



# READY TO SHAPE THE FUTURE OF REAL ESTATE?

Let's create value together

nh0od  
NEW LIVING  
MOOD

You have the goals,  
we have the solutions to get you there.  
Ready to start generating value together?





1. HELLO, WE ARE NHOOD
2. GLOBAL APPROACH, LOCAL EXPERTISE
3. OUR SOLUTION
  - ASSET MANAGEMENT
  - PROPERTY MANAGEMENT
  - DEVELOPMENT
4. MANAGEMENT TOOLS
5. (GLOBAL) CLIENT
6. (Y)OUR PEOPLE



# HELLO, WE ARE NHOOD

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**We support clients and partners in creating, activating and transforming all kinds of asset classes and promoting a new urban vision, from retail to residential, from offices to logistics and mixed-use assets.**

We bring together the main business areas of the real estate industry with solutions that help owners of properties, both public and private, as well as companies and brands, to generate maximum potential from their assets.

We work synergistically with public administrations in order to generate public value, with the ambition of contributing to the “city in 15 minutes” model, a sustainable city on a human scale where all services are accessible within a quarter of an hour.



**Together  
we are creating  
the cities  
of tomorrow.**

WORLD

**+1,000**  
EXPERTS

**4,3 MLN**  
M<sup>2</sup>, UNDER MANAGEMENT

**11**  
COUNTRIES

ITALY

**+35**  
EXISTING ASSETS

**960,000**  
M<sup>2</sup> MANAGED

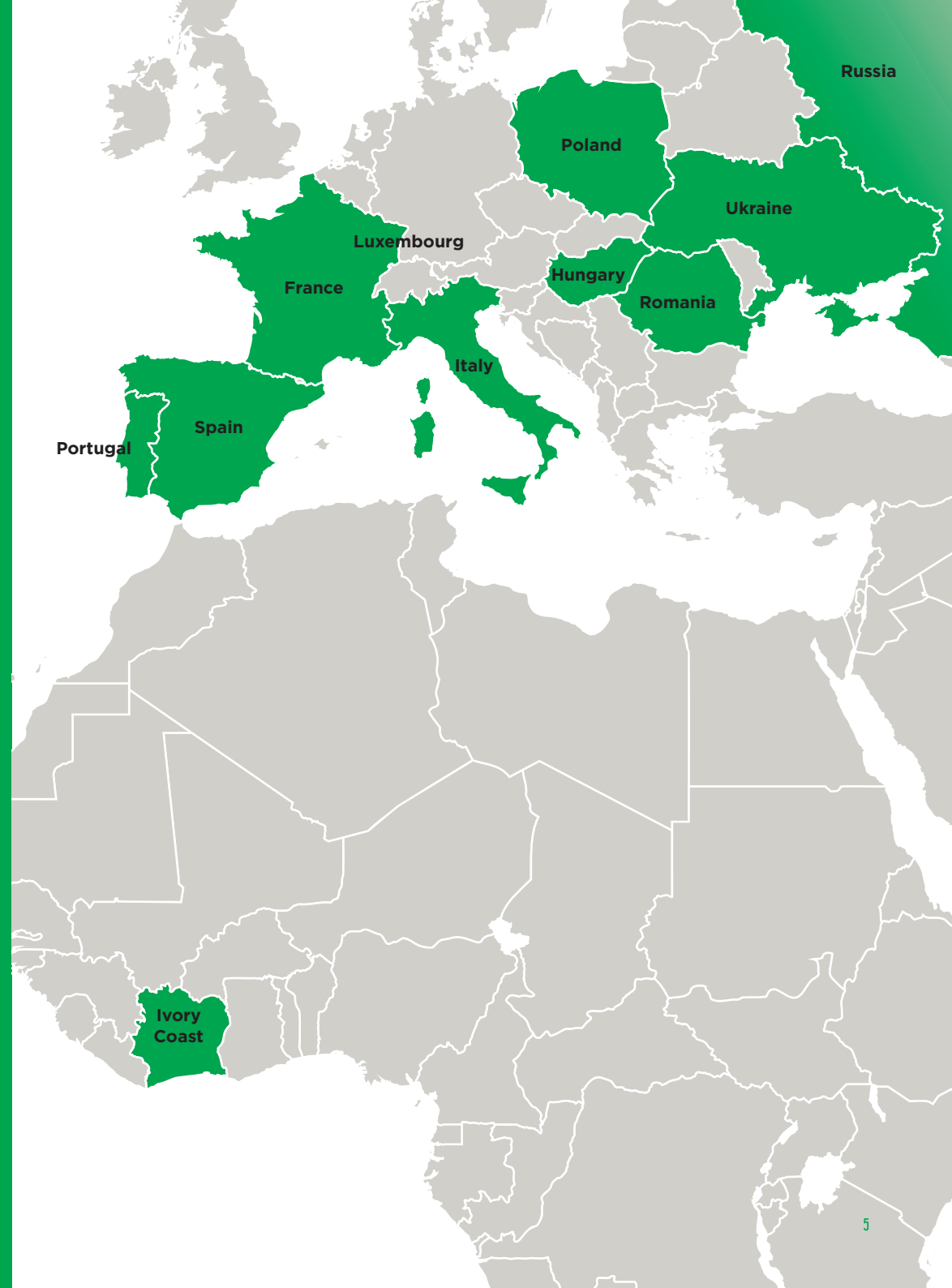
**130 MLN**  
REVENUES FROM LEASING  
OF MANAGED SPACES

**2,6 MLD**  
TURNOVER OF  
RETAIL OPERATORS

**2 BLN**  
FAIR VALUE

**130 MLN**  
VISITORS

**+15**  
DEVELOPMENT  
PROJECTS  
UNDER STUDY  
IN RELATION  
TO VARIOUS  
ASSET  
CLASSES







# GLOBAL APPROACH, LOCAL EXPERTISE

## FULL ASSET LIFECYCLE SOLUTIONS

- Strengthening real estate strategies and generating value in all the phases of the asset lifecycle, from planning to disposal;
- Identifying new business opportunities and generating maximum returns from real estate investments;
- Repositioning and transforming assets to improve long-term performance, from design to construction.

