

1 April 2023

Heimstaden

Maintaining
good
neighbourly
relations

A friendly home
is more than just
four walls

Take part in the voting

Neighbour
of the Year
2022
Award

Dear
readers of
Heimstaden
Magazine,



Since the beginning of this year you have become part of the Scandinavian group Heimstaden, whose concept is based on the so-called friendly homes. Heimstaden has a lot of experience with rental housing in many European countries, we are the leader in the domestic market with a total of almost 43,000 apartments. We strive to be as accommodating as possible not only to our clients, but also to our surroundings, be it the cities and towns in which we operate or the environment all around us.

We appreciate the opportunity to provide you with a home. Despite the current difficult period, affected by a number of negative factors, from the war in Ukraine, through the terrible inflation, to the high prices of energy and all other inputs, we do our best to make your home friendly and safe.

If you have any questions, comments or requests, please do not hesitate to contact us either via the mobile app and the My Home customer web portal, by e-mail at info@heimstaden.cz, or through online chat at www.heimstaden.cz.

You can also use the Czech Heimstaden toll-free helpline at 800 111 050 to deal with standard housing-related issues on weekdays between 8:00 a.m. and 5:00 p.m. We are available 24/7 to deal with emergency situations.

Those of you who prefer personal contact can visit our client centre, which is seated at Technická 3000/9, Plzeň-Jižní Předměstí. Office hours are on Tuesdays from 9:00 a.m. to 12:00 p.m. and Thursdays from 1:00 p.m. to 4:00 p.m.

I wish you all an early onset of spring and a happy Easter with all its folk traditions. Let's not just take it as two extra days off, but as a holiday associated with rebirth, awakening of nature and arrival of a better mood.

Jan Rafaj
CEO of Heimstaden

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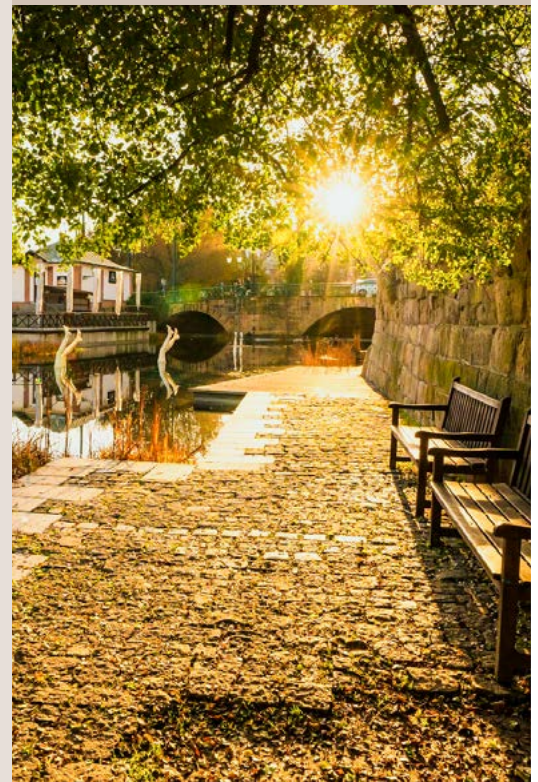
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HR Director

Mill gully – Plzeň



A friendly home is more than just four walls

The year 2023 has brought many changes to our lives, and Heimstaden is no exception. **HELGE KROGSBØL** has taken over as CEO, replacing Patrik Hall. What are the work challenges ahead of him and where does he find the energy to meet them?

In January this year, you took up the position of Heimstaden' CEO. What would you like to achieve in your new role?

Heimstaden has a long and illustrious history and I am really surprised by the growth we have achieved in recent years. In my new position, I will continue to focus on developing the concepts of friendly homes and a friendly workplace for our many talented colleagues and, of course, the positive impact our company has on the environment and communities around us.

How has the past three years strengthened Heimstaden?

