



Sustainability report - Kiinteistömaailma 2022

Sustainability report

This sustainability report is an annual overview of the Kiinteistömaailma chain. The report is structured around daily activities, guidelines for the future, and aspects of our social responsibility. Kiinteistömaailma Oy acts as franchisor for 77 independent companies. The report encompasses the chain as a whole.

The report is based on basic GRI reporting guidelines where applicable, especially considering industry-specific CRESS metrics. The content is also assessed against the ISO 26000:2020 standard. The most important aspects for the Kiinteistömaailma chain stemming from that standard are the legality and ethics of our own operations, as well as the added value we provide to our communities.

The indicators of this report have not been objectively verified. The financial figures presented are based on financial statements which have been audited by the auditing company KPMG. The report is available at [Kiinteistomaailma.fi](https://www.kiinteistomaailma.fi) in its entirety in Finnish and as a summary in English.



Common actions

Responsibility is not something one achieves by pretending or by copying others. It is in each of us and can be seen in all everyday actions. Responsibility and sustainability create a good spirit and help in coping with challenges. Sustainability creates opportunities and supports success. It manifests itself especially when no-one is demanding it nor is watching.

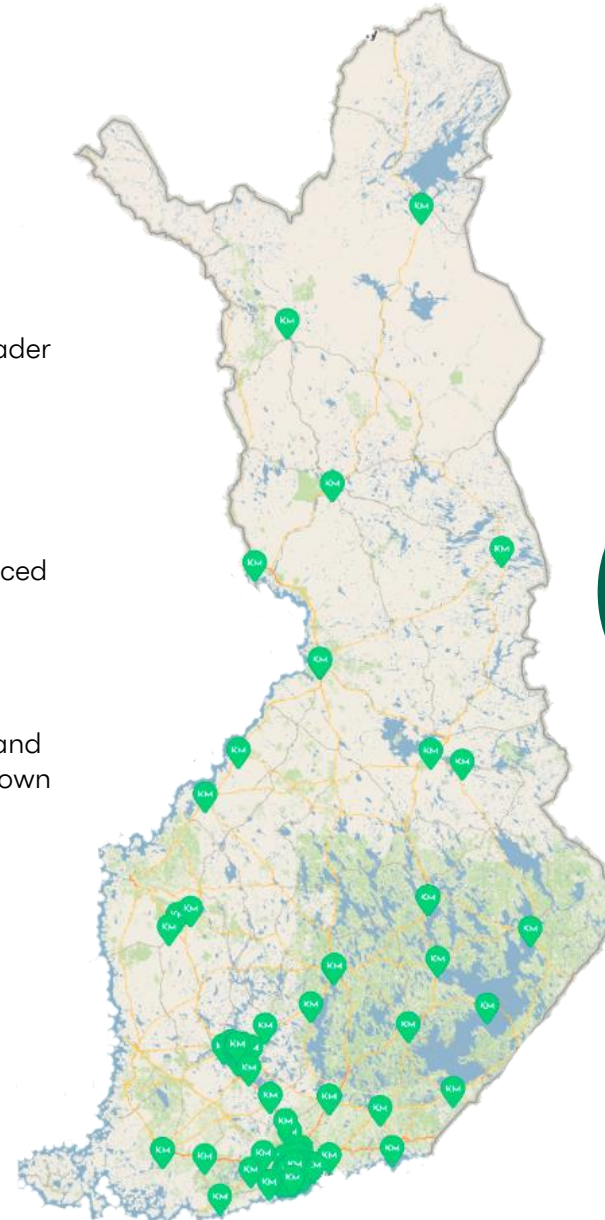
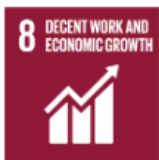


Risto Kyhälä CEO
Kiinteistömaailma Oy

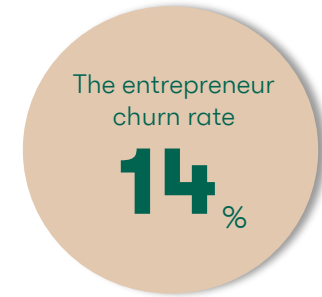
Kiinteistömaailma is

- 📍 A Finnish-owned franchising company offering real estate services as the market leader in Finland.
- 📍 Formed by chain management and its entrepreneur-owned companies.
- 📍 Committed to offering its customers services in compliance with the law and Good brokerage practice. The goal is to offer the best possible customer experience produced by a professional and well-being personnel.
- 📍 Kiinteistömaailma Oy is owned by Kenneth Kaarnimo, Risto Kyhälä, Arto Martonen and Oaklins Merasco Oy / Marcus Blomqvist. They also form the Board of Directors and own Ober-Haus in the Baltics which is not included in this report.