## PROXIMITY APPROACH

- Drawing on a global network of experts present in 11 countries;
- Enhancing investments in synergy with the public interest;
- Involving public stakeholders and collaborating with local associations, areas and communities.

## ESG-ORIENTED

- Developing your asset sustainability strategy;
- Improving performance and energy efficiency;
- Developing projects with a triple positive impact - on People, on the Planet and on Prosperity.

## PLACEMAKING

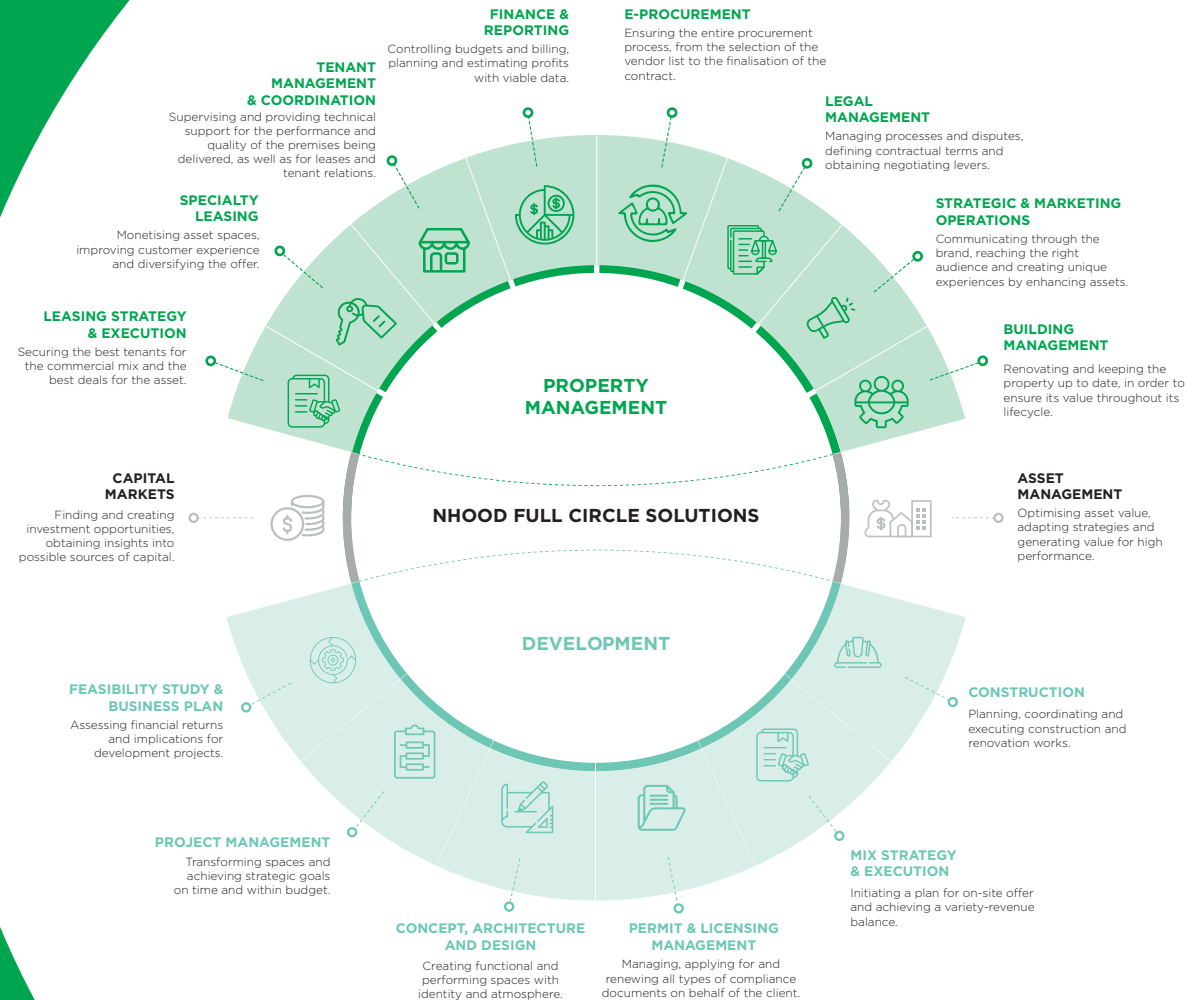
Creating, transforming and animating places according to a shared approach to design, involving public stakeholders and local communities to meet the new challenges and needs of the local area.

# OUR SOLUTION

Each phase of the asset lifecycle represents a different challenge, and we have the solution for all of them!

With a global network of experts and a consolidated know-how, we accompany our clients in the development of their real estate strategies by offering targeted solutions for all asset classes.

Ours is an all-round offer that embraces every dimension of real estate, with no geographical limits.



## OUR SOLUTION

# ASSET MANAGEMENT

We enhance, regenerate and create value for our clients' real estate portfolios with a results-oriented approach to asset management, where economic and financial performance meet ESG standards. Our solutions include **strategy, decision-making advice and data analysis**, in order to ensure sustainable results for each asset throughout its lifecycle.



## VALUE CREATION STRATEGY

- Potential analysis for value enhancement
- Budget optimisation
- Strategies for increasing short- and long-term revenues from leasing
- Remodelling, extensions & restructuring
- Repositioning & transformation of asset use



## ACQUISITION & DISPOSAL ADVICE

- Sell/hold recommendations
- Leading assessment process
- Feasibility studies
- Support for financing operations
- Joint ventures and partnerships
- Tax advice



## ASSET DIAGNOSIS & STRATEGY

- Portfolio audit & diagnosis
- Performance benchmarking and market analysis
- Asset and investment management
- Business plan & budgeting
- Asset portfolio management



## PERFORMANCE & CASH FLOW

- Identification of teams and monitoring of services
- KPI & goal tracking
- Supervision and validation of management, leasing and marketing strategies
- Capital expenditure (OPEX savings)
- Tenant-mix optimisation
- Identification of extra sources of income



## REPORTING & FORECASTING

- Profitability analysis and preparation of financial models
- Performance updates and analyses
- Monthly and annual reports



Using a data-oriented approach that addresses and enhances performance throughout the entire asset lifecycle, we manage your assets in order to maximise your investment.