We managed the difficult period well. Our long-term strategy of investing in affordable housing has made us a strong and resilient company. I was also very impressed by the employees themselves and their willingness to share common values. Heimstaden has a flat organisational structure (characterised by less supervision of employees and support for their involvement in the decision-making process – editorial note.). We share best practices, we are generous to each other, we are courageous and we can adapt to changing circumstances. We are also open to innovations, new solutions and always challenge the status quo, the current state. All of this empowers our organisation.



How does your previous experience as COO affect your current position? You also have many years of experience in the international hotel industry. Is it possible to find a parallel with rental housing in this segment?

Given my previous work experience, I am of course close to the business, but I believe I can apply it in a more general way.



Effective and innovative solutions are the foundation of our business, and by focusing on our clients and what is important to them, we will be successful in achieving our vision.

Can you give us an overview of Heimstaden's plans for 2023?

In short, we will continue to focus on customer satisfaction, develop the concept of a friendly workplace and increase our sustainability efforts which benefits society, customers, communities and the planet. We will also continue to develop a digital platform that allows us to support all our clients even more efficiently.

Heimstaden strives to provide clients with the so-called friendly homes. What does this mean in practice?

A friendly home is more than just four walls. It's a place where clients spend most of their lives, where families gather and memories are made. Our mission is to provide good and functional homes, friendly neighbourhood relations and a safe, clean environment. All of us at Heimstaden are working towards this common goal. I am proud that more than 80% of our customers recommend us as a good landlord. This gives us the motivation to constantly improve in everything we do.

The current situation demands that we think about the climate and respect for the planet. What is Heimstaden planning to do in this area?

We have a detailed climate plan that sets out concrete steps to reduce greenhouse gas emissions by 42% until 2030. Our most important measure is to make the transition to cleaner energy sources. We plan to replace old boilers, install heat pumps, cleaner district heating and encourage clients to use less energy. We have insulated more than 2,000 apartments in the Czech Republic and will continue to invest in energy-saving measures in domestic real estate in the coming years.

Your job requires a lot of commitment and energy. How do you manage to keep yourself in a good mood and balance?

Above all, I enjoy the fast pace that we all experience in Heimstaden. It is inspiring for me to travel and visit our great teams all over Europe. Nevertheless, it is very important to be able to recharge my batteries, so I like to spend weekends with my family outdoors, especially in winter on cross-country skis, where I can breathe fresh air.

The best of Plzeň

Our Heimstaden family has newly expanded with rental apartments in Plzeň, in the immediate vicinity of the University of West Bohemia. This brings local students the opportunity to live literally minutes from campus. Plzeň is a city that has a lot to offer to visitors. Don't hesitate to go and discover them.



Pilsner Urquell Brewery



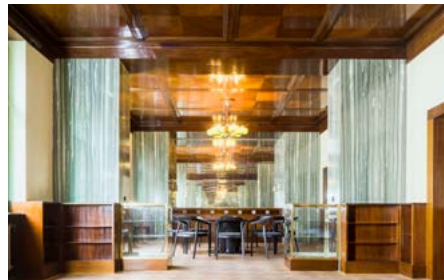
More than half a million visitors from all over the world visit the Pilsner Urquell Brewery every year to get a glimpse into the history and learn about the present of the world-famous lager. Thanks to this, the brewery is one of the ten most visited tourist places in the Czech Republic. www.prazdrojvisit.cz

Historical underground

Under the oldest centre of Plzeň there are almost 20 km of corridors, cellars and wells of the historical underground. Its labyrinth

is one of the largest in the Czech Republic. It has been continually constructed since the end of the 13th century, in some places reaching up to three storeys. Visitors can explore the nearly 800-metre long circuit. The entrance to the underground is located in the brewery house, where the Brewery Museum is located. www.plzenskepodzemi.cz

Loos interiors



An architectural gem of Plzeň is a set of eight preserved apartment interiors by Adolf Loos, who is considered the founder of modern architecture. In the 1930s, he designed them for local

