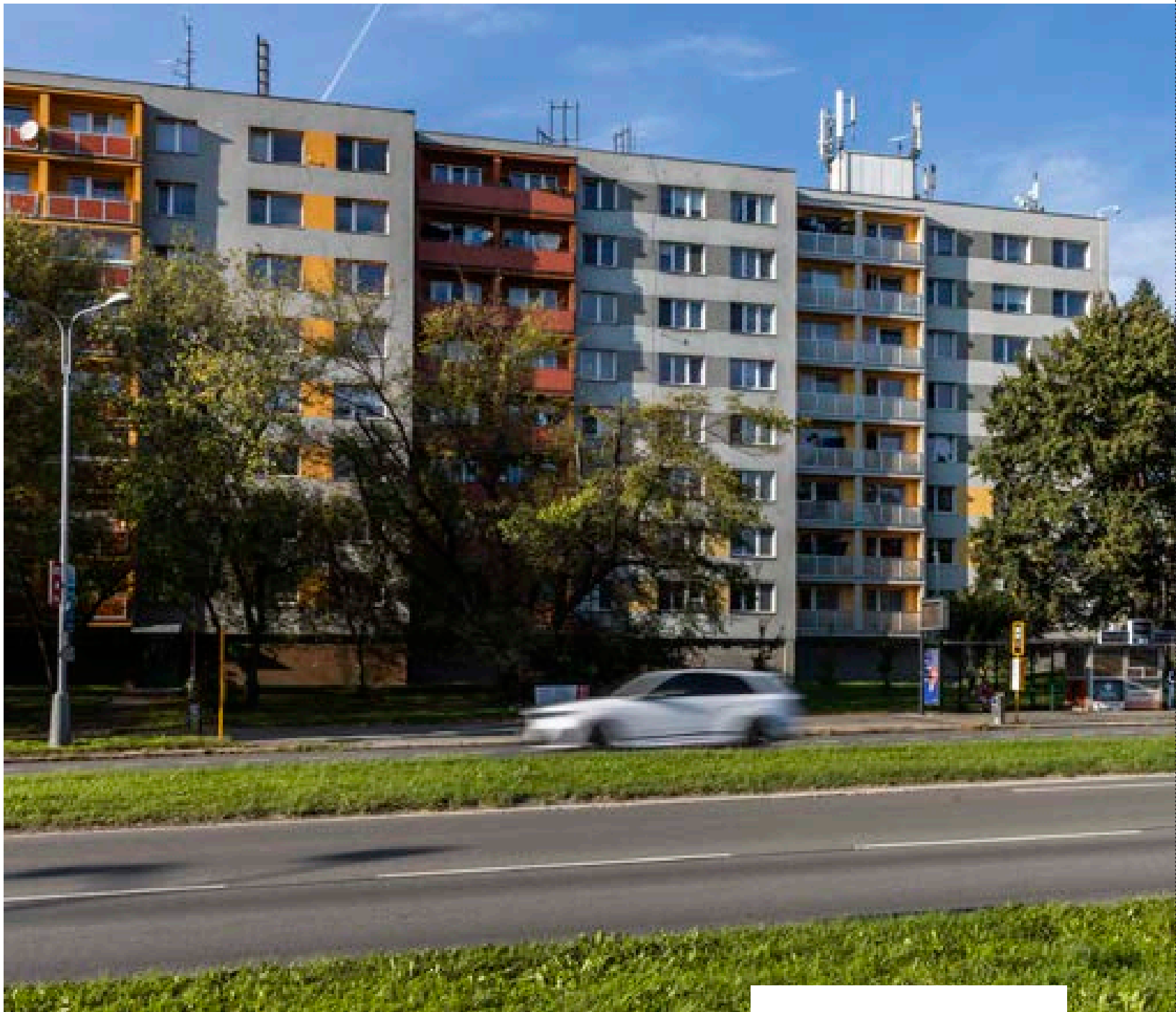
Ostrava: Hrušovská 2384, 2393, 2394, 2406, Alšova 523–525, 579–580, Bohuslava Martinů 807, Havlíčkovo náměstí 808–809, Čs. legií 2820/1, 2820/3, 17. listopadu 593, Čs. exilu 816, Porubská 330–333, Opletalova 790–793, Havlíčkovo náměstí 794–795

Havířov: Anglická 760–761, Čs. armády 200–203, Husova 540–544, Matušková 498–500, 1. máje 842–844, Svornosti 91–94, Bieblova 613–614, 623–624, Uzavřená 1011–1013

Karviná: Tovární 2446–2447, Žižkova 1810–1811

Petřvald: Závodní 1657–1659

Replacement of bell board systems with electronic nameplate and remote management, installation of new home telephones, electrical overhaul, equipping of existing basement entrances with electromechanical reverse lock and chip unit, paints and coatings in common areas, aestheticizing, replacement of entrance doors with new ones.



1,391 apartments

330 million CZK

Thermal Insulation Programme

We carried out insulation of the building envelope, reconstruction of balconies, replacement of windows in common areas, aestheticizing entrances. The insulation programme was implemented in 83 entrances with a total of 1,391 apartments.

Energy savings (GJ/year)	Number of apartments	CO ₂ emission savings (t/year)
22,009	1,391	1,988



Havířov:

Matuškova 1054–1056,
Šenovská 669–672,
17. listopadu 916–918,
Resslova 507–512

Karviná:

Rudé armády 2969–2975,
Nedbalova 2415,
Tř. Osvobození 1686–1687, 1689–1691, 1752–1754,
Slovenská 2912–2920,
Jaroslava Vrchlického 2442–2443

Hlučín:

Dukelská 1617–1618



Frýdek-Místek:

