

INSTRUCTIONS FOR CITY CATALOGUE FORM

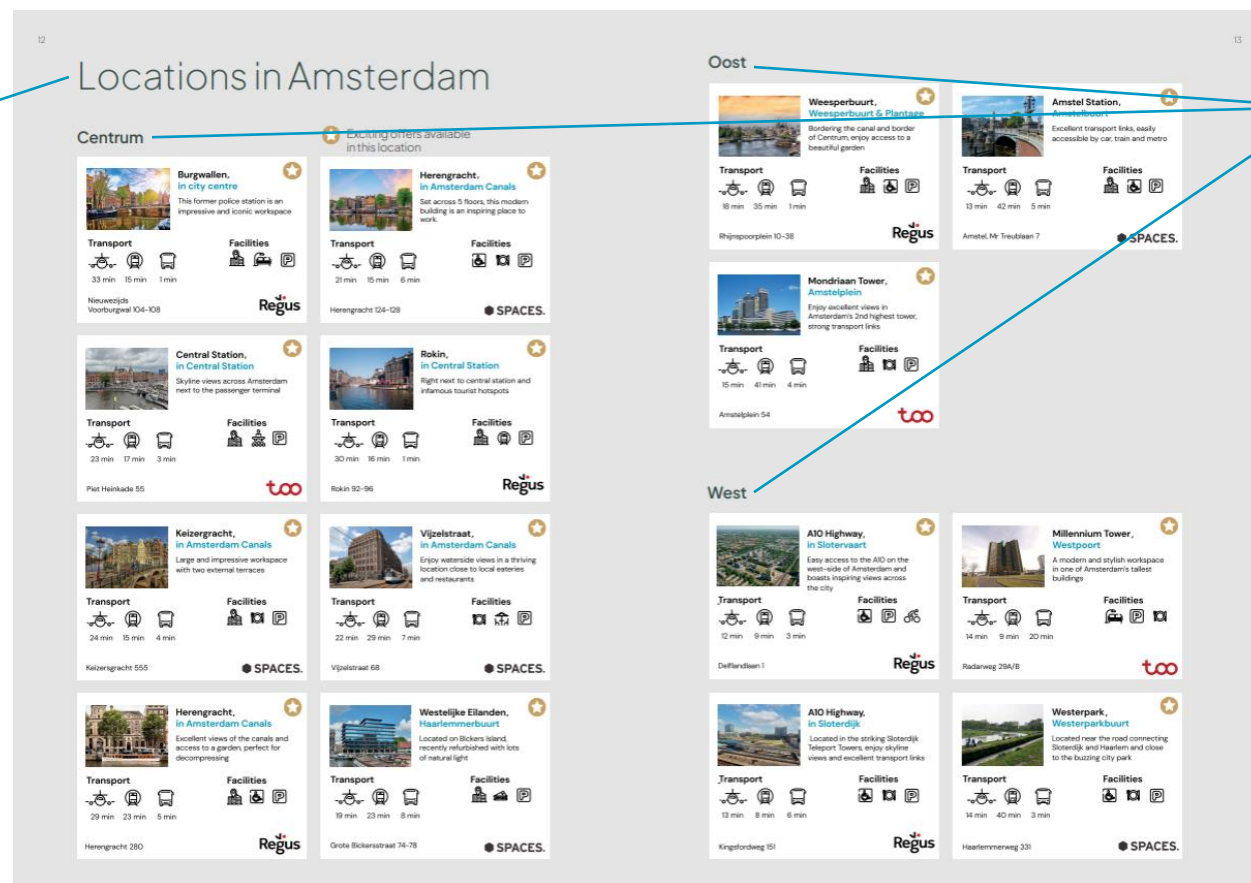
April 2025

- Please work directly **on the live document**, do not create copies
- Ensure all guidelines are applied while filling out the form
- Keep in mind that **exactly how you type it in the cell is how it will appear in the catalogue**
- It should be **written in English** using professional **language**, so consider carefully what you write

Columns A, B, C and D example

Please note that the way you complete columns A to D will define how the centres are grouped and displayed in your City Catalogue. It's very important to be mindful and careful with the choices you make. Take the time to read these instructions carefully before proceeding

Column A
city or town
name
It will be the title
for you city
catalogue



Column D - **Districts**

As the image shows, the district is the way we will break down and organise the centres within your city. If you are in a big city, you can create multiple districts.

• If your city is not very large, you may not need districts at all — or you can create two or three divisions that make sense.

