LOGAN

# RETAIL INVESTORS REPORT

Colombia – 2024

REALESTATE by MPF

# METHODOLOGY

In a joint effort between Logan and Mis Propias Finanzas to better understand the perspective and level of involvement of retail investors in the real estate market in Colombia, surveys were conducted through social media targeting individual investors interested in the real estate sector. The objective was to classify their market perception, motivations, and investment expectations.

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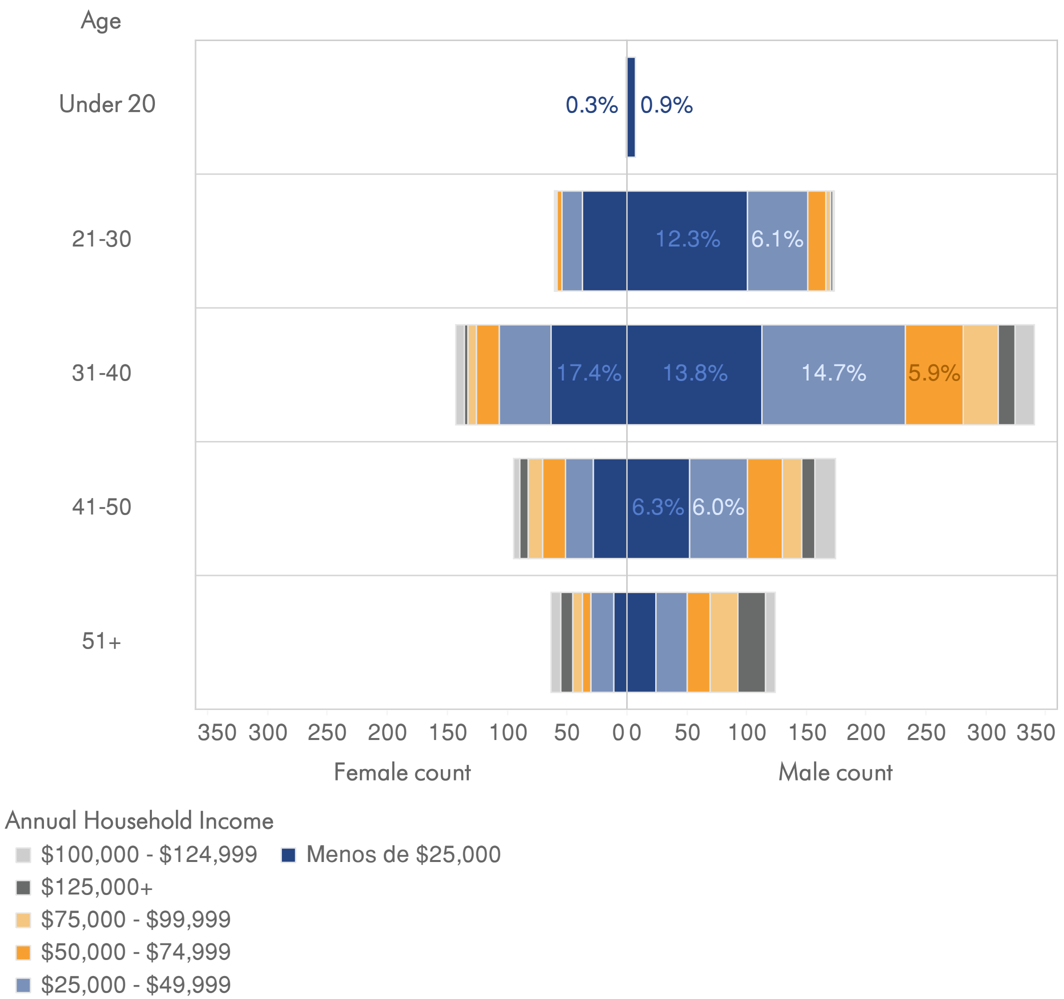
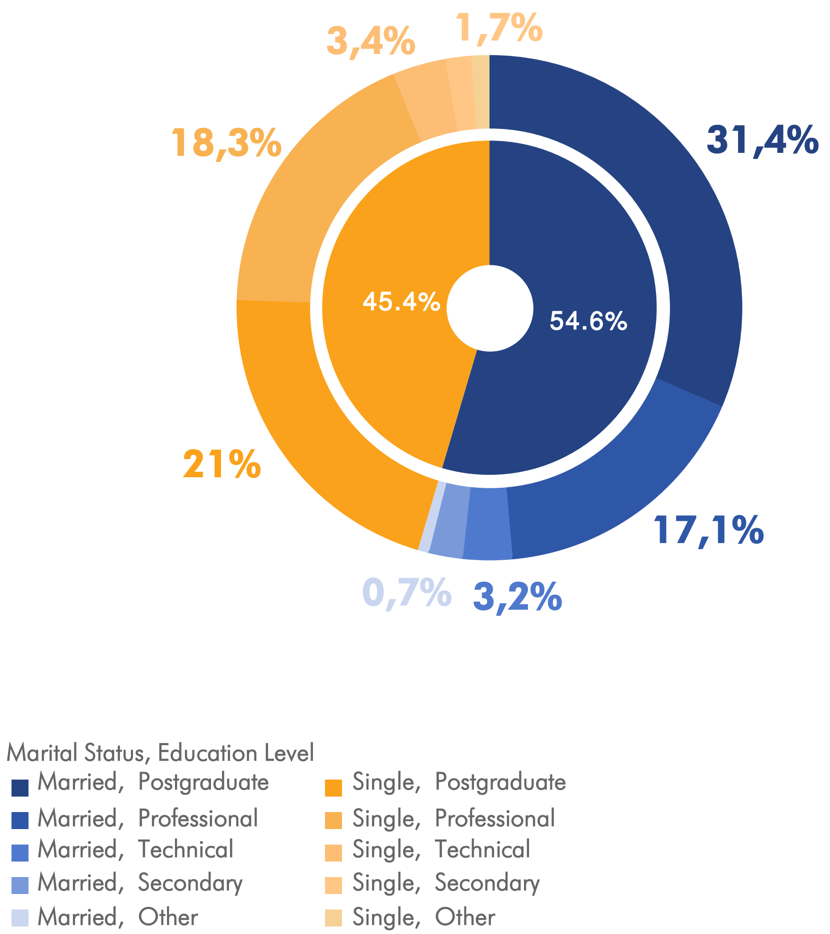
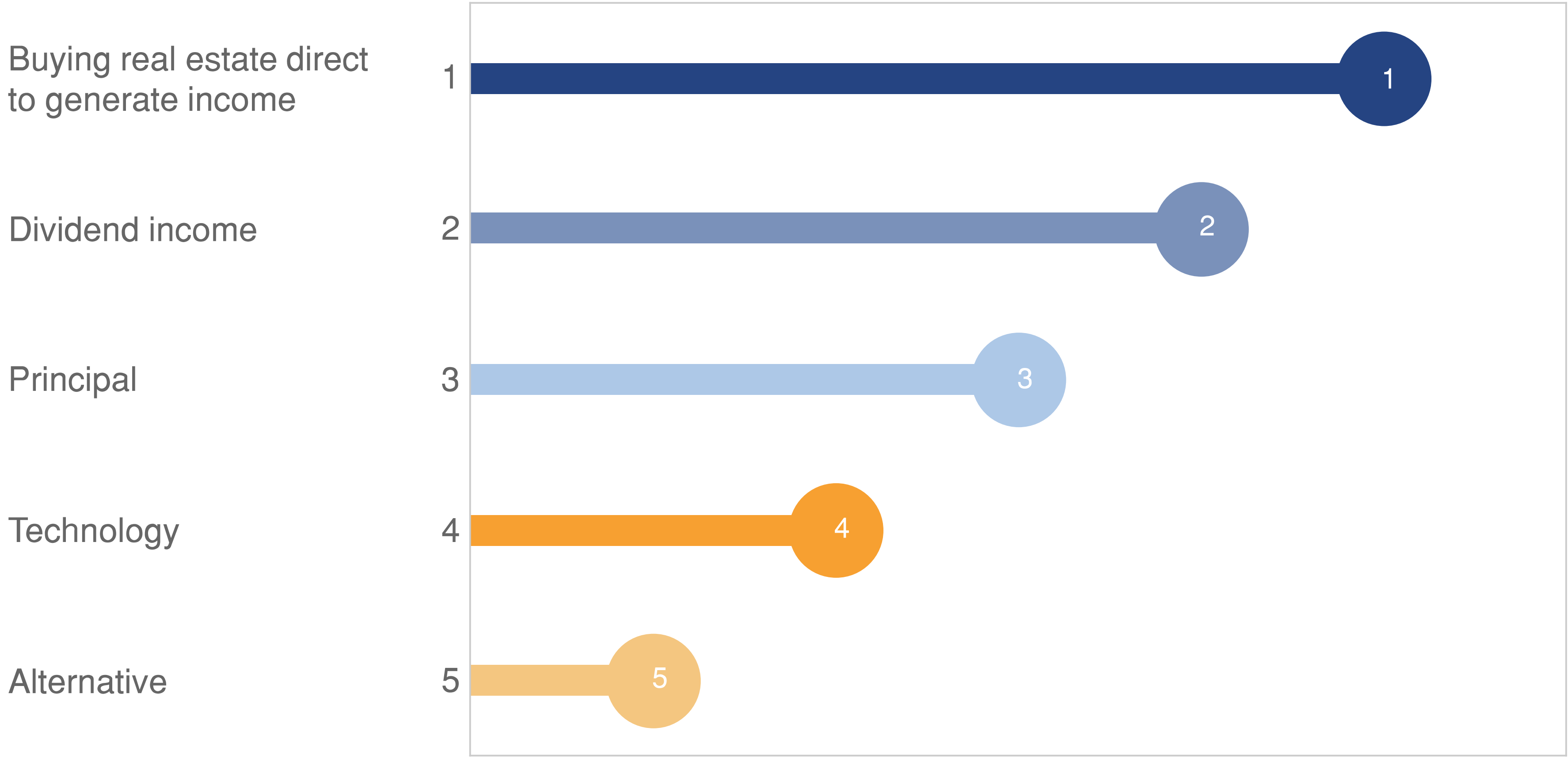
# DEMOGRAPHIC AND ECONOMIC PROFILE



