

RXR Digital Lab

WorxWell



230 Park Avenue



75 Rockefeller Plaza



The Grand Hyatt



The Hall



Starrett Lehigh



Sawyer Place, Yonkers NY



Garvies Point



JetBlue JFK Airport Terminal



The Hub

\$20.5B

Aggregate gross asset value

22.5M

Commercial property square feet

70,000

Portfolio occupants

6,200

Multi-family and for sale units

RXR



RXR Realty is a leading real estate owner, investor, operator and developer committed to building socially, economically and environmentally responsible communities. Our portfolio spans commercial office space, multi-family residential, urban infrastructure and retail.

At RXR, we believe that real estate is no longer about delivering four walls to a tenant. Instead, it is about providing, activating and merchandising programs within those four walls so that our customers have a more productive, more personalized and more rewarding experience.

RE-INVENTING REAL ESTATE FOR THE 21ST CENTURY

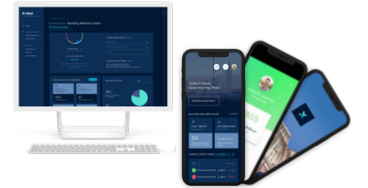
Founded in 2019, RXR Digital Lab is a technology unit inside of a fully integrated real estate owner-operator, allowing us to combine the agility of a startup with the expertise of real estate property managers, asset managers and operational staff.

We have over 30+ team members across RXR, Microsoft, and Infosys developing state-of-the-art technology, cutting-edge data capabilities, and pioneering strategic partnerships to better serve the changing ways we live, work, play and stay in urban environments.



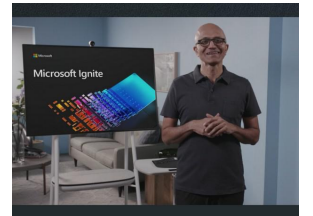
June 2020

RxWell platform and experience app developed and deployed across the RXR portfolio (26 properties) to facilitate safe return to the workplace



September 2020

RxWell highlighted by Microsoft CEO Satya Nadella keynote at Ignite conference



2021

WorxWell solutions developed to enable a successful, data-driven hybrid work environment



ACCOLADES & AWARDS FOR RXR

Press mentions and industry exposure



THE WALL STREET JOURNAL.

The Boston Globe



Awards & Recognition

- **2021 International Academy of Digital Arts & Sciences Webby Award Honoree in Apps and Software:**
 - Experimental & Innovation
 - Data Management



- **2020 Realcomm/IBcon Digie Award Winner:**
 - Best COVID Tech



RXR NAMED MICROSOFT PARTNER OF THE YEAR FINALIST

“RXR has redefined what it means to be a modern real estate company. By harnessing the power of the Microsoft Cloud and Edge, RXR is providing better tenant experiences as well as insights that help tenants get the most out of their space. At the heart of their innovation is a deep sense of social, economic, and environmental responsibility,”



Sam George
Corporate Vice President, Azure IoT



The way people work is transforming

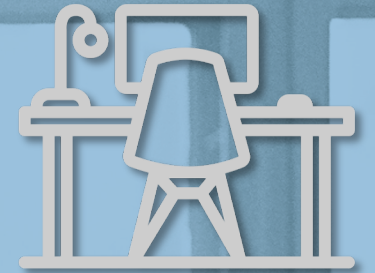
*“We’ve gone through a one-way door.
This is a permanent shift.”*

– Drew Houston, CEO, Dropbox

After a yearlong work-from-home experiment, employees want flexibility in where and how they return to work.

Remote work has empowered employee choice and accelerated the war for talent. This will require employers to adopt a data-driven approach to employee experience, like those retailers use to relentlessly improve customer experience.

67%



of companies expect remote work policies to become permanent.



92%

of employees want to split time between home and office.

It will not be enough to simply redesign your office or change your remote work policies. While most employees feel they are productive at home, remote working presents new challenges.

Interpersonal connections are diminishing, work/life boundaries are eroding, shared activities like collaboration and coaching are less effective, and ultimately, burnout is increasing among remote employees.

In a recent HBR research study of remote office workers:

89% of respondents said their work life was getting worse.

85% said their well-being had declined.

56% said their job demands had increased.

62% of the people who were struggling to manage their workloads had experienced burnout “often” or “extremely often” in the previous three months.

57% of employees felt that the pandemic had a “large effect on” or “completely dominated” their work.

55% of all respondents didn’t feel that they had been able to balance their home and work life — with 53% specifically citing homeschooling.

25% felt unable to maintain a strong connection with family, 39% with colleagues, and 50% with friends.

