

WELCOME TO OUR

# NEW WORK TIMES

*we're so glad you're here!*



## NEWS FROM OUR CEO

“Is flex here to stay?” versus “How much flex do we need?”

New Work is celebrating 10 years of operation. It was not always certain that we would reach this point.

- 2019 WeWork imploded and everybody was questioning the business model of flex operators.
- 2020 the lockdowns set a hold on the expansion of all operators and at least 30 % of the independent ones disappeared.
- 2022, just when the world started to pick up again, Russia started a war which soon led to rising energy prices and a level of uncertainty, which did put a lot of decision makers in agony.

We can say, in only 3 years the world has changed, and the office industry is not the same anymore.

Thanks to the spirit of our team, the support of our landlords and the help from our shareholders, New Work overcame all challenges and after some housecleaning, we can say **we are ready to create tomorrow's ESG-compliant workplace today!**

In this edition, you will learn more about our plans for growth, managing sublease space, operating space for cooperate clients and ESG.

Join us on the ride to become **the number 1 choice when it comes to sustainable workplace solutions!**

Yours



 **HUBERT ABT, FRICS**  
CEO & FOUNDER

## What is ESG for Offices about?

It might not be visible to everyone who is dealing with leasing office space yet, but it will be the #1 question from corporate clients soon. Hence, we need to be prepared and deliver such space, or we are cutting ourselves off from an increasing share of the leasing market!

We at New Work are convinced that the three letters have the biggest impact on the office industry we have witnessed in decades. **One out of many examples is that we are very much looking forward to using separation walls produced of straw, instead of gypsum carton and carpets made of fisher nets.**



### Here are some tips on what tenants can do to save a polar bear.

1. Commuting accounts for 60% of the carbon emission of white-collar workers. One day of commuting with a bike instead of using the car saves as much carbon emission as if you would have your office in a zero-emission building.
2. Smart workload sensors can help to save 50 % of the energy bill.
3. Plastic bottled water and soft drinks have no place in the office.
4. Waste separation should be mandatory.
5. Check the devices for standby function before you leave the office.
6. If there are openable windows, make sure the AC is switched off.

Of course, there are many other things our experts from [workcloud24](#) can help you with.

If you wish to receive further information, please contact:

**Seweryna Afanasjew**   
MBA MRICS | Country Head | 

**workcloud** 



## And the winner is...New Work



New Work is the most awarded Office Operator in CEE. **Over the last few years we have been recognized in multiple categories for service with excellence**, and so far we have collected more than 10 of those prestigious trophies (and we are still counting).

At the **Baltic Real Estate Awards** we did it again! The jury voted New Work in the Category Service Provider of the Year 2023!

In the city of Sopot, real estate and related industry professionals and their guests gathered to witness and celebrate the presentation of the winners in 21 categories among them New Work with an award in the category: Professional Service Provider of 2023!

**Service with excellence is in our DNA.** Service is the core of our business. It's with the daily efforts of our dearest team – committed, hardworking, and caring professionals who make sure our clients are well taken care of and their needs are always addressed with empathy and patience, we practice excellence in service.

It's very important for the team to see to see the results of their passionate work for our clients!





# Łódź the Destination of the Future!

It took us long discussions, but finally, we decided to stay in Łódź and keep operating our Business Center at Hi Piotrkowska.

The reason is simple we believe in the city, we have the best location you can dream of and we operate a great building with super low service charges of 12 PLN/sqm only, and last but not least MMG is a dedicated landlord who we are happy to design the future of HiPi with!

We cater for the evolving needs of modern businesses attracting a diverse range of tenants including startups, freelancers, and corporate remote teams who value the flexibility convenience, and cost-effectiveness of a shared office environment.



**Paul Kuśmierz** Principal, Master Management Group and **Hubert Abt** CEO & Founder of New Work at CEE Summit 2023



**Hurry up for special offers. We still have some space available!**



## HiPiotrkowska

PRIVATE OFFICES |  
CORPORATE SPACE | HOT  
DESKS | VIRTUAL OFFICE

ŁÓDŹ | Piotrkowska 157A

**FROM 999 PLN/WS**



# People First

**AT NEW WORK WE BELIEVE IN WOMEN'S POWER, AND THAT IS WHY WE CAN PROUDLY STATE THAT 75 % OF ALL LEADING POSITIONS ARE COVERED BY WOMEN!**



## Did you know that:

- Women **demonstrate high empathy** and **social intelligence**
- Women are **strong communicators** and can convey their thoughts and ideas clearly and effectively
- Women have a collaborative approach to work and encourage teamwork
- Women demonstrate a **high degree of flexibility** and **adaptability to change**
- Women have **high resilience** and **can cope with stress and pressure**
- Women **excel in integrity and ethical actions**. They are committed to fair and ethical practices and can build trust with their co-workers

Here is one of them;

Monika first joined New Work in 2020 as an HR Manager to later also coordinate Marketing activities. After a short break she is back with new ideas and energy to lead Marketing and Communications activities.

