



READY TO SHAPE THE  
FUTURE OF REAL ESTATE?

Let's create value together

nh00d  
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. (GLOBAL) CLIENTS

4. OUR SOLUTIONS

5. (Y)OUR PEOPLE

ASSET MANAGEMENT

ESG

PROPERTY MANAGEMENT

- MANAGEMENT TOOLS

- E-PROCUREMENT

- FINANCE & REPORTING

- LEASING MANAGEMENT

- OPERATIONAL MARKETING

- DIGITAL TWIN

DEVELOPMENT

CAPITAL MARKETS





# HELLO, WE ARE NHOOD

---

**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

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

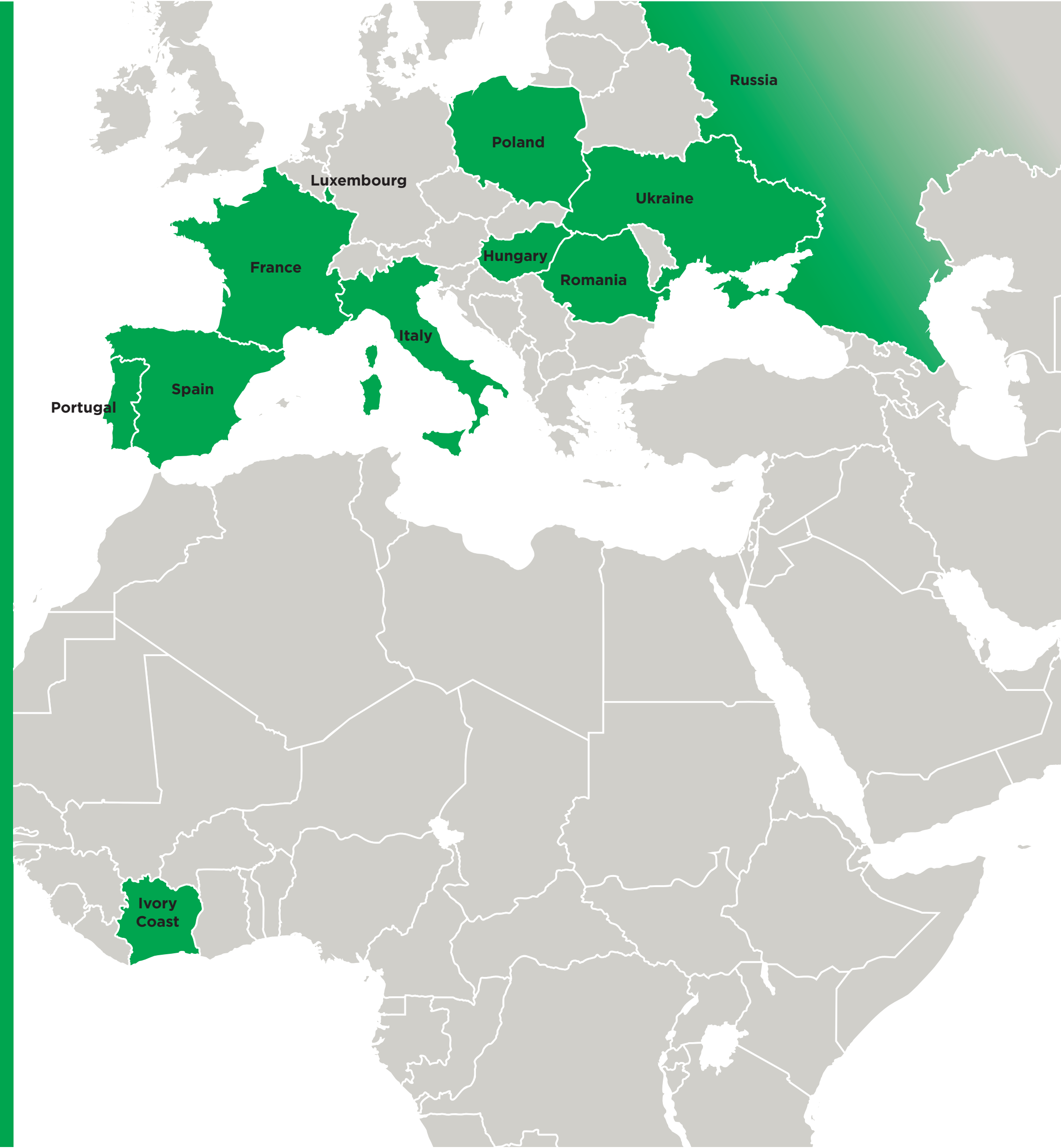
**2,6 BLN**  
TURNOVER OF  
RETAIL OPERATORS

**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.



# 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**

**CBRE** Investment Management

**EDGE**  
THE EDGE GROUP

**FIDELIDADE**  
PROPERTY

**DECATHLON**

**Ceetrus**

**linkcity**

**CASTELLO**  
SGR

**Auchan** | RETAIL

**pwc**

**万达集团**  
WANDA GROUP

**FOSUN HIVE**  
复星蜂巢



**NACARAT**

**LEROYMERLIN**

**FORMA**

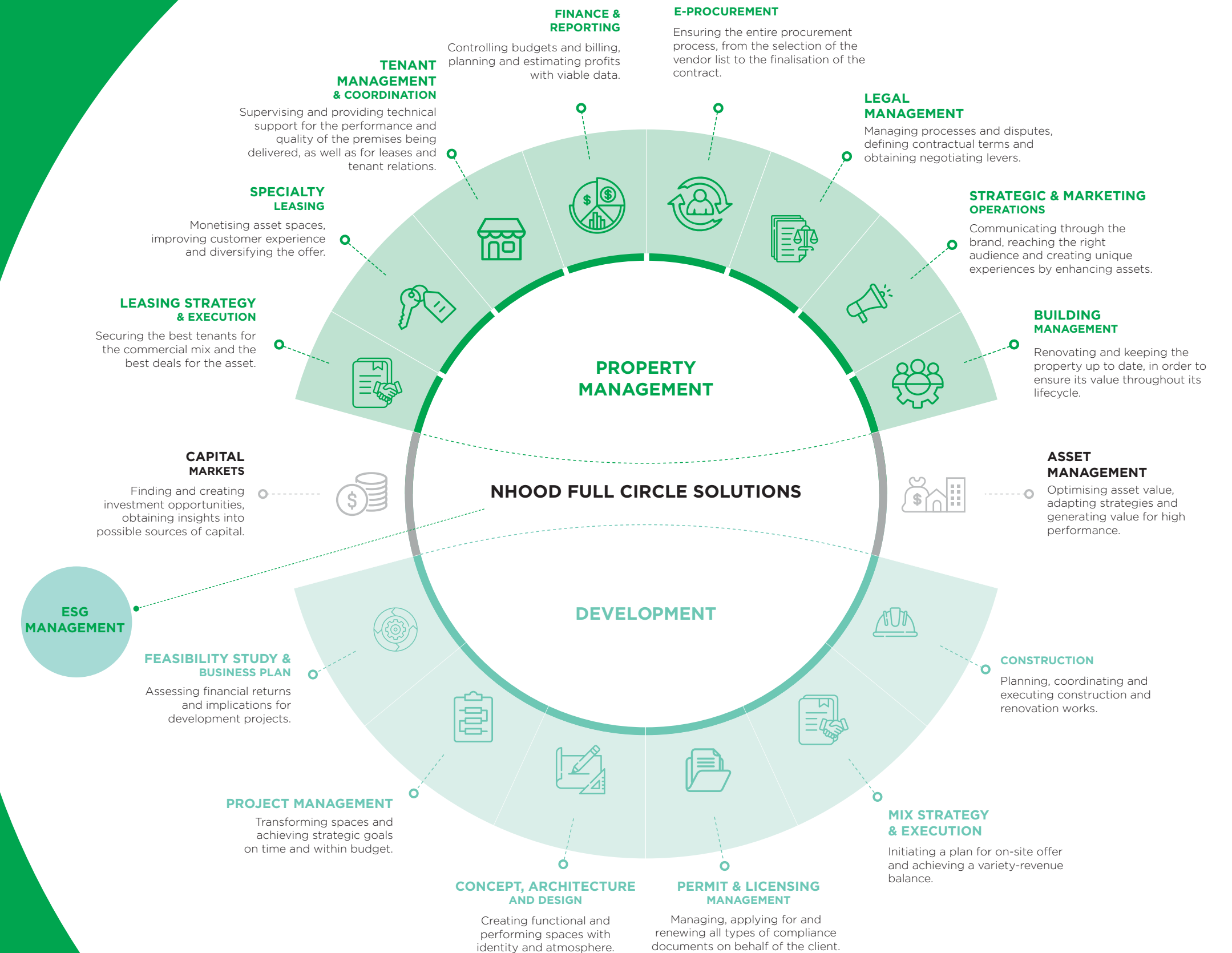


# OUR SOLUTION

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.