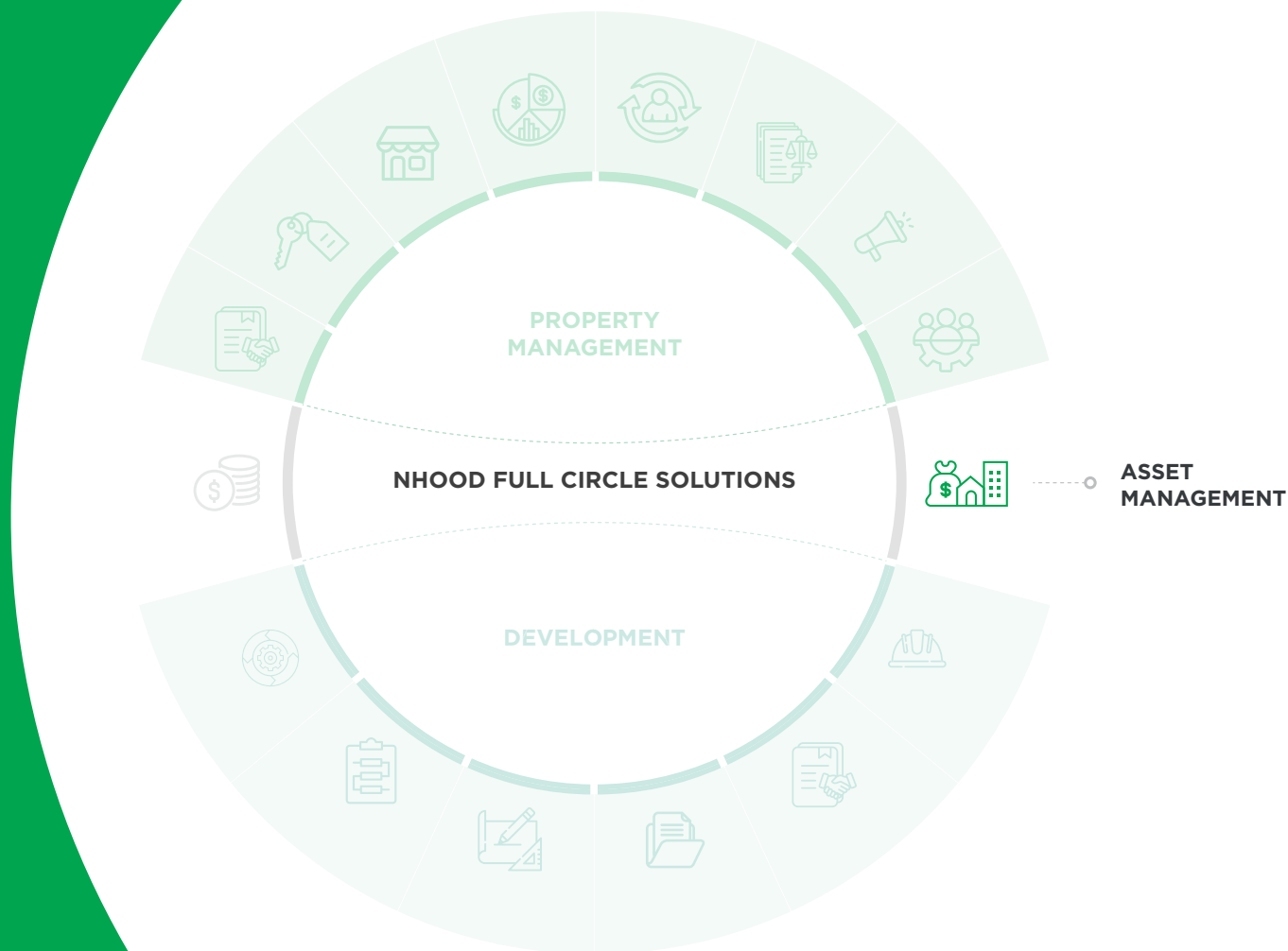
10

EUROS BLN/FAIR VALUE  
UNDER MANAGEMENT



75%

ASSET PORTFOLIO  
CORE AND CORE+



## OUR SOLUTION

# ASSET MANAGEMENT

## PORTE DELLO JONIO - RESTYLING

Taranto, Italy

32,808 m<sup>2</sup>

Core activity: Retail

### THE CHALLENGE

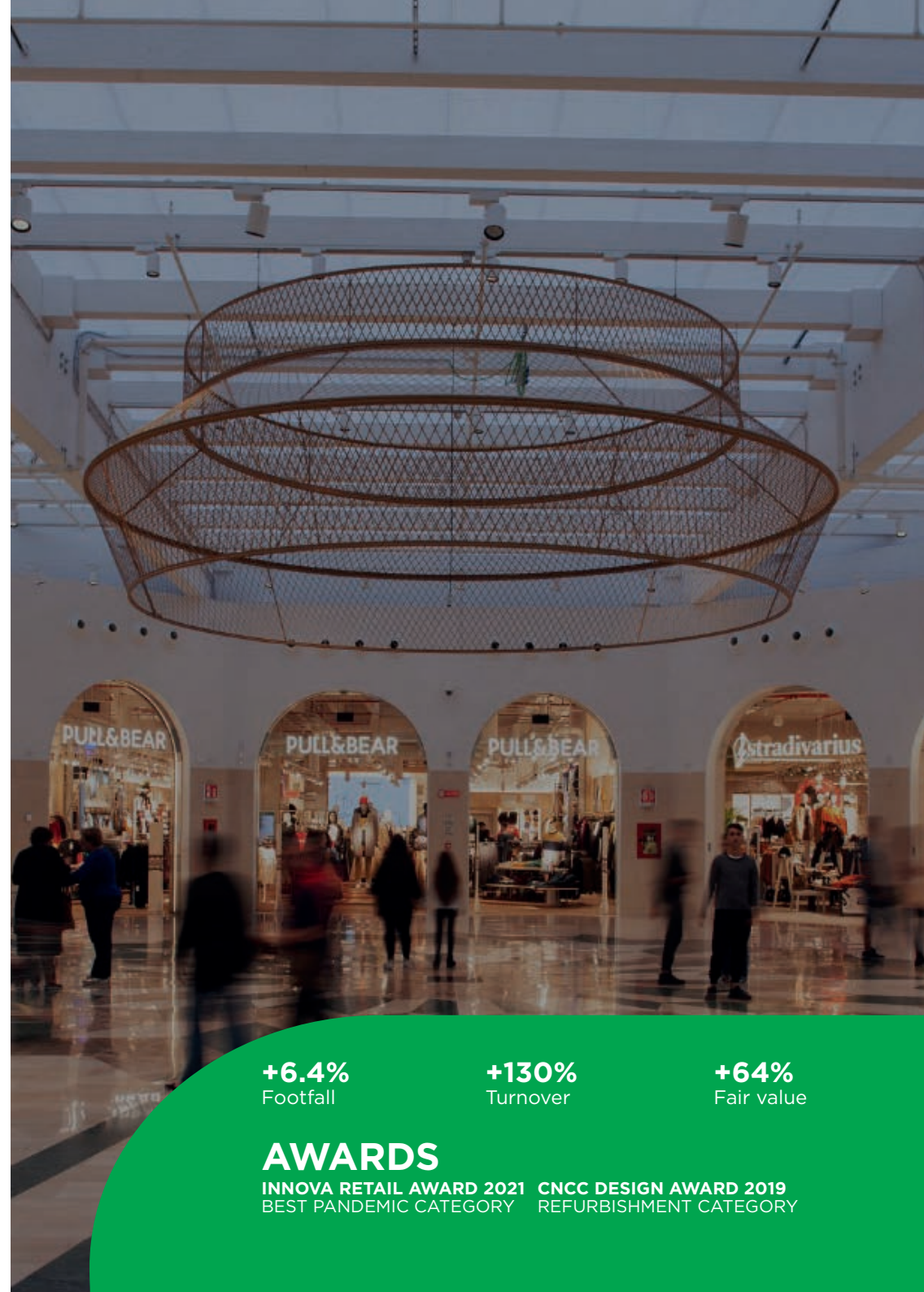
Regeneration and repositioning of an asset with more than 20 years of activity to make it perform better at regional level.

### THE SOLUTION

**A new positioning and an investment plan to increase the value of the asset.**

The centre underwent a major restyling and expansion of more than 10,000 m<sup>2</sup>. This resulted in the creation of a new event square, a food court and a fast car park. Meanwhile, the commercial offer was enriched with new high-street brands.

By increasing green energy production on site, sustainability ratings improved and this allowed us to make savings in terms of OPEX.



**+6.4%**  
Footfall

**+130%**  
Turnover

**+64%**  
Fair value

## AWARDS

**INNOVA RETAIL AWARD 2021** **CNCC DESIGN AWARD 2019**  
BEST PANDEMIC CATEGORY REFURBISHMENT CATEGORY



## OUR SOLUTION

# ESG-ORIENTED MANAGEMENT

### We favour responsible solutions to create sustainable value

The future depends on our ability to create, innovate and accelerate sustainability strategies **by monitoring real time impact and striving for a constant increase in value.**

Our **ESG-oriented solutions make real estate serve people and the planet** by reducing energy consumption and combating carbon dioxide emissions with the aim of achieving Net Zero.

We support our clients in defining sustainability goals and in drawing up **concrete action plans for a responsible portfolio management.**

68%

Of assets are equipped with electric charging stations

80%

Of the portfolio is undergoing GRESB assessment

76%