Jewish businessmen. Guided tours of the three Loos interiors that have been reconstructed so far are held regularly every week. In addition to their design, you can learn about the personal stories of the original owners. www.adolfloosplzen.cz

Plzeň Zoo



The Plzeň Zoo is one of the most visited zoos in the Czech Republic. Visitors are attracted by the great diversity, the record number of animal species from all over the world and the successful breeding of young animals. www.zooplzen.cz



Techmania Science Centre



The Techmania Science Centre in Plzeň entertains the whole family and school classes in all weather conditions. You can find them in the former factory halls in the middle of the industrial area of the Škoda factory in Plzeň. In addition to a myriad of interactive exhibits and classic expositions, you can also visit the only 3D planetarium in the Czech Republic or see the controversial work of sculptor David Černý called Entropa. www.techmania.cz

Source and photo: www.visitplzen.eu



www.dinopark.cz/cz/plzen



Join us

More than 20,000 Heimstaden customers use the My Home service. Be next.

Heimstaden continues to introduce modern ways of communication. One of them is digitisation. Like banks, energy suppliers or mobile operators, we prefer to connect with you online. You no longer need to visit our client centres for technical and administrative matters. This saves not only your time. The My Home mobile app and web client portal gives you the opportunity to get the most important information and solve most housing-related issues online.



- You gain access to all the important documents: registration sheet, payment card, tenancy confirmation, older utility bills.
- Your housing services bill is available to you immediately after it is generated.
- You can see the new payment regulations in advance.
- Submit your requirements and get your questions answered.

We need your cooperation to communicate online. Please update your contact details: e-mail, phone number and your bank code. Send everything to info@heimstaden.cz.





*Bon
appetit*

What would Easter be without all sorts of goodies on your plate? It can be mazanec (scone), stuffing or even jidáše (cross buns). What most housewives struggle with, however, is how to utilise the eggs. We therefore bring you recipes where this Easter symbol plays a major role.

Easter toast cupcakes

- 20g softened butter
- 6 slices of white toast bread
- 60g English bacon
- 6 eggs
- 1 teaspoon salt
- 1 teaspoon pepper
- a handful of spring onions chopped finely

1. Preheat the oven to 190 °C. Prepare a muffin tin for six muffins and grease it thoroughly with butter.
2. Roll the toast bread flat with a pastry roller and carefully place it in the muffin tin to form a cupcake.
3. Finely chop the bacon and distribute it evenly into the individual cupcakes.
4. Finally, crack an egg into each cupcake, season with salt and pepper.
5. Place the tin in the preheated oven and bake for 15–16 minutes. Sprinkle the baked cupcakes with spring onions and serve immediately.





Fudgy lamb made of cheesecake dough

- 250 g butter + a little to grease the mould
- 3 eggs
- 200 g granulated sugar
- 1 vanilla sugar
- 250 g semi-skimmed cottage cheese
- 250 g semi-coarse flour + a little to fill the mould
- 1/2 pack baking powder
- pinch of salt
- lemon peel

1. Beat the butter with the eggs and both granulated and vanilla sugar until smooth.
2. Add the cottage cheese and gradually sifted flour with baking powder, a pinch of salt and lemon zest to taste.
3. Thoroughly grease the lamb mould with butter and dust with flour.
4. Bake for about 40 minutes in an oven preheated to 170 °C. Test with a skewer to see if the lamb is cooked through.

