



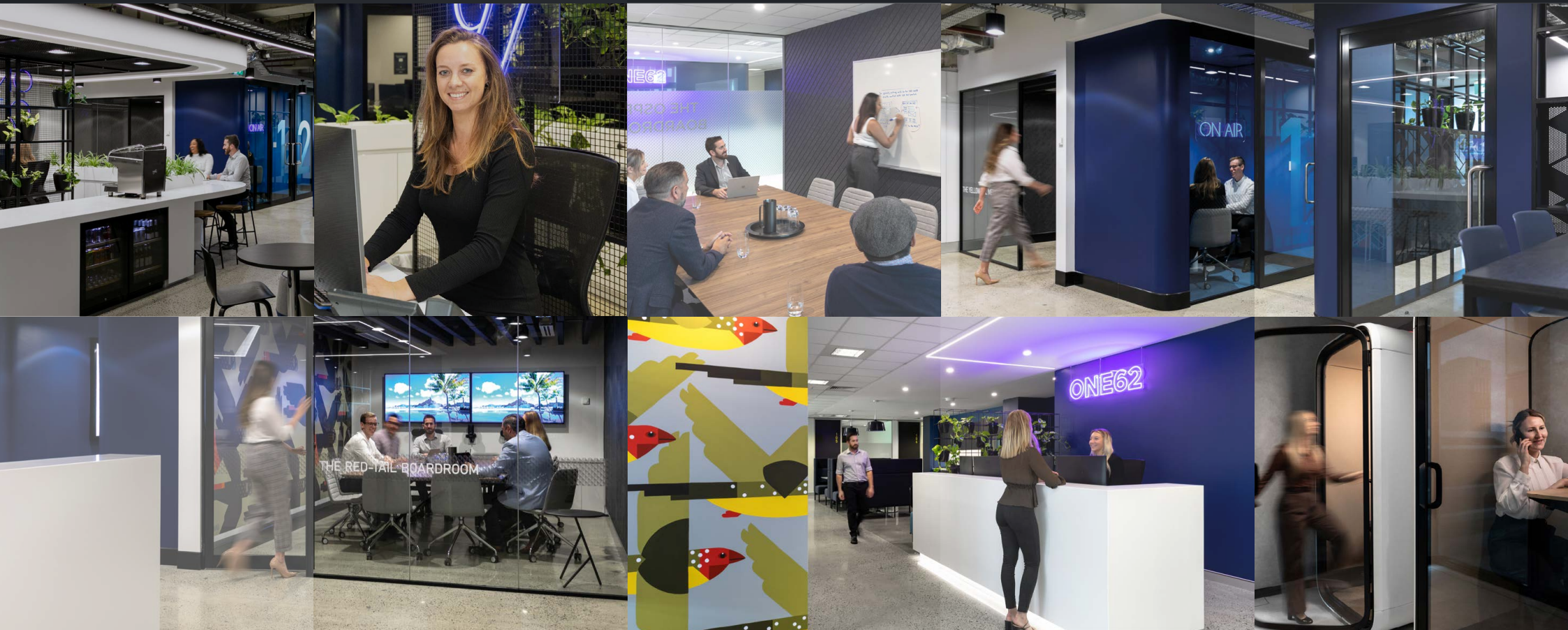
# Company Profile

**LIBERTY**  
FLEXIBLE WORKSPACES

**felix** RE

The *Happy* Workplace Group

Flexible workspaces and conventional leases. We connect the dots.





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The *Happy* Workplace Group

Flexible workspaces  
and conventional leases.  
We connect the dots.



The Happy Workplace Group  
brings together two commercial  
real estate businesses providing  
solutions that cover the market.



Whether you're a home-based business or a multinational corporation, Liberty Flexible Workspaces offers a range of services designed to support organisations at any stage. We deliver Private Office Space, Co-Working, Project Space, Virtual Office Services, Meeting Room Hire, and Workspace Recovery.

#### **World-class Facilities**

We provide state-of-the-art technology and inspiring interior design creating a world-beating workspace environment for today's businesses.

#### **An Exceptional Client Experience**

The Client Experience Team, or Liberators, are an extension of your team. They create an environment where people love to be, and remove the distractions associated with running the office allowing you to focus on your business.

#### **Transparent Affordability**

Liberty has a simple, straightforward, easy to understand pricing structure. We keep all ad-hoc charges to a minimum so you can feel secure knowing there are no surprises.

#### **Your Choice of Location**

We have a growing network of prominent locations across Perth CBD and Metro, North Sydney, and Brisbane CBD.



FelixRE is a new kind of commercial real estate business that connects the dots between flexible workspace and conventional leases.