# ASSET MANAGEMENT

**We manage assets to maximise their real estate value with a comprehensive approach.**

We govern value creation at every stage of the life cycle

We design strategies in line with the client goals

We orient real estate management to ESG pillars

We implement action plans that enhance the operational performance of the property

We provide ongoing evidence on the management of the real estate portfolio



2

EUROS BLN/FAIR VALUE  
UNDER MANAGEMENT  
IN ITALY



**ASSET CATEGORY UNDER  
MANAGEMENT:**

- CORE
- CORE+
- VALUE ADDED
- OPPORTUNISTIC



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



## REPORTING & FORECASTING

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



## ASSET DIAGNOSIS & STRATEGY

- Portfolio audit & diagnosis
- Performance benchmarking and market analysis
- Capital planning
- Business plan & budgeting



## 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



## OUR SOLUTION

# ASSET MANAGEMENT

## PORTE DELLO JONIO - RESTYLING

Taranto, Italy

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

Core activity: Retail

### THE CHALLENGE

Regeneration of an asset in its 25th year to position it in regional leadership.

### THE SOLUTION

**An ESG-oriented investment plan and strategy.**

The centre underwent a major restyling and extension of over 10,000 m<sup>2</sup>, which defined new vocations for the gallery spaces.

The repositioning plan included the inclusion of new Retail, F&B and Leisure proposals, and the creation of new areas ready to accommodate the rich schedule of entertainment and events, developed in collaboration with the community. These are all solutions that have attracted the attention of unprecedented local brands.

To date, Porte dello Jonio represents the reference site in the development pipeline of new retailers in Apulia: the commercial offer is on high-street.

The outdoor areas have been designed with soft mobility in mind: a new public service terminal, more than 30 electric charging stations, vehicle sharing services.

An action plan that, in addition, led to a reduction in the property operating expenses.

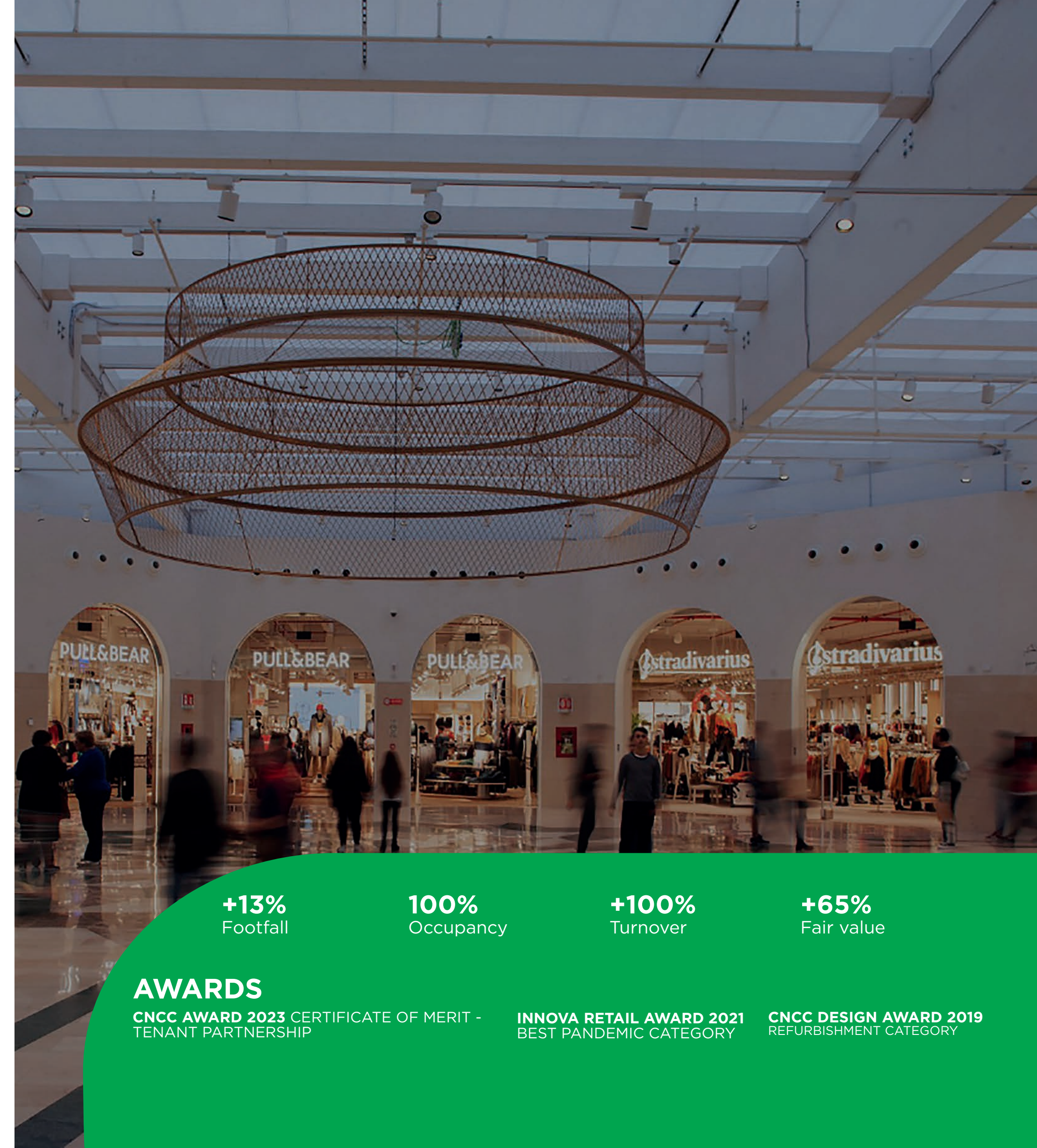
### OUR ESG GOALS

**(E) Reducing the carbon footprint:**

- in the construction phase (through the selection of sustainable materials)
- in the operational life of the property:
  - on-site green energy production and monitoring of energy performance
  - 8 new urban and suburban public transport lines

**(S) & (G) Catalyst for new community services in collaboration with PA**

- 43,000 administrations of Covid-19 vaccine doses at the 14 “drive through” stations
- First opening of a local Asl Infopoint inside a shopping centre



**+13%**  
Footfall

**100%**  
Occupancy

**+100%**  
Turnover

**+65%**  
Fair value

### AWARDS

**CNCC AWARD 2023** CERTIFICATE OF MERIT -  
TENANT PARTNERSHIP

**INNOVA RETAIL AWARD 2021**  
BEST PANDEMIC CATEGORY

**CNCC DESIGN AWARD 2019**  
REFURBISHMENT CATEGORY



OUR SOLUTION

# ESG-ORIENTED MANAGEMENT

We integrate ESG issues into the management of our portfolio assets and the design of new development projects, thanks to a structured governance within our company.

Aware of the environmental and social risks that will impact the real estate sector, we support our clients in defining sustainability goals, identifying specific KPIs to monitor performance, and drafting concrete action plans to protect the value of assets over time and generate new value.

We bring innovation with the mission to create a new “**Sustainability Experience**”.

We aim to be the national **leader in social services**. Listening to and analysing the territory, defining a vision, engaging communities, transforming a space into a place, managing what has been created and measuring the **Economic-Social Value** generated allow us to build relationships with public and private entities in the territories.

