

RFR

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RFR Closes on \$350 Million Acquisition of 522 Fifth Avenue

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CEO Aby Rosen To Lead Search for a Single Full Occupancy Tenant For the 575,000 SF Central Midtown Headquarters Building

NEW YORK – September 1, 2020 – RFR announced today it has acquired 522 Fifth Avenue in a \$350 million transaction. The 23-story office tower is centrally located at 44th Street among New York City’s most important transportation hubs Grand Central Terminal and Port Authority, business districts, amenities and neighboring Bryant Park. The building’s 575,000-square-foot office opportunity is available as a world-class property for a single-tenant user and will be delivered in March 2024.

RFR’s founder and CEO, Aby Rosen, will personally lead the leasing effort, in tandem with RFR’s in-house leasing team headed by Executive Vice President AJ Camhi. Mr. Rosen will further collaborate with prospective tenants to best utilize the space as RFR repositions the asset to accommodate the requirements of a future tenant.

“We acquired 522 Fifth Avenue with the vision of working with a single user to create a custom, marquis headquarters in the premier midtown location,” Mr. Rosen said. “The unrivaled 575,000-square-foot vacancy is a remarkable blank canvas, well-positioned to respond to the requirements of a forward-thinking company looking for the prestige and exclusivity of a full building and New York City presence.”

Mr. Rosen said RFR is committed to applying its renowned design approach to help formulate and achieve a company’s specific aspirations. Previously entirely occupied as Morgan Stanley’s wealth management headquarters, the property has excellent physical infrastructure and many floors of large outdoor terraces that will be fully activated in combination with new interior air quality solutions.

“Companies are focused on controlling their environments and making sure their employees have the space, amenities and systems to be productive, safe and healthy. This headquarters opportunity will deliver on those goals and open up a universe of branding possibilities,” RFR’s Mr. Camhi said. “Having Aby Rosen contribute his imagination and aesthetic to this project ensures that the result will be exciting, exacting and renewing – for the end user and the City.”

About RFR

RFR is a fully integrated real estate investment firm based in New York City with a core focus on select urban markets in the United States and Germany. Founded by Aby Rosen and Michael Fuchs in the early 1990’s, the firm has been an active force in the New York City and German real estate market for much of the past three

decades. RFR's portfolio has grown to include more than 100 commercial, residential, hotel, and retail properties located in select domestic and international markets.