

Distrii Rebranded as AgiiPlus, Embarking on a New Journey of Agile Working in S²aaS Model

On June 16, 2021, Distrii, the leading operator in the new office sector, held a brand repositioning press conference in Shanghai, announcing the new brand strategy as well as upgrading the existing brand “Distrii” to “AgiiPlus Group” (“AgiiPlus”). Three business lines are reformed to equally operate under the umbrella of the new brand AgiiPlus, which contains “technology-driven operation and management of commercial office space”, “office stock regeneration and smart technology upgrade”, and “online agile office digital service”. With the recent move, AgiiPlus embarks on a new journey of collectivized operation and a fresh brand definition as the “leader of agile working one-stop solutions”. Owing to its innovative “S²aaS” model, AgiiPlus has become one of the first enterprises realizing the ecological closed loop in the field of office upgrading.

More than 50 guests, including senior executives of AgiiPlus Group, partners, clients and media, were present at the rebrand launch. They are the representatives from property owners including Mr. Shuowang Su, Managing Director and Takuo Nishizawa, Deputy Managing Director of Mitsui Fudosan Group, Mr. Hei Ming Cheng, Founder and Chairman of KaiLong Group, Mr. Kelvin Wong Head of China of Schroder Capital, Mr. Alvin Loo, President of ARA Asset Management China, Ms. Jacquelyn Wong, Head of Keppel Land Shanghai, Ms. Connie Peng, Head of Real Estate in BlackRock, Mr. Beng Teong Lim, General Manager of Kheng Leong Investment & Management, Mr. Jeffery Jin, Managing Director of Everbright Trust; also the representatives from corporate partners included Mr. Hao Hu, Director of Key Account Department, Baidu Shanghai Branch, as well as client representatives, from Energy Monster, ESG Consultancy and Soul App.



Senior Executives of AgiiPlus and Honorable Guests

Agile Working Further Repositioned the Brand Connotation

Recently, in order to lead the “transformation”, many enterprises in the new office sector have been exploring various approaches to business, such as model restructuring, in-depth product research, regeneration of services, devotion to operation and more. AgiiPlus has been working on delivering a complete system, which provides online and offline integrated agile work solutions to the market.

Distrii, established in the end of 2015, focused on the concept of “Smart City, Smart Office”. For the past years, they have devoted to accomplish distributed office solutions by practicing and implementing the idea of Office IoT. For the upgraded brand AgiiPlus, the effort can be demonstrated by a number of figures: Distrii has developed business in 8 cities around China and Singapore, and implemented more than 52 projects, with an area of 48 square meters under management, serving more than 6,000 corporate customers, and more than 50,000 online members. At the same time, AgiiPlus’s office products have been improving in terms of R&D, technology output and asset management capabilities.

AgiiPlus made its official debut at the rebrand launch last week. The name “AgiiPlus” derives from the word “Agility”, meaning agility and flexibility. “Agile

Working”, the core of the brand, is also reflected in the new logo of AgiiPlus, where the “ii” shows the inheritance from Distrii, and the figure “1” hiding in the “+” symbol implies its ambition to be the industry leader.



AgiiPlus officially presented the position of the new brand and the definition of “Agile Working” at the conference. “Agile Working” is a new model developed from the demands of fast growing companies in complete office scenarios. The new model does not only apply to the workspace and workstyle, instead, it combines the offline physical space services covering site selection, decoration, supporting facilities, business operation, with the self-built online core digital system. Together it enables the technology-driven office spaces, boosts the work efficiency, and enhances the agile response of enterprise services.

According to Dr. Frank Hu, Founder of AgiiPlus Group, over the past six years, AgiiPlus had committed to the path of agile and smart working, while gathered many like-minded partners t in an effort to create a new working ecosystem for users. He mentioned that the dynamic integration of online enterprise service platform and offline enterprise service network is the only way to truly bring customers the most agile and convenient office solutions. At present, AgiiPlus is not simply providing services in the co-working field, but also forming a business value chain focusing on agile working services and a sustainable enterprise service ecosystem. In the future, AgiiPlus will continue transforming the commercial real estate sector with technology, Internet and service operations by creating a service platform for agile office and workstyle, and become “the Meituan within the 8 working hours”.