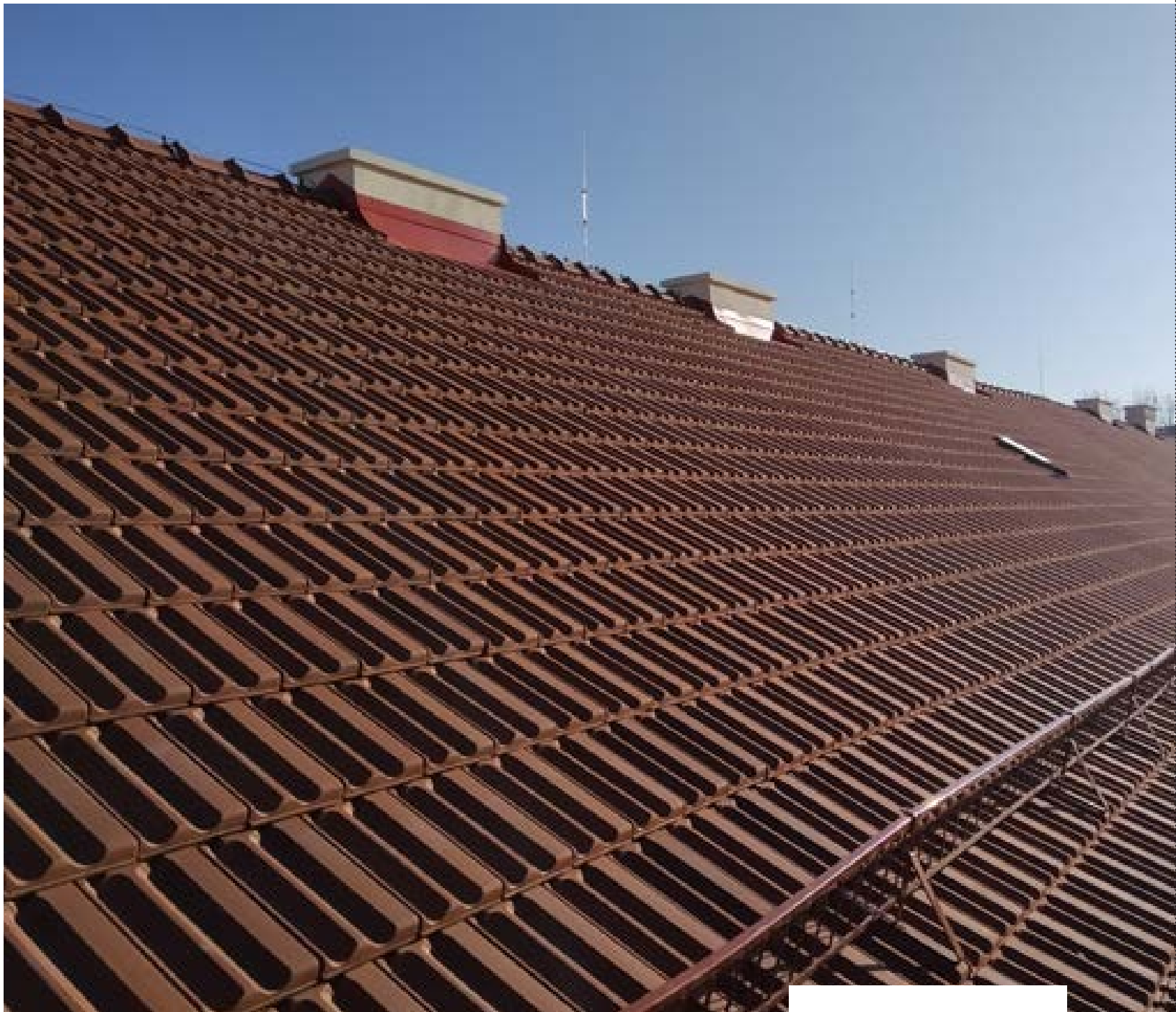
Dr. A. Vaculíka 1893–1897,
Javorová 2943–2944,
K Hájku 2969–2970

Ostrava:

Přemyslovců 1165–1167,
Čs. legií 2820,
Jilemnického náměstí 906–907,
Sokolovská 1248–1249,
Průkopnická 2101–2104

Opava:

Liptovská 956, 957 and 971,
Olomoucká, Vančurova 903–908



3,400 m²
 16 million CZK

Major Repair Programme – Roofs

Haviřov: Fibichova 223

Ostrava: Čkalovova 860–862, Na Bělidle 2573

We carried out a general repair of the flat roof, including replacement of internal roof drains.

Haviřov: Sadová, V Parku 148–152

Ostrava: Březinova 1984–1985, U Jana 540–541

We carried out general repairs of apartment building roofs, including chimneys, cornices, attics, and decorative elements.



256 apartments
 24 million CZK

Major Repair Programme – Sanitary Technical Installations

Ostrava-Poruba: Hlavní třída 590, 591, 592, 17. listopadu 593, Skautská 412, 413 and 414

Haviřov: Kapitána Vajdy 672, 673, 674, Slezská 771 and 772

Karviná: Urxova 1526, 1527, Jurkovičova 1528, 1529, Závodní 2423

We carried out overhauls of the health and safety systems: repairs to cold water, hot water, hot water circulation, vertical drains, fire water, including related structural modifications.

Český Těšín: Smetanova 1232

Ostrava: Zelená 2502

Haviřov: SNP 615 and 616, Gen. Svobody 2002, Ovocná 1996, Máchova 410, Vančurova 66, Dělnická 421, Jarošova 996, Na Nábřeží 102 and 106

We carried out emergency repairs of gas distribution, replacement of horizontal pipelines, and resealing of pipelines with Prodoral.

Ostrava: Bořivojova 528 and 529

Replacement of gas pipes from the main gas cap to the caps in front of the gas meters of the apartments was carried out.



157 m² of terraces
 CZK 2.6 million

62 balconies
 CZK 6.8 million



40 elevators
 CZK 31.3 million

Major Repair Programme – Balconies

Havířov: Koperníkova 391 and 404–0407, Nerudova 392, 393 and 403, Hlavní třída 394, U Stromovky 261–264, Mírová 359–362, Janáčkova 363–364, Gorkého 364–365, Marxova 366–370, Místní 354–358, Jana Wericha 408–409, Máchova 410–411

We have carried out a general repair of balconies and renovation (or replica) of railings.

Havířov: Na Nábřeží, Chopinova 101, 102, 103

The terrace and ground floor of the apartment building were overhauled.