Only **21%** rated their well-being as “good,” and a mere 2% rated it as “excellent.”

Companies are investing in employees and embracing the hybrid work model to balance employee flexibility and the perks of work from home with the collaboration, team building and cultural benefits of time in office.

However, employers are not equipped with the insights and tools to plan, launch, operate and continuously re-evaluate space and employee needs within this new hybrid model.



of companies are considering hybrid office models when they return to work.

Introducing WorxWell

an award-winning suite of technology and services built for owners and occupiers, by owners and occupiers.

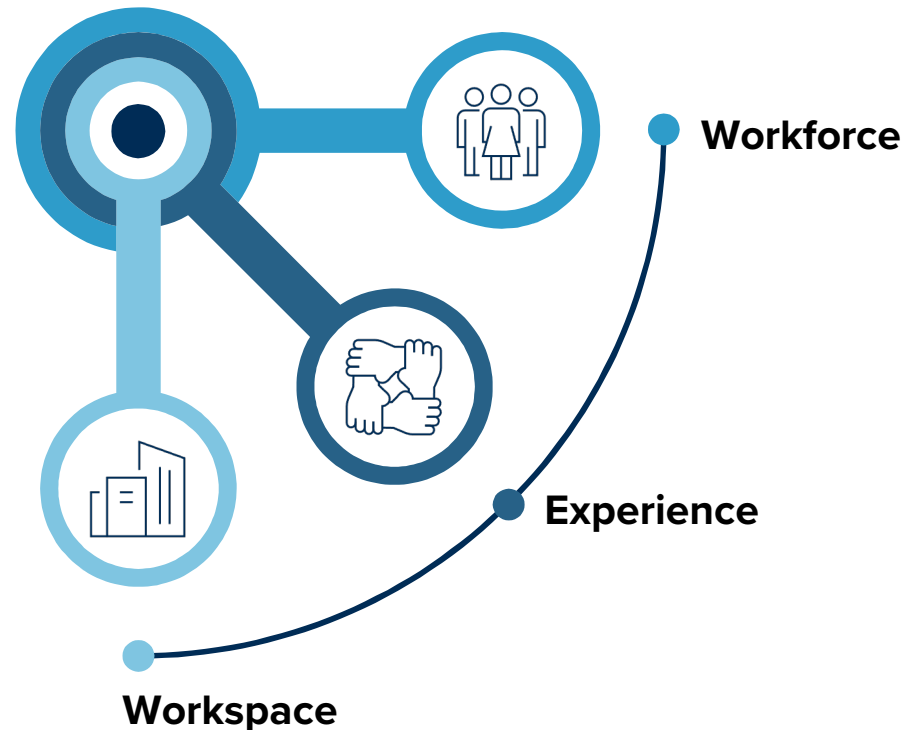
WorxWell is a **dynamic, data-driven platform**, powered by IoT and the intelligent edge, that considers every aspect of building performance and workplace experience.

WorxWell is a **“phygital” solution** – merging the physical built environment with digital technologies and tools to optimize workspace operations and enhance employee experience.

Our hybrid future needs a new category of insights and tools that brings together people and space in a meaningful way

WorxWell

● = Workforce + Workspace + Experience



● Workforce | People Operations

NEED | Tools to effectively manage a hybrid workforce

SOLUTION | Workforce Command Center

A one-stop shop and platform for HR managers to oversee the safe return of their workforce and maintain workforce engagement and productivity beyond



● Work Experience | Employee

NEED | A "wow" experience that creates reason to come to the office

SOLUTION | Experience App

A simple, user-friendly app for making informed decisions about coming to and staying safe and productive throughout the workday

