

**Some/
companies/
redevelop/
properties/**

**We/
reinvent/
them/**

CenterPlan is in the business of property reinvention.

We take existing properties and give them a new life, working alongside partners who add extraordinary value to the process. Our property portfolio and investment interests extend from Copenhagen out across Denmark, Sweden and Germany. Within these markets, our activities are many and varied – but they all spring from the same defining principles.

We believe in adding value to property by thinking differently. Many of our most successful projects begin with properties that others have overlooked. By thinking laterally about new uses for old spaces, we create exciting possibilities where others see only problems.

“CenterPlan is defined very much by the partners with whom we work – big name international players who bring something different to every project. For me, the secret of a successful collaboration is mutual respect and a real sense of enthusiasm. While many development companies have a very standardised approach, CenterPlan always has a different angle. It’s not exclusively about profit – it’s about the challenge and excitement of working on projects that make a difference. And it’s also a lot of fun.”

Torben Schøn
Chairman, CenterPlan Denmark



**The result is far more than a redeveloped building.
It is a new destination.**

**A waterfront restaurant complex in a major capital city.
A bustling retail centre in a once-deserted part of town.
60 city centre apartments, individually styled by the world's
most celebrated designer.**

**We would like to tell you more about the scale and ambitions
of our business, the diverse range of projects in which we are
involved and the network of talented people behind them.**

Most importantly, we would like to invite you to get involved.

**The CenterPlan story began in 1988 when
the company was founded by Carsten Leveau.**

**His vision was to target buildings with
untapped potential and transform them
through the power of creative thinking and
unswerving attention to detail. Nearly two
decades on, he continues to be one of the
key driving forces behind the company.**

“If you look at a lot of the developments in Copenhagen, you really can’t tell which developer was involved. There’s a copy-and-paste approach, which leads to everything looking the same. There’s nothing necessarily wrong with that when the market is going at a good pace – but if it suddenly slows, you’re left without any real point of difference. You need to offer something unique. This is the thinking behind many of the partnerships we forge. It’s not about meeting an immediate need. It’s about establishing a strategic partnership that opens up new possibilities in the long term. After all, none of our partners needs to work with us – and vice versa. It’s a matter of choice, not necessity.”

Christian Melgaard
Director of Real Estate, CenterPlan



- / We believe that every building contains within it the possibility of reinvention and renewal.**
- // We believe that every building is part of something bigger: a city, a country, a culture.**
- /// We believe in approaching every project with an open and questioning mind.**
- //// We believe in working with world-class partners who bring something unique to each project.**
- ///// We believe in making a difference as well as a profit.**