Major Repair Programme – Replacement of Elevators

Frydek-Místek: Ostravská 691–695

Havířov: Vardasova 424/9, 425/7, 426/5, 427/3, 428/1, Hlavní třída 198/68, 199/70 and 443/63

Karviná: Tovární 2446/2, 2447/4, Jaroslava Vrchlického 2442/5 and 2443/7

Karviná-Mizerov: Studentská 2362/12

Orlová: Ke studánce 1040–1041

Ostrava: Jugoslávská 2826/29

Ostrava-Poruba: Havlíčkovo nám. 731/16, Matěje Kopeckého 514/8, 515/10, 516/12, Hlavní třída 687/100, 695/98, 699/90, 678/118, 681/112, 682/110, 684/106, 686/102 and 840/64

Ostrava – Moravská Ostrava: Sokolská třída 2692/94

Český Těšín: Hornická 486/13

Sustainable Development

Guided by our corporate values, we are constantly improving in the areas of environmental, social and clients care.



Protection of the Environment:

Thermal Insulation

Savings **1,988** tons of CO₂/year

Changing the Heating Method

Savings **565** tons of CO₂/year



Client Satisfaction Survey:

Servis index

68,8%

Product index

67,6%

Profile index

65,1%

Attractiveness index

73,5%

Value for money index:

39,5%



Employees:

Number of Employees

711

Wages

3%



Customer Care:

Number of home assistants

58

Client line

105,000 calls/year

E-mail communication

66,500 e-mails/year

Repair period

72 hours

By massively insulating buildings and roofs and modernising heating systems, we are contributing to environmental protection. We are replacing local solid fuel heating with shared gas boilers and heat pumps. Together with the switch to green electricity in the common areas of our buildings, we are significantly reducing the company's carbon footprint.

Sustainability and Protection of the Environment

Changing the Heating Method

We are committed to eliminating local heating with fossil fuels in homes not connected to central heating by 2027. Despite their low number, these houses produce approximately 20% of the CO₂ emissions of all apartment and family houses owned by Heimstaden Czech s.r.o. Solid fuel heating in these houses will gradually be replaced by central gas boilers with as much biogas as possible, as well as heat pumps powered by green electricity.

In 2021, we installed 10 central gas boilers supplying heat to 200 housing units. In addition to increased comfort for our clients, we have achieved emission savings of approximately 565 tonnes of CO₂ per year.

Thermal Insulation of Buildings

Energy specialists are continuously working to optimise the heating systems in our buildings. As part of a multinational group, our company is committed to reducing energy consumption and has set targets in line with the Paris Agreement. These are limiting global warming to well below 2°C and aiming to get as close as possible to 1.5°C compared to pre-industrial period. The insulation of buildings helped us to reduce annual heat consumption by 22,009 GJ in 2021. This corresponds to a reduction in CO₂ emissions of 1,988 tonnes per year.



Electricity Savings

Energy-saving, long-life LED bulbs are gradually replacing conventional bulbs not only in apartments but also in the common areas of buildings. This leads to both energy savings and material savings.

Water Savings

The supply of a double flush system (three/six litres) when replacing toilets has become the new standard during apartment renovations.

Thoughtfully within the Company as well

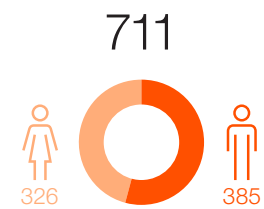
Our fleet currently includes three electric vehicles. We further contribute to environmental protection by recycling plastics, paper and glass in all office buildings and branch offices.

Promoting Diversity

Equal Employment Opportunities

We are open to creating and maintaining a diverse, inclusive, and friendly environment throughout our company.

Total number of employees:



The average age of employees across the company is 42.8 years, with the oldest employee being 73 and the youngest 18. Women make up 30% of top management.

We have one female painter in the blue-collar professions, and we are ready to employ more women in the construction professions. We work with one female plumber as part of student internships.

We support apprenticeship training - we have 11 students (apprentices) in training.

We also provide jobs for people from abroad, mostly from Ukraine, who work for us in blue-collar positions. We are currently employing 27 foreign citizens. We help them integrate into life in the Czech Republic and offer accommodation for entire families.

We pay attention to the employment of women in our company and to their working conditions (excused leave for single women caring for a minor child, home office, working time adjustments).



We attended a conference called "Successful Woman" focused on successful women in male-dominated fields, such as IT, science, construction. Here we have presented the topic "Building industry is not just for men anymore", where we mention female construction managers who are successfully managing their role in our company.

We work with talented people. The 33 employees (24 women and nine men) who passed the tests will continue to receive training and participate in selected development activities, be involved in projects, and be prepared for job changes or promotions.

We Support National Minorities

We have a long-standing commitment to supporting the activities of various national minorities, cooperating with their associations, and helping to develop their traditions.



Karviná

Karviná – Šestka Society runs activities focused mainly on safe housing in Nové Město.

The Housing First Project: we provide ten apartments to clients of Silesian Diocese and eight apartments to clients of PORTAVITA; these are direct leases between our company and clients of these non-profit organizations providing intensive social service and professional support.

Havířov

Šumbark Together: a project that aims to improve the quality of community life.

Creative ŠumbarkFEST: a fun and creative afternoon in the square for children and parents.

Šumbarácký Mikuláš festival and many other events.

A Home for a Home



We believe in equal opportunities and want to build a society where every child can develop and succeed. That is why we have created A Home for a Home, a unique partnership with SOS Children's Villages. It is a new way of working together and finding innovative ways to change the world for the better, not only in the countries where Heimstaden operates. For every home owned by Heimstaden, we donate 100 euros (2,500 CZK) to SOS Children's Villages. Together, this amounts to more than € 10 million (CZK 250 million) a year.



Cooperation in the Czech Republic

Thanks to a partnership with Heimstaden, SOS Children's Villages organisation is opening a branch in Havířov (the first ever in the Moravian-Silesian Region) and launching two programmes.