Examples you can use:

- **Central and Suburbs**
- **Central, South, and North**

Please only create districts where it makes sense to group centres in a helpful, localised way

When you add a **neighbouring city** in **Column B or C**, a new page with that city will be added to your City Catalogue. It must make sense geographically. The city should be close enough that a client searching for an office in your area would also be interested in the neighbouring city. If the other city is too far or doesn't make sense, leave it blank

Columns A, B, C and D

Be very aware that we need to receive the data correctly from you, as we do not have the local knowledge to understand or correct any mistakes. The way you enter the information into the form is exactly how your City Catalogue will be produced and sent to enquiries in your city

Columns A is **mandatory** Columns B, C, and D are **optional** you can leave blank if don't apply

City/Brochure name	Closest city/brochure name (which is logical) which should be added to the catalogue	Neighbouring City	District
Amersfoort	Utrecht		
Amersfoort	Utrecht		
Amstelveen		Amsterdam	
Amstelveen		Amsterdam	
Amsterdam			Zuid
Amsterdam			West
Amsterdam			Zuidoost

City or town name only

- Do not include any other information (e.g., country, district)
- More detailed instructions will follow on the next page

For large cities only

If your city have too many centres to fit into one city catalogue, please split them into logical areas that make sense geographically and commercially, so we can create localised catalogues for this areas. For example: **Central, North, South...**

- If the city is small, no need for district, or 2 might be enough to split the city catalogue in 2
- If the city is very large, you can create more districts as needed

You can add a **nearby city listed in Column A only if it makes sense geographically**. You must think if the client visiting your location would also be interested in centres located in a city nearby. Please ensure that:

- The city you add in Column B is **truly close enough to be relevant**
- The city you pick for Column B **must already be listed in Column A**

For catalogues with **3 or less locations only**, you can add other neighbouring city within the same country or neighbouring country **If you are in a remote location, please leave blank** and we will add a country map

Columns A, B, C and D

Common mistakes:

Columns B and C **need to be listed in column A**

Column A is **mandatory** and should **only contain the city or town name**

- Do not the country or any other information
- Do not add area like south, north, east as this should be add in district (for big cities only)
- Jumbo cities like London and America, that will have multiples catalogues, please reach out for guidance

City/Brochure name	Closest city/brochure name (which is logical) which should be added to the catalogue	Neighbouring City	District
Locations in Tunis X	N/A X		Les Berges du Lac 1
Locations in Tunis X	N/A X		Tunis, Les Berges du Lac 2 X
Locations in Ariana X	N/A X	Ariana & Tunis X	Ariana, Centre Urbain Nord X

For large cities, these should indicate areas like for example Central, North, South... (or any other that applies on this context)

Only fill in Columns B and C if they make sense per the guidelines; otherwise, leave them blank

Columns B and C if filled, should **contain only one city**, no more than one

When adding a district, ensure all areas within that district use **the exact same name**. Do not include the city name or any other details

Column F

If the centre is **closed or closing** leave the whole row in **blank**

City/Brochure name ☐	Closest city/brochure name (which is logical) which should be added to the catalogue ☐	Neighbouring Cities ☐	District ☐	Centre number ☐	Centre Open or Closed ☐	Proposed Centre name ☐	Centre Address
Amersfoort	Utrecht			5086	Open now	Arena Business Park	Olympia 2D Hilversum
Amersfoort	Utrecht			5282	Open now	Stationsplein	Stationsplein Amersfoort
				5581	Closing		
Amstelveen		Amsterdam		5080	Open now	Amstelveen Stadshart	Van Heuven Goedhartln 13C
Amstelveen		Amsterdam		5193	Open now	Uilenstede	Bavincklaan 7
Amsterdam			Zuid	47	Open now	Atrium	Strawinskylaan 3051
Amsterdam			West	349	Open now	Sloterdijk	Kingsfordweg 151

Column G, H, I and J

Keep in mind that **exactly how you type it in the cell is how it will appear in the catalogue**. It should be **written in English using professional language**, so consider carefully what you write

If a cell is red, turns red or a message pops up indicating the max character limit of 25 or 110, you need to shorten the text to stay within the limit, once you get the limit correct, the cell will automatically turn white

Max characters 25		Max characters 110	
Proposed Centre name	Centre Address	Local area	Short form description from local team
Sydney, Spaces Parramatta Square (5532)	49th Floor,, 8 Parramatta Square, Parramatta, Sydney, New South Wales, Australia		
MELBOURNE, 90 Collins Street (3611)	Level 8, 90 Collins Street, Melbourne, Victoria, Australia		
Sydney, 233 Castlereagh Street (7043)	233 Castlereagh Street, Level 21, Sydney, New South Wales, Australia		

