PRESS RELEASE 

Warsaw, 28 May 2021

Globalworth launches the Office Alphabet international campaign.

Globalworth, the leading office investor in Central and Eastern Europe (CEE), is launching a new international campaign based on its tenants’ reactions and feedback: The Office Alphabet. More than one year has passed since the Covid-19 pandemic started and positive change seems to finally be around us. People are ready to get back to work. People are ready to come to normal.

Therefore, the office market leader in Poland and Romania celebrates this special moment that we all have been waiting for. ​The Office Alphabet project is a series of illustrations that will take us back into the office mood, from A to Z. Office language is definitely one of the things that people can relate to. It’s a way of communicating, making jokes and we definitely miss using it, and inside humour.

The project will mainly take place on the [Globalworth Instagram](https://www.instagram.com/globalworth/) account using each letter of the alphabet, matched with words and inspiration from the times we live in now and this period, related to the office space. To reconnect with the Globalworth community, we will also create a giveaway and invite people to join the game and leave us comments with other words that come to their mind for the specific letter that we posted that day. The prize will consist of a​ reMarkable 2 tablet – the world’s thinnest tablet. Perfect for returning to the office, the tablet replaces the notebooks and printed documents.

It’s just a step away from having all the buildings full of people again, so our campaign will be focused on playful, light-hearted and emotional communication, focusing on these feelings from an empathic point of view.

The insight of the campaign was inspired by our previous radio and digital campaign, I MISS MY OFFICE, in which thousands of people answered the question: What do you miss the most from your office life? Based on our tenants’ feedback, after so many months spent in their homes, people miss the atmosphere they used to enjoy in the morning before starting their jobs. And this fact was totally confirmed by the huge number of people who liked our posts, who enjoyed our live concert, who called during the daily morning shows, reminiscing about fun moments during brainstorming sessions, their morning coffee with an office view, and all those other little things that make office life so enjoyable.

These past few months have been hard on all of us, and what we all miss the most is human interaction. Office life is not only about work but also about being part of a community. And it was only after we started working from home that we truly discovered its importance. We are glad to launch The Office Alphabet, hoping that we will soon get together again at the office.

We are all craving for previous normalcy, we miss the morning routine when we were catching up with our co-workers before starting the workday.

**We can’t wait to be back on track! We can’t wait to have you back!**

**Until then, visit our** [**Globalworth Instagram**](https://www.instagram.com/globalworth/) **account starting the 17th of May and find out more about our next project!​ Do not forget to participate in our competition, after checking terms and conditions** [**HERE**](https://www.globalworth.com/wp-content/uploads/2021/05/Regulament-giveaway-IG-Globalworth-13.05.pdf)**.**

ABOUT GLOBALWORTH

Globalworth is a listed real estate company active in Central and Eastern Europe, quoted on the AIM-segment of the London Stock Exchange. It has become the pre-eminent office investor in the CEE real estate market through its market-leading positions both in Romania and in Poland. Globalworth invests, acquires, develops, and directly manages high-quality office real estate assets and industrial and logistics parks in prime locations, generating rental income from high quality tenants from around the globe. Managed by over 200 professionals across Cyprus, Guernsey, Romania and Poland, Globalworth has a combined portfolio value of €3.0 billion, as at 31 December 2020. Approximately 92.5% of the portfolio is in income-producing assets, predominately in the office sector, and leased to a diversified array of c.650 national and multinational corporates. In Romania, Globalworth is present in Bucharest, Timisoara, Oradea, Arad, Constanta and Pitesti, while in Poland its assets span over Warsaw, Wroclaw, Lodz, Krakow, Gdansk and Katowice.

For more information visit [www.globalworth.com](http://www.globalworth.com) and follow us on [Facebook](https://www.facebook.com/globalworth), [Instagram](https://www.instagram.com/globalworth/), [LinkedIn](https://www.linkedin.com/company/globalworth/mycompany/?viewAsMember=true).

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