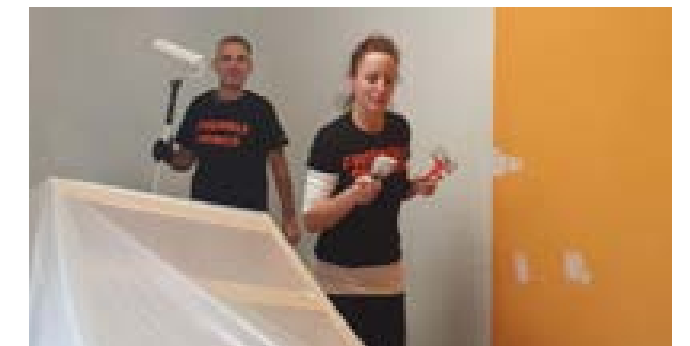
The mission of the first one is to support foster parents in caring for the children entrusted to them in areas specific to foster family care, offering solutions to difficult situations and helping to manage them. Foster parents caring for siblings can obtain affordable and subsidized housing from us.

The other project is the first of its kind in the Czech Republic. It seeks out young families who are at risk of having their child taken away or mothers who are considering abandoning their child due to a lack of support from the surrounding community. Its purpose is to support young parents as much as possible to create a safe and loving environment for their children. They will undergo an intensive training programme for six months in furnished small apartments.

About 26,000 children in the Czech Republic are currently living outside their biological families and 8,500 of them are growing up in institutions. Of these, around 300 are children under the age of three.

We Enjoy Helping

We love our work. It never ends for us at the end of working hours. Even in our spare time, we try to go the extra mile. This is evidenced by the involvement of 15 employee volunteers in the renovation of a three-apartment house in Chvalčov, Kroměříž region, which will serve a new foster family.



Our Clients



Our Clients' Opinions Matter to Us

It is important to follow every step of the customer journey closely so that we can continuously improve the customer experience. In the autumn of 2021, we conducted our second client satisfaction survey. The results of the survey, conducted by international company AktivBo, show improvements in the quality of housing and service in all key areas. The main results are presented in the form of indices, which contain key indicators of client satisfaction.

This is the largest project of this type in the housing sector in the Czech Republic.



Year-on-year comparison of research results 2021 vs. 2020



Service index – includes safety, order, cleanliness in the house and assistance to clients:

1.6% increase to 68.8%



Product index – assesses satisfaction with the quality of the home, the outdoor environment, and common areas, including amenities:

0.7% increase to 67.6%



Profile index – we are interested in how clients perceive the care area, their satisfaction, and recommendations:

4.8% increase to 65.1%



Attractiveness index – assesses the overall quality of the areas where clients live:

2.8% increase to 73.5%



Value for money index:

6.7% increase to 39.5%

Communication with Our Clients

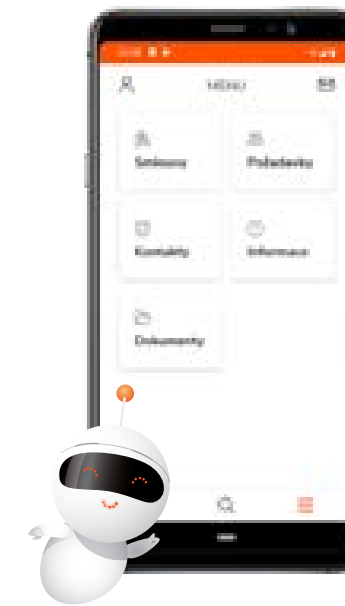
We continue to pursue our internal digital transformation in order to give clients greater online access to their documents. Most of their requirements can already be solved easily from the comfort of their own home. They can use an electronic account, a client mobile app and a web portal where they can submit online requests for repairs and other suggestions. These innovative steps, together with the toll-free client and emergency line, contribute to the daily improvement of all customer services.

2020	
Client centres	24,500 visits
Free client line	101,500 calls
E-mails	61,000 e-mails
Website	1,052,000 visits
2021	
Client centres	24,000 visits
Free client line	105,500 calls
E-mails	66,500 e-mails
Website	1,266,000 visits



My Home

Clients can take advantage of the My Home platform (web portal and mobile app) to handle their requests.



What the platform enables:

- find out about payments and the current rent, including instalments
- check the currently valid registration certificate (all registration certificates on the web)
- view your latest service bill (all annual bills will be available on the website)
- report a technical requirement
- check in/out persons in the apartment
- adjust the amount of service payments
- report a change of contact details

Total activated:

14,000
user accounts

Special Services for a Happy Home for Our Clients

Cleaning

Our aim is to improve the service provided to our clients so that their home is a happy one. We focus on cleaning common areas by both internal cleaning teams and external companies.

Number of entrances with cleaning service:

2,088



Home Assistants

To be closer to our clients, we have introduced a service of home assistants recruited from among our clients. Their job is to keep the houses running – regular weekly checks and reporting of necessary repairs, arranging minor repairs, preparing for winter maintenance, checking the houses for cleaning and so on.

Residential buildings in care:

415

Total housing units:

6,974

Number of home assistants:

58

Self-help Programme

The programme is designed for clients who care about the environment they live in and are willing to give a helping hand. If they want to improve the surroundings of their home by their own efforts, we will help them by providing them with seedlings, tools, and equipment, we will provide materials for painting common areas or we will add a container for clearing out cellars, etc.



The Garden Project

In three locations, we piloted the landscaping around our clients' homes, installing raised beds with flower and herb plantings and outdoor seating for barbecues.

Client Grants

Also, in 2021 we announced a grant program for all active people willing to do something for their neighbourhood. A donation of up to ten thousand crowns could be given to our clients for an object or action that will improve neighbourhood coexistence or make a public space more attractive. They could also receive funds for a non-profit organization in which they have a proven track record. In 2021, we donated 135,000 crowns to:

- special forms of education for children
- activities of sports clubs
- refurbishment of apartments for the socially disadvantaged
- inclusion and integration of people with disabilities into mainstream society
- improving conditions for work with children in foster care
- study aids
- aestheticizing public space, etc.