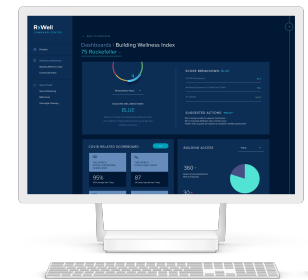


● Workspace | RE Portfolio & Facilities

NEED | Streamlined services for building occupants

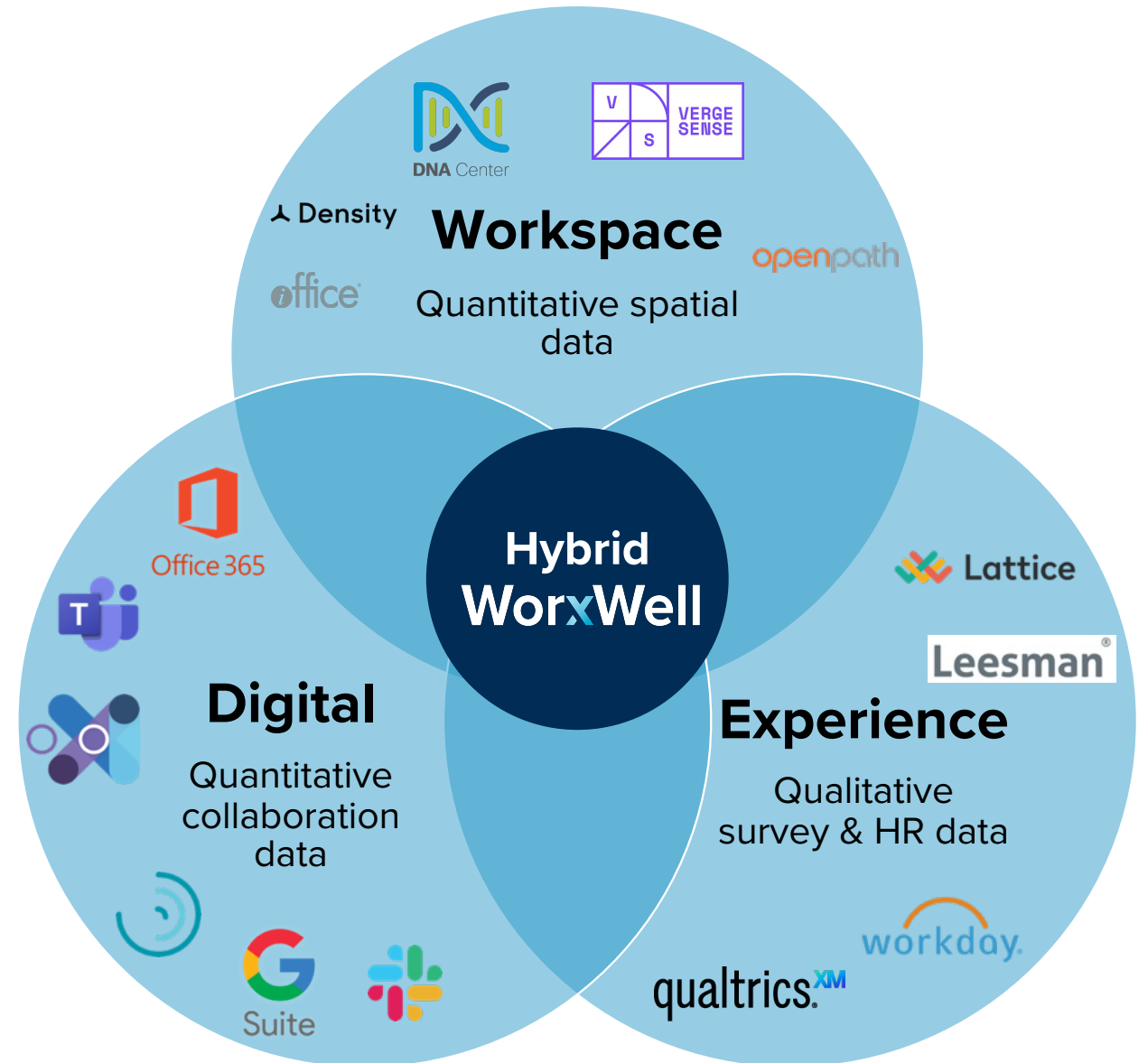
SOLUTION | Workspace Command Center

A dynamic dashboard that empowers corporate real estate and workspace operations teams to protect and serve employees, driven by our proprietary Wellness Index

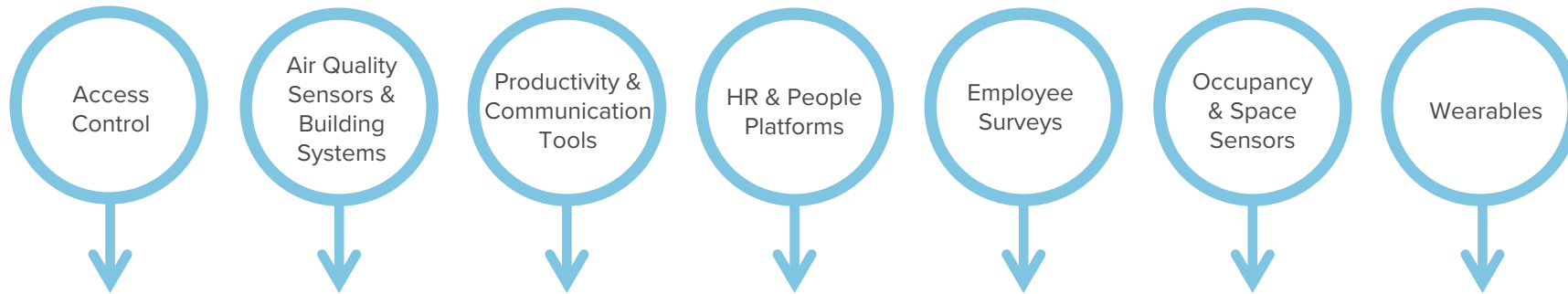


Hybrid WorxWell

A purpose-built suite of tools for the new hybrid work environment that combines digital and physical data to improve how and where people work.