## Where have you been?

It is so good to be back. With the team's support, I feel like I never left. New Work has always been dear to me and when the opportunity came - I didn't think twice. **You need to believe in the brand. Have trust in the team** - which I certainly do. It's official - I'm a boomerang :)

## What's your new role ?

I am responsible for supporting all marketing and communications activities.

## How did an HR Manager, HR Business Partner and business owner get into Marketing?

These roles do not exclude one another. I have always been a hybrid - taking care of both HR and communications. I always want to learn more, know more and improve. Now thanks to New Work I have this opportunity.



**MONIKA PAWELCZAK**   
MARKETING COORDINATOR

**WELCOME BACK!**

# Ask the CEO

**Are there going to be any changes in NW's product offer? What do the clients want? What's changing?**

The general shift is from Space as an Office to **Space as a Service**. While pre-pandemic it was sufficient to offer space on a plug-and-play standard on flexible terms with some random services, today clients demand more.

We need to create an office environment as a unique experience which adds value towards the home office.

While commuting is the number one roadblock for people to choose work from home above the office, number two is the possibility for collaboration which incentivises people to make the effort.

At New Work, **Space in the Cloud made it up to the most popular product over the last 18 months**. Companies only commit to 30% - 50 % of the total seats, while on the peak loading days, employees book their workplace which is not included in the core commitment via mobile application.

**More and more new places are created by how New Work wants to develop in such an environment?**

New Work is a boutique operator with international experience and local exposure. Our list of clients proves that international corporations trust us, and we serve their needs in several countries and multi-locations, while our operational teams are understanding the mindset of the local market and we are able to identify the invisible fences of submarkets

We are at the forefront of ESG compliance and digitization.

Since the majority of shares at New Work are still family-owned, we are entrepreneur driven, which is an advantage (...)

READ THE FULL INTERVIEW -> [HERE](#)



**HUBERT ABT, FRICS**  
CEO & FOUNDER

**What are the trends for Q1 & Q2 in demand for flex / traditional office?**

The flex concept is gaining popularity amongst larger companies and corporate occupiers.

There are multiple triggers for increasing demand for flex office solutions against traditional offices.

- Recession drives uncertainty and requires companies to keep their space flexible and optimize costs.
- Shared economy takes over in all sectors, and so does it in real estate.
- Digitization allows office workers to work from everywhere, at the same time digital work also requires collaboration which works best in a collaborative environment.
- Because of hybrid work models, companies need to adjust their space requirements and change more and more to core flex leasing strategies.
- ESG compliance doesn't allow companies to keep surplus space without commercializing it. So, every company which is in need to breathe within its space needs some portion of flex.
- Landlords realize that premium on rent only can be achieved with additional services because they are more and more including flex in their product mix.





# HOT DEALS

#Q3 | NEW WORK LOCATIONS

## PROMOTION AS HOT AS SUMMER



Last but not least we welcome summer with some super **hot deals in our locations!**

We're **flexible** - we can quickly adapt the workspace to your clients' needs  
We have the **best Customer Care** available on site in all our locations



## Wola Retro

## Neopark

PRIVATE OFFICES | CORPORATE SPACE |  
HOT DESKS | VIRTUAL OFFICE

PRIVATE OFFICES | CORPORATE SPACE |  
HOT DESKS | VIRTUAL OFFICE

**WARSAW - Wola** | Skierniewicka 16/20

**WARSAW - Mokotów** | Cybernetyki 10

 **FROM 999 PLN/WS**

 **FROM 999 PLN/WS**

**! SUMMER HOT DEAL like no other - limited\* offer for up to 3WS offices at a total price of 2500 PLN!**

**CORPORATE SPACE IN NEOPARK AVAILABLE NOW !**





# HOT DEALS

PROMOTION AS HOT AS SUMMER

#Q3 | NEW WORK LOCATIONS



- Registry seat
- utilities & services
- 24/7 access to the office space
- space in the cloud
- internet (25/25 mbps)
- furniture
- office cleaning
- dedicated New Work reception services on weekdays from 8 am to 5 pm
- fully equipped kitchens
- zoom rooms, chat rooms available 24/7



