



COLIVING IMPACT REPORT

KEY TAKEAWAYS DURING EXPANSION

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TRACK RECORD AND GROWTH: TRANSFORMING CITY LIVING SINCE 2016

OUR STORY

- 2016** ● Urban Campus was **founded** in Paris.
The purpose?
Redefining the way we live together in cities
- 2018** ● **First Coliving opened** in Madrid, 1st Coliving operator in Spain
- 2019** ● **Second Coliving** opened in Madrid
- 2021** ● **Global Coliving Awards Finalist**
- 2023** ● **1st Coliving Space opened in France**
 - **9 Buildings in operation in Spain**
 - **30+ projects in Development in Europe**

Urban Campus was founded in 2016 with the mission of **changing the way we live together** in cities, with a residential proposal that matches our modern lifestyle: **flexible, human and convenient**, yet **affordable**.



We have been **operating Coliving buildings** since 2018, gathering constant feedback from our tenants.

Since 2020, we have **launched a “coliving impact report”** with the aim of sharing our knowledge and showing the impact that coliving has on our tenants and the neighborhoods they are located in.

This year's report is even more relevant, as during 2022/2023, we have **doubled our buildings in operation and therefore doubled the Urban Campus community**.

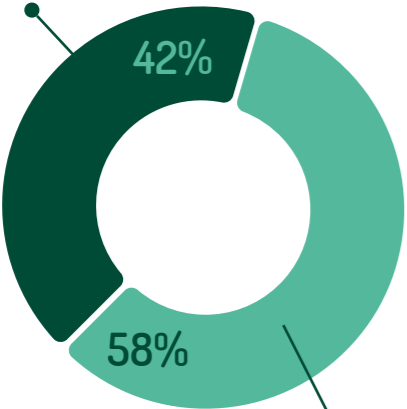
As we have grown in size, we have recognized the impact on our operations and the satisfaction of our tenants. After stabilizing our operations, we have gained a **clearer understanding of how to standardize our processes and maintain consistency as we expand**. We will provide further details on these developments in this report.

TARGET EVOLUTION

With the opening of new buildings, we **increased our share of private units** (Studios & Apartments), and have thus seen a slight change in our target group from previous years:



In a relationship



Single

100%
do not
have
kids

73%
live alone



PROFESIONAL SITUATION

The professional situations of our tenants is quite similar to previous years.

I'm currently working

73,5%

I'm working and studying

20,8%

I'm studying

5,7%

67,9%

Employed
by a company

9,4%

An entrepreneur

5,7%

A freelancer

3,8%

Public servant

13,2%

Other

9% are
entrepreneurs

58%
of our tenants are
NATIONALS

NATIONALITY

The number of national tenants has increased by a 13%

42%

Internationals

58%

Nationals

ES

Other

FR

IT

DE

We have tenants of over 35 nationalities



#1 REASON TO CHOOSE COLIVING: IS COMMUNITY

The top 3 reasons why people make the decision to live at Urban Campus are the following:



COMMUNITY

the tenants have access to a vibrant international community of like-minded individuals



ALL SERVICES & UTILITIES ARE INCLUDED

wifi, electricity and maintenance are included in one bill



FLEXIBLE STAYS

starting from 3 months onwards

AFTER MOVING IN, THESE ARE THE RESULTS:

24

Average no
of people
they meet

3,1

Meaningful
connections
made

60,4%

Feel at home
after less than
1 month

68%

Participate in
2/3 events
per week

73%

Have more
social
interactions

65%

Feel less
lonely

Our **community is more than just a place to live** - it's a space where our tenants can **connect with others and feel a sense of belonging**. We understand the importance of **social well-being and strive to encourage our tenants to come together** and participate in events that help them feel more at home. **By prioritizing building community, we aim to create an environment where everyone can enjoy a fulfilling and enriching experience.**

WHAT DOES OUR COMMUNITY PROVIDE OUR TENANTS WITH?

#1

Doing activities
together

#2

Sharing common
interests

#3

Opportunities to feel
less lonely

#4

A sense of
belonging

#5

Social
support

BUILDING A THRIVING COMMUNITY:

HOW WE ADAPTED TO EXPANSION

We firmly believe that community can only be built from within. As we grow our organization, we have developed new strategies to empower tenants and enable them to create their best possible experience.

As we opened more buildings maintaining the level of activity in our community became more challenging. To address this, we launched a **new member app** that allowed tenants to **connect and organize events**, with more autonomy. Though there were initial complaints, residents eventually embraced the app's features and framework. **92% of tenants** have downloaded the app and we have on average **49 sessions** per user, per quarter.