100%

of the portfolio with carbon footprint calculation (Scope 1 and 2)

70%

of the portfolio GRESB-assessed with environmental data monitored through a dedicated platform

130 ACTIVITIES

People / Planet rolled out over the entire portfolio in 2023

100%

Listening to the local community and Placemaking on all restyling and new development projects

12 ASSETS

of the portfolio BREEAM In-Use certified or in the process of certification

11 ASSETS

of the portfolio with ecological value calculation and biodiversity analysis, vulnerability assessment and exposure to climate risks

100%

renewable energy for the electricity supply of assets with energy management

178

electric charging points on assets under management



OUR SOLUTION

# ESG MANAGEMENT

## SUSTAINABILITY ASSESSMENT

- ESG Assessment & Building Optimisation;
- Green Certifications;
- Taxonomy: eligibility, alignment and green capex
- Climate Risk assessment: vulnerability, exposure and resilience analysis with CAPEX plan



### E - ENVIRONMENT

- **Energy diagnosis\***
- **Energy and water management:** smartbuilding, PV strategy, energetic community, market monitoring for energy price fixing, energy tender management and reporting
- **Carbon footprint analysis:** scope 1,2,3 calculation, CRREM curve monitoring and decarbonisation plan
- **Waste audit & Waste strategy**
- **Biodiversity:** status study + ecological value improvement plan
- **Sustainable mobility:** mobility study and action plan for improvements



### S - SOCIAL

- **Placemaking:** territory mapping, listening and analysis, community engagement, stakeholders matrix & social risk management and community management strategy
- **Social & Economic footprint:** identification of KPIs, measurement for reporting
- **DE&I:** accompanying site accessibility assessment, with subsequent Action Plan; digital accessibility; DE&I assessment of suppliers



### G - GOVERNANCE

- Management, analysis and monitoring of environmental data via platform
- **Sustainable management:** procedures, guidelines and policies
- Customer survey and Tenant satisfaction survey
- Green lease

**Helexia**

**\*We Collaborate with Helexia partners.**

Helexia is an ESCo (Energy Service Company) of the group that supports companies in the energy transition through a comprehensive offer of customised Energy Services, energy production and consumption reduction.





OUR SOLUTION

# LISTENING TO THE LOCAL COMMUNITY

## PIAZZALE LORETO: THE PATH OF COMMUNITY INVOLVEMENT

### COMPETITION Dec 19 – Mar 21



- Local data collection
- Digital ethnography
- Pop-up interviews

### FINAL DESIGN Apr 21 – Jan 23



- In-depth interviews: associations, local experts and informal groups
- Contextual interviews with residents and city users
- Poster campaign site specific

### PRE-SITE Jan 23 – Dec 23



- LOC 2026 info desk
- Public presentation and Q&A meetings
- Masterclass
- Cultural and artistic events

### SITE From 2024



- Continuation of the public programme
- Activation of the site: Open Site

### SQUARE OPENING From 2026



- Inauguration of the Square
- Schedule of public initiatives with local players
- Community management

**+100**  
randomly  
interviewed residents  
and city users

**50**  
representatives of local  
committees, associations  
and interest groups

**20**  
citizens  
and citizen experts

**+7.500**  
visitors  
HUB2026

**+1.800**  
newsletter  
subscribers

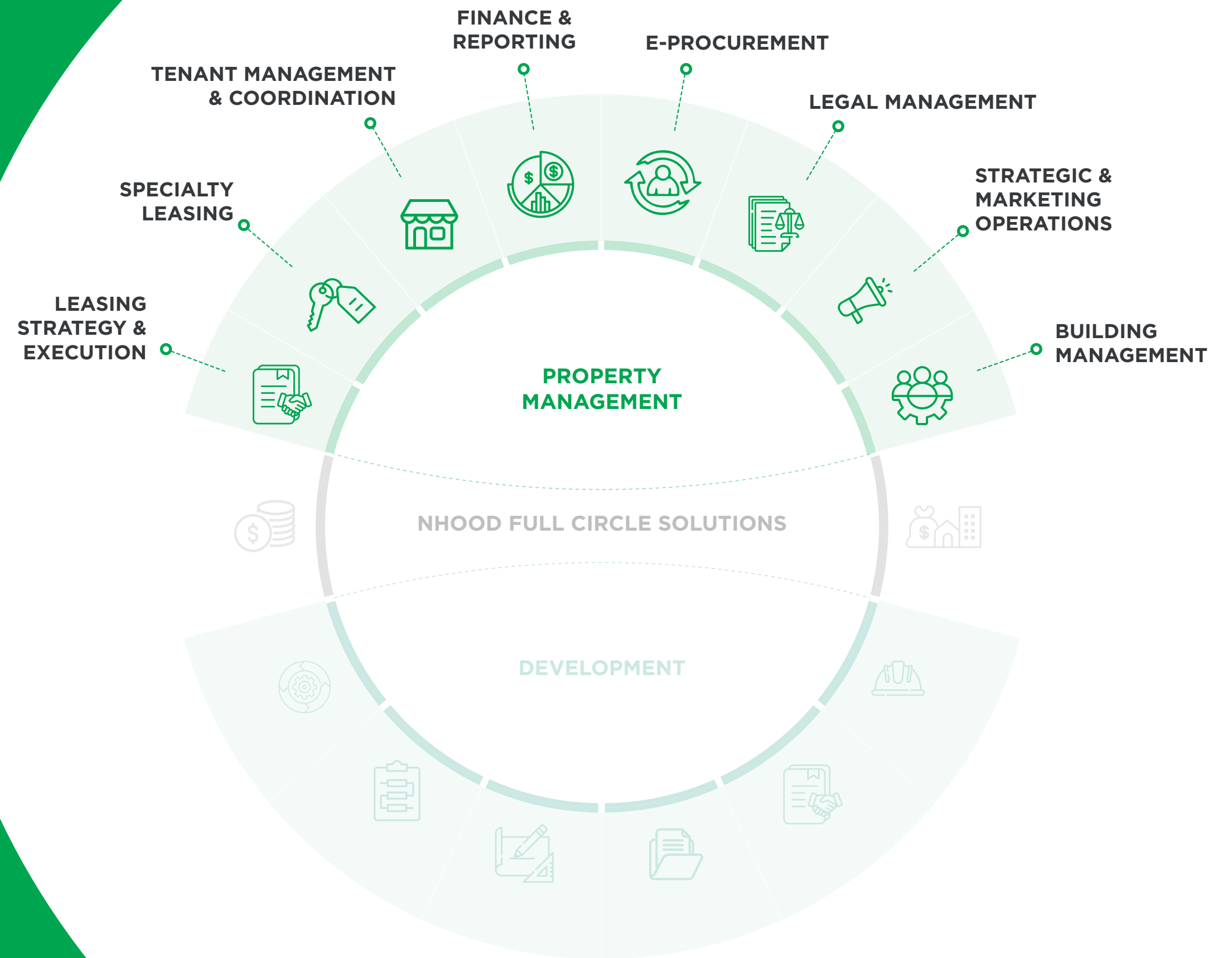
**+280**  
participants at events  
and public meetings



OUR SOLUTION

# PROPERTY MANAGEMENT

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

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.



### LEASING MANAGEMENT\*

- Consulting and defining the best tenant mix
- Rent roll and balance sheet
- New brands scouting
- Negotiation and assistance in real estate contracts
- Contract renewal and re-marketing management



### FINANCE & REPORTING

- Budgeting and monitoring
- Data Analysis, studies and research
- Rental management\*, service charge management\* and credit management\*



### STRATEGIC & MARKETING OPERATIONS

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



### SPECIALTY LEASING\*

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



### E-PROCUREMENT\*

- Selection and qualification of suppliers
- Tender management and offer negotiation
- Preparation and formalisation of the contract
- Management of payments to suppliers
- Periodic analysis of the economic, financial and reputational status of suppliers
- Analysis of spending of interest with benchmark proposals for new opportunities and savings



### BUILDING MANAGEMENT

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



### TENANT MANAGEMENT & COORDINATION\*

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



### LEGAL MANAGEMENT

- Updating of real estate contracts (leases, branch leases, temporary rentals)
- Assistance in negotiation and debt collection activities
- Analysis and support in the definition of guarantees in real estate contracts



### PROJECT MANAGEMENT (CAPEX)\*

- Drafting the CAPEX plan
- CAPEX resource planning and coordination
- Analysis and implementation of legal provisions