Of assets under management are equipped with sharing mobility solutions

60%

Of the portfolio managed is undergoing climate resilience assessment

80%

Of the portfolio is certified as BREEAM In-Use

3 COUNTRIES

have 100% green and renewable electricity supply



## OUR SOLUTION

# PROPERTY MANAGEMENT

A tailor-made strategy is decisive when it comes to creating an **optimal customer experience**, **reducing operating costs and increasing asset value**: we **supervise, manage and coordinate the day-to-day activities of the asset**, from maintenance to marketing and from administration to finance.



## TENANT MANAGEMENT & COORDINATION

- Supervision of tenant leases and performance
- Management of sublets and leases
- Tenant fit-out and refurbishment monitoring



## STRATEGIC & MARKETING OPERATIONS

- Marketing and communication plan and strategy
- Budgeting
- Brand and image management
- Events and brand activation
- Social media and loyalty programmes



## LEGAL MANAGEMENT

- Leases, renewals and terminations
- Negotiations and debt collection
- Review of lease guarantees
- Registration of property, land and mortgages



## BUILDING MANAGEMENT

- Supervision and maintenance of assets
- Selection and supervision of external suppliers
- Waste management
- Cost optimisation and budgeting
- Support in obtaining certifications



## FINANCE & REPORTING

- Budgeting
- Management of invoicing and service fees
- Rent collection and updating
- Periodic reporting and planning



## E-PROCUREMENT

UNI EN ISO 9001 QUALITY CERTIFICATION



- Selection and qualification of suppliers
- Tender management
- Offer negotiation
- Preparation and formalisation of the contract
- Assessment of supplier performance
- Periodic analysis of the economic, financial and reputational status of suppliers
- Contract lifecycle monitoring