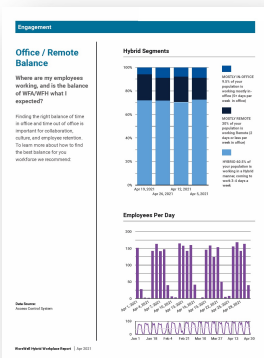


HYBRID WORXWELL: UNIFYING WORKFORCE AND WORKSPACE DATA



WorxWell Data Platform

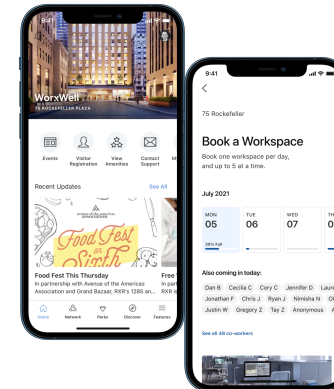
Employer Planning Tools



Employer Dashboards & Reports



Employee Tools & Personalized Insights



HYBRID WORXWELL: PEOPLE ANALYTICS

Workforce Insights

- ✓ eNPS – Employee Net Promoter Score
- ✓ eNPS drivers
- ✓ Hybrid Segmentation
 - ✓ Mostly in-office
 - ✓ Mostly remote
 - ✓ Hybrid
- ✓ Population work hour trends
- ✓ Focus vs. collaboration time
- ✓ Email, messaging and communication patterns
- ✓ In-person interaction scoring
- ✓ Virtual and in-person meeting trends

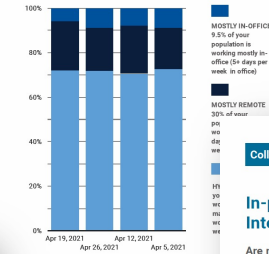
Engagement

Office / Remote Balance

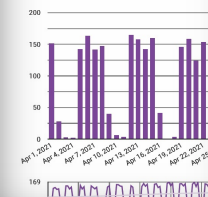
Where are my employees working, and is the balance of WFA/WFH what I expected?

Finding the right balance of time in office and time out of office is important for collaboration, culture, and employee retention. To learn more about how to find the best balance for you workforce we recommend:

Hybrid Segments



Employees Per Day



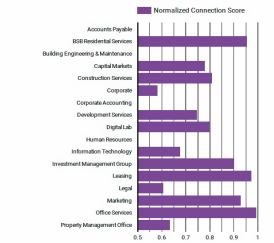
Collaboration & Connection

In-person Interaction

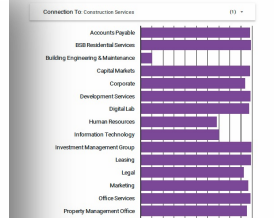
Are my employees coming in on the right days and times to actually get in-person connection?

Finding the right balance and cadence of time in office and time out of office is important for collaboration, culture, and employee retention. The in-person interaction score indicates the degree of coincidence in teams schedules of on-site time. If all the members of a team came in on exactly the same days, the score would be 100. If all the team members had schedules so that they were never in the office at the same time, and had no chance of

In-person Interaction Score within Department



In-person Interaction Score Across Department



Engagement

Employee Net Promoter Score (eNPS)

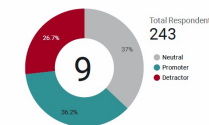
How do employees really feel about work? Are they satisfied?

Employee Net Promoter Score (eNPS) is a standard industry tool to gauge whether employees are satisfied with their employer. The survey is a single question that quickly classifies employees into "Promoters" (ones that like the company), "Detractors" (ones that are dissatisfied) and "Neutral" (neither for or against). The detractors and promoters are aggregated into a total score from -100 to 100. -100 to 0 is considered poor, 0-33 is moderate and anything above 33 is good.

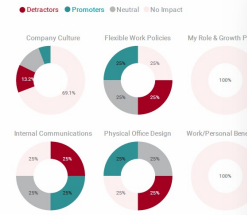
Data Source: eNPS Pulse Survey

WorkWell Hybrid Workplace Report | Apr 2021

Employee Net Promoter Score



eNPS Drivers



Engagement

Work Hour Trends

How much are my employees working? Are they working too much, too little?