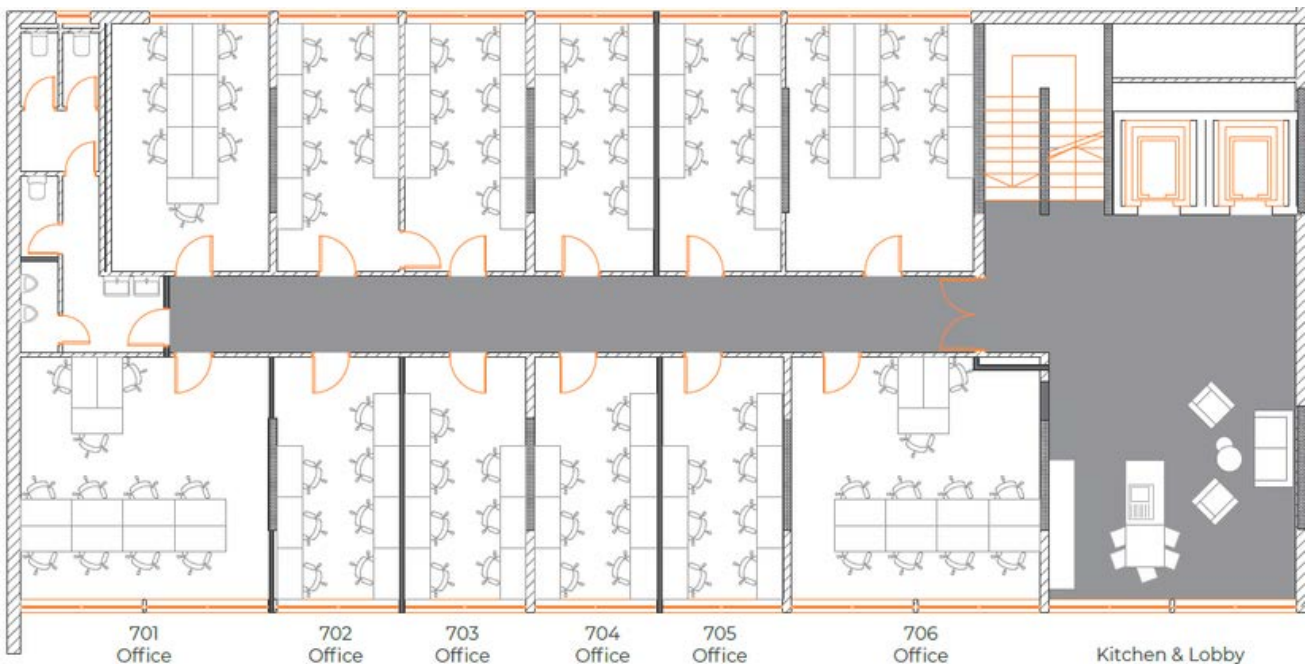
**RM2**

PRIVATE OFFICES | CORPORATE SPACE | HOT DESKS

**BUDAPEST** | Radnóti Miklós utca 2

**! 10.000 EUR + VAT / 335,96 sqm (94WS)**

**ENTIRE 7TH FLOOR**







# HOT DEALS

PROMOTION AS HOT AS SUMMER

#Q3 | NEW WORK LOCATIONS



## **BJ48**

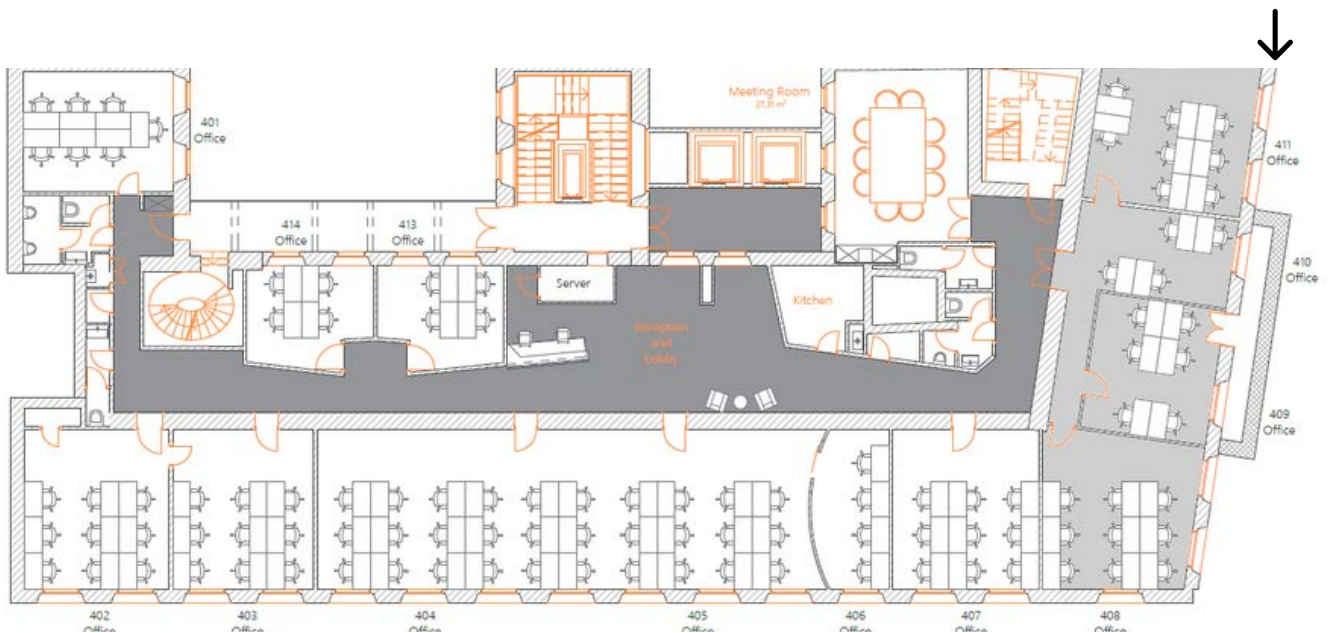
PRIVATE OFFICES | CORPORATE SPACE |  
HOT DESKS

**BUDAPEST** | Bajcsy-Zsilinszky út 48

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**! 3.700 EUR +VAT / 90sqm (27WS)**

CORPORATE SPACE IN BJ48 AVAILABE NOW





# HOT DEALS

PROMOTION AS HOT AS SUMMER

#Q3 | NEW WORK LOCATIONS



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## A100

PRIVATE OFFICES | CORPORATE SPACE | HOT DESKS

**BUDAPEST** | Andrassy út 100

**! 25.000 EUR + VAT / 824,87 sqm (130WS)**

ENTIRE 2ND FLOOR



## Vacation blues? No thank you!



**PREPARING FOR A VACATION IS ESSENTIAL NOT ONLY FOR ENJOYING THE TIME OFF BUT ALSO FOR MINIMIZING THE POTENTIAL "VACATION BLUES" UPON RETURNING TO THE OFFICE. HOW TO GET READY?**

Here are some tips to help you prepare:

- 1. Plan Ahead:** Before leaving for vacation, ensure that your workload is manageable. Delegate tasks or projects to colleagues, set clear expectations, and provide necessary information to ensure a smooth workflow during your absence. This reduces the chances of feeling overwhelmed with pending work upon your return.
- 2. Communicate Your Absence:** Inform your colleagues, clients, and stakeholders about your upcoming vacation well in advance. Set up an out-of-office email response to notify people of your absence and provide an alternative contact person if necessary. This helps manage expectations and minimizes disruptions during your time off.