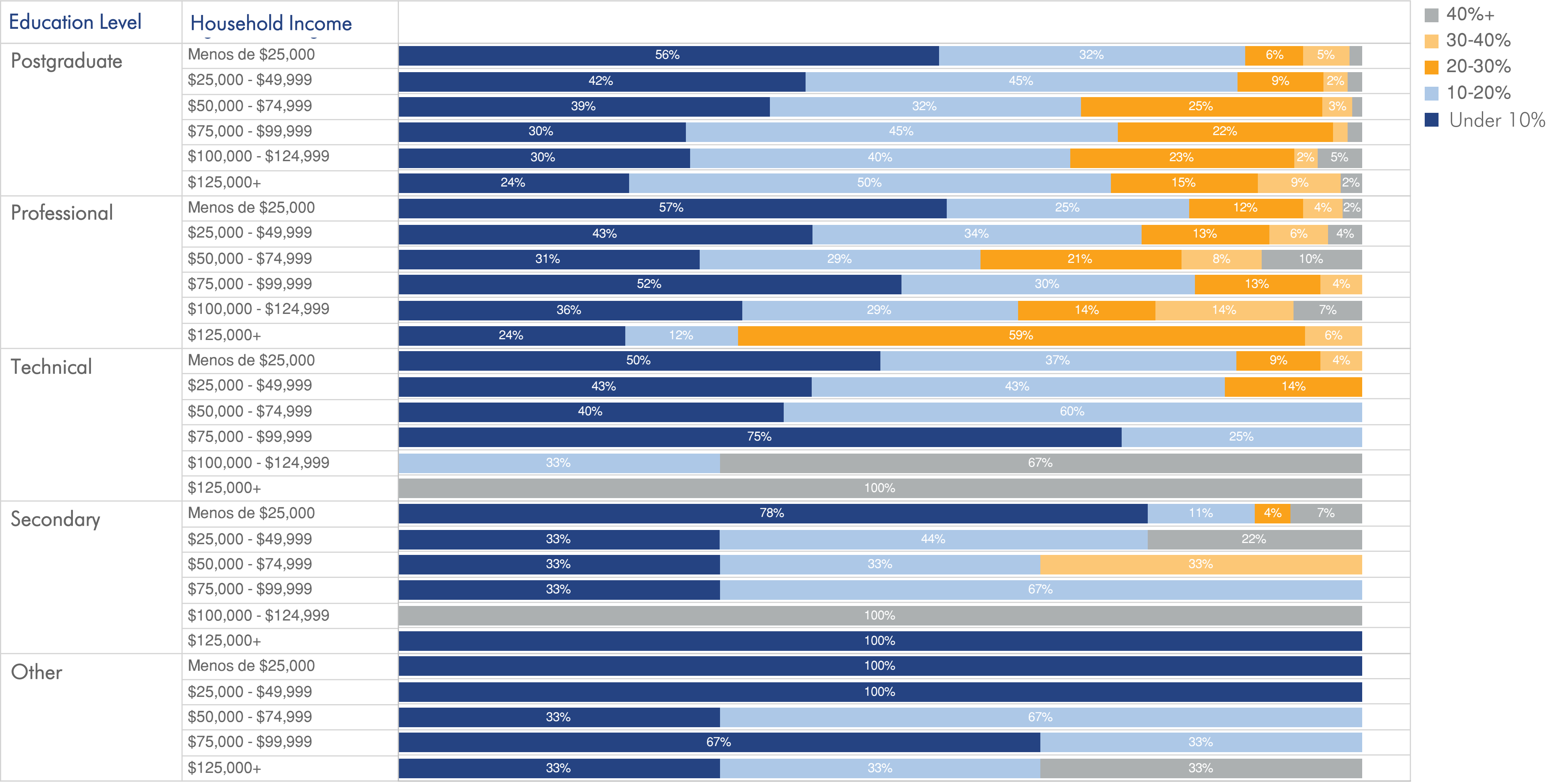



# RANK THE FOLLOWING INVESTMENT STRATEGIES IN ORDER OF IMPORTANCE



# WHAT PERCENTAGE OF HOUSEHOLD INCOME IS ALLOCATED TO INVESTMENTS?

## By education level and household income



# INVESTMENT PROFILE: START, FREQUENCY, AND INVESTMENT HORIZON

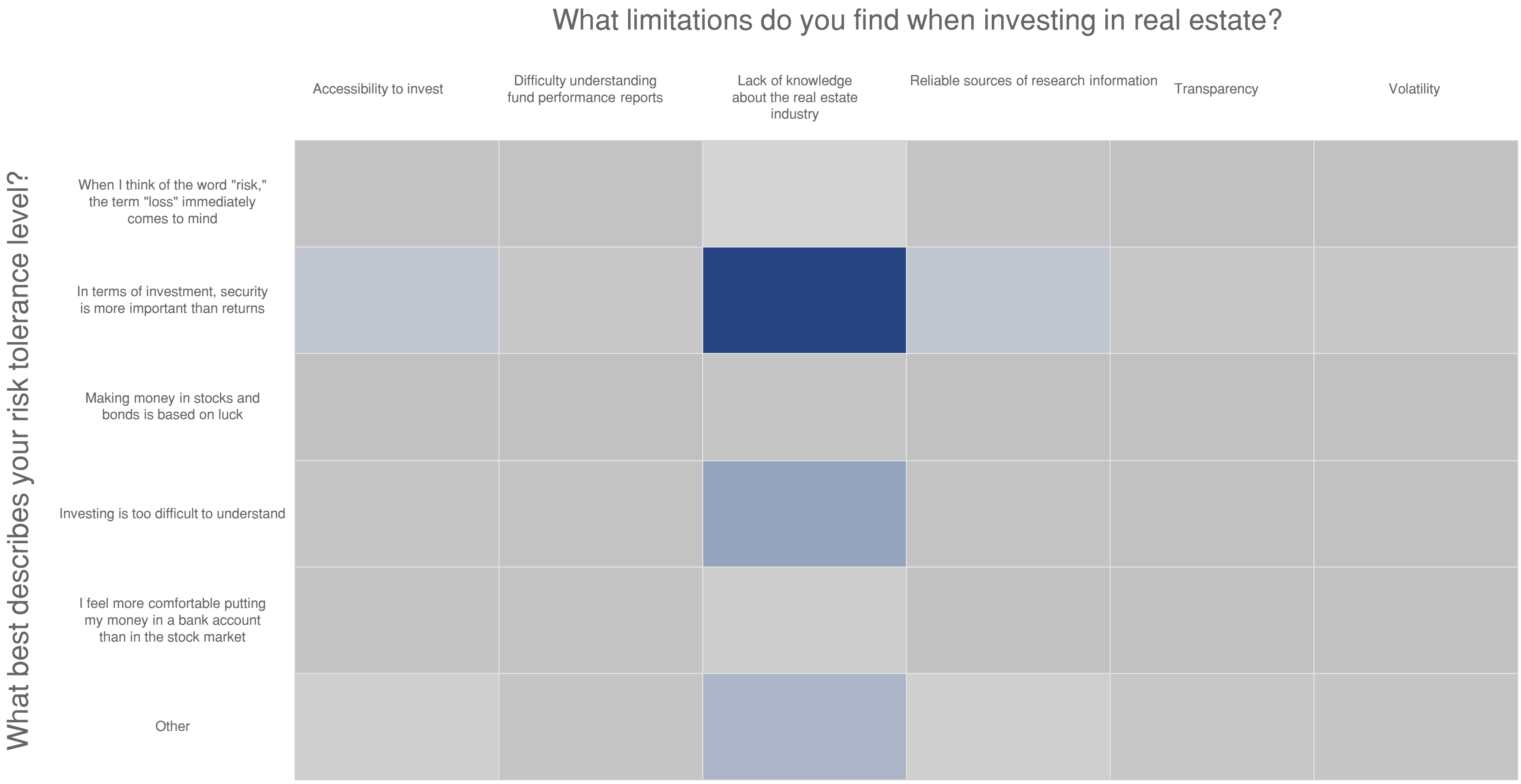
## When did you make your first investment, and in which sector?

| | | |
|---|---|---|
| Otro | Durante los últimos 2 años | 57.0% |
| | Hace de 2 a 5 años | 20.2% |
| | Hace de 5 a 10 años | 10.7% |
| | Hace más de 10 años | 12.0% |
| Bonos | Durante los últimos 2 años | 54.8% |
| | Hace de 2 a 5 años | 21.4% |
| | Hace de 5 a 10 años | 16.7% |
| | Hace más de 10 años | 7.1% |
| Acciones | Durante los últimos 2 años | 54.6% |
| | Hace de 2 a 5 años | 23.4% |
| | Hace de 5 a 10 años | 9.5% |
| | Hace más de 10 años | 12.5% |
| Cripto | Durante los últimos 2 años | 51.3% |
| | Hace de 2 a 5 años | 37.2% |
| | Hace de 5 a 10 años | 9.0% |
| | Hace más de 10 años | 2.6% |
| Capital de riesgo | Durante los últimos 2 años | 46.2% |
| | Hace de 2 a 5 años | 30.8% |
| | Hace de 5 a 10 años | 7.7% |
| | Hace más de 10 años | 15.4% |
| Bienes raíces | Durante los últimos 2 años | 32.4% |
| | Hace de 2 a 5 años | 22.0% |
| | Hace de 5 a 10 años | 21.0% |
| | Hace más de 10 años | 24.7% |