#### **Occupiers**

Felix helps businesses navigate their commercial real estate journey, identifying solutions appropriate to businesses' individual needs. We help businesses of all sizes make the right real estate decisions as they transition between flexible workspaces and conventional leases, in either direction.

#### **Landlords**

For landlords, FelixRE will work hand in hand with Liberty Flexible Workspaces to 'Add Flex' to buildings and provide amenities to attract corporate occupiers whilst simultaneously curating a pipeline of future tenants that transition from the flexible workspace to a conventional lease when they're ready.



## Group Overview



## The *Happy* Workplace Group

**Our Founder Jamie Vine is a veteran of the serviced office and flexible workspace industry with over 27 years' experience.**

Beginning his flexible workspace career in 1997 he worked for Regus for 2 years before joining MWB Group in March 1999 to play a pivotal role in their initial roll out.

*(MWB Business Exchange became the second largest operator in the UK with 73 locations prior to being acquired by Regus in 2013).*

Initially running the UK's Northern business, he recruited, coached, managed and led a sales team through rapid expansion in the north of England and Scotland. He managed the launch and pre-sales process in Edinburgh, Leeds, Manchester, Nottingham, Birmingham, Milton Keynes and Cambridge to achieve over budget results in each location.

In 2001, following his success in the North he relocated to London to address falling occupancies following the demise of the dot.com boom. In a very short period, he transformed the performance in London, combining 3 regions in to one and becoming Regional Sales Director. He introduced an innovative new sales process and structure resulting in occupancy for the combined region rising from 63% to 84% in less than 6 months.

In 2003, once the market began to stabilise, he was selected by the board to head the acquisitions team and drive the business through its second phase of significant expansion. He became Business Development Director and, working alongside the Acquisitions Director for MWB Group PLC, he identified opportunities for growth, both organic and acquisitive.

Whilst in this role he was directly responsible for adding over 60,000sqm across 21 buildings to MWB's portfolio.

In 2010, he migrated to Perth, secured investment and launched Liberty Executive Offices Pty Ltd. This business is now our parent company and trades as The Happy Workplace Group. The group currently operates 6 locations in Perth CBD, West Perth and Joondalup, 2 locations in North Sydney and one in Brisbane's CBD, together with owning and operating Felix Real Estate.





## Group Overview cont.



Liberty is led by Chief Executive, Paul Miller (right).



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**Established in 2011 on St Georges Terrace in Perth's CBD, Liberty Flexible Workspaces is locally owned and operated.**

The business currently operates over 8000sqm in 6 locations across the CBD, West Perth, and Joondalup: making it the largest independent operator in WA.

Liberty has recently announced its expansion to Australia's east-coast, with locations opening in late-2024 across North Sydney, St Leonard's and Brisbane CBD.

Liberty offers a range of private offices, co-working space, corporate solutions, meeting rooms and virtual office services in prestigious and convenient locations across the Perth Metro, North Sydney and Brisbane CBD. We deliver agile office solutions and happy workplaces to businesses that are starting or scaling, have short-term projects, or need additional space.

Paul has worked with Jamie Vine (the group's founder) in the flexible workspace sector for over 25 years and he recently celebrated his 11-year anniversary of working with Liberty.

He joined the business in March 2013 as Commercial Director before becoming Chief Operating Officer in September 2019 and more recently promoted to be Chief Executive Officer in October 2022.



Felix is led by Liberty's Head Of Commercial & Managing Partner, Dan Clarke.



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**Founded in 2023, Felix Real Estate is part of The Happy Workplace Group.**

**Our aim is to connect the dots between flexible workspace and conventional office leases.**

**Flex Advisory:** Felix helps landlords 'Add Flex' to buildings: providing must-have amenities to attract corporate occupiers such as access to flexible workspace, including lounges and conferencing, with a hospitality led service overlay is now expected. Easy access to these amenities drives operational efficiencies for large occupiers and incubates growing businesses creating a pipeline of future tenants.

**Tenant Representation:** Felix helps businesses of all sizes and stages navigate their commercial real estate journey. This requires a more advanced understanding of the future of work than was required in the past. We help find offices with the right amenities, configuration, and design to drive your business's cultural and commercial objectives.

**Managed Offices:** A managed office is a cost-effective and custom-designed office solution with a layout matched to a business' own specifications. It is sourced, secured and fitted out by Felix Real Estate and managed by our sister company Liberty Flexible Workspaces. A managed office solution gives you the flexibility and cost certainty of a serviced office, whilst delivering the security and control that a traditional lease provides.



## Values and Value Proposition

We believe that Happy People make People Happy.