Dr. Hu Jing, Founder of AgiiPlus

At the press conference, Mr. Shuowang Su, Managing Director of Mitsui Fudosan Group, introduced the first joint project with AgiiPlus – Mitsui’s first Lala Station in the world, which is also the first metro station regeneration project in Shanghai and Mitsui Fudosan’s second major commercial facility in Shanghai, following the “Lala Port” project. AgiiPlus provides services for the fifth floor in the main building, in total 6,000 square meters of office space.



Mr. Su Shuowang, Managing Director of Mitsui Fudosan Co., Ltd.

At the conference, Dr. Frank Hu, Founder of AgiiPlus, Mr. Shuowang Su, Managing Director of Mitsui Fudosan Group, Mr. Alvin Loo, President of ARA Asset Management China, Ms. Jacquelyn Wong, Head of Keppel Land Shanghai, Mr. Hao Hu, Director of Key Account, Baidu Shanghai, and Mr. Wei Zhang from Energy Monster together signed strategic cooperation agreements on the spot, marking a milestone for the partnership between AgiiPlus and the corporates above.



Signing Ceremony of Strategic Cooperation

Three Business Lines Formed a Closed Loop

The newly upgraded brand includes three business lines to ensure the implementation of agile working. The three business lines are “MaxOffice”, “Spacii” and “Distrii”. Specifically, “MaxOffice” provides online agile office digital service; “Spacii” specializes in office stock regeneration and smart technology upgrade; and “Distrii” engages in the technology-driven operation and management of commercial office spaces. Each branch owns a particular focus, which coordinates and interlinks with one and other to provide one-stop solutions for agile working from multiple dimensions.

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About AgiiPlus Group

品牌升级新内涵

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 敏捷化线上办公数字服务平台

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办伴科技
 商办空间科技运营管理平台

集团简介

全新的AgiiPlus Group堂堂加集团，旗下包括：MaxOffice堂堂办公（敏捷化线上办公数字服务平台）、Spacii全办智造（办公存量更新与科技升级服务平台）、Distrii办伴（商办空间科技运营管理平台），三个子品牌相辅相成，通过线上平台与线下物理空间网络的结合，助力企业提升办公效率，使企业客户获得超越传统办公的线上线下一体化敏捷办公解决方案。

Let’s imagine a scenario. There is an enterprise with office relocation needs, which can search for office availability directly from the online platform “MaxOffice”, and hire “Spacii” for customized decoration, design and smart technology upgrade for the office spaces. Last but not least, after settling down, the enterprise can rely on “Distrii” for space operational services. At the same time, “MaxOffice”, as the enterprise SaaS service platform independently developed by AgiiPlus, helps enterprises improve business efficiency by enjoying an integrated online and offline agile working solution beyond the traditional experience.

AgiiPlus Planned to Seek an IPO in the US for Era 3.0+

AgiiPlus has finally ushered in an agility transformation and made a breakthrough at its new office sector after six years of efforts. The upgrade is not simply represented through the accelerated expansion in office spaces, or the high occupancy rate at over 90%. More importantly, AgiiPlus has initiated a closed loop for the S²AAS (Space & Software as a Service) business model, exploring a distinguished development path, and forging the core competitiveness of the enterprise.

Now, AgiiPlus has an in-depth understanding of the business operation, and organizational management. Moreover, they have gained insights of the office space and working scene. With the sufficient practice in space operation and enterprise service, and the powerful technological strength, AgiiPlus created a public S²aaS

platform tool with integrated online and offline office services for enterprise. AgiiPlus kicks off a 3.0+ era that could successfully meet the agile working needs. It was said that after several rounds of financing with total of nearly CNY 400 million, AgiiPlus has been rapidly and effectively expanding its business. In the meanwhile, AgiiPlus is also actively connecting with the capital market and seeking suitable IPO opportunities, including exploring new means such as SPAC, opening a new chapter for the corporate overall development.

In the future, AgiiPlus will continue to leverage the advantages of its unique S²aaS business model to provide customers with a new office ecosystem, the industries with an IoT platform, and the city brain with the city-level business intelligence.

AgiiPlus, with its distinguishing strategic model, has explored a remarkably mature path for the new office sector and has gradually established distinct value barrier under the trend of agile working.