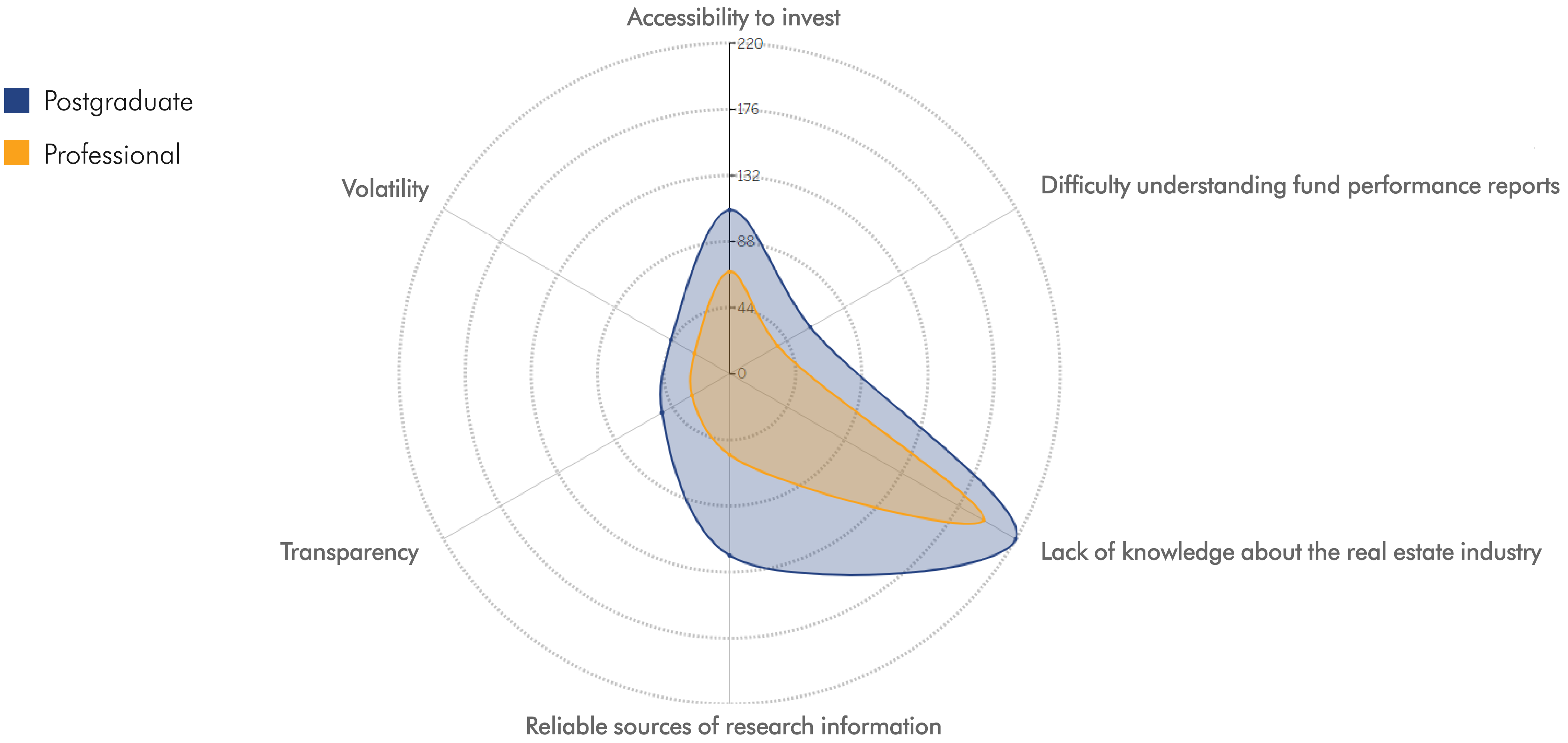
## How frequently do you make investments, and what is your investment horizon?

| | | |
|---|---|---|
| Trimestralmente | Plazo intermedio (2-10 años) | 54.0% |
| | Corto plazo (menos de 1 año) | 9.9% |
| | Largo plazo (10+ años) | 24.3% |
| | Todas las anteriores | 11.9% |
| Anualmente | Plazo intermedio (2-10 años) | 53.3% |
| | Corto plazo (menos de 1 año) | 20.0% |
| | Largo plazo (10+ años) | 14.2% |
| | Todas las anteriores | 12.6% |
| Mensualmente | Plazo intermedio (2-10 años) | 50.0% |
| | Corto plazo (menos de 1 año) | 10.9% |
| | Largo plazo (10+ años) | 20.6% |
| | Todas las anteriores | 18.5% |
| Semanalmente | Plazo intermedio (2-10 años) | 44.1% |
| | Corto plazo (menos de 1 año) | 17.6% |
| | Largo plazo (10+ años) | 20.6% |
| | Todas las anteriores | 17.6% |
| Diariamente | Plazo intermedio (2-10 años) | 30.0% |
| | Corto plazo (menos de 1 año) | 36.7% |
| | Largo plazo (10+ años) | 10.0% |
| | Todas las anteriores | 23.3% |