Our Purpose and Mission is:

“To unleash the power of happiness by creating environments where people love to be”



### Our Values

We have 4 Values that underpin how we operate, and each of them encourages positive behaviours:



#### Own Your Impact.

- We lead by example.
- We take initiative.
- We work collaboratively.
- We own our roles.



#### Deliver WOW!

- We are ALL responsible for creating a positive workplace.
- We create truly memorable experiences all the time.
- We are a trusted extension of our client's team.



#### Enjoy the Future.

- We support our clients' sustainability goals.
- We recognise that our small actions have a large impact on the environment.
- We deliver sustainability through proactive use of local suppliers.
- We protect the world today so it can be enjoyed tomorrow.



#### Be Happy.

- We create an environment where people always want to be.
- We find ways to spread joy every day.
- We support one another to bring happiness to work.



**For small and growing businesses**, and more established organisations requiring a regional presence, Liberty provides the flexibility and support to take the guesswork out of real estate decision making and provides onsite support to reduce a business's exposure to the costs associated with capital expenditure, bank guarantees, reception services, office management, IT and facilities management.

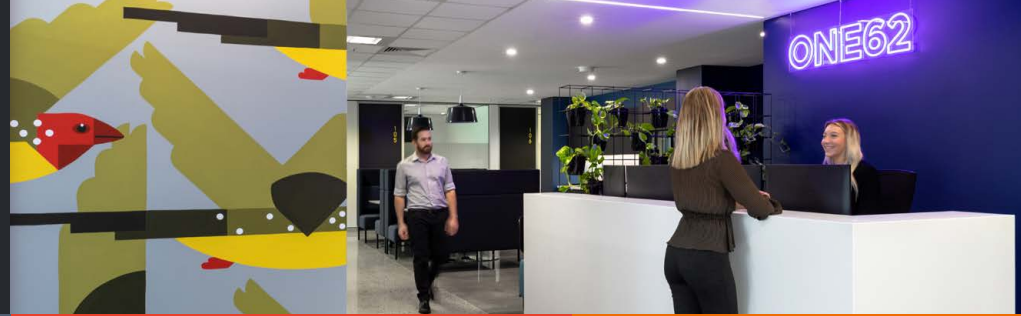
When the time is right, Felix Real Estate can guide companies through the next phase of their journey, helping them navigate the commercial real estate landscape and identify appropriate solutions, including acquiring office space on conventional leases. This often results in clients expanding outside of the Liberty environment but staying in the same building.

**For larger organisations** looking to change the way they use the office and encourage improved collaboration and corporate culture, Felix helps develop a corporate real estate strategy to provide solutions for large teams. Working with Liberty and Landlords, Felix RE delivers a hospitality led head office experience for employees and incredible operational and space efficiencies for businesses. This often results in much-improved employee engagement, and significant cost savings.

By combining Liberty Flexible Workspaces and Felix Real Estate under The Happy Workplace Group umbrella we help businesses of all shapes and sizes identify the right solution.



# Summary of Services



## Private Offices

Secure and exclusive office spaces for up to 80 workstations offer incredibly flexible terms with no long-term commitments and a single monthly fee. Private offices are fully furnished and include the use of facilities, including reception, breakout areas, private phone booths, lounge areas, kitchen, and bathroom facilities.



## Coworking

We offer flexible coworking spaces for professionals seeking permanent or casual workstations in a shared office environment combined with corporate facilities. Collective surroundings facilitate a collaborative environment, which is further enhanced by events and other networking opportunities.



## Flex Advisory

Felix helps landlords 'Add Flex' to buildings: providing must have amenities to attract corporate occupiers such as access to flexible workspace, including lounges and conferencing. Easy access to these amenities drives operational efficiencies for large occupiers and incubates growing businesses creating a pipeline of future tenants.



## Tenant Representation

Felix helps businesses of all sizes and stages navigate their commercial real estate journey. This requires a more advanced understanding of the future of work than was required in the past. We help find offices with the right amenities, configuration and design to drive the businesses cultural and commercial objectives.



## Meeting & Event Spaces

If you need to hire a meeting room, or a training room, a board room, or a function room we take care of all the details so you can focus on your commercial objectives. Our comprehensive meeting rooms offer first-class locations, facilities and impeccable service.



## Virtual Offices

We believe that in business first impressions are incredibly important. A recognised business address with a professional personalised phone answering service by our local Client Experience Team creates the kind of perception your business deserves.



## Managed Spaces

If your business needs a self-contained office designed and branded your way but you want ongoing admin, IT, facilities support that allows you to focus on your core business, our Managed Office Solution could be the answer.



## Project Spaces

Fully furnished, self-contained open-plan 'Project Spaces' are large spaces for short-term needs. We can provide spaces accommodating from 30 up to 300 people, if required.