- 3. Prioritize and Set Boundaries:** Before leaving, prioritize your tasks and focus on completing critical assignments. Avoid taking on new projects or commitments right before your vacation. Additionally, set boundaries by clearly communicating your availability and limitations while on vacation to avoid unnecessary interruptions.
- 4. Clear Your Inbox and To-Do List:** Try to clear your inbox and complete pending tasks as much as possible before you leave. This provides a sense of accomplishment and prevents an overwhelming backlog upon your return. Create a to-do list for post-vacation tasks to help you stay organized.
- 5. Transition Time:** Consider planning a buffer day between your vacation and returning to work. This allows you to settle back home, unpack, and catch up on personal tasks before diving into work. Having this transition time can ease the adjustment back into your routine and alleviate the immediate stress of returning to the office.
- 6. Reflect on Positive Experiences:** While on vacation, take the time to reflect on and appreciate the positive experiences and memories you are creating. Capture photos, enjoy the moments!

Embrace the benefits of taking time off and ease yourself back into work gradually. Don't rush. Maintain a healthy work-life balance.



# Events you cannot miss!

Do you want to learn more about ESG? Don't miss the events from [workcloud24](https://workcloud24.com).



## BUDAPEST

Thursday, 14.09.2023



## WARSAW

Thursday, 28.09.2023

For early bird registration please send an e-mail to [events@workcloud24.com](mailto:events@workcloud24.com).

## Work with us today

HAVE ANY QUESTIONS ABOUT WORKING WITH US?

Do not hesitate to drop us a line or call us



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LET'S CHAT!