Distributed:

135 thousand CZK

Non-residential Premises



Our long-term goal is to strive for the highest quality portfolio of non-residential premises suitable for business in the field of trade and services. We care about the lasting satisfaction of our customers and build a relationship with them based on mutual trust and understanding. Fairness, responsibility, and consideration are essential to us.

We are actively involved in improving the quality of business premises in the main urban locations in the Moravian-Silesian Region.

They Sew what They Want to Wear Themselves

In Haviřov, we provided two budding entrepreneurs with premises for sewing. Veronika Wisiorková and Veronika Konečná are connected not only by their long-standing friendship, but also by their desire to help. Therefore, during the pandemic, they also made thousands of face masks under their SPOLU Label brand, which could be used by many people. They prefer local suppliers in their work.



Comprehensively Equipped Rehabilitation Outpatient Clinic

We were pleased to welcome the rehabilitation outpatient clinic Fyziomedis and Daniel Karol to the non-residential premises of Heimstaden. Here, he focuses on the treatment of post-traumatic, post-operative or painful musculoskeletal conditions, the treatment of scoliosis, faulty posture, and now also respiratory rehabilitation for patients with post-covid syndrome.



Orange Optik Network

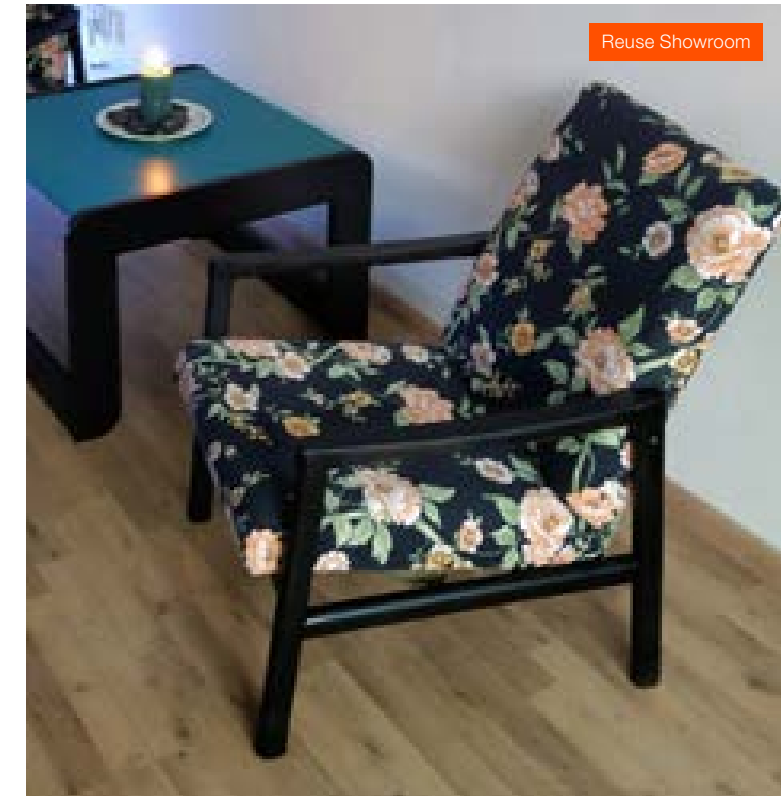
This network of optical shops wants to be available in all regions, but it is not going the way of large shopping centres. Sometimes it is inspired by customers themselves, who ask for it directly in their local area. This was the case of the branch in Ostrava-Poruba, which is also located in our non-residential premises.

Centre for Support of Entrepreneurship

We are a partner of the non-profit organization Centre for Support of Entrepreneurship and Employment based in Havířov. Since 2019, it has been helping to promote entrepreneurship among the inhabitants of the Moravian-Silesian Region, especially in relation to the labour market. The services are primarily intended for small or start-up entrepreneurs, freelancers or employees who want to increase their chances of employment.

Successful Projects Implemented in 2021

- We provided 30% discount on rent for three months to the tenants of non-residential premises most affected by the pandemic. The Centre for Support of Entrepreneurship and Employment helped 66 entrepreneurs to obtain this discount.
- Under the auspices of the Centre for Support of Entrepreneurship and Employment, five young people managed to receive financial support from the European Solidarity Corps for the Reuse Showroom project, which aims to promote upcycling and sustainable housing design.
- The Centre also helped six budding entrepreneurs with the preparation of grant applications.



Helping People in Every Situation in Life



Caring for Our Seniors



Senior Assistant

The service is especially for seniors and disabled people over 60 in a difficult life situation, lonely people who need help from another person or those with medical condition who need health care beyond the scope of family assistance.

The senior assistant also offers help with coping with care after returning from hospital to the home environment, with adapting apartments for the elderly or with choosing compensatory aids and support methods, etc. Within the framework of this service, we carried out 988 repairs in 795 apartments.



Repairs:
in **795** apartments

Help with Registration and Transport to Vaccination

We launched the project to help clients over the age of 70 on 15 January 2021. Through telephone enquiries, we monitored whether seniors had secured vaccinations if they wished and offered to help them with registration and transport.

Initially, the age group was 80+ (approximately 2,500 tenants), then 70+, with approximately 4,200 clients from this age group living in our premises. Within the framework of the project, we called over 5,500 seniors.

Project Hello, You Are not Alone!

Since 2020, the project has been helping lonely seniors through an emergency hotline. Specially trained students of psychology and related fields from the University of Ostrava are involved. Thousands of tenants aged 70+ could call twenty young people during the covid period. Their task was to find out if the seniors needed anything and, above all, to talk to them. The telephoning continued in 2021, in cooperation with students and the AktivSen Association.

Contacted:
5,500 seniors

Agreement on Support for the Elderly

As the largest provider of rental housing in the Czech Republic, we are committed to increasing rent discounts for independently living seniors.

The memorandum was signed by Milan Taraba, Chairman of the Tenants Association of the Czech Republic (SON ČR) and Jan Rafaj, CEO of Heimstaden Czech. We have increased the discounts from the original CZK 500 to CZK 600 per month to help seniors living alone maintain their current housing.