Easter stuffing

- 6 eggs, separate whites and yolks
- 250ml milk
- a pinch of nutmeg
- 8 rolls cut into cubes
- a handful of fresh nettles
- 400g smoked meat, e.g. neck meat
- handful of parsley
- salt and pepper
- lard to grease the baking dish
- breadcrumbs to dust the baking dish
- 100 g butter

1. Whisk the egg whites until stiff.
2. Mix the egg yolks with the milk, add a pinch of nutmeg and pour the mixture over the diced rolls.
3. Preheat the oven to 180 °C.
4. Chop the nettles and boil in hot water.
5. Cut the meat and add it to the rolls together with the nettles and parsley. Season with salt and pepper and gently fold in the egg white.
6. Grease a baking dish with lard, dust with breadcrumbs and pour the prepared mixture into it. Place the butter pieces on top and bake for 20–30 minutes until golden brown.



How well do you know the Easter customs?

Easter traditions are linked to the Christian religion. Most of them have their symbolic meaning. They have been observed in our land since ancient times. Do you know their origin?

A popular Easter custom is carolling. Only boys and men attend the carolling that takes place from midnight to midnight. In many regions, however, the carol ends at the stroke of noon. Although nowadays carollers usually only visit relatives and acquaintances, they can whip any girl or woman they see outside. The traditional reward is eggs and sweets, and in the case of adults, a glass of alcohol.

According to the tradition, the young willow wands bring health and youth to any girl or woman who gets whipped with them. The whip should be hand-knitted and decorated with ribbons. The number of ribbons then indicates how many girls and women got “rejuvenated” during the carol.

As we have already mentioned, the most common reward for whipping is eggs. Carollers receive them dyed and decorated in various ways. Their form is often based on regional customs and their colours also have their significance. Another, now forgotten Easter custom is the pouring of water. On the Tuesday morning after Easter Monday, girls and women drench boys and men in water. Water is also poured over livestock because, as per the tradition, it rejuvenates them and gives them strength.

The traditional Easter pastries are mazanec (scone) and pastry lamb. Mazanec symbolises the sun, so the dough should be made on Easter Sunday. It used to be made of grated cheese and more eggs to make it yellow. The lamb is a well-known symbol of Jesus Christ, but for many it also represents new life or the babies that are born in the spring. Another Easter pastry is the so-called jidáš (cross bun), which was baked on Foul Wednesday. They are made in cylinder shape as they symbolize the rope on which Judas hanged himself according to the Christian interpretation.

We must not forget the sowing of grain, which symbolises the onset of spring. Nowadays, however, it is more likely that grass is sown and then decorated with Easter eggs.

Decoration for a few crowns



1. Have on hand an empty paper egg carrier, SIX eggshells, wax - and ready-made wicks (both available online or at art supply stores), quail eggshells or blown eggs, a handful of soil, feathers, and fresh flowers you can find outside or buy at the florist.

2. Rinse the shells thoroughly, dry them and, following the instructions on the packaging, place a wick in four of them and pour melted wax over them. Let them cool. Fill the two remaining shells with soil and stick in the flowers.

3. Place the shell candles and pots in the egg carrier and decorate with the remaining material according to your imagination.

1. Put away a few rolls of toilet paper well in advance. Paint the top side with acrylic paints and let them dry.

2. Cut the rolls into narrow strips and glue them together with glue or a melting gun to form a wreath. Some joints can be decorated with beads.



1. Wash the eggs thoroughly before dyeing. You can get natural yellow dye by dipping the egg in dry onion skins or turmeric dissolved in warm water.

2. Blue tones are made by letting the egg rest in a pickle of wild blueberries or chopped red cabbage leaves.

3. Red or pink shades will give the boiled egg grated beetroot. Spinach turns the shells green. It is ideal to use white eggs.

Easter calendar

• Palm Sunday •

Commemoration of Jesus' arrival in Jerusalem, consecrating the pussy willows, sweeping homes with green branches, putting on new clothes.

• Blue Monday •

Decorating churches with blue fabrics, a day of rest.

• Shrove Tuesday •

Sweeping out cobwebs and cleaning the entire dwelling.

• Foul Wednesday •

A reminder that Judas Iscariot betrayed Jesus Christ, baking jidáše (cross buns) that are eaten the next morning.