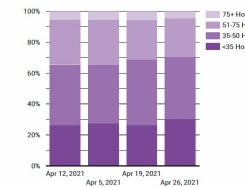
The average workday is inferred from usage of digital tools - email, chat and calendars. We look at the first interactions and last interactions of the day to determine the overall duration of a workday.

The overall workday often correlates to overall engagement. A workday of over 40 hours can indicate employees are engaged and committed to work, but excessive hours can lead to burnout.

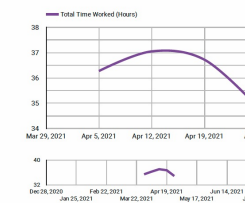
Data Source: Breakdown by Workday, Workday Collaboration Data

WorkWell Hybrid Workplace Report | Apr 2021

Population Breakdown by Average Workday



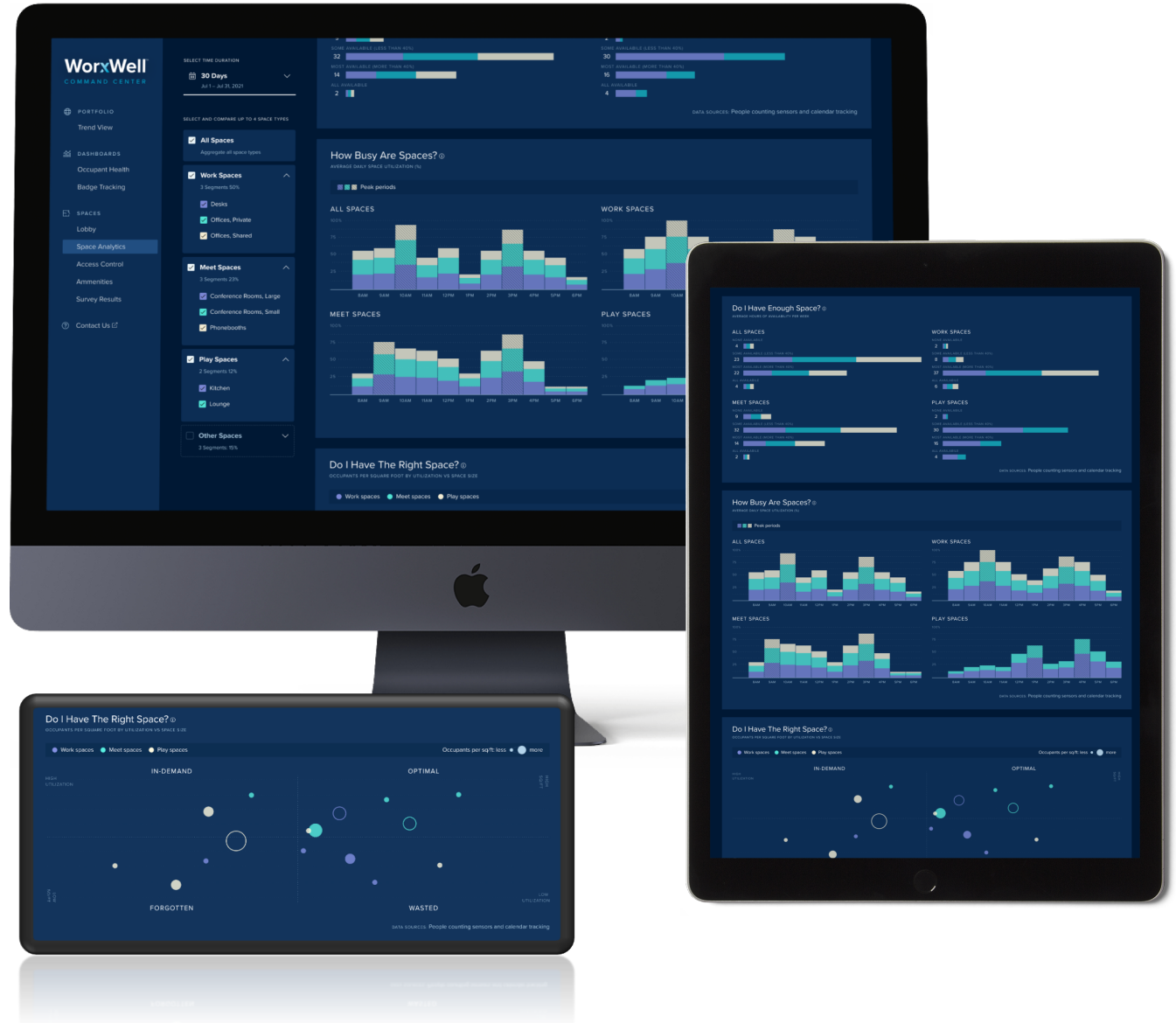
Average Workday



HYBRID WORXWELL: SPACE ANALYTICS

Workspace Insights

- ✓ Space fitness scoring & optimization
- ✓ Space type usage
- ✓ Meeting & conference room availability
- ✓ Workspace availability
- ✓ Square foot per person rolling average
- ✓ Workspace supply/demand ratios
- ✓ Desk booking vs. no-shows
- ✓ Most/least popular meeting workspace attributes
- ✓ In-person meeting trends
- ✓ Casual in-office interactions



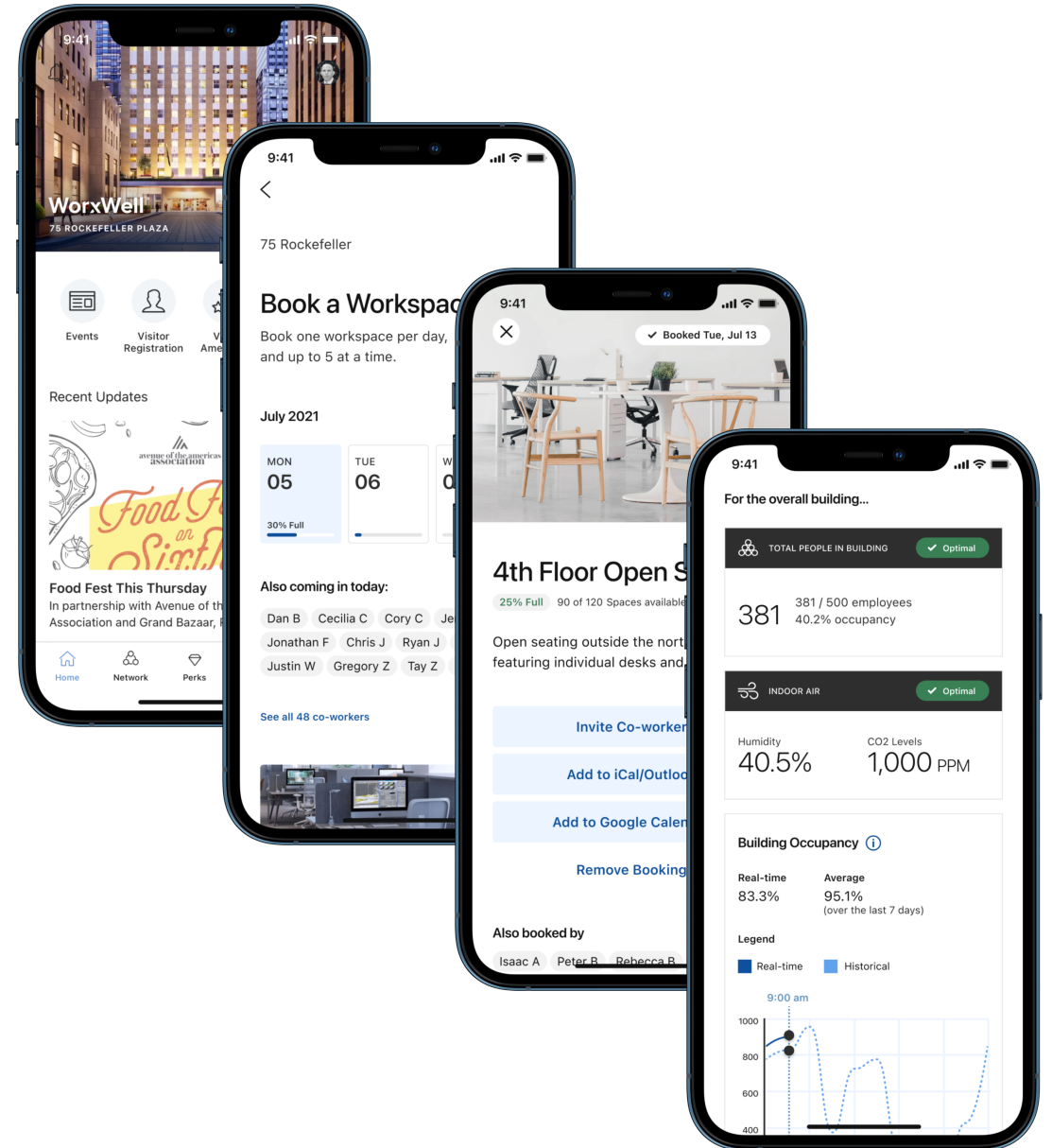
HYBRID WORXWELL: EMPLOYEE INSIGHTS & TOOLS