## SPECIALTY LEASING

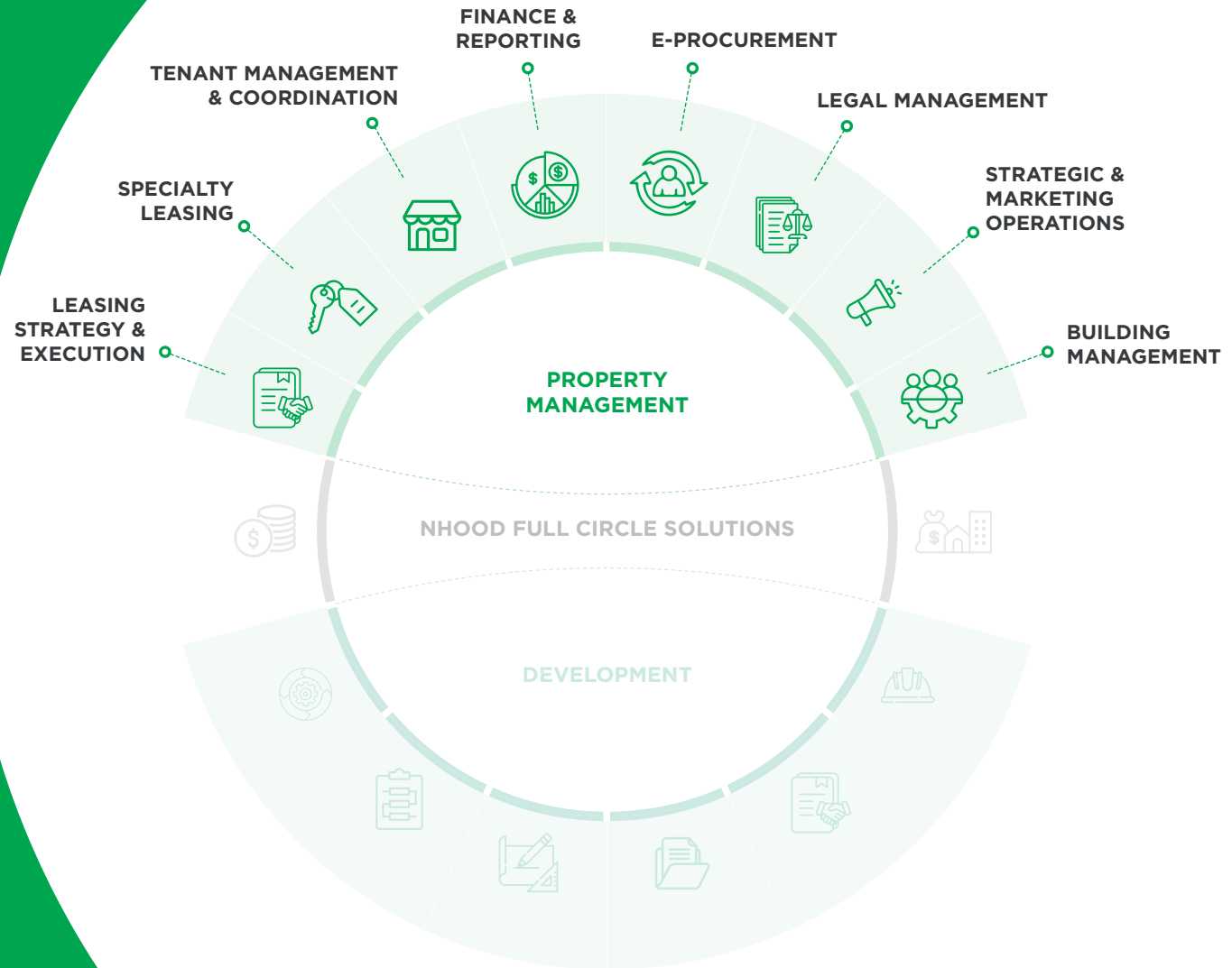
- Strategy, planning and budgeting
- Tenant Scouting
- Negotiations, signing and termination of contracts
- Activity and performance monitoring



## PROJECT MANAGEMENT (CAPEX)

- Advice for the updating and assessment of real estate
- CAPEX resource planning and coordination
- Tenders for third parties
- Analysis of the land use plan and legal provisions

For more than 40 years we have been providing tailor-made real estate solutions to help clients achieve their portfolio investment goals and improve performance and experience, in order to transform assets into places to live.



## OUR SOLUTION

# PROPERTY MANAGEMENT/LEASING

The right **leasing strategy** can strengthen the positioning of the asset, attract and retain distinctive tenants with international reach and offer visitors the best brand-mix. We provide landlords with our expertise in developing **innovative** retail, leisure and food **concepts** in all sales segments and across all industries in order to do what we do best: **find the optimal combination of brand, space and people.**



### DIAGNOSIS AND STRATEGY

- Tenant mix and retention advice
- Tenant performance monitoring
- Drafting of an annual lease strategy
- Development of lease scenarios and projections
- Market trend analysis and studies
- Proactive advice on optimising lease spaces



### NEGOTIATIONS AND AGREEMENTS

- Negotiations and visits with potential tenants
- Coordination of documentation and drafting of the lease
- Lease renewal and re-marketing management
- Updating of commercial layouts



### BUDGET AND SUPPORT

- Rent roll and balance sheet
- Brand strategy, Marketing and Communication plan to support assets
- Legal assistance for lease documentation



### REPORTING AND MONITORING

- Periodic reports (list of tenants, lease status, vacancy rate, calendar of expiry dates, income balance)
- Assistance in collecting guarantees



### TENANT SCOUTING AND ASSET PROMOTION

- Tenant scouting
- Tracking parameters, calendar of expiry dates at WALT (weighted average lease term)
- Managing lease offers
- Active promotion of assets and presence at industry events