# HOW WOULD YOU DESCRIBE YOUR RISK TOLERANCE AND THE BARRIERS YOU FACE WHEN INVESTING IN REAL ESTATE?

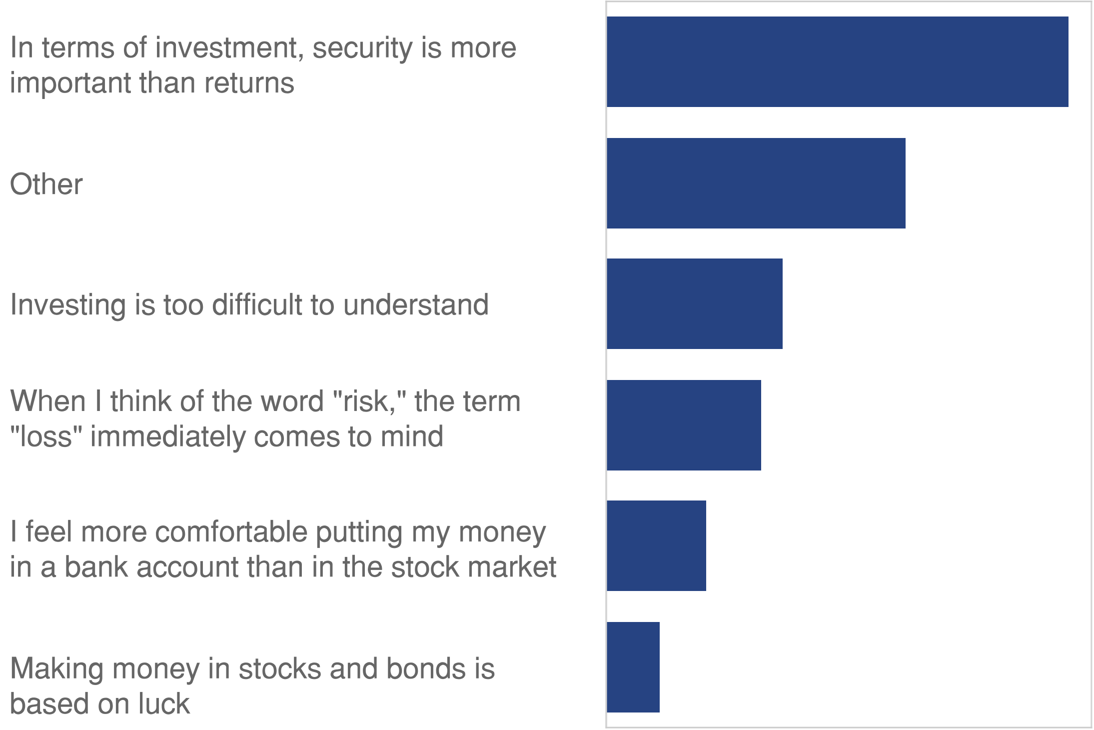


# LIMITATIONS OF REAL ESTATE INVESTMENT

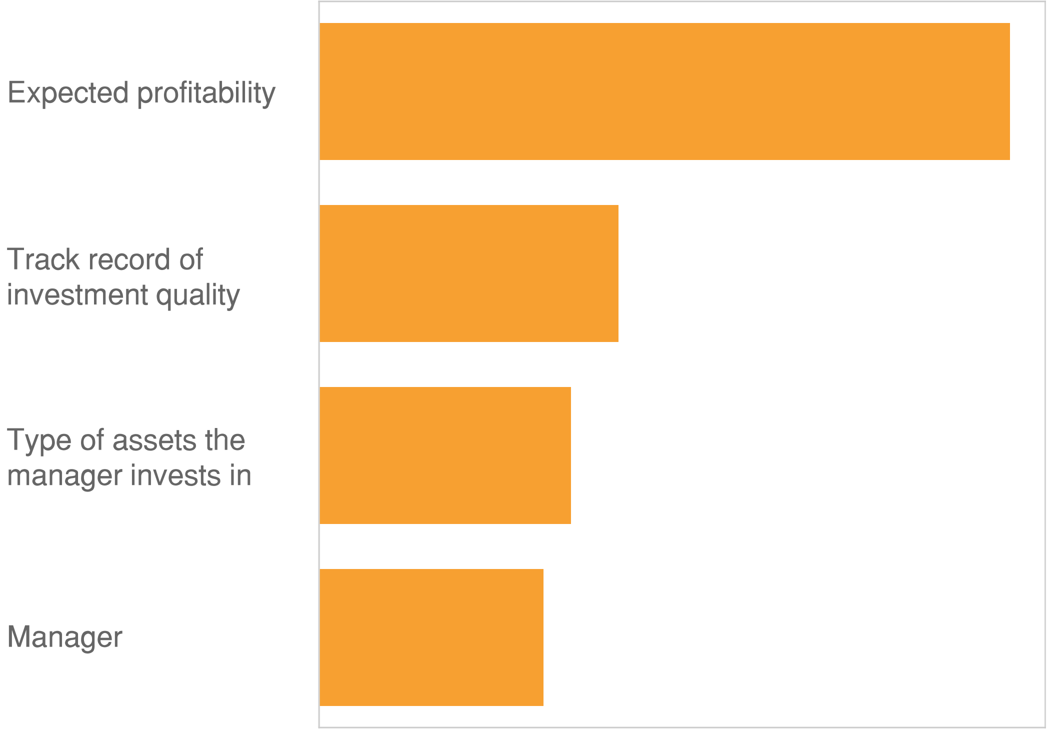


# RISK TOLERANCE AND KEY FACTORS IN INVESTMENT DECISION-MAKING

## How would you describe your risk tolerance level?

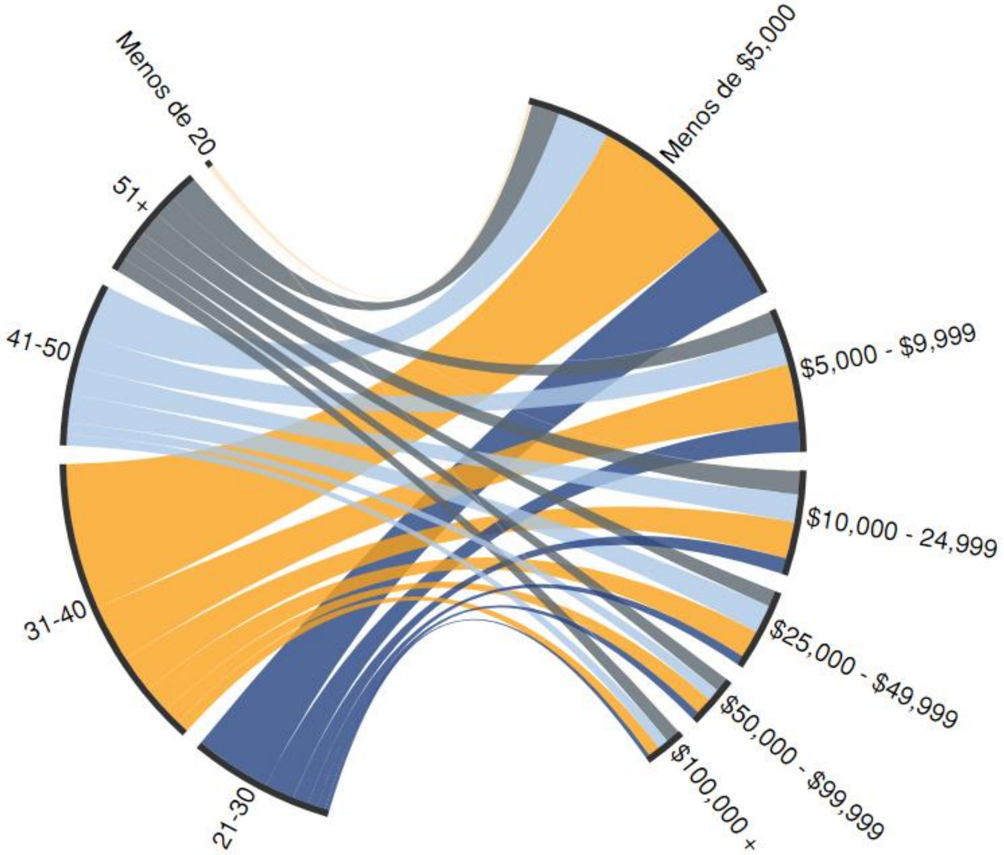