## Private Offices

Secure and exclusive office spaces accommodating 1 – 80 people offering flexible contracts with no long-term commitments, and a single monthly fee. Private offices include support from our onsite client experience team making sure our clients love where they work. They are fully furnished and include the use of facilities comprising unbranded reception areas, breakout and lounge areas, private phone booths, kitchens, and bathrooms. Meeting and conference rooms are also available to be booked in all locations.



*"We found Liberty to be very accommodating in every respect. Our initial requirements were changing daily, from the size of the space, technology, furniture and general support services. Liberty and their entire staff were keen to assist at all times and offered solutions at every level to accommodate our needs".*

**Peter Ahrens, Minter Ellison**

### Facilities & Features

#### Your single monthly payment provides your business with:

- Chic unbranded reception area
- Dedicated reception team
- Personalised call handling
- Quality breakout areas
- Fully managed corporate grade internet connection
- Prestigious address
- 'End of trip' facilities

#### With access to:

- Meeting & conference rooms
- Video conferencing
- Full colour printing
- Dedicated support staff
- Corporate grade internet connection
- Networking events

### Includes

- Rent
- Outgoings
- Utilities
- Air-conditioning
- Reception services
- Facilities and building management
- Daily cleaning
- Repairs and maintenance
- Security
- Equipment maintenance
- Sundries (tea, coffee, milk etc)
- Cabling
- Telephone system
- Project management
- Dilapidations fund
- Equipment purchase
- Legal fees
- Agent fees
- Fit out\*
- Furniture\*

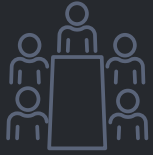
### Optional Service Bundle

#### If required, we also offer a comprehensive bundle of additional support items, including:

- Digital telephone
- All local calls
- All national calls
- All Australian mobile calls
- Voice calls
- Personalised call handling
- Message taking
- Unlimited internet usage
- Unlimited black and white printing

\* Assumes existing configuration





## Meeting & Event Spaces

- Interviews
- Meetings
- Workshops
- Training
- Presentations
- Events
- Podcasts
- Video Conferencing

We offer first-class meeting and event facilities, and impeccable service at locations across the all locations by the hour, or on a half-day and full-day basis.

Most rooms have a large screen TV or projector, and if equipped these are included in the room hire. White boards and flip charts are also included in the room hire where available. Logitech video meeting equipment is available to hire at most locations.

No need to worry about catering or registration for your delegates, we can organise it all for you as part of our service.

*"I have used a number of meeting rooms at Liberty for both my group workshops and private coaching sessions with clients. From the level of customer service from the reception staff to the facilities in the meeting rooms, I have never been disappointed, and my clients have always been delighted!"*

**Kara Ronin,**  
Executive Impressions







## Coworking

Liberty offers a flexible coworking space for professionals seeking a collaborative hot desking or a shared office environment combined with corporate facilities.

Plans are available that suit the needs of occasional and full-time professionals alike. Collective surroundings facilitate a natural networking environment, which is further enhanced by events and other networking opportunities.

The Liberators proactively make introductions enabling accelerated opportunities to collaborate and our Management Team is available to share their experiences and help where possible. Based on St George's Terrace in the heart of Perth's CBD and Metro area, Berry Street in North Sydney, Pacific Highway in St Leonard's and Creek Street in Brisbane's CBD, the coworking spaces offer prestigious open-plan office environments and facilities, in convenient locations.

We have a limited number of permanent workstations available for full-time members, complemented by shared workstations for members that only need to use the shared office space and hot desks occasionally.