The best matching  
of brands and spaces

2,000 +5,000

RETAIL SPACES  
FOR RENT

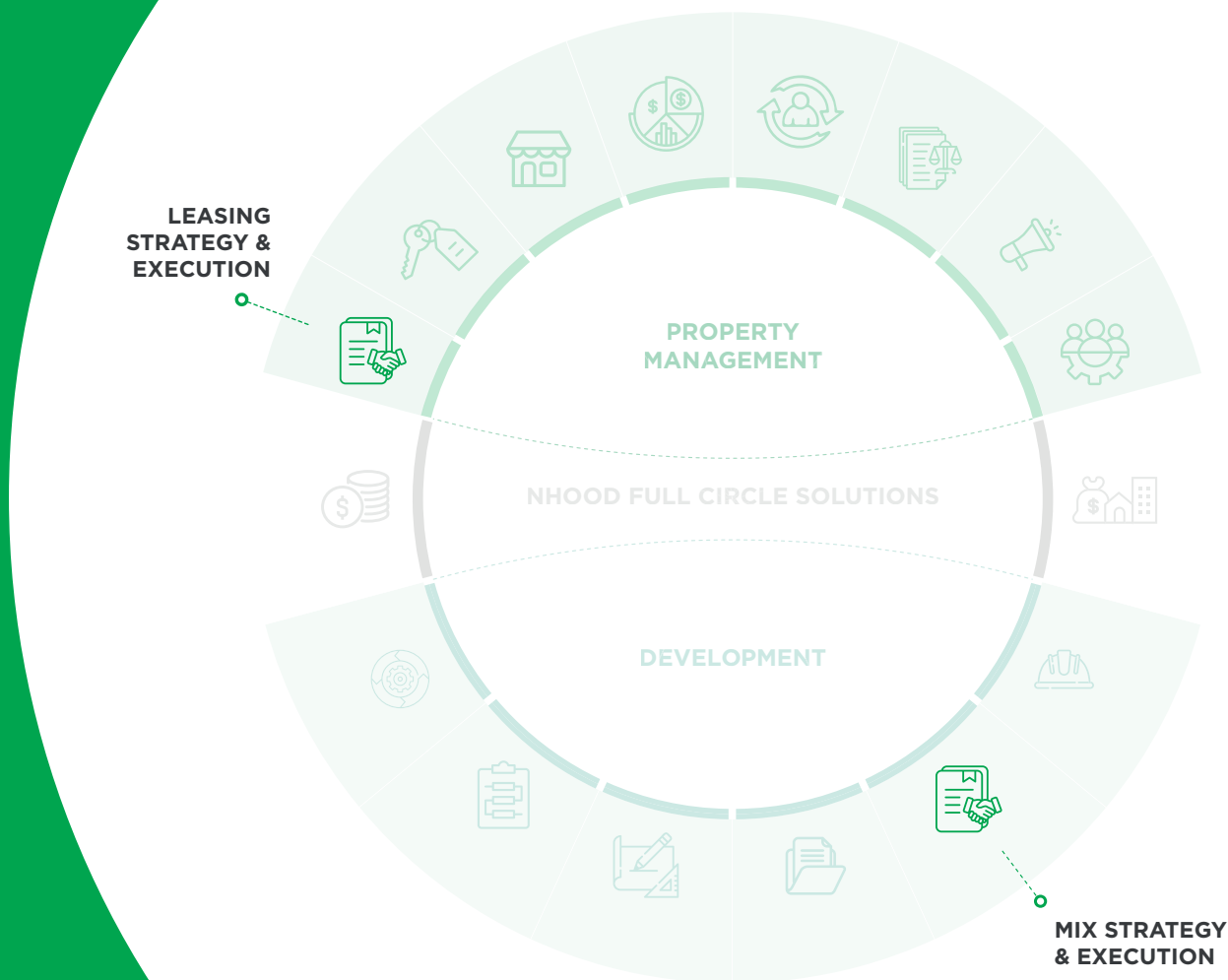
BRANDS IN THE NHOOD  
ECOSYSTEM

250

LEASING  
OPERATIONS IN 2022

€40 MLN

RENT NEGOTIATED  
ANNUALLY



## OUR SOLUTION

# PROPERTY MANAGEMENT/LEASING

## CREATION OF AN INNOVATIVE TENANT MIX MERLATA BLOOM MILANO

Milan, Italy

70,000 m<sup>2</sup>

Core activity: Retail, Leisure, Food

## THE CHALLENGE

A lifestyle centre that combines **technology and sustainability**, **entertainment and services**, **everyday life and commerce**.

## THE SOLUTION

### 3 FLOORS, 3 CONCEPTUAL COMPONENTS:

- The ground floor comprises an Esselunga supermarket, local delicacies and a unique range of international brands. F&B spaces are designed as social accelerators: familiar and comfortable, they encourage residents, families, students and workers to meet and socialise.
- The first floor is focused on the fashion world with an offer of excellence, experiential formats and an area with premium brands.
- The second floor focuses on leisure: here can be found the state-of-the-art Notorious Mutiplex Premium cinema, multi-sports fields and an experiential Decathlon store.



**10,000 m<sup>2</sup>**  
Entertainment

**1 Cinema**  
Notorious Mutiplex Premium

**150**  
Stores

**7,000 m<sup>2</sup>**  
Experiential  
Decathlon Store

**1 Supermarket**  
Esselunga

**+40**  
Food  
Concepts

OUR SOLUTION

# PROPERTY MANAGEMENT/LEASING

Our international presence means we can rely on a network of partners that transcends geographical boundaries.

**INDITEX**

H&M Group

**Miroglio**  
Group

**TOUS**

**Norauto**



PRIMARK®

**Peek&Cloppenburg**

SEPHORA



**DECATHLON**

**KIABI**  
la mode à petits prix

**HUGO  
BOSS**



**MediaWorld**

**CALZEDONIA  
GROUP**

**PERCASSI**

**NESPRESSO**



**PANDORA**



## OUR SOLUTION

# PROPERTY MANAGEMENT/ SPECIALTY LEASING FOCUS

With a customised and site vision oriented Specialty Leasing strategy, all assets have the potential to be converted into media spaces.

