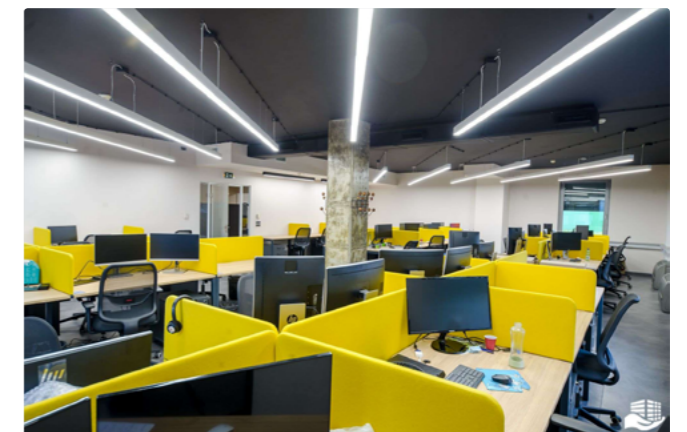




IVAN VIDOJKOVIC
DIRECTOR / OFFICE ME /
BELGRADE, SERBIA



ANNOUNCEMENT OF **BUSINESS** **EXPANSION** IN THE NEAR FUTURE

In recent years, coworking spaces have become a sensation in Serbia and beyond. This innovative idea has allowed many companies to find an alternative to the traditional office environment, offering them financing for almost all business costs through rental fees, flexibility, a sense of community and more. With an increasing number of demands from entrepreneurs, freelancers, start-up companies, as well as other companies from various fields, further expansion of our business is inevitable, and the implementation awaits us as early as the beginning of the next year, in the broadest scope to date.

One of the key factors driving the growth of the coworking industry is the shift in people's mindset regarding work, especially triggered by the pandemic that affected all of us in early 2020. Traditional concepts of work are losing their appeal, and employees increasingly seek flexibility and autonomy over their working hours. Coworking spaces offer precisely that flexibility through the freedom to choose working hours available 24/7, while simultaneously providing an opportunity to connect and collaborate with professionals from different industries.

With an increasing number of companies and an extremely competitive market, the coworking industry is faced with the need for expansion to meet the growing demand. Therefore, our announcement of business expansion indicates plans to open new coworking spaces to fulfill the needs of a larger number of companies seeking these unique workspaces.

One of the reasons for expansion is the long-term sustainability of this business model, which has been demonstrated throughout these challenging circumstances. In such

situations, these spaces have attracted and continue to attract professionals from other cities or countries, contributing to cultural exchange and providing numerous benefits to the local community.

However, the expansion of the coworking industry also comes with challenges. Competition is becoming increasingly fierce, which is why it is particularly important for us to stand out through a compelling offering of coworking spaces, to maintain (and elevate) the quality of services and the communal atmosphere.

In conclusion, the announcement of our business expansion is clear proof of year-after-year growth and development. Our ultimate intention is to become an important part of the business environment in our country and, with an increasing number of collaborators - companies seeking flexibility and a sense of community for their employees, we believe we can succeed, but only with proper growth management and constant improvement, transforming the way we work and develop businesses in the future.