Personalized Work Insights

- ✓ Collaboration habits & behavior
- ✓ Productivity nudges
- ✓ In-office vs. remote balance
- ✓ Commuting & energy insights

Employee Hybrid Tools

- ✓ Workspace & amenity booking
- ✓ Flex space membership and booking
- ✓ Mobile access control
- ✓ Office air quality insights
- ✓ Digital communications
- ✓ Events & activations
- ✓ Food & beverage
- ✓ Digital visitor & package management



How Hybrid WorxWell solves the challenges of continuously improving the new workplace



PLANNING

Use the WorxWell toolset to determine the optimal remote/in-office mix, develop return-to-work cohorts, and set benchmarks to evaluate success.

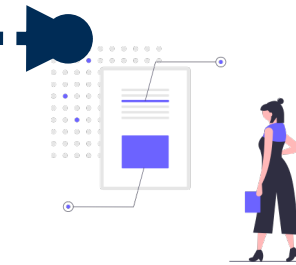
- Return-to-office insights & Benchmarking tools
- Cohort planning and mix



MONITORING

Continuously monitor employee and operational metrics against benchmarks to understand performance and effectiveness of hybrid programs.

- Employer workplace report
- Employee personal work insights



IMPROVING

Manage teams and capacity, update policies, improve design, and invest in employee programs based on real-time data.

- Collaborative booking tools
- Event & activation management
- Communication tools

PLANNING

The planning process starts with an **Employer Return-to-Office Report** that uses historical data on meetings and focused work habits from Microsoft Office, Google Suite, Slack, Zoom and other systems and combines this with your HR data to provide valuable insights on how work was done pre- and post-COVID.

The analytics and insights will help you to set appropriate targets for your organization and use our tools to organize your teams into cohorts for remote and in-office work.

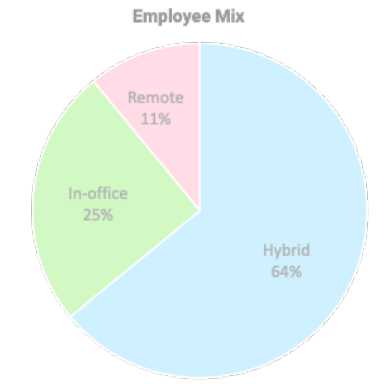
Return to Office Insight

Sample Report



Cohort Mix Planning

User_email	Manager_email	Business	Hybrid	Department	Team	Role
...	Hybrid
...	Hybrid
...	In-office
...	Remote
...	Hybrid
...	In-office
...	Remote
...	Hybrid
...	Hybrid
...	In-office
...	Remote
...	Hybrid
...	Hybrid
...	In-office
...	Remote
...	In-office
...	Hybrid
...	Hybrid



Projected Daily Occupancy: **238**

Hybrid:	145
In-office:	85
Remote:	5

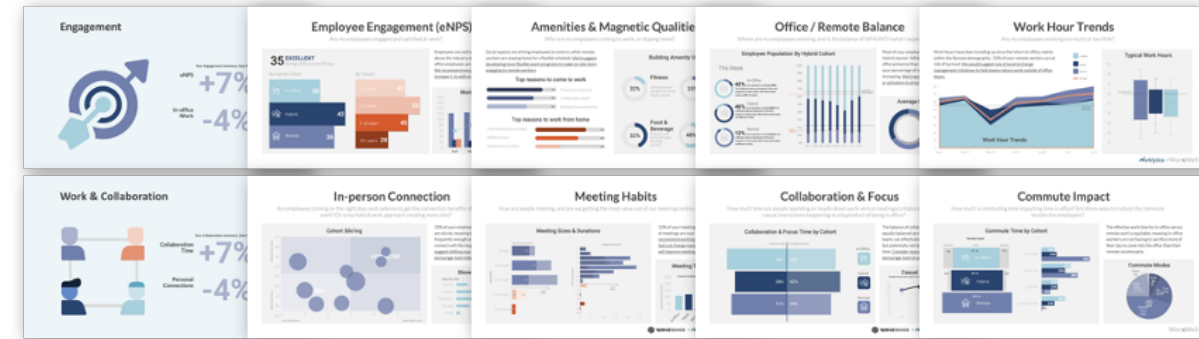
MONITORING

Once your company has transitioned to a new hybrid work modes, a continuous stream of data and insights are necessary to monitor performance and make improvements. Our **Employer Workplace Report** and dashboards give business leaders analytics across people and space to capture a comprehensive view of hybrid performance.