\*UNI EN ISO 9001 QUALITY CERTIFICATION





# 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



## MALL DATA MANAGEMENT



## DEDICATED TENANT PORTAL TO FACILITATE CLIENT OPERATIONS



## INTEGRATED ASSET MANAGEMENT



## E-PROCUREMENT





OUR SOLUTION

# E-PROCUREMENT

- **End-to-end S2P SOLUTION** management through Synertrade's Accelerate Platform\*:
- **Vendor Rating and Supplier 360° analysis** to ensure a comprehensive **control dashboard**
- **Specialised resources with vertical experience on the process managed (continuous training through intensive and refresher courses)**
- **Business information provider and anti-money laundering integrated with the Supplier Portal** to ensure continuous economic/financial and reputational monitoring of the suppliers involved

**Our procurement process is ISO 9001 certified, the globally recognised quality management system (QMS) focusing on continuous process improvement and associated risk management.**

Maintaining certification is a particular service that Nhood Italy wants to ensure in order to meet the needs and expectations of customers and stakeholders

\*UNI EN ISO 9001 QUALITY CERTIFICATION



\* Among the best E-Procurement Platforms according to Gartner

**+20 MLN**  
managed each year  
through tender

**+8%**  
average product  
saving

**+100**  
contracts finalised  
each year

**+3,500**  
suppliers surveyed

**+50**  
product  
categories



TRACK RECORD

# E-PROCUREMENT

## THE CHALLENGE

Ensuring the best tariff and planning stability for landlords' expenditure on energy needs.

## THE SOLUTION

Energy tariffs locked into bills until the end of 2023. Energy prices do not affect shopping centers run by Nhood Italy. Well before the international energy crisis, Nhood Italy reached advantageous agreements with its energy partners and applied a sustainable pricing policy, locking in the price of the energy component at an average value of € 56.60 / MWh from 2021 to 2023 (compared to average values for 2021 and 2022 of € 125.46 / MWh and € 316.77 MWh respectively), generating overall savings for 2021 of over € 2.2 millions and of over € 5.2 millions for the first seven months of 2023.

**+7,4 MLN**  
saved euros  
(aggregated)

**+100**  
contracts finalised  
each year





OUR SOLUTION

# FINANCE & REPORTING

## RENTAL MANAGEMENT\*

- Lease Contract
- Active invoicing
- Checking tenants' compliance with contractual agreements
- Control and management of registration tax payments
- ISTAT adjustment control
- Recording and mapping receipts

## SERVICE CHARGE MANAGEMENT

- Constructing floor plants and allocating the budget
- Settlement of condominium charges and analysis of deviations

## CREDIT MANAGEMENT\*

- Economic / Reputational risk assessment of tenants
- Checking that surety guarantees have been delivered by tenants
- Collection and fee management
- Client reporting and KPIs

## DATA ANALYSIS

- Rent roll
- KPI Reports (footfall, turnover, etc.)

## STUDY AND RESEARCH

- Market and competition analysis
- Tenant performance analysis vs. market benchmark
- Surveys

\*UNI EN ISO 9001 QUALITY CERTIFICATION



**+48 MLN €**  
of services charges  
managed each year

**+1,800**  
contracts  
managed

**+200 MLN**  
turnover managed  
each year



OUR SOLUTION

# LEASING MANAGEMENT FOCUS

The best matching  
of brands and spaces

2,000

RETAIL SPACES  
FOR RENT IN ITALY

5,000

BRANDS IN THE NHOOD  
ECOSYSTEM

400

LEASING  
OPERATIONS IN ITALY  
IN 2023

€160 MLN

RENT MANAGED

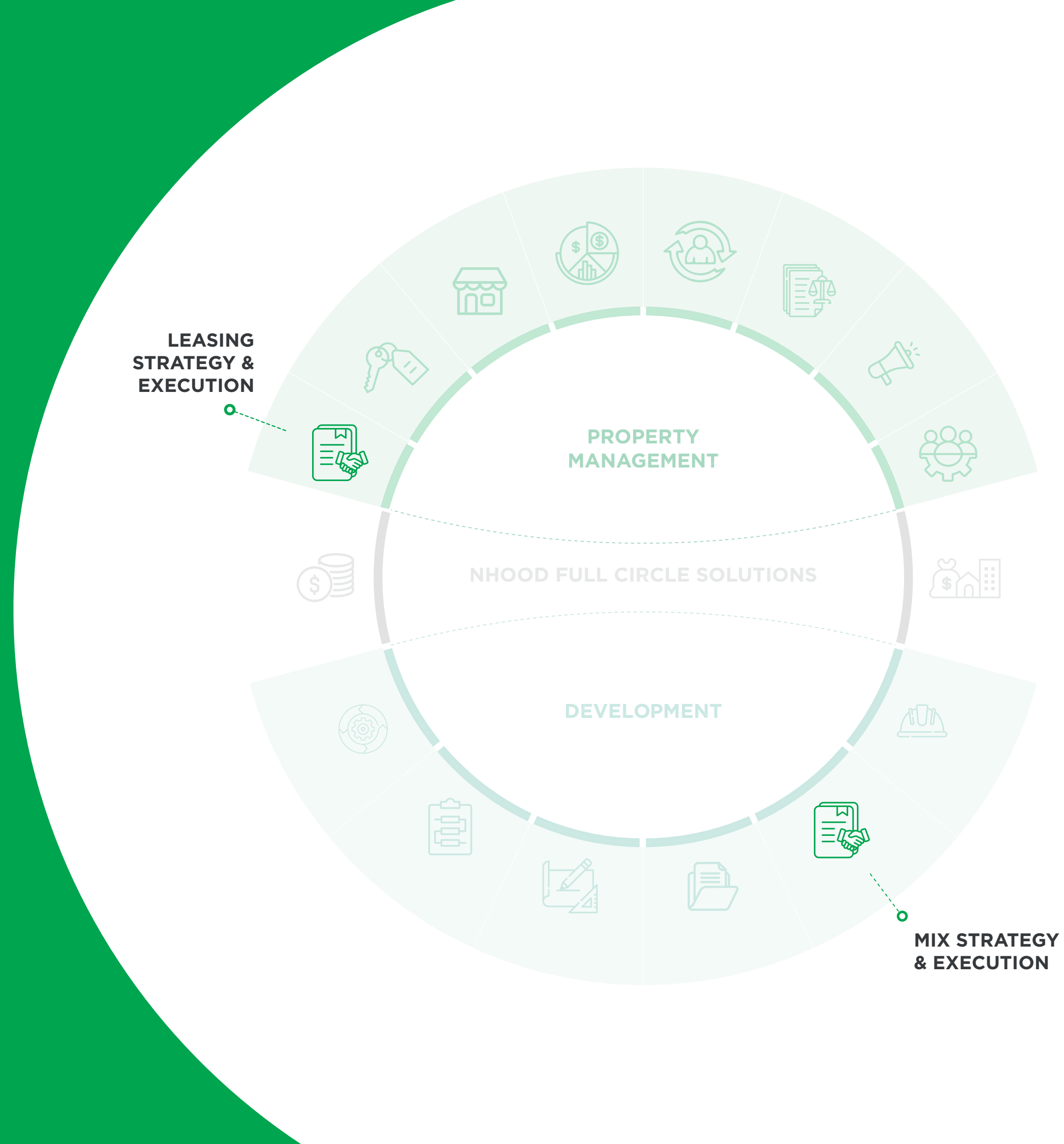
LEASING  
STRATEGY &  
EXECUTION

PROPERTY  
MANAGEMENT

NHOOD FULL CIRCLE SOLUTIONS

DEVELOPMENT

MIX STRATEGY  
& EXECUTION





OUR SOLUTION

# LEASING MANAGEMENT FOCUS

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



## BUDGET AND SUPPORT\*

- Rent roll and balance sheet
- Legal assistance for lease documentation
- Enhancing of economic performances



## TENANT SCOUTING AND ASSET PROMOTION

- Tenant scouting
- Tracking parameters, calendar of expiry dates
- Managing lease offers
- Active promotion of assets and presence at industry events



## NEGOTIATIONS AND AGREEMENTS\*

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



## REPORTING AND MONITORING

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



## SPECIALTY LEASING\*

- Activation of pop-up stores, kiosks, adv, domination and digital signage
- Lease negotiation and drafting
- Scouting for new tenants
- Improving the digital experience