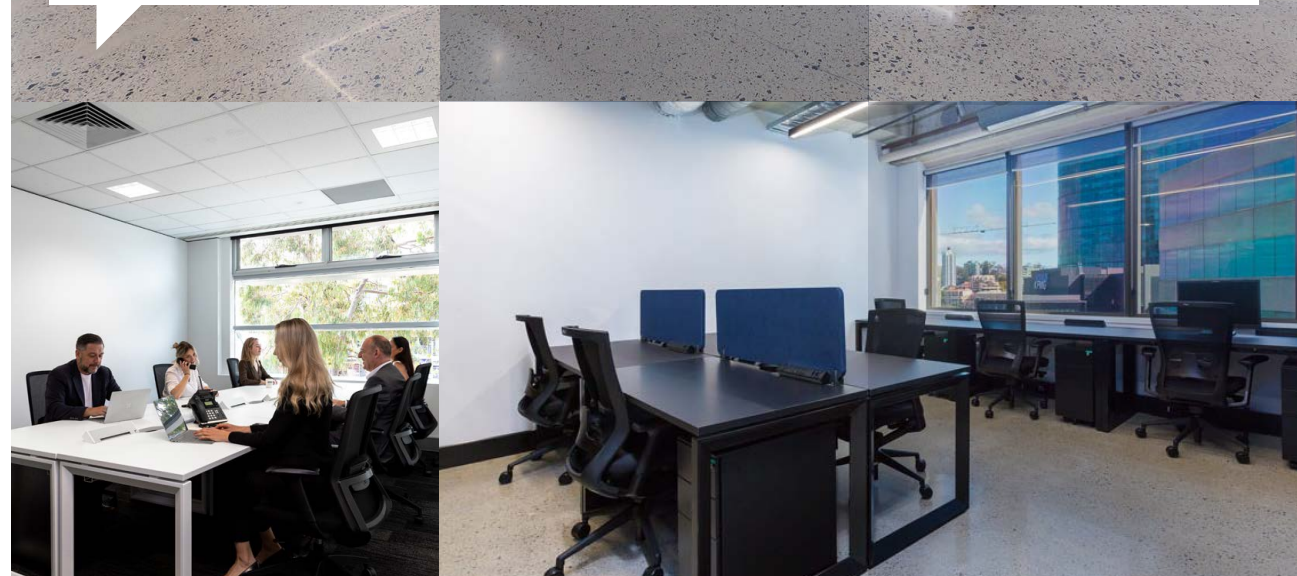
A coworking office solution is perfect for anyone looking to get established with a notable office address, at an extremely affordable rate.

It's a great facility for a start-up that's looking to improve productivity or a corporate client looking for convenient location and collaborative environment for project teams, or off-site tasks.

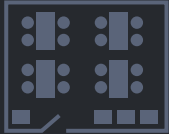


*"In my opinion, Liberty has the best co-working space in Perth. It is a vibrant place for start-up companies and entrepreneurs to interact. We enjoy a beautiful location with fabulous amenities on St. Georges Terrace which makes coming to work a pleasure. Co-working at Liberty provides an excellent opportunity for networking and we have developed a number of beneficial relationships since we moved in. On top of all that the service is great. The team are always there to help. They are all friendly, polite, and communicative with good interpersonal skills. I would like to recommend Liberty Co-working to entrepreneurs or start-up companies, who are in search of an ideal workplace to grow!"*