Cooperation with Non-profit Organizations

Seniors are a growing population group. To actively fulfil their lives, we cooperate with various non-profit organizations, such as the humanitarian organization ADRA, the mobile hospice Strom života (Tree of Life), as well as with local associations Svaz důchodců (Association of Pensioners) Ostrava, Seniors, and others.

Every weekday, the centres for the elderly offer an interesting programme full of talks, lectures, physical and creative activities. We also cooperate with the National Council of Persons with Disabilities, the Moravian-Silesian Region, and its cities.



Making Life more Pleasant for the Elderly

In addition to a wide range of services and projects designed to help in difficult situations, we offer seniors through the AktivSen Association a number of activities in three community centres - the Archa Community Centre in Ostrava-Poruba and Karviná and the Lučina Multigenerational Centre in Havířov.

The Archa Community Centres in Karviná and Ostrava-Poruba and the Lučina Community Centre in Havířov offer a rich programme throughout the year. This year, due to anti-epidemic measures, many of them have moved to the



online world, to Facebook and the web. Association AktivSen tried to engage its members not only virtually, but also in real life. For example, there was a relay walk of La Manche seniors on dry land, the Clean Up the Czech Republic event and the Czech Republic Goes on a Picnic Together event.

However, the mission of AktivSen is not only to care for community centres. It also cooperates with senior organizations, the non-profit and public sectors and is repeatedly involved in planning and implementing activities aimed at improving the lives of the region's residents.

We Support Young People's Involvement in Life

Project Home with us

The With Us Home project helps children from orphanages and foster families stand on their own two feet. It provides discounted housing in fully furnished apartments with accompanying social care. It has been presented to regional politicians and is run in cooperation with the PORTAVITA Association. Within the framework of this programme, in 2021 we helped 16 young people with a difficult fate. We cooperate on the project with the Moravian-Silesian Region and its contributory organizations.



Helping:
16
young people

Training Flats Programme

The aim of the training flats programme is to support young people living in foster homes and preparing to leave institutional care and start living independently.

We offer discounted apartments to foster homes to prepare their clients to leave the gates of the institution. The programme of training apartments is related to the With Us Home programme and is carried out in cooperation with the Moravian-Silesian Region and its subsidiary organisations.



People in a Difficult Life Situation

Our goal is to know all our clients, their needs, their life situations and to offer them help when needed. It is natural for us to respect them, to treat them fairly and we believe that they perceive us as a strong and stable partner. We

cooperate with a number of non-profit organizations and social departments of municipal authorities to help provide housing for those who, for objective reasons, cannot find it in the normal market way.



Our programs and offers are simple, sustainable, comprehensive, and easy to understand:

- We guarantee a consistent standard for all customers.
- We offer temporary above-standard programmes to anyone who meets the conditions and finds themselves in an emergency life situation.
- We link Czech standards with those of other countries.
- We profile ourselves as an expert in the field of rental housing and people's housing needs.
- We are a big enough company to influence the law-making in the Czech Republic and the EU.

Crisis Housing

Heimstaden has announced the CRISIS HOUSING 2021 programme to support individuals and families in sudden crisis situations. Those interested in participating in the program can obtain temporary, up to six-month rental housing in a fully furnished apartment.

Child Support

We help parents fight for their children's rights and their own. We educate clients about family law and put them in touch with professionals who can help them deal with child support arrears.

Housing for the Most Vulnerable Groups

In cooperation with the social departments of the region, the Labour Office, and non-profit organisations, we address the issue of social housing and assistance to vulnerable groups of people. These include, for example, single mothers, young families in social distress or clients of halfway houses. We select apartments to meet the needs of our clients.

In the long term, we cooperate with approximately 20 non-profit organizations to which we rent approximately 1,100 apartments for the purpose of providing social housing for their clients.

We support Non-profit Organizations in Social and Affordable Housing Projects (as of 12/2021)

Name of organisation	Location	No. of apartments
Šumbarák	Havířov-Šumbark	253
Orlovak	Orlová	146
Zázemí	Ostrava	80
Nové Město	Karviná	238
Stabilita	entire portfolio	90
Centrom	Ostrava	100
Salvation Army	Ostrava, Frýdek-Místek	151
Charity Ostrava	Ostrava	19
Charity Český Těšín	Český Těšín, Karviná	1
Vzájemné soužití	Ostrava	1
Social Services Centre Ostrava	Frýdek-Místek	2
Centre for Family Sluníčko	Karviná	2
Evangelization Centre M.I.S.E.	Havířov	2
PRAPOS	Ostrava	1
Santé	Havířov	2
Foster home Havířov	Havířov	1
Educational institute Ostrava-Hrabůvka	Ostrava	1
Rubikon	Ostrava	2
Silesian Diaconate	Český Těšín	2



Cooperation on the Housing First project

The Housing First project is run by the non-profit organisations Spolek PORTAVITA, Silesian Diaconate and Centrom. It is being implemented with our support in Havířov, Karviná and Ostrava. Its aim is to provide housing for vulnerable target groups, for example single mothers with children (or families) who find themselves homeless or at risk of losing their homes in standard rental housing. Housing First was initiated by the Ministry of Labour and Social Affairs. During 2021, three applicants applied for an apartment under the project.

The Principle of Permeable Housing

Within the framework of the so-called principle of permeable housing, we provide an apartment to a non-profit organization, which then rents it to its client while providing social services. The non-profit organisation may recommend a client who has fulfilled all his/her obligations for two years to move into a direct rental relationship. The client continues to live in the apartment where he or she has lived for two years and where he or she has built up social relationships.



4,104 discounts in total:

CZK 8,950,996

Housing Fund

Since 2011, when we established a special housing fund, we have been providing rent rebates to seniors over 60 living alone. Clients receiving the full amount of the state housing allowance, whose costs are still higher than the normative costs, are entitled to the allowance. Since the establishment of the Fund, we have positively processed 49,503 applications and granted rent discounts amounting to CZK 78,771,167. In 2021, there were 4,104 discounts totalling CZK 8,950,996.

Discounts of:

CZK 80,000

Crisis Rescue Fund

We also support people who find themselves in extreme life situations. In 2021, we provided them with discounts amounting to approximately 80 thousand crowns.