## FOOD AND BEVERAGE FOCUS

- Short and long term F&B expansion strategies
- Design of new catering areas
- Transformation and refurbishment of existing area
- Identification of franchisees
- Development of new F&B formats

\*UNI EN ISO 9001 QUALITY CERTIFICATION





## OUR SOLUTION

# 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**.

# 1,100

SPECIALTY LEASING  
TRANSACTIONS IN  
2023 IN ITALY

# +20%

TOTAL REVENUES  
ACHIEVES YOY

## 7 LEVERS

1. Retail merchandising units
2. Displays
3. Events
4. Temporary Rental of regular premises
5. Infrastructure
6. Advertising
7. Other point of sale (lockers, ATM)



### 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



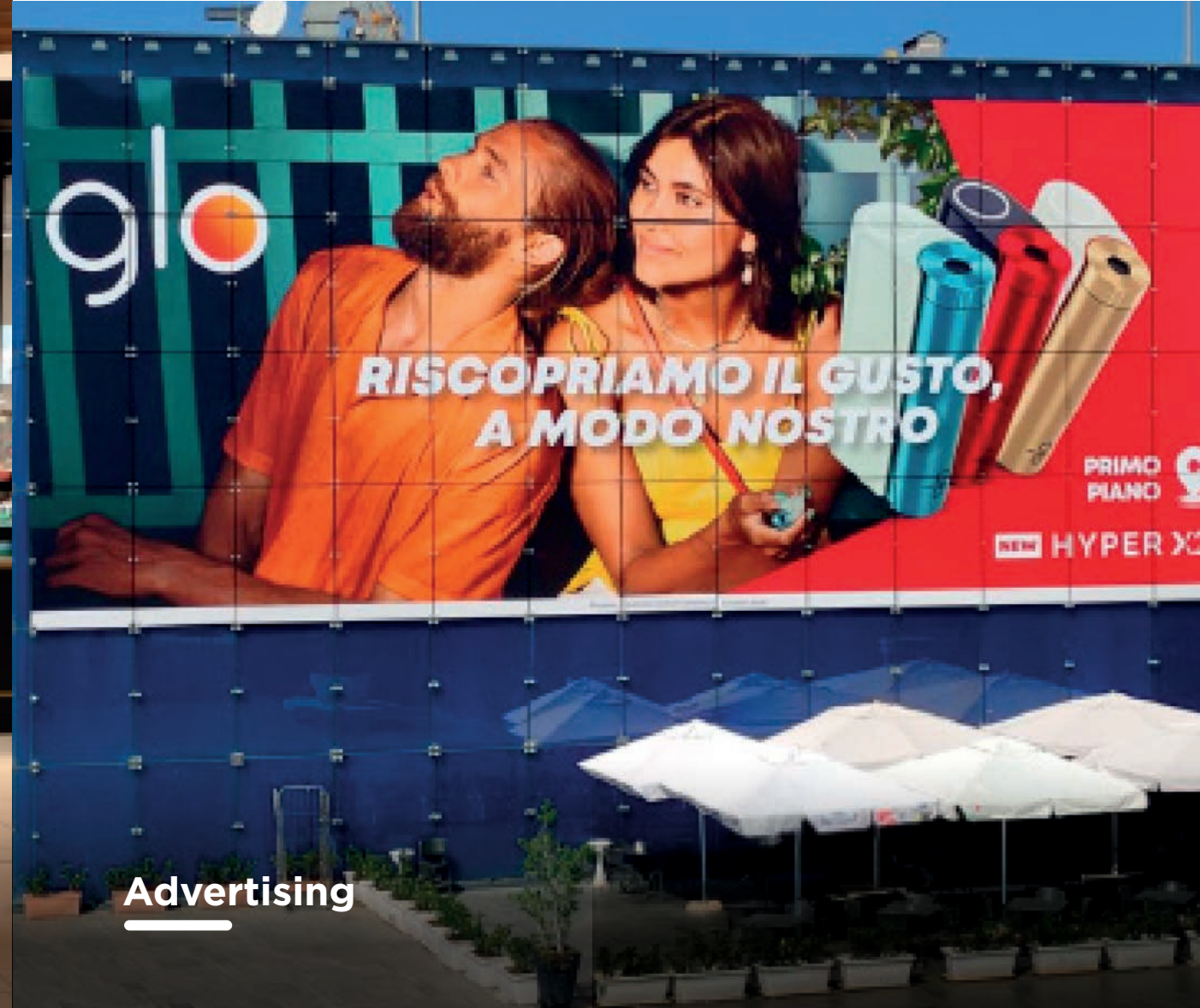
### INCOME & BUDGET

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





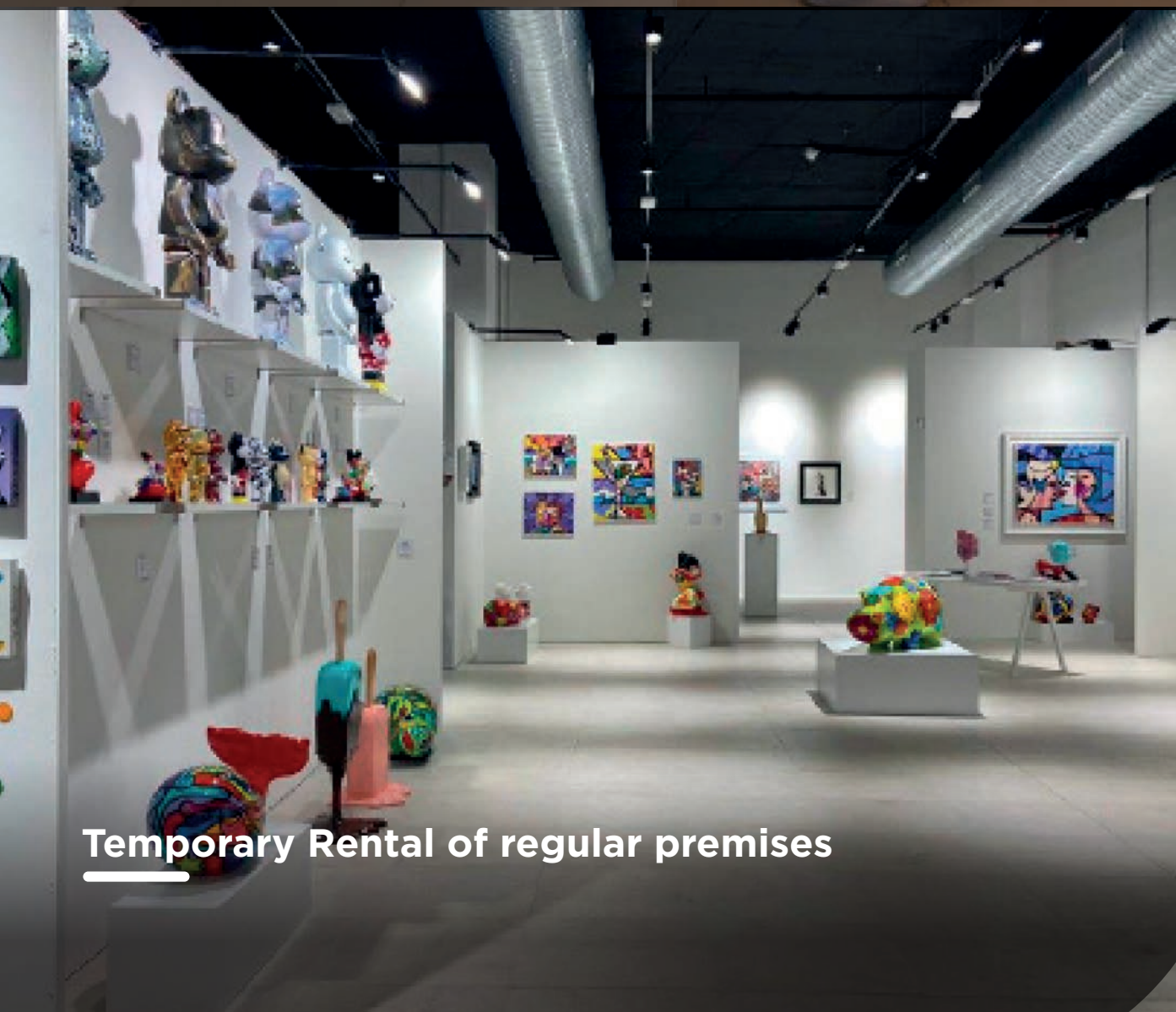
Retail Merchandising Units



Advertising



Displays



Temporary Rental of regular premises



Events



Infrastructure



# FOOD & BEVERAGE SERVICE FOCUS

We offer our clients Food & Beverage consulting services based on a “tailor-made” approach to meet site, property or operator needs.



