

# Prologis Receives Prestigious Logistics Real Estate Recognition

- Empirical study conducted across 94,868 prominent real estate professionals

AMSTERDAM (24 May 2018) – Prologis, Inc., the global leader in logistics real estate, has been named the strongest European real estate developer brand for 2018.

Prologis received the award in the "Logistics" category at this year's Real Estate Brand Awards by the German-based European Real Estate Brand Institute (REB Institute), a leading platform for the benchmarking and evaluation of corporate brands.

"We're systematically elevating our brand profile and focussing on those areas which will differentiate and define us. This award is an indicator that our brand strategy is paying off", says Marta Tesiorowska, vice president, head of marketing & communications, Prologis Europe. "Independent and scientific recognition of our brand value is important, as it sets the bar for further development of our brand share."

## **Brand Value Study**

This empirical study defines a top 100 brand index of real estate developers in Europe. The research analyses improvements across key performance indicators and measures the positioning of the most important real estate companies in Europe. This annual study was carried out by surveying 94,868 industry experts across 47 countries in Europe and uses a brand value model that combines qualitative and quantitative methods to present results that are clear to understand.

The Prologis brand aspects which scored highest were its regional competence, innovation power and conversion strength.

## **About Prologis**

Prologis, Inc. is the global leader in logistics real estate with a focus on high-barrier, high-growth markets. As of March 31, 2018, the company owned or had investments in, on a wholly owned basis or through co-investment ventures, properties and development projects expected to total approximately 683 million square feet (63 million square meters) in 19 countries. Prologis leases modern distribution facilities to a diverse base of approximately 5,000 customers across two major categories: business-to-business and retail/online fulfillment.

#### About REB-Institute

The European Real Estate Brand Institute is the leading platform for determining the positioning of corporate brands within the European real estate industry. Based on the largest scientifically recognized brand value study, more than 1,400 real estate companies have been evaluated annually since 2009.

#### **Forward-Looking Statements**

The statements in this document that are not historical facts are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements are based on current expectations, estimates and projections about the industry and markets in which we operate as well as management's beliefs and assumptions. Such statements involve uncertainties that could significantly impact our financial results. Words such as "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates" and variations of such words and similar expressions are intended to identify such forward-looking statements, which generally are not historical in nature. All statements that address operating performance, events or developments that we expect or anticipate will occur in the future — including statements relating to rent and occupancy growth, development activity and changes in sales or contribution volume of properties, disposition activity, general conditions in the geographic areas where we operate, our debt, capital structure and financial position, our ability to form new co-investment ventures and the availability of capital in existing or new co-investment ventures — are forward-looking statements. These statements are not guarantees of future performance and involve certain risks, uncertainties and assumptions that are difficult to predict. Although we believe the expectations reflected in any forward-looking statements are based on reasonable assumptions, we can give no assurance that our expectations will be attained and therefore, actual outcomes and results may differ materially from what is expressed or forecasted in such forward-looking statements. Some of the factors that may affect outcomes and results include, but are not limited to: (i) national, international, regional and local economic climates, (ii) changes in financial markets, interest rates and foreign currency exchange rates, (iii) increased or unanticipated competition for our properties, (iv) risks associated with acquisitions, dispositions and development of properties, (v) maintenance of real estate investment trust status, tax structuring and income tax rates (vi) availability of financing and capital, the levels of debt that we maintain and our credit ratings, (vii) risks related to our investments in our co-investment ventures, including our ability to establish new co-investment ventures and funds, (viii) risks of doing business internationally, including currency risks, (ix) environmental uncertainties, including risks of natural disasters, and (x) those additional factors discussed in reports filed with the Securities and Exchange Commission by us under the heading "Risk Factors." We undertake no duty to update any forward-looking statements appearing in this document.

# **MEDIA CONTACTS**

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