Pop-ups, kiosks, adv collection, domination, digital signage, events: there are plenty of opportunities to expand the mix, increase revenue and thus improve asset assessment.

**Our Specialty Leasing strategies** are capable of generating extra value for owners and **improving customer experience** thanks to proximity marketing, digital service infrastructures and devices that make **communication** with visitors more **interactive and engaging**.

# 1,500

SPECIALTY LEASING  
TRANSACTIONS IN 2022

# +20%

TOTAL REVENUES  
ACHIEVED YOY

## 5 LEVERS

1. Interactive media stations, Digital signage and LED walls
2. Corner & Pop Up Store
3. Events
4. Parking Activation
5. Ambient mkg (Product Placement, OOH, guerrilla)



### SCOUTING & NEGOTIATION

- Scouting for new brands
- Lease negotiation



### SUPERVISION & COORDINATION

- Monitoring the performance of tenants and active contracts
- Advice on contract termination



### STRATEGY & ADMINISTRATION

- Definition of specialty leasing strategy and budget
- Space mapping
- Assistance with lease contracts



### INCOME & BUDGET

- Coordination of adv spaces and other extraordinary revenue sources
- Budgeting and credit control





Retail Merchandising



Advertising



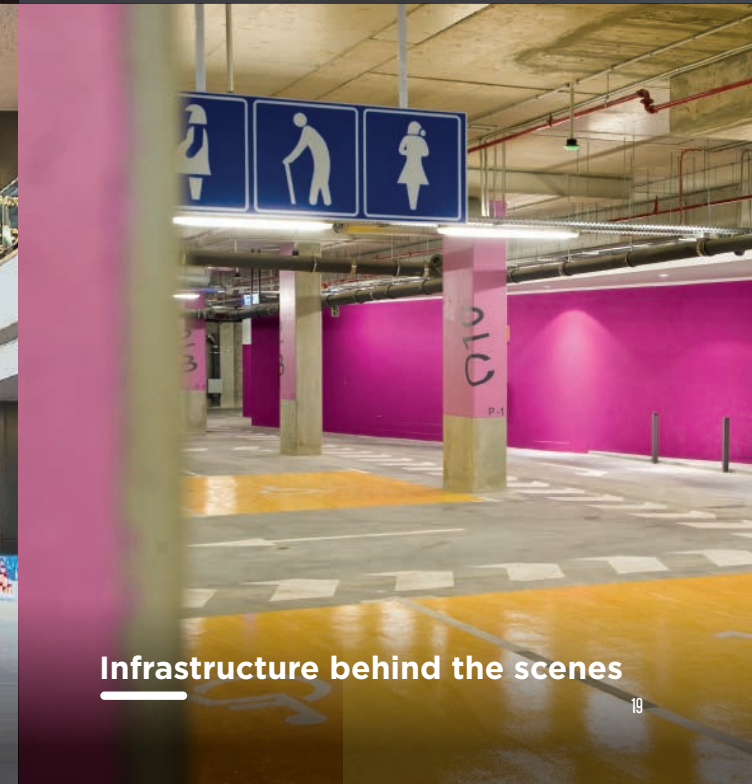
Product displays



Pop-up stores



Monetised events



Infrastructure behind the scenes



## OUR SOLUTION

# DEVELOPMENT

We initiate urban regeneration initiatives that generate value for investors and increase the quality of life for the community. **Our projects** are always characterised by a **strong synergy** between public institutions and private entities, by a **continuous attention to the evolution** of best practices from an ESG perspective, and by constant listening to the local community. We like to start with urban regeneration projects and then focus on all the asset classes that comprise them.



### FEASIBILITY STUDY AND BUSINESS PLAN

- Scouting opportunities
- Creation of a concept plan
- Due diligence
- Administrative process strategy
- Budget and costs
- Architectural concept, preliminary project, layout preparation
- Business plan
- Presenting opportunities to investors



### ADMINISTRATIVE PROCESS DESIGN AND MANAGEMENT

- Masterplan
- Programme agreement and Implementation plan
- Creation and periodical updating of the GANTT project, from vision to implementation
- Administrative/tax management
- Obtaining a building permit



### COMMENCEMENT OF DEVELOPMENT

- Agreement with seller and formalisation of binding/semi-binding offer
- Definition of legal form and related fulfilments (fund, vehicle)
- Financing contract with the bank
- Acquisition of the asset
- Refinement of detailed budget
- Listening to the local community



### CONSTRUCTION

- Review and negotiation of all the associated contracts and agreements
- Contractor monitoring
- Drawdown management
- Budget monitoring



### PROJECT TEAM SELECTION

- Project manager
- Architects and engineers
- Legal
- On-site consultants
- Builder