## SERVICES FOR PROPERTIES

### ENHANCEMENT AND TRANSFORMATION OF SPACES:

- Feasibility studies and market analyses
- Study and benchmarking for properties
- Short- and long-term F&B expansion strategies
- Design of new catering areas or conversion of existing areas
- Refurbishment interventions
- Commercial fee assessment and negotiation
- Contractual assistance and re-negotiation of expiring contracts



## SERVICES FOR BRANDS

### FRANCHISEE NETWORK:

- Identifying sector partners for development
- Scouting and implementation of ancillary services

### CREATION AND DEVELOPMENT OF RESTAURANT FORMAT:

- Brand design and positioning
- Market studies
- Economic feasibility analysis
- Location Search
- Short- and long-term F&B expansion strategies
- Commercial fee assessment and negotiation
- Contractual assistance and re-negotiation of expiring contracts



OUR SOLUTION

# LEASING, FOOD & BEVERAGE, SPECIALTY LEASING MANAGEMENT

## MERLATA BLOOM MILANO

Milan, Italy

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

Core activity: Retail, Food & Beverage and Entertainment

### THE CHALLENGE

Create an innovative tenant mix that responds to the site vision and that ensures an all-round commercial proposal: from shopping to dining to entertainment, for a customer journey rich in stimuli and experiences.

### THE SOLUTION

Quality, taste, sociability:

- **LEASING MANAGEMENT:** a unique and premium commercial offer with a mix of international brands, innovative concepts and unprecedented brands in the Italian market. It is the result of the Nhood commercial strategy to identify the most interesting brands and trends of the moment.
- **FOOD & BEVERAGE SERVICE:** the innovative “De Gustibloom” food court is able to satisfy the expectations and tastes of all visitors with 43 food concepts. The icing on the cake: the “Bloomtasty” web app that allows to order by choosing from the different restaurants in Merlata Bloom Milano.
- **SPECIALTY LEASING:** an attractive and engaging experience thanks to a circuit of digital out-of-home, kiosks and pop-up stores, which make the most of the lifestyle centre communal spaces.



**210**  
Stores,  
restaurants and  
kiosks

**1 Supermarket**  
Esselunga

**8,000 m<sup>2</sup>**  
Entertainment

**22**  
Brands entering for the first time  
in Italy or in a mall

**1 Cinema**  
NOTORIOUS Multiplex Premium

**100m<sup>2</sup>**  
of ledwall adv

**26% (43 Food concept)**  
GLA dedicated to the F&B offer  
vs. a national average of 12%

**1 Decathlon**  
Store & Headquarter

**24**  
Digital Screens



OUR SOLUTION

# TENANT REPRESENTATION SERVICES

---

## SERVICES FOR BRANDS ENTERING A NEW MARKET/COUNTRY:

- Market analysis: socio-demographic analysis
- Industry and sector analysis: main characteristics of the Retail Real Estate market with sector specifications
- Competitive analysis: analysis of the competitive context (main players in the same sector and positioning)
- Analysis of foreign players arriving in Italy (case history and success factors)
- Opportunities evaluation
- Diversifying expansion strategy in Italy, physical channel:
  - High street
  - Shopping center
  - Travel retail

## SERVICES FOR EXISTING BRANDS:

- Rent reviews
- Contract Renewals
- Disposal of existing locations
- Relocation





OUR SOLUTION

# TENANT REPRESENTATION SERVICES

---

**CONSULTANCY FOR THE RESEARCH OF BUSINESS PARTNERS: MASTER FRANCHISING/FRANCHISEE:**

Nhood, thanks to its origin, having an experience and excellent knowledge of both parties - landlord (working longtime with its main partner Ceetrus) and tenant (being in close relationships with AFM brands) - is a best potential service provider for franchisees and franchisors.



## IN NHOOD SCOPE OF SERVICES:

- Research of national and international candidates who have interest and competence to be able to exploit and develop through franchise agreements the Brand for store openings;
- Verification of credibility of potential partners;
- Presentation of your brand at national and international fairs and appropriate promotion policy;
- Elaboration of promo campaign to support and increase brand awareness on the new market;
- Personal Key Account Manager.



# OUR SOLUTION LEASING MANGEMENT

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

INDITEX

H&M Group

Miroglio  
Group

LPP

GRUPPO CREMONINI

ONIVERSE

TEDDY  
GROUP

PERCASSI

SEPHORA

DOUGLAS

PRIMARK®

OVS

coin

HUGO  
BOSS

COLMAR

Foot Locker

adidas

DECATHLON

LEROYMERLIN

MediaWorld

ESSELUNGA®

McDonald's

NESPRESSO

neat  
burger

laFeltrinelli

PANDORA

العربية للعود  
Arabian Oud



OUR SOLUTION

# OPERATIONAL MARKETING



## WE MAXIMISE THE VALUE OF THE ASSET OVER TIME

studying for our landlords the best strategy to differentiate the asset in the market, strengthen its positioning and enhance its attractiveness through the most coherent and effective marketing mix to achieve short, medium and long-term goals



## WE CREATE COMMERCIAL AND SOCIAL VALUE

through projects and initiatives that actively involve tenants, institutions and local associations to offer visitors unique and memorable shopping and entertainment experiences that engage communities, encourage clients to stay at the asset, attract new audiences and boost commercial performance.



## WE MAKE THE ASSETS WE MANAGE SMART AND INTELLIGENT PLACES

able to reinvent themselves over time and to keep up with the most advanced retail solutions in the market. From proposing services designed exclusively for our landlords and tenants to adopting new consumer-oriented channels and tools, our mission is to place innovation at the forefront of value creation.



## STRATEGIC MARKETING

- Market analysis & research
- Marketing strategy (strategic Marketing plan & Budgeting)
- Communication strategy
- Media planning (on & offline)
- Mapping and involvement of stakeholders (community and local associations)
- Needs analysis and study of special projects



## DIGITAL COMMUNICATION & INNOVATION

- Defining goals and digital strategy
- Content Strategy
- Managing and animating social channels
- CRM and digital communities management
- Developing, updating and maintaining websites and web applications (UX,UI)
- Needs analysis and study of digital innovation projects



## EVENT & BRAND ACTIVATION

- Event schedule creation, from concept to production
- Creating formats to engage and retain visitors
- Devising mechanics aimed at involving associations and local entities
- Turnkey Activation with tenants and brands
- Venue Management & Sponsor Search