Supporting the Region



Colours
OF OSTRAVA

We are important partners of cities, regions, and a number of other platforms. We try to be as helpful as possible wherever our help and cooperation is needed.

Our participation in expert committees:

- _____
- Rental Housing Association
- _____
- Patrioti MSK
- _____
- POHO2030 (mountain landscape of Karviná)
- _____
- Karviná with all ten
- _____



Within the municipalities and the region, we are active here:

- _____
- Chamber of Commerce
- _____
- Patrioti MSK
- _____
- Karviná City Development Programme Steering Committee (Karviná by all ten)
- _____
- Ostrava Social Housing Project (housing concept and its pilot testing in the city of Ostrava)
- _____
- Project of the Ministry of Labour and Social Affairs
(Social Housing – methodological and informational support in the field of social agendas)
- _____
- Multidisciplinary team in Ostrava-Poruba
- _____
- Multidisciplinary team in Ostrava-Kunčice
- _____
- Multidisciplinary team in Slezská Ostrava
- _____
- HR Club – meetings of HR directors of large employers in the region
(Liberty Ostrava a.s., OKD, a.s., TATRA TRUCKS a.s., Vítkovice Machinery Group, etc.)
- _____

We support culture and sport in the region



Every year we are proud to be the main partner of the Colours of Ostrava festival and the Meltingpot project.



In 2021 we became a partner of the Summer Shakespeare Festival in Ostrava.

We are also partners of the following sports teams in the region:



Employees



Our Philosophy in Employee Care



Total number
of employees:

711

Our core company values help make us an exceptional employer with happy, motivated employees in an attractive and modern environment.

We Offer the Following Company Benefits to Our Employees:

Financial benefits:

- 13th salary/annual bonuses.
- recruitment bonus of CZK 10,000 for craft positions

Occupational health and safety:

- food vouchers
- protective work equipment
- physical therapy allowance for employees assigned to work at risk
- regular screening beyond government regulations, providing respirators
- vitamins
- flu vaccination
- on-site vaccination against COVID-19, including the third dose

Family support

- discount on rent in our apartments
- providing temporary accommodation
- excused time off in addition to vacation (in case of wedding, moving, etc.)
- home office and flexible working hours for technical and managerial staff
- discounted conditions with partners – O₂, bank account, PODA, etc.
- suburban children's camps



Promoting healthy lifestyles and development:

- CAFETERIA system
- contribution to a pension scheme or life insurance
- 25 days of holiday and leave beyond the Labour Code
- MultiSport card
- training and development activities

Benefits and discounts:

- discounts from partners – insurance, purchase of electronics
- tickets for events and concerts
- corporate social and sporting events

Other benefits:

- “welcome pack” for new employees
- baby birth gift
- Sodexo contribution beyond the collective agreement
- st. Nicholas package
- Women's Day gift, Easter gift for men
- Christmas package
- “summer gift” – corporate Heimstaden puzzle, flag, corporate mug
- rewards to the benefit account for challenges met

We are constantly innovating our employee benefits system.

Employee Grants

Every Year We Announce Grants for Our Employees

Also in 2021, a grant programme was announced for all those who want to do something for their neighbourhood. Donations of up to ten thousand crowns have been awarded to entities organizing or providing public projects in which our employees are involved.

Financial support in the total amount of CZK 180,000 in the form of a donation from Heimstaden Czech s. r. o. was given to 18 entities. For example, we supported the activities of sports clubs and associations focused on leisure activities for children and youth in the Moravian-Silesian Region, and a residential program for deaf-blind and hearing-impaired children. Grant was also provided for the equipping of the asylum house, a residential programme within the social care of handicapped people with mental disabilities, interest groups for children, aids to support the development of hearing, touch, and sight for hearing-impaired children, etc.

Total financial support:
CZK 180,000



Fundraising:
CZK 80,000



Employee Leisure Activities

St. Nicholas Day parties for Children of Employees

In December, we got together in community centres to delight the little ones and the most beloved ones. The children of our colleagues had a lot of fun, played sports, and earned a sweet reward.



We helped in Moravská Nová Ves

On 24 June, a devastating hail and tornado storm hit several villages in the Břeclav and Hodonín regions. The municipalities Moravská Nová Ves and Mikulčice were the most critically affected, As well as Hrušky, Lužice and the parts of Hodonín Bažantnice and Pánov.

Help to Moravská Nová Ves in numbers: and offered the expert help of our craftsmen. They gradually took turns in Moravská Nová Ves. A few days after the tragic events in the South Moravian Region, we also announced several days of voluntary financial aid.

Help to Moravská Nová Ves in numbers:

purchase of material (donation to ADRA) for CZK 921,894
 repairs of three family houses for a total of CZK 905,050

Once again, we proved that one of our core values, care, is definitely not foreign to us and raised more than 80,000 crowns through a voluntary non-public employee collection.

We Thanked the Mountains

The sixth annual Thank the Mountains event took place, and we were once again the general partner. We appreciate the participation and support of all our colleagues. Thanks to the help of 2,500 volunteers, 15 large containers of waste in more than three thousand bags were collected in a single day.



Volunteers:

2,500

H10 Run

The next Heimstaden Havířov Ten Run was held in a wonderful sporting and friendly atmosphere. We were the general partner of the event, and our employees again took part in the race.

Moreover, the whole project was carried out in a charitable spirit. 100 crowns from every entry fee goes to support HSC Havířov, wheelchair athletes who are dedicated to the Paralympic sport of boccia. The runners raised an amazing 69,500 crowns, and we doubled the amount to 139,000 crowns.

This year, the Havířov 10 was visited by Chief People & Culture Officer Suzanna Malmgren from Sweden. She enjoyed the race immensely and sees it as an inspiration for a similar event in Scandinavia.



Proceeds:

CZK 139,000

Heimstaden Sports Day 2021

In September we hosted the most important sporting event of the year full of amazing performances, joy, fair-play, and friendship. This year, for the first time ever, we organized an international beach volleyball tournament. Five teams took part, and it was a real battle, with all participants having a great time.