To further empower our community, we launched the Community Budget initiative in September 2022. This program enables members to **request funding for events that benefit the community as a whole**. Since its launch, **community-led activities have increased fourfold in just a few months**, with a total of 10 events per month, six of which are sponsored by Urban Campus. These events account for 60% of resident-led activities and 40% of Urban Campus-led events.

X4

Community
led activities

60%

Community
led activities

12

Local business
collaborations

To help foster community engagement, we have collaborated with **two new NGOs like Ocean Born foundation** and **12 new local businesses, some of them are: Al son de Cuba, Coppelia, Prana Yoga, Saboriz, and Spoiler Bar** in addition to the existing partnerships in place since the opening of our first two colivings.



Jaime Bandres
6 reviews

★★★★★ 4 months ago

Great experience! I recommend Urban Campus Malasaña, if you are looking for a change in pace and wanting to meet and make meaningful relationships with international members. Best location in Madrid with great apartment layouts.



Mireya Rullo
Local Guide · 18 reviews

★★★★★ 7 months ago

We have been living in one of the studios since the opening and it is very good. The experience of living in a community and the events they organize make it very welcoming.



Pauline Leneveu
7 reviews · 5 photos

★★★★★ 3 years ago

Amazing place to live in Madrid ! Spaces are nice and above all the international atmosphere is so great. We really feel like being part of a community. I recommend it 100% for a short or longer stay.



#1 REASON TO STAY IN COLIVING: CONVENIENCE & ITS POSITIVE IMPACT

Convenience is a top priority for our tenants, no matter how many buildings we operate. We strive to provide an exceptional living experience that **combines convenience with a vibrant social community**, where residents can participate in events and clubs that promote a healthier lifestyle.

We have proven that this combination of convenience and social engagement has a **significant impact on our residents' physical and mental well-being**, reducing their stress levels.

54%

Feel their stress
levels have
decreased

52%

Feel their mental
health has
improved

57%

Feel they have a
healthier
lifestyle since
living at UC

Tenants are **happier, more active**, with **lower stress levels**, and have **more frequent social interactions**

By fostering a sense of community and belonging, we are **creating an environment where our tenants can thrive and lead fulfilling lives.**

LENGTH OF STAY: COLIVING LONG – TERM SOLUTION

Due to the recent openings that brought in new tenants, **our length of stay was affected, as the number of new contracts has increased.** Thanks to our excellent tenant retention however, the average length of stay has only lowered by 30 days.

11

MONTHS

Average duration
of stay

4,4

YEARS

Longest duration
of stay & still
ongoing

47%

Have been living
with us for more
than 6 months

Long-term coliving tenants **often become more comfortable and familiar with their surroundings, leading them to take on active roles in the community.** These roles can include initiating conversations with new residents, participating in events and organizing activities. At Urban Campus we value the contributions of long-term tenants and **encourage all residents to participate in creating a strong and inclusive community.** By working together, we can ensure that all residents feel welcomed and supported, regardless of their length of stay.

For example, during the pandemic, two of our colivers identified a niche market opportunity and developed a new burger recipe. After sharing their creations with fellow residents, they quickly gained a following and began offering their burgers on a weekly basis. Today, their business, **Albus Burgers**, is a popular fixture at Urban Campus events and an integral part of the community. This success story is a testament to the **value of fostering a culture of creativity and, in this case, even entrepreneurship within our colivings.**





KEY TAKEAWAYS DURING EXPANSION CONCLUSION

At our core, we believe that **growth is not just about expanding our business**, but it is also about **learning and improving our practices**. As we continue to open new coliving spaces, we understand the importance of maintaining our reputation and consistency. Therefore, we are **committed to ensuring that our tenants are satisfied** with the changes we make and are always looking for ways to improve their experience.

To achieve this, we have implemented various initiatives such as **co-creation sessions, regular feedback requests through emails, and periodic calls with our existing tenants**. This enables us to gather valuable feedback and insights, and incorporate our colivers **suggestions into our decision-making processes**. We understand that our tenants are the first in line to experience our changes, therefore their **feedback is crucial to ensuring that we are meeting their needs**.

We are dedicated to ongoing learning and growth. We **will continue to study industry trends, ask questions, and pivot our practices to enhance the experience for our community**. We believe that there is always room for improvement, and we will strive to identify areas where we can make positive changes.

The overall
experience
at Urban Campus
is rated
8/10



Interviews conducted in January 2023.

Interviews gather answers from 21% of our members in Spain and France, with responses being anonymous.

Residents data was gathered from Dunbar, our CRM and booking platform.

Reviews were gathered from Google reviews