UN Agenda 2030



Results 2022



Turnover
53,9 M€

Operating profit
3,6 M€

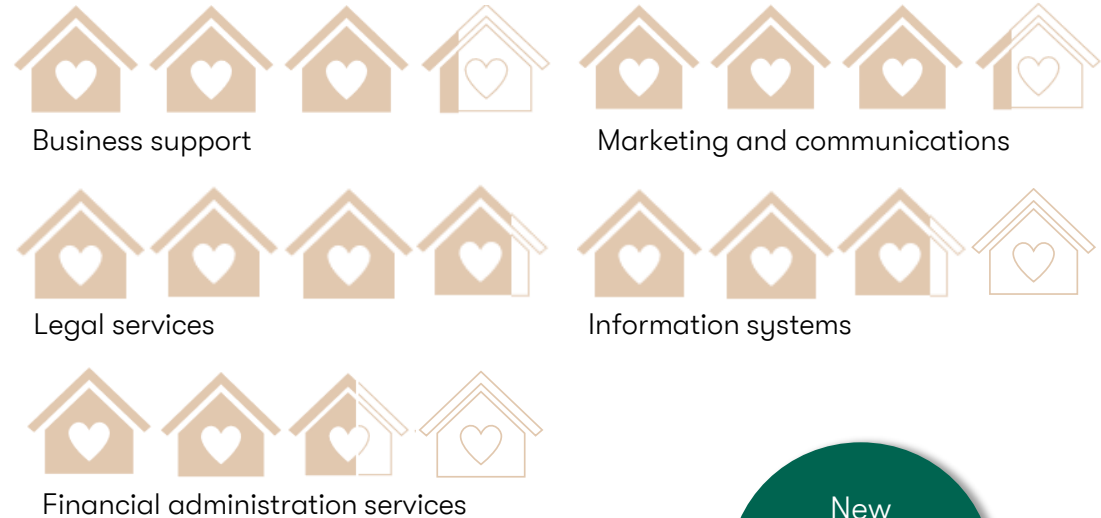
Referral rate
96%

Number of objects brokered
13 371

Market share
15%

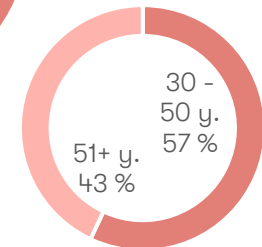
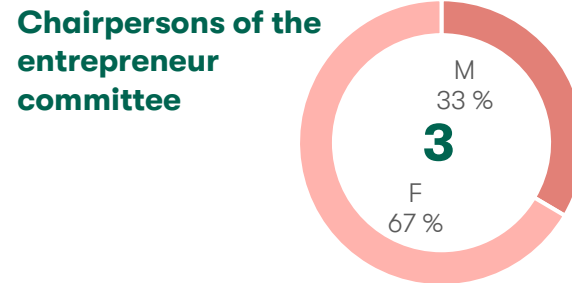
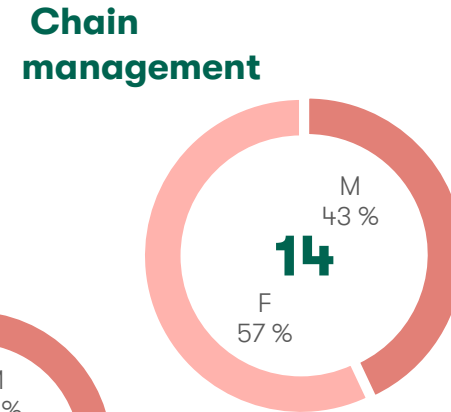
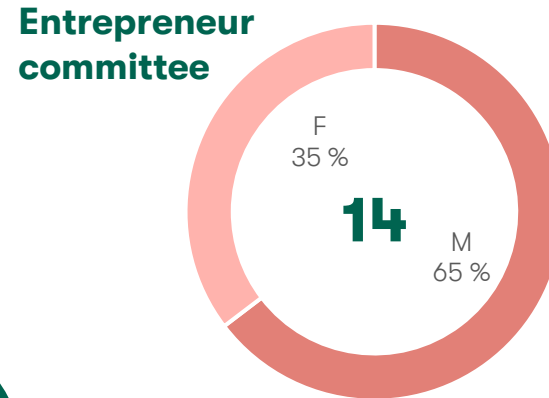
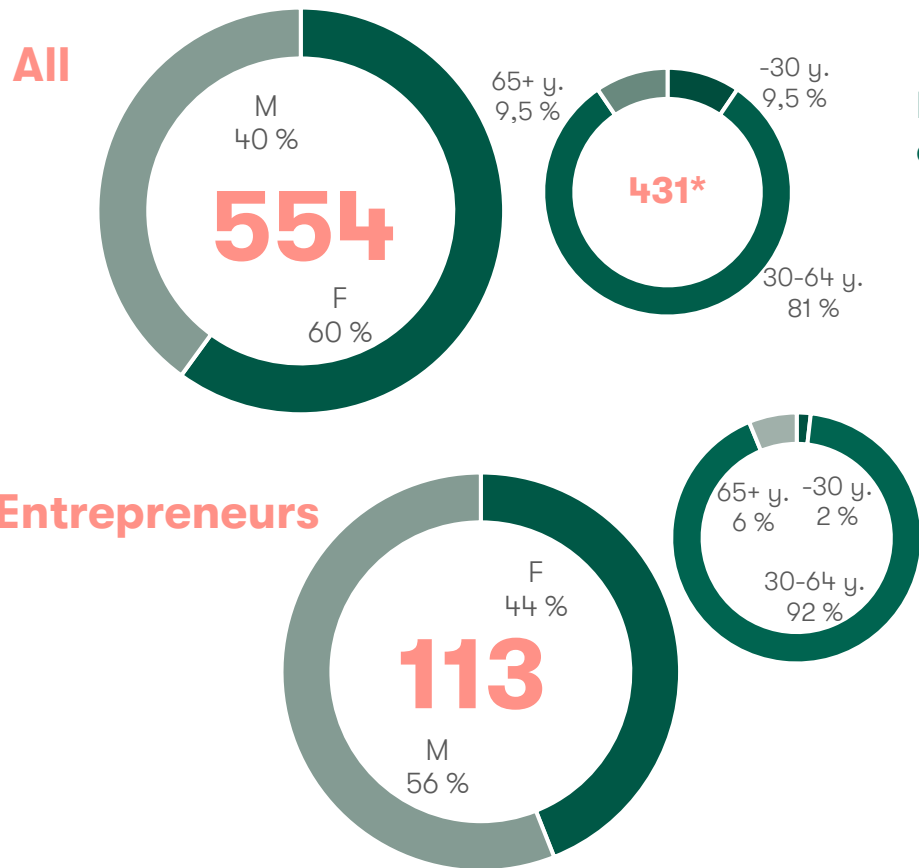
Market share in the capital region
21%

Our entrepreneurs satisfaction rate



WE - Kiinteistömaailma 2022

The journey for each of us at Kiinteistömaailma begins with the Introductory course. It is mandatory for all new employees, and the course is supported by our extensive e-learning environment "Välkky". It contains comprehensive study modules covering various aspects of the real estate business. Courses also cover topics ranging from using of our software to strengthening the personal brand of the real estate agent.



*431 of our branch store employees told their date of birth to the Kiinteistömaailma chain.



Customer satisfaction

We collect customer feedback comprehensively starting from the first contact and ending with the fulfilment of the assignment. Feedback is gathered from both sellers and buyers.

Our customer satisfaction results are monitored closely on a daily basis. Real estate agents are informed about new feedback immediately upon receipt. The feedback is utilized as a management tool and for self-development.



Legislation

People working in the field of real estate are expected to have extensive legal expertise. Good brokerage practice and legislation guide all our activities in the Kiinteistömaailma chain. We work actively to increase the knowledge of our personnel.

Safe handling of personal information in accordance with GDPR regulations and special consideration of our customers' difficult situations is naturally at the heart of our operations. All real estate agents in our chain must complete the GDPR test before the start of the work.



Real estate agencies go digital

We are involved in several development projects which aim to make housing sales easier and faster for all parties.

To these projects we bring the point of view for those doing brokerage work. Together with the Finnish authorities we strive to develop digital housing sales.

Responsible and sustainable housing information

High-quality and verified data is a top priority for Kiinteistömaailma. We use the national trade data (HSP) that complements our own housing and real estate trade data.

This way the statistical data of completed transactions used in pricing is the most comprehensive possible.





2023 - 2025

We are committed in ever more diverse ways on our pursuit towards the more sustainable real estate industry. To ensure it we started cooperating with Hanken School of Economics at the beginning of the year 2023.

More information about the report: katja.niemela@km.fi

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