**4 AWARDS**  
in 2023 (CNCC)

**+50**  
Associations  
involved

**+400**  
Events managed  
every year

**+35**  
Assets





*"Transforming assets  
into living places is our mission".*



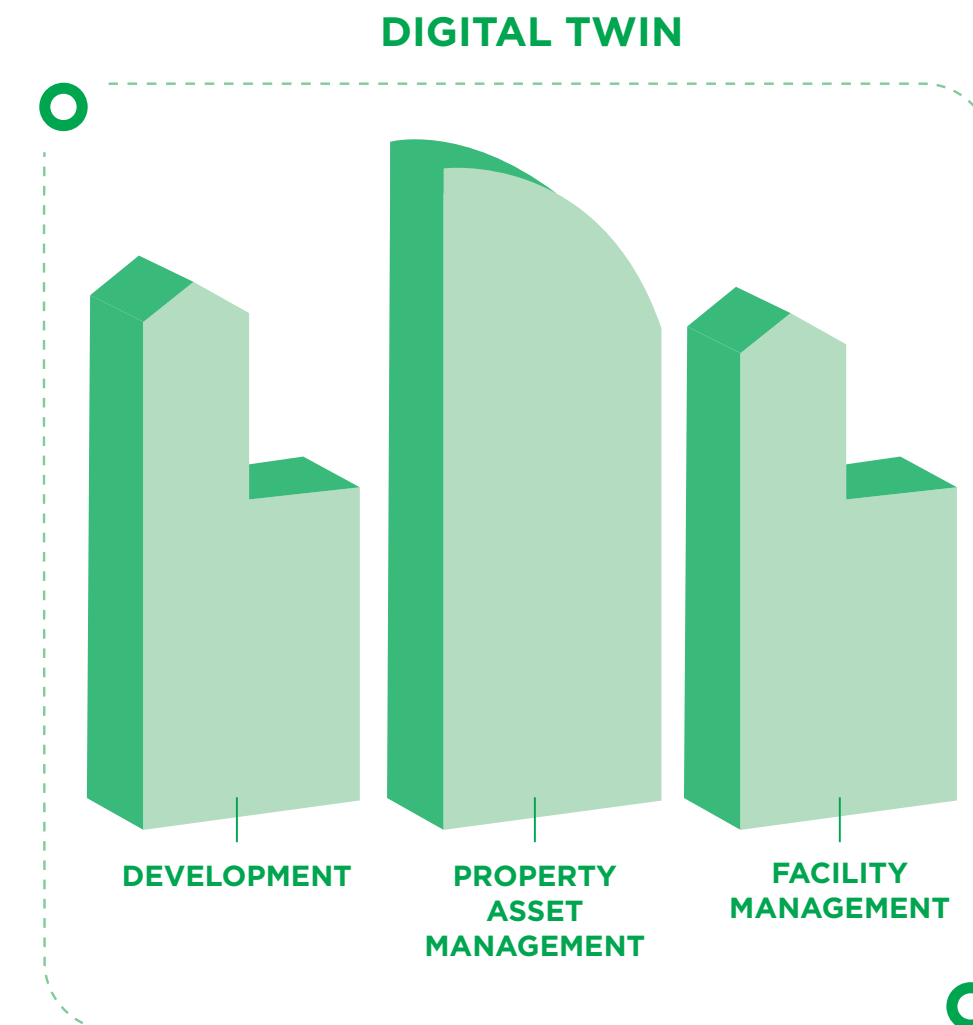
## NEW TOOLS DIGITAL TWIN

We enhance the entire life cycle of real estate assets with the TEIA tool, which combines the power of digital assets with our real estate expertise.

We propose tailor-made strategies through the creation of a digital twin, to make it a strategic driver of asset value amplification.

We guarantee: Operational Excellence, Financial Assessment of the Asset, its Sustainability.

We support our clients in the development of the digital twin, providing training and consulting in maintaining the digital asset over time.



### Partners



We have already been chosen by:



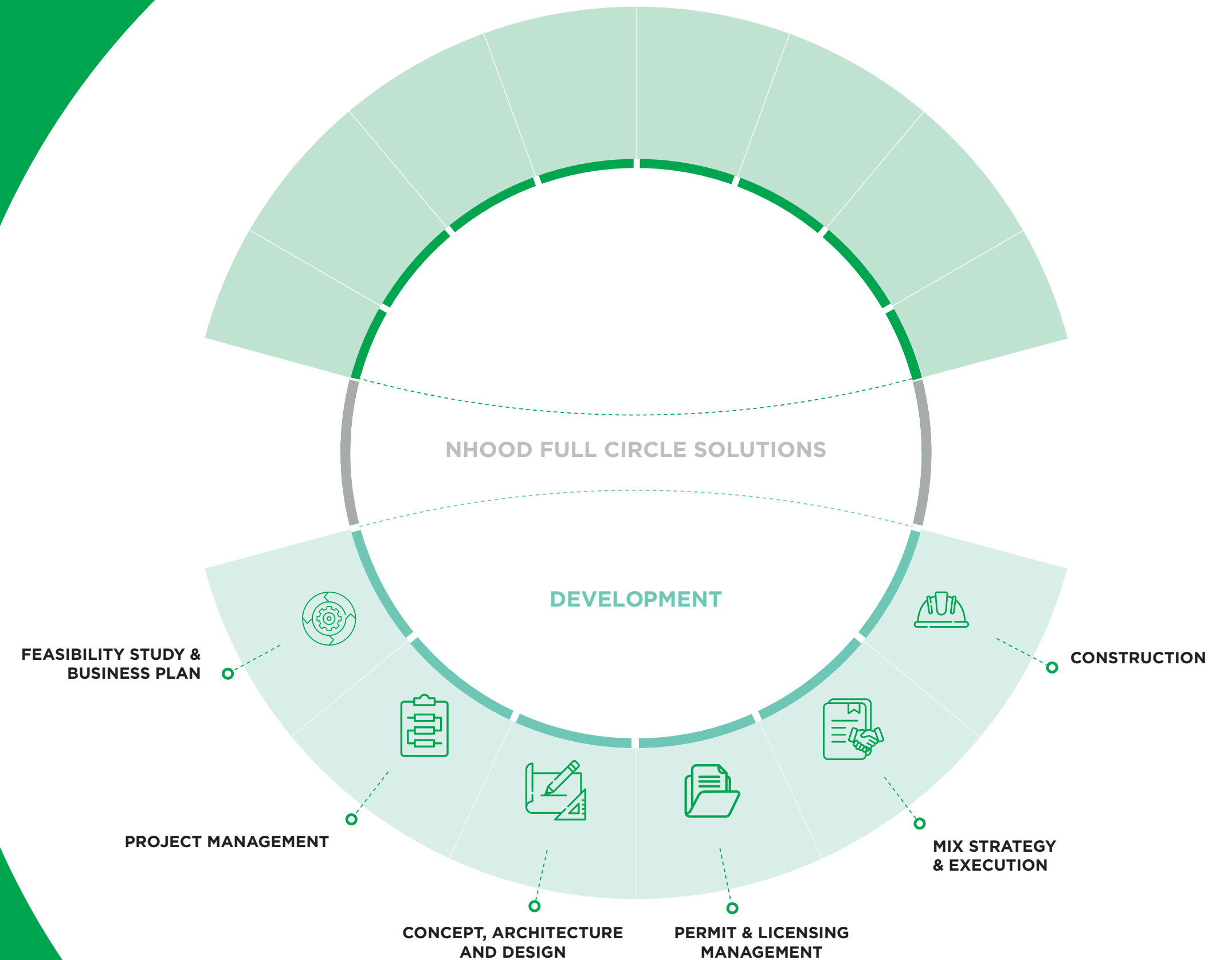


OUR SOLUTION

# DEVELOPMENT

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

We take care of all activities related to the development of a real estate asset, from finding investment opportunities, how to acquire or participate in the development of a project, finding co-investors, defining the concept, obtaining permits, designing, placemaking, finding contractors for the construction of the building, to engaging tenants and completing the real estate project.





## 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
- Listening to the local community
- Creation of a concept plan
- Due diligence
- Administrative process strategy
- Budget and costs
- Architectural concept and preliminary project
- Business plan
- Presenting opportunities to investors



### COMMENCEMENT OF DEVELOPMENT

- Acquisition agreement
- Definition of legal form and related fulfilments (fund, vehicle)
- Raising financial resources in coordination with the international Capital Markets department
- Refinement of detailed budget



### PROJECT TEAM SELECTION

- Project manager
- Design professionals and consultants
- Legal and administrative consultants
- On-site consultants
- Selection of the construction company in synergy with the Procurement Department



### ADMINISTRATIVE PROCESS DESIGN AND MANAGEMENT

- Masterplan
- Identification of the most suitable urban planning tools
- Creation and periodical updating of the GANTT project, from vision to implementation
- Administrative/tax management
- Obtaining a building permit



### CONSTRUCTION

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



### EXIT

- Putting the asset to work
- Sale of the asset



OUR SOLUTION

# DEVELOPMENT

## PIAZZA LORETO

Milan, Italy

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

Core activity: Public Space, Retail, Services, Offices

### THE CHALLENGE

Giving back to the citizens a place, today a congested traffic hub, to make it a new destination to live in the heart of Milan.

### THE SOLUTION

Winner of the C40 Reinventing Cities tender, the Piazza Loreto project will transform the current Piazzale - Milan historic and central traffic junction - into a welcoming, inclusive, smart and sustainable public place, rich in services, retail and F&B, where events and temporary activities can also be found.