Covid-19



We are not letting up in the fight against the pandemic

In December, we also joined a number of companies that are testing vaccinated employees for COVID-19 at their own expense. At the same time, we helped vaccinate our elderly clients. In areas with a higher proportion of people receiving social benefits and those in difficult living situations, we provided vaccinations directly on the streets. Moreover, the students at the University of Ostrava helped us with the seniors. We were also partners of three of the largest vaccination centres in the region and supported Moravian-Silesian healthcare workers in the We Are Thinking of You event.

We introduced new measures in the workplace:

- we regularly test on site
- we repeatedly arranged vaccinations in the workplace
- we introduced mandatory respiratory protection
- we minimised movement between workplaces at certain times of the year
- we have introduced the possibility of working from home
- we organise motivational lectures for employees working from home

Safe Rental

One of the pillars of a friendly home is responsibility and care for clients and staff. Their health and safety are always our first priority. We want to minimize risks while maintaining a standard level of service. That is why we offer a safe inspection and a safe contract to those interested in renting an apartment.



Contactless Apartment Inspections

Our friendly homes are still operating during the coronavirus pandemic. Responsibility, health, and safety is paramount. We carry out apartment rentals and repairs in the normal range. Our staff use all available means of personal protection, but the client may refuse their visit. We offer a safe inspection, signing of the contract and handover of the apartment, as well as the possibility of a non-contact inspection, where the interested party looks at the apartment himself. The agent is in contact with the client by phone, provides all the necessary information and answers questions. And if someone prefers to see the apartment from the comfort of their home, video tours can also be used.

Project We Are Thinking of You

The aim of this project was to support the operators of restaurants and cafes in our non-residential premises, as well as supporting health professionals in their fight against COVID-19. From October 2020 until spring 2021, we purchased ready-made hot food, cakes, or sandwiches from the tenants of our commercial premises and, in agreement with the Ostrava University Hospital, Havířov and Karviná hospitals, delivered refreshments to specific teams of doctors and nurses.

From October 2020 to the end of 2021, we made 113 food deliveries worth CZK 288,500.

At the end of the year, we also presented employees of the covid department of four hospitals – University Hospital Ostrava, Havířov Hospital, Karviná Hospital with Polyclinic and Frýdek-Místek Hospital – with gift packages (700 pieces in total) from our client Boutique Gurmán worth CZK 241,500.

The total cost of the We Are Thinking of You project in 2021 was CZK 444,500.

Food deliveries:	113	Total for:	CZK 288,500
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Awards Received



Regional Council President's Award for 2020

The Regional Council President's Award for Social Responsibility is awarded to companies and public sector organisations and municipalities that are involved in CSR in the Moravian-Silesian Region. We won this competition with projects that have tried to mitigate the impact of the pandemic and related restrictions. The judges were most impressed by the "Hello, you are not alone!" programme, but they also appreciated our other activities.

We offered dozens of apartments free of charge to volunteers in the health and social services sector and supported commercial tenants with vouchers and purchased food and drink from them for regional hospitals.

Third Place in the Golden Semicolon Competition

In the Golden Semicolon competition, we won a beautiful third place for our projects during the coronavirus pandemic. The Golden Semicolon awards the best corporate media and communication projects in the Czech Republic and Slovakia. We succeeded among almost 500 projects.

Award for Economic Contribution to Slezská Ostrava

We won first place for the economic development of the district in the category of large companies. We have 1,300 apartments in the area and have invested more than CZK 80 million in 2020 alone. One of the biggest projects in recent years has been the complete reconstruction of houses in Kunčičky, a formerly excluded area. The total investment will amount to CZK 370 million and Kunčičky will offer 300 renovated flats within three to four years.

Media



Supporting health professionals is important. Heimstaden delivers food and drinks to hospitals



Heimstaden tested its nearly 600 employees at Covid-19



Heimstaden has been testing employees for two months and will introduce self-testing



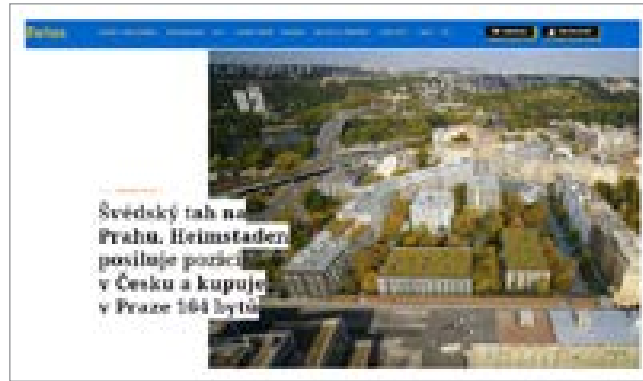
This year Heimstaden will invest a record-breaking 1.5 billion crowns in its houses



Havířov benefits from cooperation between the city and Heimstaden



Heimstaden plans its own gas boiler plant



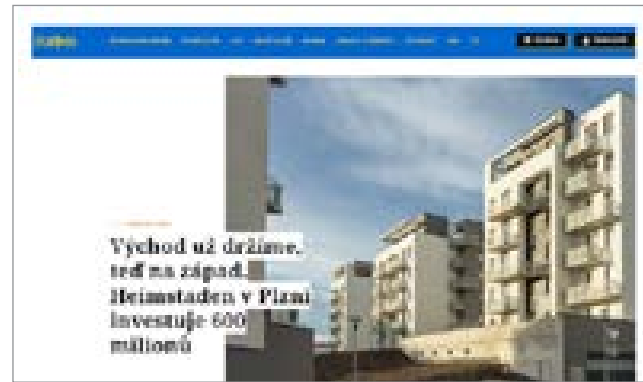
Swedish move on Prague. Heimstaden strengthens its position in the Czech Republic and buys 164 apartments in Prague



Heimstaden boss Rafaj says: Colonies will be easier to live in after revitalisation



Heimstaden distributes over 40,000 respirators to its customers



We already have the east, now it's on to time to go to the west. Heimstaden invests 600 million in Pilsen



Investments have never been like this, says Heimstaden Czech CEO Jan Rafaj