• Maundy Thursday •

Reminder of the Lord's Supper, eating a green diet or only vegetables.

• Good Friday •

Commemoration of the crucifixion of Jesus Christ, strict fasting, a day when no laundry is to be washed, nothing is to be given, sold or borrowed.

• Holy Saturday •

The return of the bells from Rome, the end of Lent, sweeping the house with a new broom and the customs associated with ensuring a good harvest.

• Easter Sunday •

Celebration of Christ's resurrection and ascension, consecration of Easter food, first day of feasting after forty days of fast.

• Easter Monday •

The day of carolling with the Easter whip.

9 questions for Radana Kostruhová

She assumed the position of HR Director on 1 February 2023. In a short questionnaire we asked **RADANA KOSTRUHOVÁ** about inspiration that Czechs can take from Scandinavians, how important a good team is for her and what challenge she never misses.

1. What do you like about Scandinavia?

■ The Nordic countries are beautiful in every season. The harsher winters, less warm summers and beautiful countryside are what I really love about Scandinavia.

2. Which Scandinavian quality could we adopt?

■ Openness in communication and feedback. Sometimes we lack the ability to get excited as a team and celebrate even a small success. Scandinavians know how to show enthusiasm. Swedes also know how to relax, separate work and leisure for themselves and family. This is also something we can learn.

3. You worked for a German car company. Do you like to drive?

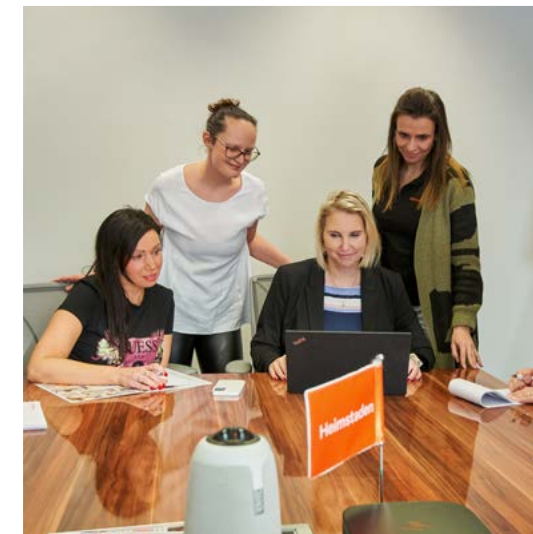
Driving means freedom and liberty to me, but then I guess I'm a standard driver who occasionally talks to other drivers and sings along with the radio. I have great respect for cars and traffic and safety is essential to me. Thanks to my work in the car industry, I have gained technical awareness in relation to driving. So I have a lot of respect for my car. Without it, life would be much more difficult.

4. What are your work goals?

■ The main goal is a sustainable process of working with people, continuously building the company culture and promoting the Heimstaden brand as a stable and trustworthy employer with a lot to offer. The modern era demands diversity, age management, complexity of competences, but behind all this there are still human beings who should be treated with respect and dignity. We focus on the effective functioning of teams, proper people management, HR processes and the development of our employees. Communication is an important area.

5. What criteria should a Heimstaden employee meet?

Our company prides itself on maintaining a friendly working environment and communication within the company and with clients. We welcome anyone who wants to work responsibly and collaboratively, learn new things and be part of our company culture. We consider good conduct and behaviour to be an essential element of our working environment.



6. What does teamwork mean to you?

■ The team is very important to me. The basic pillars are mutual understanding of where we want to go and where we are going, respect by person to person, responsibility for the work and the common goal, and a sense of humour. When you add to that a positive attitude and pragmatic solutions to situations that arise, that makes a dream team.



7 You come from Ostrava. Which places do you like the most?

■ Ostrava is a city that is moving incredibly fast. There is more greenery and cultural and sporting opportunities are improving. I'm glad that the factories I used to go to see my parents are changing and taking on a different dimension. I like to use the trails around the Ostrava River and Odra River, as well as the trails leading from Ostrava to Havířov for walks and cycling. I like to visit the zoo, Lower Vítkovice and many other attractions in the area with my children.

