



4 DECEMBER 2020

EG WINS INTERNATIONAL AWARD FOR CORPORATE SOCIAL RESPONSIBILITY

4 December 2020 – (Sydney, Australia) EG, a leading Australian real estate fund manager, has been awarded the 2021 international Business Culture Award for ‘Best Corporate Social Responsibility Initiative.’ The win follows EG’s February Guinness World Record attempt to form the largest human image of a house which raised over \$100,000 for the youth homelessness outreach charity, Youth Off The Streets.

Prior to the pandemic, EG hosted the event at their multi-award-winning Flour Mill of Summer Hill, bringing together over 650 community participants and industry stakeholders for this important cause that was generously sponsored by EG Developments, Daiwa House Australia, Cosmos Australia, Sumitomo Forestry Australia, Colliers International, Richard Crooks Constructions, National Facilities Management, and Rombro Constructions.

With World Champion Public Speaker, Ryan Avery, acting as MC, the powerful visual display of the scale of homelessness in Australia saw each participant represent 70+ people under the age of 25 who would be sleeping rough that night. The award judges commented, “by choosing an innovative but thought-provoking project [EG] were able to cause a positive spectacle, the brand recognition they were able to give Youth Off The Streets was likely worth more than the funds. This was great out-of-the-box thinking.”

CEO Adam Geha reiterated, “Youth homelessness is an issue close to the hearts of the EG team. EG partnered with Youth Off The Streets in this World Record attempt because we are passionate about supporting local communities.”

Youth Off The Streets were grateful for both the financial contribution and the public display of Corporate Social Responsibility.

“Congratulations to EG for this outstanding award – very well deserved. In a year that has been especially challenging for the young people we support,

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Youth Off The Streets was thrilled to partner with EG to raise much-needed funds for our services. But beyond their generous financial support, EG showed a clear commitment to understanding youth homelessness and how they can help us raise awareness of this important social issue. There are 116,000 homeless in Australia, and of those, 24% are aged 12-24, and we need all the help we can, to ensure we can provide a meaningful and effective response”, said Youth Off The Street’s CEO, Lex Lutherborrow.

“EG is the example of what companies can do to support local organisations and people who need our support. EG stepped up, they step up and they stay up for causes they care about and this is proof of what roles companies and corporate leaders play in supporting people in our communities. I am lucky to have been part of this project and work alongside so many amazing people, volunteers, leaders and community members! Thank you EG and everyone at YOTS for all your amazing work in helping so many,” said MC, Ryan Avery, who currently holds several Guinness World Records.

EG looks forward to continuing their support of local charities in alignment with their strong corporate mandate to [Build In Good \(B.I.G.\)](#). This unique philosophy guides the EG team in their efforts to generate both outstanding returns and lasting positive impact for communities.

Founded in 2000, EG is investing \$3.2 billion in real estate on behalf of super funds and private wealth clients to generate outstanding returns with lasting social impact. With \$4.3 billion in development pipeline, and 16.7% per annum in realised IRR for institutional funds, EG is committed to finding a better path to better returns.

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MEDIA RELEASE



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A BETTER PATH TO BETTER RETURNS.

EG is a disciplined, data driven investment manager and developer with over \$3.2 billion in assets under management.

We are committed to investing in property technology, keeping Australian super funds and private wealth clients ahead in both rising and falling markets.

Our success is underpinned by B.I.G Thinking®. We uncover what's truly best for both communities and investors.

We build in good, so you can build in growth.

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