

Aareal Bank AG Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Aareal Bank AG Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Aareal Bank AG and its competitors. This provides our Clients with a clear understanding of Aareal Bank AG position in the Industry.

The report contains detailed information about Aareal Bank AG that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Aareal Bank AG. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Aareal Bank AG financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Aareal Bank AG competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Aareal Bank AG business.

About Aareal Bank AG

Aareal Bank AG (The Bank), headquartered in Wiesbaden, Germany, is an international Property Bank listed in Deutsche Börse's MDAX index. Aareal Bank is active in three core business segments: Structured Property Financing, Consulting / Services and Property Asset Management. The bank has a presence in twelve European countries, plus the US, and covers clients in 17 countries. The client base comprises major international property investors, as well as top domestic names.

Structured Property Financing is Aareal Bank's most profitable business segment. Besides experts for office buildings, Aareal Bank employs specialist teams for financing shopping centres, hotels and bespoke properties for the logistics business – the combination of these seasoned industry experts with sound country and regional knowledge is the key to optimising the bank's financing solutions for the most diverse client groups and projects.

In its Consulting / Services segment, Aareal Bank Group offers a comprehensive range of services, among other things to the property management sector. Its subsidiary Aareon AG is a leading consultancy and systems house for the management of residential and commercial property. Aareon's software solutions are employed by more than 50,000 users to manage some 8 million residential and commercial properties, of

which about 1.5 million are outside Germany. The company has entered into a cooperation with SAP to explore new customer groups. It is from this segment that Aareal Bank Group offers its expertise and know-how in the retail business to other financial services providers.

Aareal Hypotheken Vermittlungs GmbH is the a German discount broker for retail property financing, acting as broker to a number of banks and insurance companies for pre-approved finance. At the same time, the company has been entrusted by other banks and insurance companies with providing mortgage advisory services on their behalf. Aareal Hypotheken-Management GmbH, another Aareal Bank Group subsidiary, uses a highly-developed IT platform to carry out the complete processing for private residential mortgages – from automatic credit award decisions to credit administration – to financial services providers outside the Group.

Immobilien Scout 24, where Aareal Bank holds a 30% stake, is a convenient Internet platform for renting and letting residential or commercial property, as well as for selling and buying property. Investment banking for the property sector complements the service offer in the Consulting / Services segment.

Property Asset Management, Aareal Bank's third business segment, offers a choice of diversified investment opportunities to institutional investors in closed-end property funds. The bank is in the process of enhancing this product offer to include special investment funds under German law (Spezialfonds). In this context, the major benefits of Aareal Bank's international network and sector expertise are available to insurance companies and pension funds, for whom the establishment of their own pan-European property investment infrastructure is simply not feasible. Aareal Bank is a founder member of INREV (Association for Investors in Non-listed Real Estate Vehicles), a European organisation incorporating institutional investors and property asset managers that is dedicated to enhancing the transparency of, and facilitating comparison among private property funds.

Property lending / Structured finance

Financing and advisory services: In addition to Germany, the bank operates in the property finance sector in a further 14 European countries as well as the USA. The bank offers its clients the financing and advisory services they expect from the banking partner of their choice. The bank's products include structured finance for commercial property, portfolio financing and advisory services.

Consultancy / Services

The Consultancy/Services comprise IT, Property Consultancy and other services in the Private Clients segment. In IT, the emphasis is primarily on developing standard software for the commercial housing industry. Here, individual advice and product customization are key features and help to further business process optimization. In addition, for private clients the bank offers an extensive choice of products, ranging from financing brokerage, processing and administering property loans through to a virtual marketplace where houses and apartments can be bought and sold or rented out online.

Asset Management

Aareal Bank has set up a property asset management company, Amsterdambased Aareal Property Services B.V., whose team of experts will primarily approach institutional investors. The remit of Aareal Property Services B.V. is to identify and acquire properties which offer attractive initial returns and appreciation in value through active asset management.

To further enhance its expertise in structuring and placement, in November 2000 Aareal Bank acquired Deutsche Structured Finance GmbH, a specialist institution for initiating, arranging and structuring taxoptimized asset and project financing solutions. It also develops creative opportunities for entrepreneurial investment in capital assets. At present, its activities focus on special purpose property offering aboveaverage potential returns, but also on regenerative energy projects and the financing of aircraft. In November 2000, the bank launched its first mutual fund investing in the field of regenerative energy and set new standards in structuring, documenting and marketing investments in wind energy.

