



Press release

5 October 2016

Bonava wins brand award in Germany

The Bonava brand has been awarded the top ranking in this year's Real Estate Brand Value Study as the strongest brand in the housing development industry.

The annual ranking, conducted by the European Real Estate Brand Institute (EUREB Institute), uses brand value models to evaluate approximately 1,200 brands in the European retail and residential sectors. The study examined responses from 70 companies and 340,000 private individuals in the process of looking for a new home. The questions concerned their perception of corporate brands based on such factors as credibility, degree of innovation and customer service.

- In only four months, Bonava has successfully secured the top ranking among residential developers in Germany. The key to success for the Bonava brand is the company's extensive expertise and outstanding customer service, says Harald Steiner, CEO of the EUREB Institute.

The EUREB Institute, which conducted the study, is the leading platform for financial and behavioural valuation of corporate brands within the European real estate industry. The Institute's surveys combine qualitative and quantitative methods.

- We are proud to receive this award and delighted that Bonava has been able to establish itself and gain a strong position in the German market in a short time. We have achieved this thanks to the hard work of everybody involved in launching the brand and by clearly communicating what we stand for. We don't just build houses, we create homes and neighbourhoods where people live their lives and feel a sense of belonging, says Sofia Rudbeck, Head of Marketing and Sales, Bonava.

[Read EUREB's press release about the award.](#)

For more information, please contact:

Bonava's media line
Tel: +46 70 955 66 54,

Harald Steiner, CEO of the EUREB Institute
harald.steiner@eureb.eu
Tel: +49 30 609 846 444

Bonava is a leading residential development company in Northern Europe. Born out of NCC, Bonava has been creating homes and neighbourhoods since the 1930s. Today Bonava has 1,400 employees and operates in Sweden, Finland, Denmark, Norway, Germany, St. Petersburg, Estonia and Latvia, with sales of SEK 13 billion. Bonava's shares are listed on Nasdaq Stockholm. For more information about us, visit: bonava.com

Bonava AB (publ)
Vallgatan 3, SE-170 80 Solna, Sweden
Tel: +46 8 409 544 00
Corp. Reg. No. 556928-0380
bonava.com