



For Immediate Release

Greater China to adopt “Cushman & Wakefield” to align with company’s global branding

Shanghai, February 6, 2017— Cushman & Wakefield, a global leader in commercial real estate services, announced that effective from today, the company will adopt “Cushman & Wakefield” in Greater China as the English corporate name to align with their global branding. Together with other cities around the world, the firm will be celebrating 100 years of Cushman & Wakefield this year.



Brand name in English: Cushman & Wakefield

Brand name in Chinese: 戴德梁行

At the beginning of the merger, the company operated under the co-branded name of DTZ/Cushman & Wakefield in the Greater China to embody the history and underscore the significance of both brands in the market. Thanks to the joint efforts of all involved, the company has successfully integrated in an organized and smooth manner. More importantly, the employees have unified and developed into a mature and efficient team through continuous collaboration, and the clients have gained a more profound understanding of the size, professionalism and strength of the new company. These results are extremely encouraging.

Edward Cheung, Chairman, Asia Pacific Board & Chief Executive, Greater China, said: “With the trustworthy global brand and a more concise corporate image, we are confident that we will continue to be the best and deliver outstanding business in Greater China. Leveraging our international platform, professional teams and cross-border resources, Cushman & Wakefield will continue to deliver excellent services to maximize the benefits for our clients.”

About Cushman & Wakefield

Cushman & Wakefield is a leading global real estate services firm that helps clients transform the way people work, shop and live. The firm’s 43,000 employees in more than 60 countries provide deep local and global insights that create significant value for occupiers and investors around the world. Across Greater China, there are 20 offices servicing the local market. Cushman & Wakefield is among the largest commercial real estate services firms with revenues of US\$5



billion across core services of agency leasing, asset services, capital markets, facility services, global occupier services, investment & asset management, project management, tenant representation and valuation & advisory. To learn more, please visit www.cushmanwakefield.cn

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For further information, please contact:

Mandy Qian, Director, Marketing & Communications, Greater China

Tel: 86 10 8519 8040

mandy.qian@cushwake.com