Designed with an integrated approach involving local communities, it responds to the issue of Climate Resilience and Adaptation in line with the goals of the UN 2030 Agenda.

**Piazza Loreto is the first example of the regeneration of an existing square in the heart of a city, realised by a partnership between public and private players.**

It will be a hub with tall trees and green areas to mitigate the heat island effect and absorb CO<sub>2</sub>.

Designed in BIM, it will be LEED and GBC certified.





## OUR SOLUTION

# CAPITAL MARKETS

**We work internationally with a cross-functional team.**

We are present in: Paris, Milan, Luxembourg, Madrid, Lisbon, Warsaw, Bucharest

We seek investors and capital in the form of equity or debt to support the development of real estate transactions for our clients

We support our clients in structuring **real estate transactions** and M&A processes in order to optimise them and create value

We support our clients in real estate transactions, from strategy definition to finalisation of purchase and/or sale transactions

We manage debt restructuring and refinancing projects

We structure JV transactions, club deals and the creation of real estate funds



**42**  
closing  
in 2023



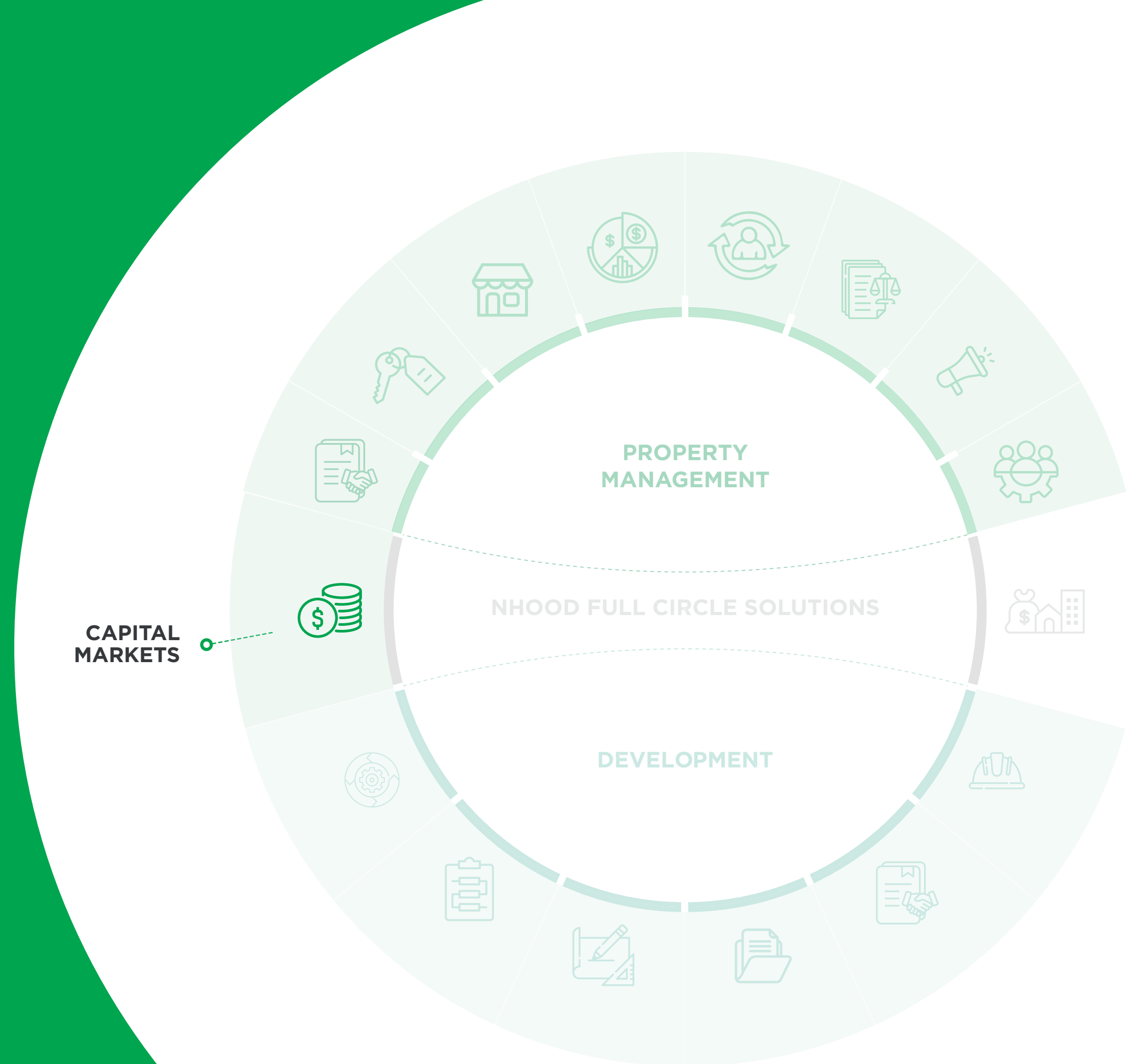
**5**  
operations  
finalised in 2023



**+200 mln €**  
Total value  
of transacted  
assets



**+700 mln €**  
Value of JV  
and financing  
managed





OUR SOLUTION

# CAPITAL MARKETS

We accompany our clients in defining the right strategic lines for their investments, including by supporting the acquisition/disposal of their assets, the structuring of financial transactions concerning both a portfolio and individual investments, and the raising of the financial means necessary to achieve their strategic goals, be they equity investments or debt instruments.



## TRANSACTION STRATEGY - SELL SIDE/BUY SIDE

- Building transaction strategy
- Defining structure and transaction schedule
- Review of portfolio and recommendations - Sell side
- Advise on market value, deal structuring



## PRE-TRANSACTIONAL PROCESS

- Preparation of investment teaser and investment memorandum
- Financial models elaboration
- VDR preparation
- Coordination of vendor due diligence
- Selection of targeted investors



## LEADING TRANSACTION CLOSING

- Negotiating the sale commercial conditions with selected investors
- Q&A monitoring with the Seller
- Coordination of due diligence process
- Monitoring and coordinating fulfilment of other conditions precedent



## ACQUISITION & DISPOSAL ADVISE

- Sell/hold recommendation
- Leading evaluation process
- Feasibility studies
- Support for financing transactions
- Joint ventures partnerships
- Tax consultancy



## MARKET ANALYSIS

- Market analysis per geographic sector
- Market analysis per asset typology
- Investors strategy watch



## DEBT RISING AND STRUCTURING

- Advisory on available different type of financing
- Financial modelling
- Debt advisory and debt origination - connecting with lending sources to secure the best pricing and deal
- Obtaining and negotiating ITS (Initial Term Sheet)
- Obtaining binding term sheet
- Finance documents negotiation with support of tax and legal counsel
- Senior loan terms onboarding roadmap



## EQUITY FUNDING AND STRUCTURING

- Raising funds for real estate vehicles (new fun existing funds) on all types of strategies
- Set up strategic partnerships : separate, Vs or deals
- Strategy review
- Selection of the most relevant investors
- Preparation of marketing documents and final forms (BP)
- Marketing to selected investors
- Due diligence support
- Coordination and SPA negotiation



# (Y)OUR PEOPLE

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



**CARLO MASSEROLI**

Head of Market & Development

[cmasseroli@nhood.com](mailto:cmasseroli@nhood.com)



**LUIGI LANCIA**

Head of Property & Asset Services

[llancia@nhood.com](mailto:llancia@nhood.com)



**ETHEL BREZZO**

Head of Resources & Fund Investment

[ebrezzo@nhood.com](mailto:ebrezzo@nhood.com)



**STEFANO GARAVAGLIA**

Global Financial & Capital Markets Manager Italy

[sgaravaglia@nhood.com](mailto:sgaravaglia@nhood.com)



**FABIO FILADELLI**

Business Development Director - Southern Europe and New Markets

[ffiladelli@nhood.com](mailto:ffiladelli@nhood.com)



**ANAND REMTOLLA**

Chief Commercial Officer

[aremtolla@nhood.com](mailto:aremtolla@nhood.com)



**NATALYA GEROLDO**

ESG & Climate Change Manager

[ngeroldo@nhood.com](mailto:ngeroldo@nhood.com)







# Let's create value together