**Abhijit Barhate, Drill Insight**







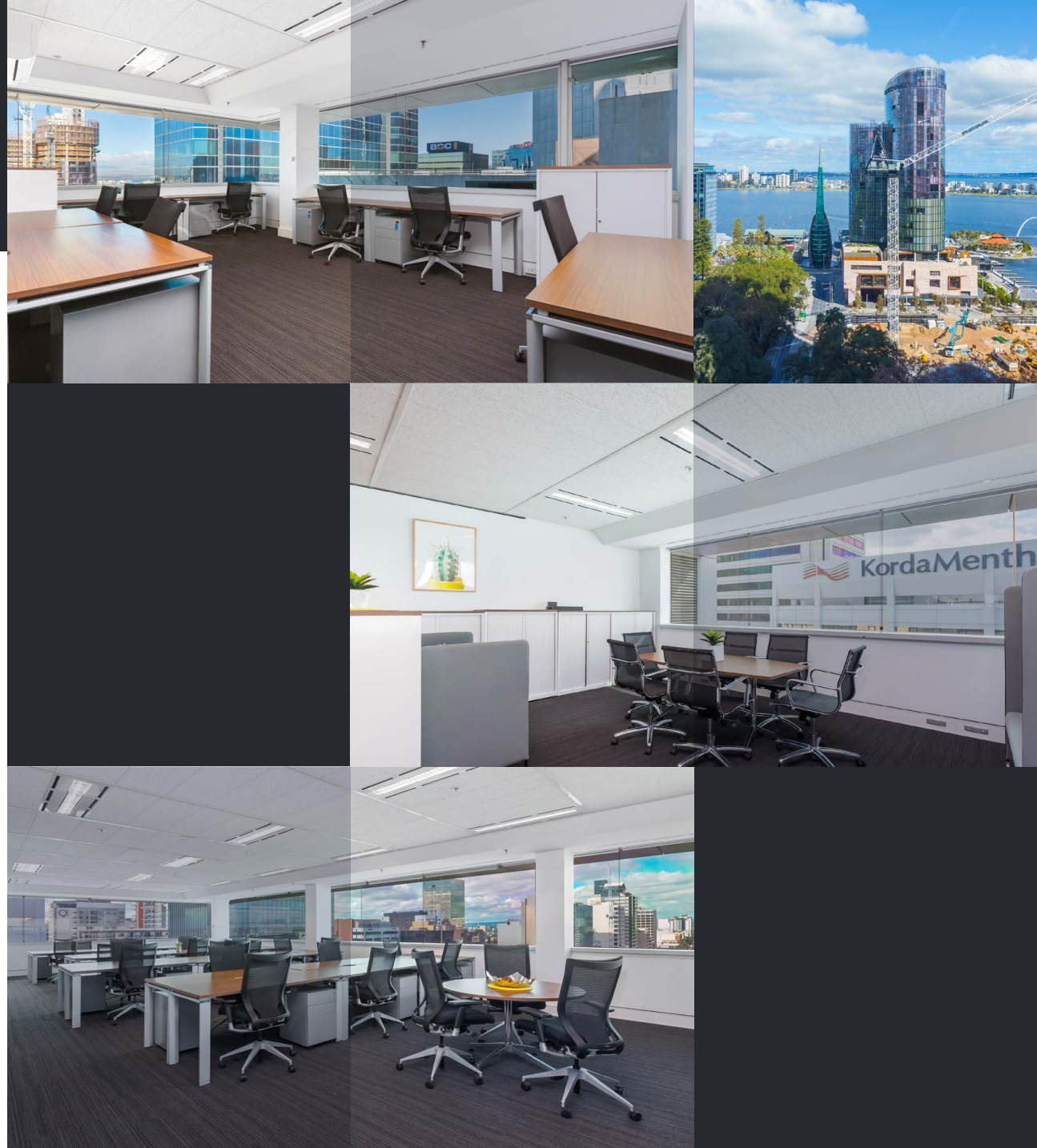
## Project Spaces

Fully furnished, self-contained open-plan 'Project Spaces' are large spaces for short-term needs. We can provide spaces accommodating from 30 up to 300 people, if required.

### Facilities & Features Pricing Includes

- Rent & outgoings
- Utilities
- Facilities & building management
- Daily cleaning
- Repairs & maintenance
- Equipment maintenance
- Break-out & meeting space
- Fit out\*
- Furniture\*
- Corporate grade Wi-Fi
- Project management

\* Assumes current layout







## Virtual Offices

We believe that in business first impressions are incredibly important. A recognised business address with a professional personalised phone answering service from a virtual receptionist creates the kind of perception your business deserves.

If you want to enhance the credibility of your business without moving from your current location, or want to test a new market from elsewhere, we offer great value Virtual Office solutions across all of our locations.

A Virtual Office provides the ideal solution for companies that do not have a current requirement for a full time office, but do need to present a professional image to the corporate world, Clients and suppliers.

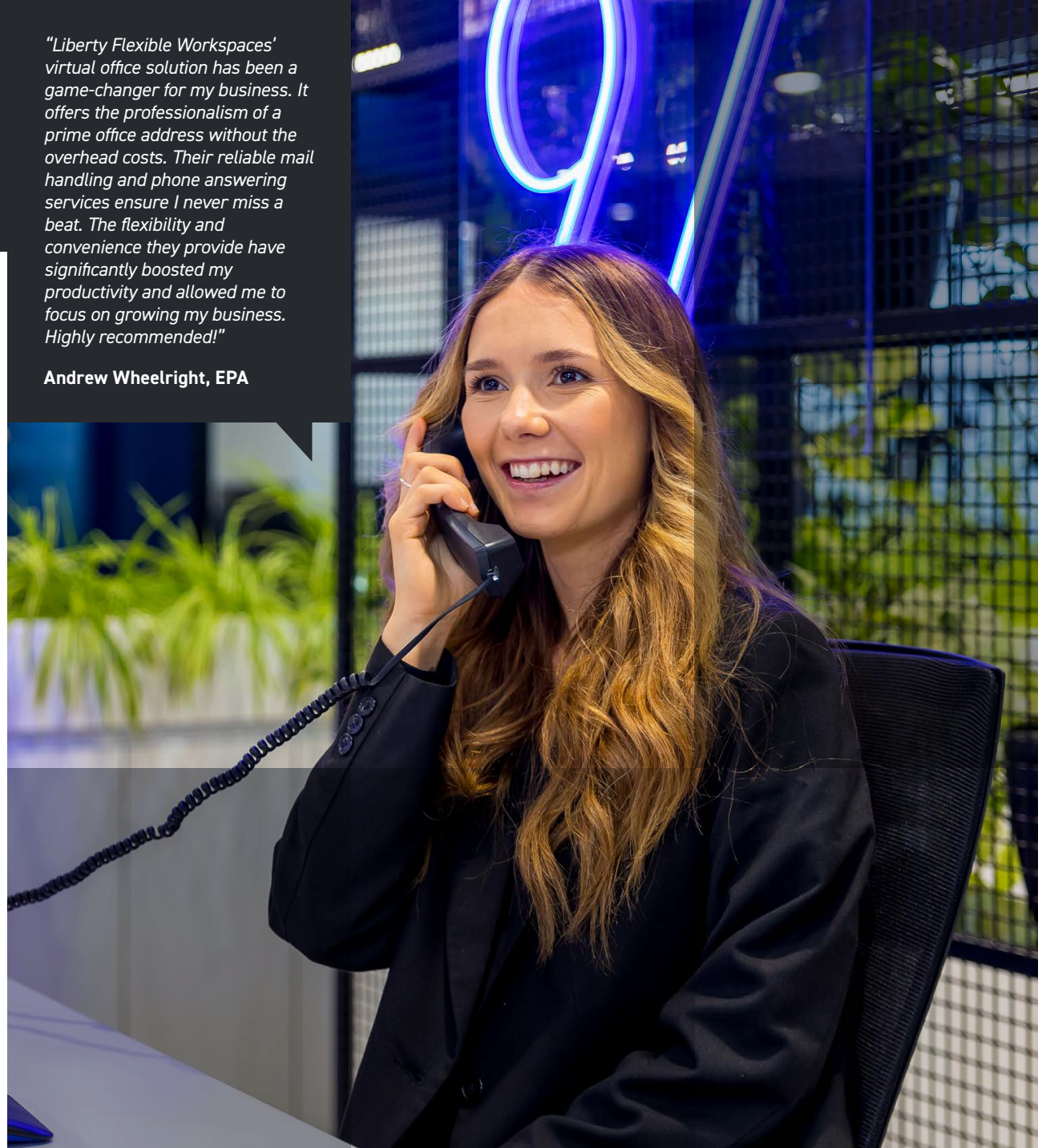
For a few dollars a day you can establish a prestigious Virtual Office address to add to your business cards, email signature and website from any of our locations.