The new hybrid workplace empowers employees to choose when and where they work, so it is even more critical to arm them with data and insights about the impact of their behaviors. **Our Employee Personal Insights** tools give every worker data about their work and collaboration habits.

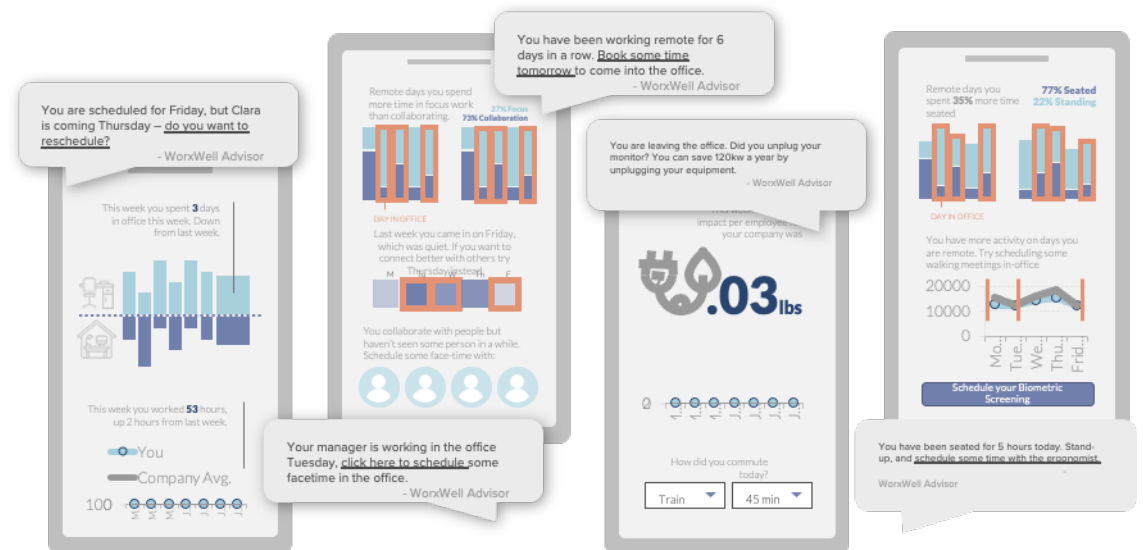
Employer Workplace Report

Sample Report Pages



Employee Personal Insights

Insights & Nudges



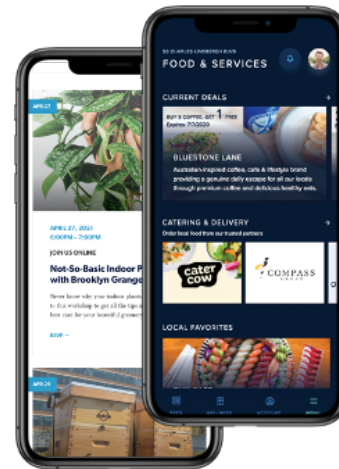
IMPROVING

To make our workplace insights actionable we provide tools for **communication** that aid the process of continuous change management, **social tools** that help employees coordinate time in office, and **engagement** features to draw workers back to the office.

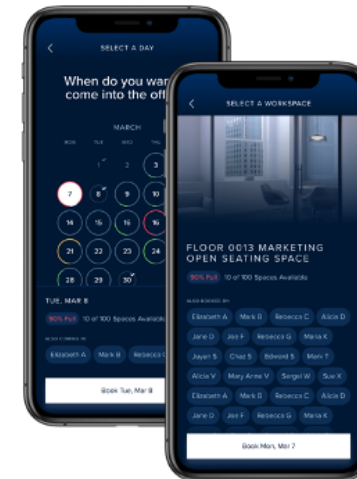
These features are paired with services and partnerships to give employees broader access to **workspace anywhere** and to help employers develop activations and programs that make the workplace more exciting.

A unified workplace experience app

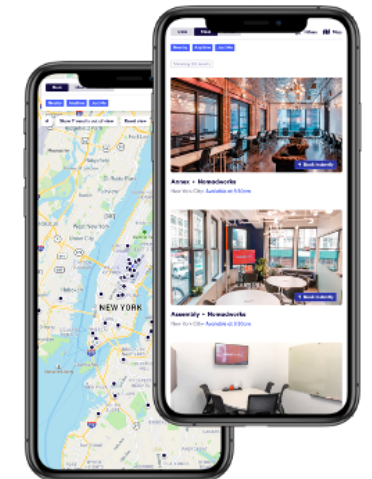
Communication & Activation



Social Workspace Booking



Flex Space & Access Membership





Learn more at
www.worxwell.com

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