## What are the most important factors when reviewing an investment?

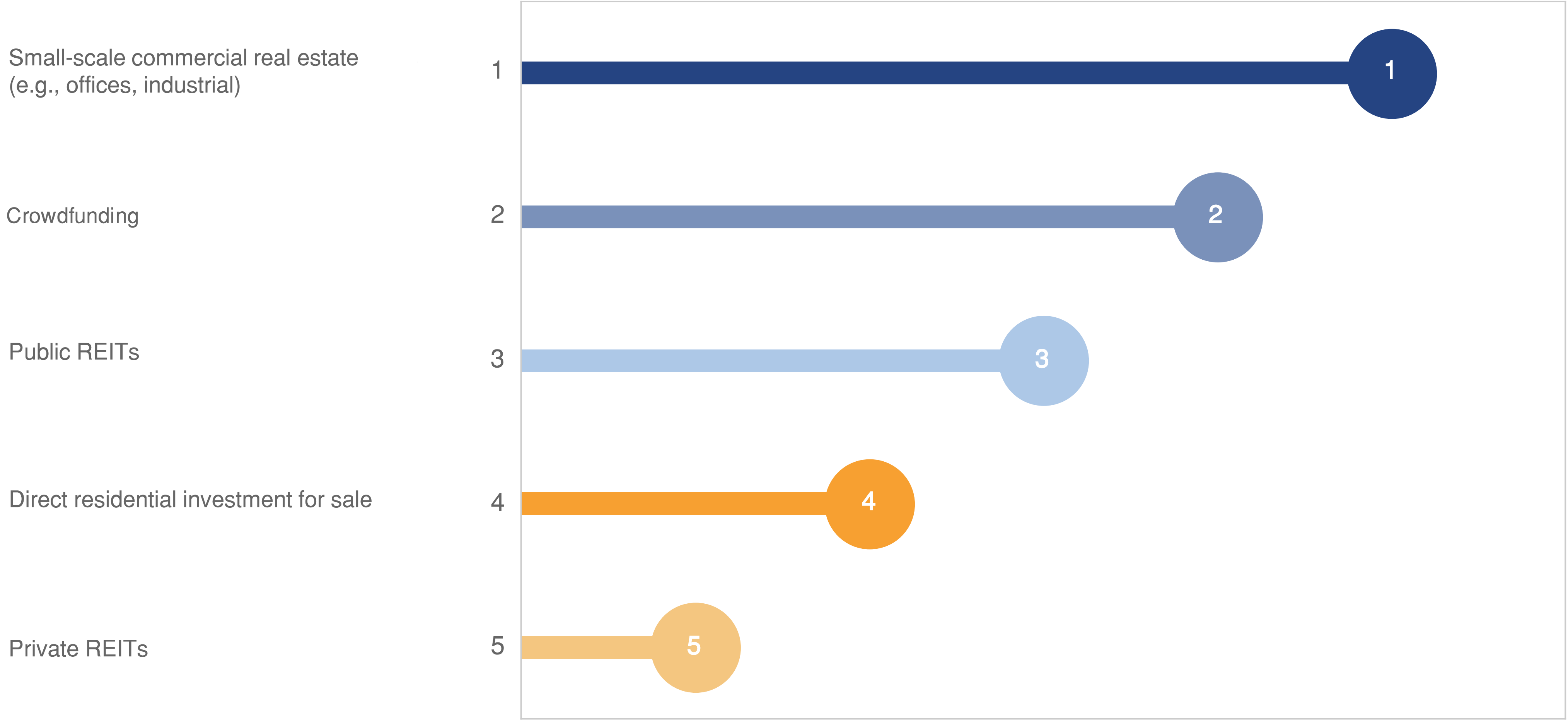


# REAL ESTATE INVESTMENT DISTRIBUTION BY AGE AND AMOUNT

- 42% of the total sample invests less than $5,000 USD in real estate
- 20% of the total sample invests between $5,000 – $10,000 USD in real estate
- Individuals aged 41-50 and 51+ are more likely to invest larger amounts, between $10,000 and $50,000 USD