If you want to add even more of a premium impression, and make your business more efficient, we also offer personalised and professional telephone call answering and mail handling services.

With a Virtual Office you'll enjoy the freedom to work anytime, any-place, and anywhere - without the associated costs of renting office space or employing a receptionist.

*"Liberty Flexible Workspaces' virtual office solution has been a game-changer for my business. It offers the professionalism of a prime office address without the overhead costs. Their reliable mail handling and phone answering services ensure I never miss a beat. The flexibility and convenience they provide have significantly boosted my productivity and allowed me to focus on growing my business. Highly recommended!"*

**Andrew Wheelright, EPA**







## Managed Office Solutions

If your business needs a new office designed and branded your way, but you don't have the time or resources available, our Managed Office Solutions could be the answer. Liberty Flexible Workspaces and Felix RE's collective experience in sourcing locations, designing and project managing fit out, furnishing and setting up IT infrastructure can help you establish your new office with ease.

### What is a Managed Office Solution?

A Managed Office Solution is a cost-effective and custom designed office solution with a layout matched to a business' own specifications, that is sourced, secured, fitted out and managed by Liberty. All you need to do is 'turn the key'.

Our expert consultancy team are able to find and secure a suitable office location and then manage the entire process including a custom fit out and, if required, your own company branding.

A managed workspace gives you the flexibility and cost certainty of a serviced office, whilst delivering the corporate identity, security and control of a traditional leased approach.

With everything organised by us, you are free to focus on your business.

*"Liberty's Managed Office Solution took the stress out of moving office. They found us a fantastic suite, secured terms with the landlord and delivered a solution very quickly, without the need for lengthy legal negotiations. With the added convenience of facilities management, over-flow meeting rooms and project offices on tap."*

**Steve Sullivan, Trans Global**

We put our clients' business needs at the centre of everything we do, delivering bespoke workspaces that support their business now and in the future.

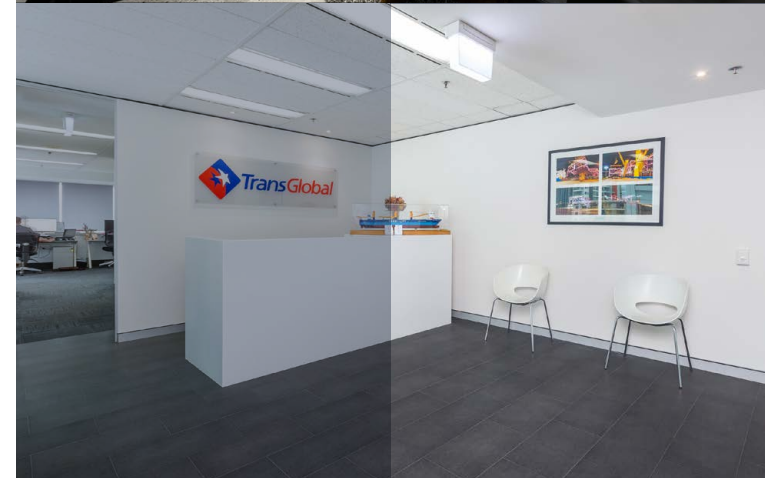
Our expert team deliver on time, on budget and to your specifications.