### EXIT

- Putting the asset to work
- Sale of the asset

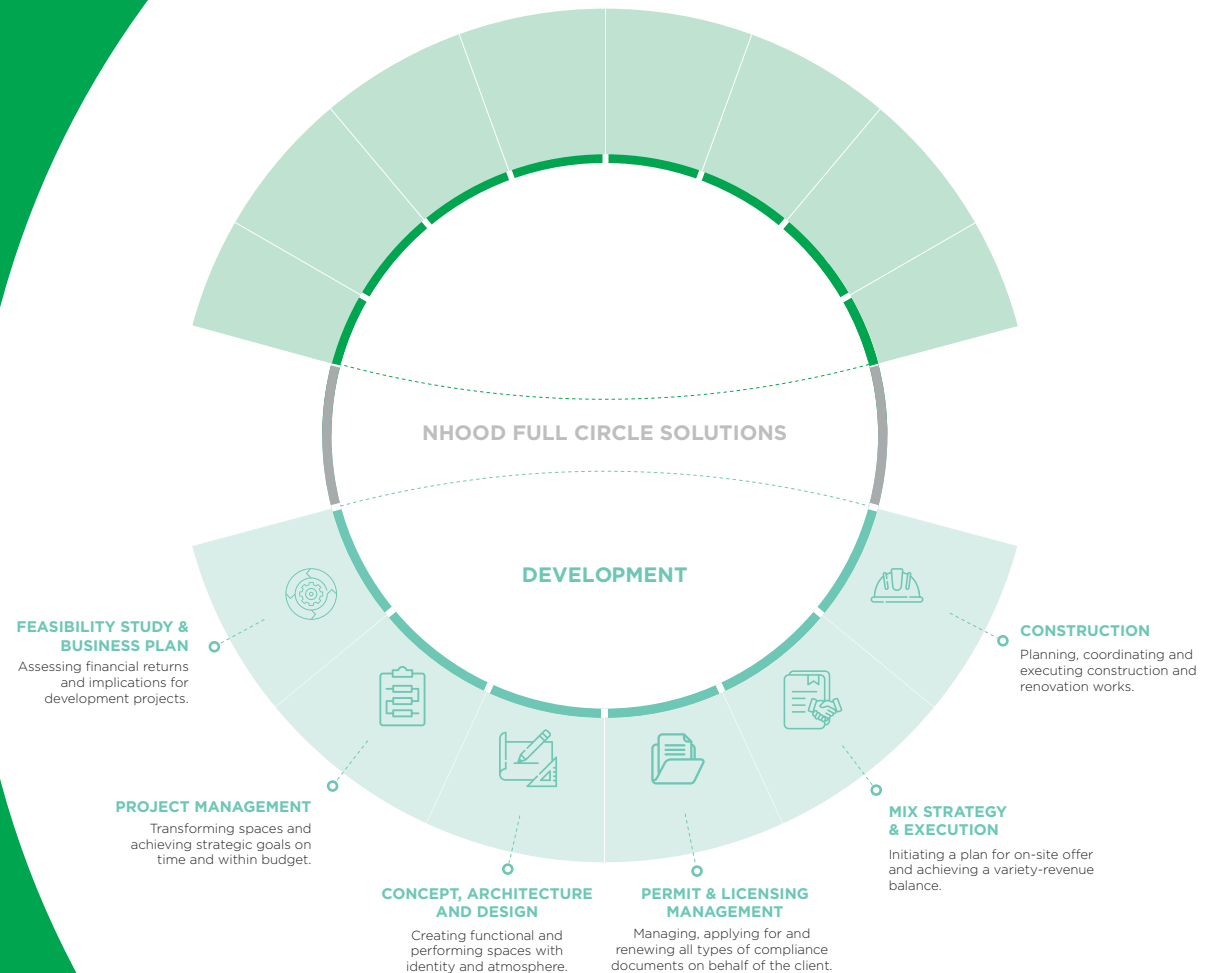


OUR SOLUTION

# DEVELOPMENT

We contribute to the transformation of cities by activating new living spaces.

We handle all the activities related to the development of a property, from finding investment opportunities, purchasing the land, identifying co-investors, obtaining permits, planning and designing the property, placemaking, finding contractors for the construction of the building, and engaging tenants.



## OUR SOLUTION

# DEVELOPMENT

## URBAN REGENERATION

### LOC - LORETO OPEN COMMUNITY

Milan, Italy

10,000 m<sup>2</sup>

Core activity: Public Space, Retail, Services

## THE CHALLENGE

Restoring beauty and dignity to a forgotten square, now a congested and impassable traffic hub.

## THE SOLUTION

The **LOC - Loreto Open Community** project is the outcome of Nhood having won the international C40 Reinventing Cities tender launched by the City of Milan for the urban regeneration of Piazzale Loreto. **The project will transform Piazzale Loreto** from a large urban void into an accessible and inclusive public space.

**LOC - Loreto Open Community** will become an intelligent and sustainable square that will optimise the current road system and facilitate soft mobility. It will play host to hybrid and multifunctional spaces dedicated to culture and leisure, food and sport, offices, coworking areas and commercial spaces.







**10,000 m<sup>2</sup>**  
Public space

**90 years**  
Leasehold estate

**- 35%**  
CO<sub>2</sub> emissions

**4,000 m<sup>2</sup>**  
Green spaces

**80 MLN**  
Investment

**Investment x4**  
SROI



# MANAGEMENT TOOLS

Here are some of the tools we use to facilitate process integration.

## RENTAL AND TENANTS MANAGEMENT



## REPORTING, FINANCIAL AND OPERATIONAL PERFORMANCE



## DOCUMENTATION CONTRACTING AND ARCHIVING



## CONSUMPTION MANAGEMENT



*Nhood carbon footprint tool*

## MALL DATA MANAGEMENT



## DEDICATED TENANT PORTAL TO FACILITATE CLIENT OPERATIONS



## INTEGRATED ASSET MANAGEMENT



## E-PROCUREMENT



## MAINTENANCE AND BUILDING MANAGEMENT





# SOME OF OUR (GLOBAL) CLIENTS

**We collaborate with companies operating in all industries and which rely on us in order to achieve their investment goals.**

Responding to their requests, we provide targeted real estate solutions, regardless of business, geographical boundaries or asset class.

**PRADERA**

**Auchan** | RETAIL

**CBRE** Investment Management

**pwc**

**ENPAMIRE**  
EFFICIENZA • CURA • VALORE

**EDGE**  
THE EDGE GROUP

**DECATHLON**

**万达集团**  
WANDA GROUP

PROPERTIES  
**CEETRUS**

**CNP**  
ASSURANCES

**KRYPTON**  
FUND SERVICES

**NACARAT**

**linkcity**

**LEROY MERLIN**

# (Y)OUR PEOPLE

We combine expertise for a shared vision on the future of real estate.



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Let's create  
value together