# RANK THE SECTORS IN WHICH YOU INVEST IN REAL ESTATE ACCORDING TO THEIR LEVEL OF IMPORTANCE



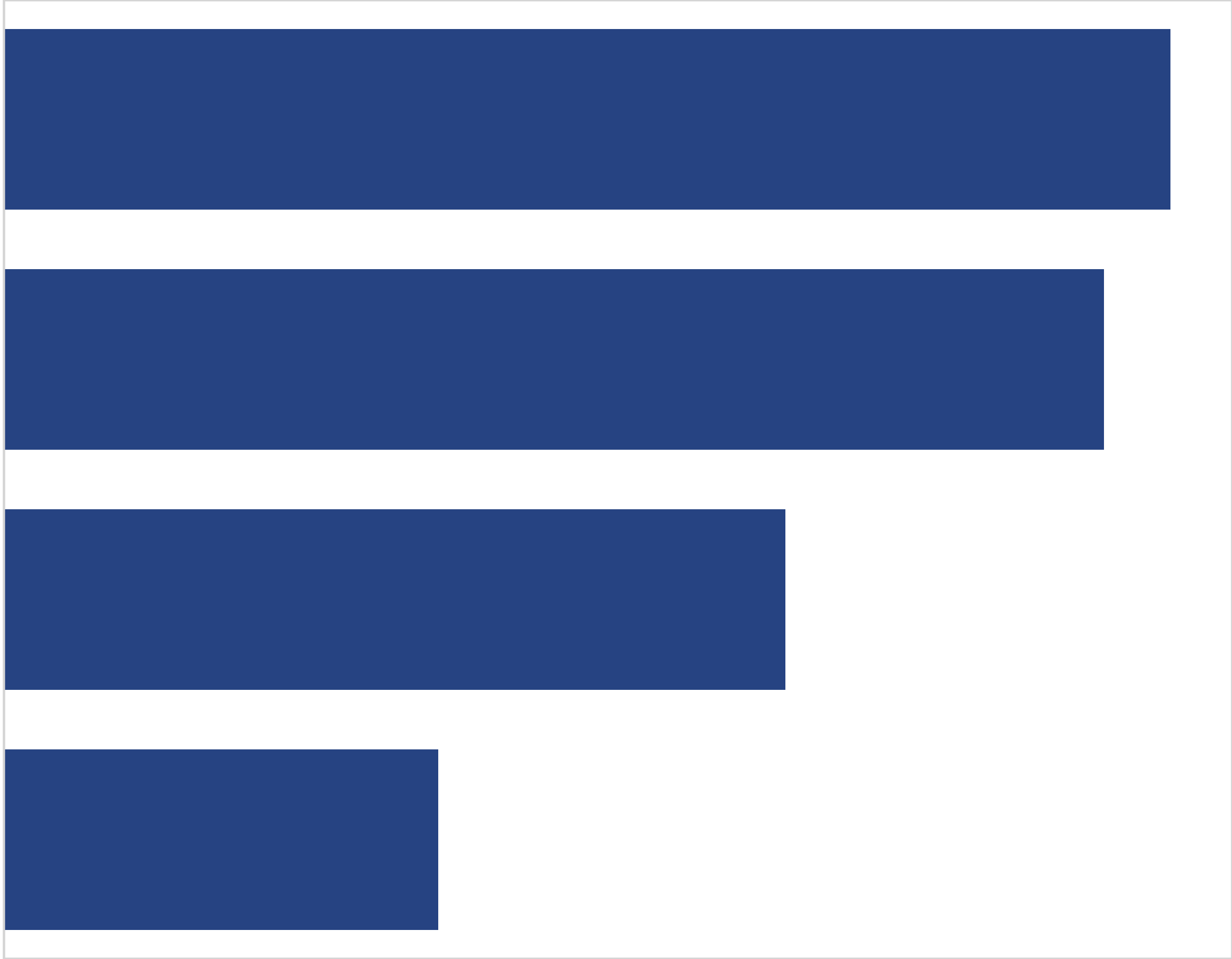
# ARE ESG (ENVIRONMENTAL, SOCIAL, AND GOVERNANCE) METRICS IMPORTANT WHEN INVESTING?

**Important** – Because I care about the impact of my investments on the environment and society

**Important –** Because I believe ESG metrics are a key factor in evaluating economic performance

**Not important at all** – I do not consider ESG metrics

**Somewhat important –** But I just want to ensure that companies are not sacrificing financial performance for ESG concerns



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The firm offers a wide range of services, including portfolio valuation, commercial appraisals, market studies, and real estate consulting. LOGAN covers a diverse array of assets, such as offices, industrial-logistics complexes, shopping centers, land, hotels, clinics-hospitals, and residential projects for sale and rental, among others.

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