### Benefits of Using Managed Office Solutions Include:

- Fully managed process from beginning to end
- An extension to your team
- A single point of contact
- Procurement efficiency
- Transfer of risk
- Cost certainty & capital management
- Quality assured, guaranteed delivery
- Increased speed to market
- Enhanced flexibility
- Dedicated support team during occupation

### We can look after the entire process, including:

- Defining your business objectives and office requirements
- Advising on the right solution
- Comprehensive market search and benchmarking
- Arranging viewings and shortlisting preferred options
- Acquiring your preferred space and negotiate the lease
- Designing, building and fitting out the space
- Specify and procure of furniture, fittings, IT and telecoms
- Managing all elements of the office





## Workspace Recovery and Business Continuity

### Do You Have a Plan?

What would happen if next Monday morning your business was affected by a major disruption from natural or human made disasters such as: fire, storm damage, cyber-attack, crime, or terrorism?

Any of those incredibly disruptive incidents could cause irreversible damage to your business operations. Hoping it won't happen to your business is not a sustainable strategy. It happens to 1000s of businesses worldwide every year.

You can insure the physical assets of your business but it's not the desks, chairs or even the IT infrastructure that keeps you in business, it's your business processes and your staff.

**92% of Australian businesses do not have a business recovery plan to support critical functions or customer support in times of disruption.**

### Providing Peace of Mind.

An incident will naturally affect a small business harder than a big business. But it's the larger organisations that are more likely to have a business continuity plan in place. With the Liberty 'Workspace Recovery Solution' our aim is to develop a specific plan for businesses of any size.

The plan involves identifying what your business's needs would be after a disaster event: for the immediate 72 hours after and then for longer-term.

We can pre-configure a secure, private, corporate grade data connection to allow for instant connectivity and PC/laptop storage. We also include a regular rehearsal with key staff to ensure the business continuity plans are adequate and relevant.

Liberty's Workspace Recovery Solution plan provides peace of mind for as little as \$899 per person / per annum and includes 30-days workspace hire.

### Taking Control.

In a continuity situation, businesses generally have a core management team that needs to meet in one location to focus on minimising disruption to customers and identifying the road to recovery. We can provide 24-hour access to secure offices for up to 30 people in a range of formats: boardroom, classroom, or group tables.

With presentation facilities that can accommodate up to 200 people in one room, we can help with larger townhall meetings.

We provide a professional staffed reception; fully maintained & equipped kitchen and break-out space and access to printers, scanners and photocopiers.

Access within a reasonable commute time for all personnel is covered as all our workspaces are conveniently located in geographically diverse locations of the Perth Metro area.



## Liberty's Workspace Recovery Solution

### What's Included:

#### WORKSPACE

- Fully furnished, immediately available workspaces
- Access to state-of-the-art meeting, training & conference facilities
- D-Day 'War Room' meeting facility immediately following invocation
- PC & Laptop storage available free of charge

#### FACILITIES MANAGEMENT

- Onsite facilities manager
- Local client experience team
- Local IT support
- Security access control
- Daily cleaning
- Utilities; electricity, water, heating and air conditioning

#### RECOVERY OFFICE

- Move to your allocated workspace with 30 days included

#### TECHNICAL SUPPORT

- Unlimited data usage
- Secure, reliable access on up to a 1gb line (location dependent – minimum 250mb)
- Unlimited local calls (if required)
- Landline with direct numbers and business handset (if required)
- Video conferencing available

#### COMMON AREAS

- Professionally staffed reception to greet visitors and deal with deliveries
- Fully maintained & equipped kitchen and break-out space
- Access to printers, scanners and photocopiers

#### ANNUAL TESTING

- Rehearse business recovery with annual testing

Note: All essential services are subject to standard use; prices subject to change and are exclusive of all appropriate taxes. Actual broadband connection size to be determined during testing.



**162**  
GRAND BOULEVARD

**127**  
CREEK STREET

**558**  
PACIFIC HIGHWAY

**56**  
BERRY STREET

**1060**  
HAY STREET

**2**  
THE ESPLANADE

**37**  
ST GEORGES TERRACE

**197**  
ST GEORGES TERRACE

**143**  
ST GEORGES TERRACE

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