8 How do you relax?

■ I prefer active relaxation in the countryside. My favourite pastime is walking and hiking, cycling, skiing. All this, of course, preferably with my family. If the conditions are not right for a trip to the countryside, I can relax in my armchair with a good book. Fortunately, we're all a family of like-minded people. Similarly, we share an interest in pets. We are all currently on "maternity leave" with our five-week-old puppies.

9 You like to be challenged. Which kind of challenges attract you the most?

■ If it's not a downright dangerous activity, I am in. For example, I can't help but accept the challenge of a New Year's Day swim in the river, as well as the secure rock climbing or various running challenges. When it's not life-threatening, it's always a new experience that I can appreciate.



Like and vote for the Neighbour of the Year 2022



Thank you for voting in the Neighbour of the Year Award. More than 50 nominations have been received. We have selected 20 finalists from the submitted stories. Get to know them on the official Heimstaden Facebook page and **choose your winner by 15 April**.

The finalist with the highest number of likes will win the main prize – a gift certificate for the purchase of any goods in the PLANEO stores worth CZK 20,000.

The first ten contestants with the most likes will receive a voucher for a neighbourhood party worth CZK 10,000. This will be provided by our company in the form of catering at an agreed time and place at their residence.

Evaluation of the results of the Neighbour of the Year 2022 Award will take place on 30 April 2023. On 1 May, we will then publish not only the name of the winner at heimstaden.cz, but also the names of the ten finalists who received the most votes and who can look forward to a neighbourhood party.

PLANEO

Heimstaden
Friendly Homes

Neighbourly relations

Good neighbourly relations are essential for a happy home. But we don't get to choose our neighbours. In all disputes, therefore, respectful communication is important. It should be well timed and take into account not only our needs but also those of our neighbours. Here are some tips on how to avoid potential conflicts.

Be tolerant



You cannot draw legal consequences from every little thing, so try to avoid conflicts. Do not add fuel to the fire and occasionally turn a blind eye.

Eliminate noise



Make sure your floors and walls are well insulated against noise. Carpets and heavy curtains are great in this regard. If you like loud music, use headphones.

Try to solve disputes amicably



Often, your neighbour may not realise that they are doing something that is annoying to other tenants. The most effective way to resolve neighbour disputes is to point out inconsiderate behaviour and reach an agreement.

Inform the neighbours about the modifications in the apartment



Inform the neighbours in advance about minor adjustments, drill work, etc. by word of mouth or by posting a notice in the house. Apologise for any noise or mess associated with the activity.



When a dispute results in a breach of good manners

If you are not successful in reaching an agreement, contact the offence committee of the municipality, the municipal authority or the police or the competent court. However, filing a lawsuit is a last resort. Verbal agreement should always come first. If this is not possible, please inform us of what is going on in the house in a statement providing the apartment number or the specific person who continues the disorderly behaviour. Describe how it occurred – including the date, time and location of the incident. Please also include information on whether the Czech Police were called. The document must contain the signatures of at least three other tenants who confirm that the events described actually occurred.

Don't provoke



Avoid any tricks and provocations. If you are disturbed by noise from your neighbours, do not bang on the ceiling or the heater, but go and talk to them face to face.

