



Accenture and Lendlease Expand Partnership to Grow Podium Property Insights Platform

SYDNEY; March 17, 2023 – Accenture (NYSE: ACN) and Lendlease (ASX: LLC) today announced they are expanding their partnership to further invest in developing Lendlease’s industry-leading Podium Property Insights (PPI) platform.

Using real-time data collected from sensors placed within building environments, PPI provides real estate managers with valuable sustainability and productivity insights to better understand how their workplaces are utilised and chart a course toward meeting their sustainability, cost and employee engagement goals.

In addition, Lendlease will now also extend the Podium platform into retail portfolios, with the introduction of a new augmented reality capability that creates immersive retail experiences for customers.

The PPI platform will house the data that enables landlords and tenants to make informed data decisions, partnering together to increase foot traffic and dwell time through new offers and experiences within the digital/metaverse layers of their physical assets.

With the use of artificial intelligence, augmented reality and virtual reality, Accenture and Lendlease delivered an innovative experience in Lendlease’s shopping malls in Singapore in celebration of Chinese New Year. The trial allowed customers to access in-store offers, digital tokens and NFTs, enabling retailers to blur the line between online and in-store experiences.

Over the course of the four-week trial, 10,000 wallets were created via a mobile app and 29,000 offers collected and viewed across 50 participating tenant stores. [Accenture research](#) has found that approximately two-thirds of both in-store and mobile shoppers believe that technologies and innovations improve their shopping experience.

“The pandemic has caused disruptions and set in place new trends across both workplace and retail,” said William Ruh, Lendlease’s Digital CEO. “The aim of our collaboration with Accenture is to embrace these new trends, understand the human needs behind them, and use those insights to reimagine our built environment and how we interact with it. We believe that blended reality has a key role to play in creating the best places of the future.”

Peter Burns, who leads Accenture’s business in Australia and New Zealand, said, “[A report](#) Accenture recently prepared for the United Nations Global Compact has found that 93% of CEOs globally are facing 10 or more simultaneous challenges to their businesses, including climate change, rising energy costs, shortage of skills, inflation and price volatility.

“Through this unique collaboration with Lendlease, we are helping companies adapt their corporate and retail real estate for this changing environment, enabling them to meet sustainability and efficiency targets and provide environments in which their employees can thrive.”

About Lendlease

Lendlease is an international real estate group with core expertise in shaping cities and creating strong and connected communities. Our purpose is to create places where communities thrive. Headquartered in Sydney, Australia, and listed on the Australian Securities Exchange, Lendlease has operations in Australia, Asia, Europe and the Americas. We support approximately 8,500 people around the world.

Our core capabilities are reflected in our operating segments of Investments, Development and Construction. For more information, please visit: www.lendlease.com

About Lendlease Podium

Lendlease Podium is a property lifecycle platform that brings together data and insights across the property supply chain. Harnessing over 60 years of Lendlease's applied experience, the platform incorporates digital products and services, from design automation to property insights and asset services. Lendlease Podium is the digital solution for creating autonomous buildings of the future.

About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organizations build their digital core, optimize their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent and innovation led company with 738,000 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Accenture Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients succeed and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities. Visit us at www.accenture.com.

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