We've included the centre name as it appears in our system to help you identify it. **You'll need to rephrase this column.** It should have a name that's **clear and meaningful to clients**. Please **remove any city names or centre numbers**

We've included the centre address to assist you, but **it needs to be simple and clear, within 25 characters**. It doesn't need to be a full postal address, just the street name and building number. If there's space, you can add the neighbourhood

This needs to be a reference point that tells the client where abouts the location is (e.g. Times Square for New York)

This needs to be a **description of the location** and should **include things like locations most distinguishing feature or nearest transport links or local area information**. It should use simple and professional language

Example for Column G, H, I and J

Example on how it should look like:

G	H	I	J
<i>Check and review</i> <i>Does this centre name make sense to a local audience? (Maximum 25 characters)</i>	<i>Check and review</i> <i>(Maximum 25 characters)</i> <i>If cell is highlighted please reduce to 25 characters</i>	<i>This needs to be a reference point that tells the client where abouts the location is (e.g. Times Square for New York)</i> <i>Maximum 25 characters</i>	<i>This needs to be a description of the location no more than (110 characters) , should include things like locations most distinguishing feature or nearest transport links or local area information</i>
Proposed Centre name	Centre Address	Local area	Short form description from local team
Alphen aan den Rijn	Laan der Continenten	Groene Hart	A modern city with quick access to Rotterdam, The Hague and Amsterdam
Amstelveen Stadshart	Databankweg 26 A'foort	De Hoef	This impressive building with has great dining facilities and is next to the highways
Arena Business Park	Olympia 2D Hilversum	Arena park	Excellent transport links next to Highway A27 and A1, enjoy great lunch facilities on
Stationsplein	Stationsplein Amersfoort	Amersfoort Central Sation	Located in the city centre of Amersfoort, close to shops and get dinner or drinks in the

Column L, M, N, O, P,Q and R

For columns L, M and N, enter the time in minutes for driving (airport). For rail and tram/bus, provide the walking distance in minutes.

Do not change the format regardless of distance

For example, if the rail is too far to go by foot, do not change to drive, we must keep the data consistent. **Add numbers only, no other characters**

Select Yes or No from dropdown menu

The maximum drive time to the airport should reflect local cultural expectations about travel distances. If more than 99 minutes (1 hour 39 minutes) is reasonable, you can enter that **or more**. If you feel **it's too far, you may use N/A**

For walking distances, keep only up to 60 minutes. **If exceed 60, please add N/A in the field instead**

Airport (Minutes - drive)	Rail (Minutes - foot)	Tram/ Bus (Minutes - foot)	Parking?	Facility 1	Facility 2	Facility 3
45	30	2	Yes	Business park location	Nearby restaurants and cafes	Near shopping district
30	10	1	Yes	Bicycle storage	Near shopping district	Cinema
20	20	3	Yes	Car and EV charging	Business room and	Outdoor space
25	15	1	Yes	Cinema	Nearby restaurants	Near shopping

Columns P, Q, and R, select one option **from the dropdown menu only**. Do not type anything other than the provided options. You must select three facilities, **prioritising them by appeal**: Facility 1 should be the most attractive feature, followed by Facility 2, and then Facility 3

Column S, T, U and V

Rather than just show the outside of our buildings, we want to showcase the surrounding area for each location. **You can include local landmarks, features of interest, specific districts, anything that resonates with where the building is**
Provide links to the images you've selected and a brief description of why it's relevant (e.g. image of local shopping centre which is close by)

It's **mandatory** to add 2 options

Option 1 (link)	What is this image? (be specific with place names)	Option 2 (link)	What is this image? (be specific with place names)
https://sl.bing.net/j	San Martin Square, which is in front of the building	da3e723ed7314d1e64a9426f4c2c34d9.jpg	The San Martín Palace, also known as
002_javier-agustin-rojas_al-rio_IMG_7467.jpg (987×555)	Panormaic Views of the building	2021-04-21-883-imagen.jpg (1500×844)	Paseo de la Costa which is steps from the

Completion & Notification Process

Once you have finished completing the form, before submitting please review:

- **Ensure there are no typos in city and district names**
- **The cities in column B and C need to be listed preview in column A**
- **Make sure all required fields are filled in (no blanks where information is expected)**
- **Confirm that all character limits are respected in the relevant cells**

After checking that everything is correct, please email global.sales@iwgplc.com
When emailing, please **do not forget to add the country name to the email**, so we know that the form for the
country is completed and ready for checking