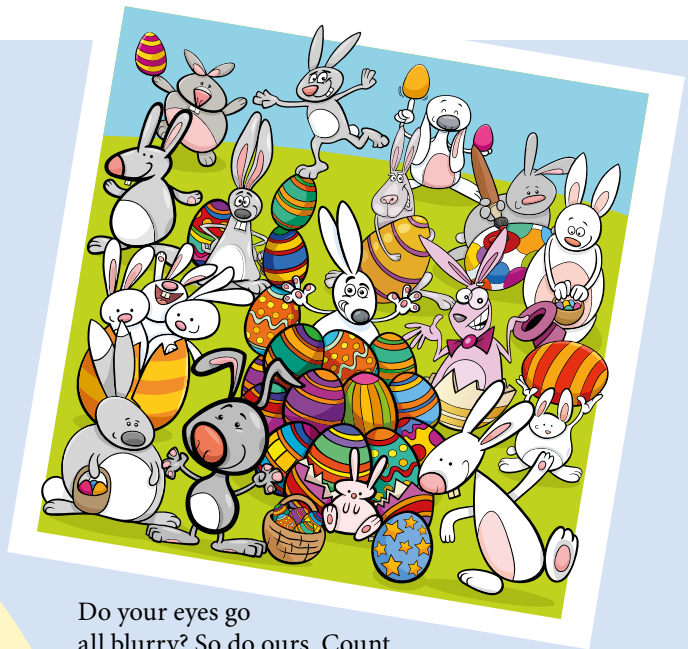
Never use violence



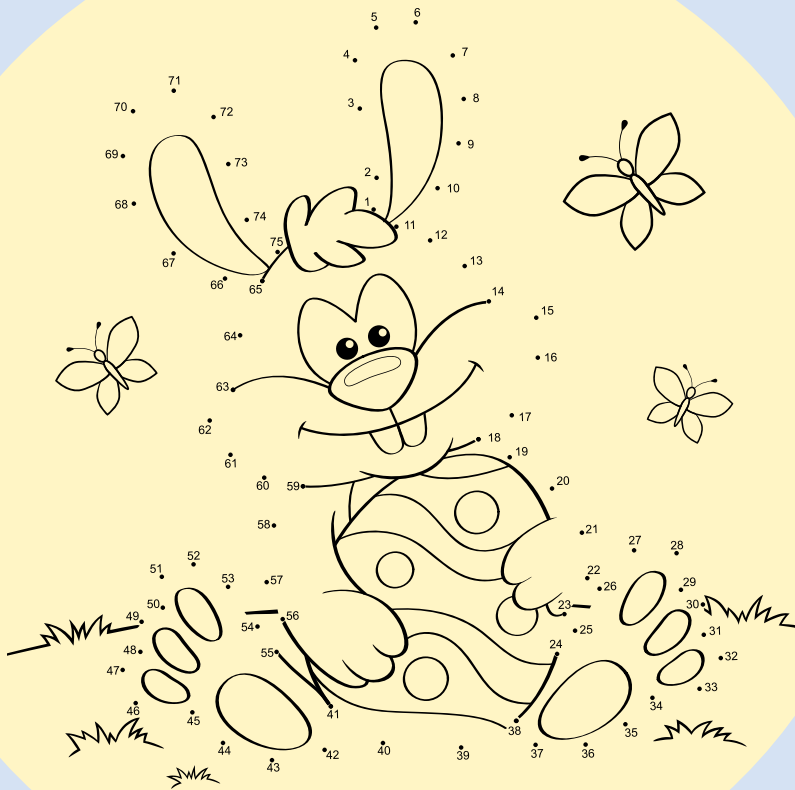
Are you arguing? Beware of tense situations. Your neighbour could file a criminal complaint against you, e.g. for assault and battery, so always try to keep calm.

Feast, feast...