The primary objective of aircraft funds initiated by Deutsche Structured Finance GmbH is to offer investors a stake in the entrepreneurial potential. Although tax-optimized structures are used to enhance the returns, the clear focus is on the income generated through the aircraft. In 1996, Deutsche Structured Finance GmbH was the first issuer to offer investments based on operating leases. The cyclical nature of the aircraft market is reflected by the conservative structure of investments made.

Another key subsidiary of Aareal Bank in the asset management business is Aareal Immobilien Management AG, a project development advisor and manager of closedend property funds in Germany.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

Contents

RESEARCH METHODOLOGY

DISCLAIMER

1. AAREAL BANK AG COMPANY PROFILE

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

2. AAREAL BANK AG BUSINESS OVERVIEW

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

3. AAREAL BANK AG SWOT ANALYSIS

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

4. AAREAL BANK AG FINANCIAL ANALYSIS

- 4.1. Financial Statements
 - 4.1.1. Income Statement
 - 4.1.2. Balance Sheet
 - 4.1.3. Cash Flow
- 4.2. Financial Ratios
 - 4.2.1. Profitability
 - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

5. AAREAL BANK AG COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. Aareal Bank AG Direct Competitors
- 5.2. Comparison of Aareal Bank AG and Direct Competitors Financial Ratios
- 5.3. Comparison of Aareal Bank AG and Direct Competitors Stock Charts
- 5.4. Aareal Bank AG Industry Analysis
 - 5.4.1. Industry Snapshot
 - 5.4.2. Aareal Bank AG Industry Position Analysis

6. AAREAL BANK AG NEWS & EVENTS

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

7. AAREAL BANK AG EXPERTS REVIEW¹

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. AAREAL BANK AG ENHANCED SWOT ANALYSIS²

9. GERMANY PESTEL ANALYSIS²

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

10. AAREAL BANK AG IFE, EFE, IE MATRICES²

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

11. AAREAL BANK AG PORTER FIVE FORCES ANALYSIS²

12. AAREAL BANK AG VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

Aareal Bank AG Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit
Profit Margin Chart
Operating Margin Chart
Return on Equity (ROE) Chart
Return on Assets (ROA) Chart
Debt to Equity Chart
Current Ratio Chart
Aareal Bank AG 1-year Stock Charts
Aareal Bank AG 5-year Stock Charts
Aareal Bank AG vs. Main Indexes 1-year Stock Chart
Aareal Bank AG vs. Direct Competitors 1-year Stock Charts
Aareal Bank AG Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
The complete financial data is available for publicly traded companies.

List Of Tables

LIST OF TABLES

Aareal Bank AG Key Facts
Profitability
Management Effectiveness
Income Statement Key Figures
Balance Sheet Key Figures
Cash Flow Statement Key Figures
Financial Performance Abbreviation Guide
Aareal Bank AG Key Executives
Aareal Bank AG Major Shareholders
Aareal Bank AG History
Aareal Bank AG Products
Revenues by Segment
Revenues by Region
Aareal Bank AG Offices and Representations
Aareal Bank AG SWOT Analysis
Yearly Income Statement Including Trends
Income Statement Latest 4 Quarters Including Trends
Yearly Balance Sheet Including Trends
Balance Sheet Latest 4 Quarters Including Trends
Yearly Cash Flow Including Trends
Cash Flow Latest 4 Quarters Including Trends
Aareal Bank AG Profitability Ratios
Margin Analysis Ratios
Asset Turnover Ratios
Credit Ratios
Long-Term Solvency Ratios
Financial Ratios Growth Over Prior Year
Aareal Bank AG Capital Market Snapshot
Aareal Bank AG Direct Competitors Key Facts
Direct Competitors Profitability Ratios
Direct Competitors Margin Analysis Ratios
Direct Competitors Asset Turnover Ratios
Direct Competitors Credit Ratios
Direct Competitors Long-Term Solvency Ratios
Industry Statistics

Aareal Bank AG Industry Position
Company vs. Industry Income Statement Analysis
Company vs. Industry Balance Sheet Analysis
Company vs. Industry Cash Flow Analysis
Company vs. Industry Ratios Comparison
Aareal Bank AG Consensus Recommendations¹
Analyst Recommendation Summary¹
Price Target Summary¹
Experts Recommendation Trends¹
Revenue Estimates Analysis¹
Earnings Estimates Analysis¹
Historical Surprises¹
Revenue Estimates Trend¹
Earnings Estimates Trend¹
Revenue Revisions¹

ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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