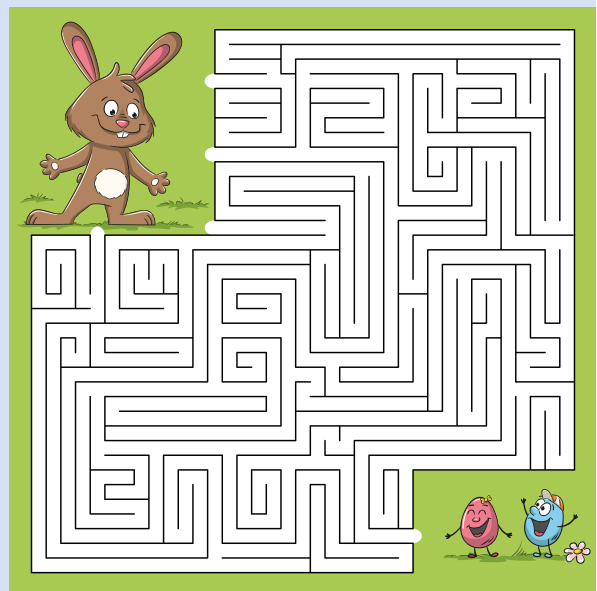
Before you run out with your whips to go carolling, let's freshen our minds together.



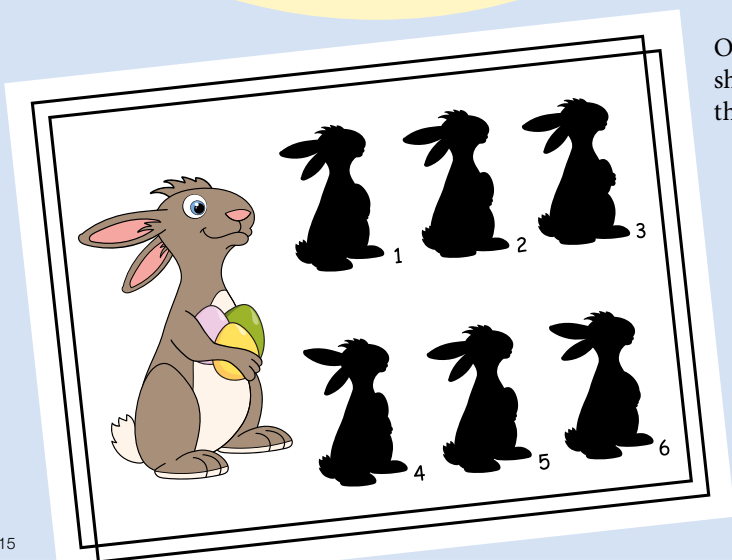
Do your eyes go all blurry? So do ours. Count how many rabbits there are in the picture.



Who can count to 75? Connect one number after another and you get the symbol of Easter.





It wouldn't be Easter without a bunny and an Easter egg. Help them find their way to each other.



One rabbit, one shadow. But which is the right one?

Can you find your way from the bunny to the Easter egg? You can only move around the boxes with the numbers that follow each other. Let's start with number one.

	38	24	78	28	80		
	79	57	12	13	14		
	1	2	11	27	15		
1	32	33	8	9	10	37	16
2	3	43	7	45	46	47	17
88	4	5	6	13			
61	62	63	15	65			
74	72	73	16	17			

Everything you need to know

Heimstaden Client Centre

CLIENT CENTRE PLZEŇ

Technická 3000/9
Plzeň-Jižní Předměstí

Opening hours

Tuesday: from 9:00 a.m. to 12:00 p.m.

Thursday: from 1:00 p.m. to 4:00 p.m.

You can also contact us via e-mail at info@heimstaden.cz, or through online chat at www.heimstaden.cz.

Emergency lines

Fire department	150
Ambulance	155
Municipal police	156
Czech Police	158
Single European emergency number	112

Important phone numbers



TOLL-FREE CUSTOMER LINE
800 111 050

From Monday to Friday from 8 a.m. to 5 p.m., people interested in renting apartment and non-residential premises and existing clients can call us for administrative and technical matters, and we also deal with emergency life- or property-threatening and situations.



Holiday opening hours of the helpline and client centres:

The helpline will be out of service on **7 April** (Good Friday), **10 April** (Easter Monday), **1 May** and **8 May**.

From Monday to Friday from 5 p.m. to 8 p.m., on weekends and holidays, we are only available to deal with emergency life- or property-threatening situations.



The emergency line is operational NONSTOP during the holidays.

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