



# PRESS DOSSIER 2023

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# 01

## HISTORY, MISSION & VISION



## HISTORY, MISSION & VISION

Urban Campus is an **operator of managed residential real estate**. It was **founded by John van Oost and Maxime Armand in 2016**, after observing the evolution of metropolitan lifestyles and a fast-pace changing real estate market and identifying the opportunity to develop coliving and Build-to-rent, multifamily residences.

Urban Campus has the ambition to **respond to the needs of the population, reinventing how people live and interact in cities**, creating an accessible and comfortable offer.

The vision of Urban Campus is grounded on 3 pillars:

- A broad **community** of curious minds,
- Institutional **real estate** development opportunities
- Managed under the latest **technology** for design, data analytics and coliving operations

After the success of its **five spaces in Madrid, Spain and one in Lille, France** Urban Campus will open **30 residences in the next five years**, across the main cities of Europe.







# 02

## SOCIAL EVOLUTION & RESIDENTIAL MARKET



## DEMOGRAPHIC FUNDAMENTALS

By 2030, 68% of the world's population will live in cities (up from 55% in 2018)

Households that are composed by **1 - 2 persons** will represent **44,5%** by 2037

Singles and couples without children represent 52% of households in the 50 largest European cities



## HYPER CONNECTED YET LONELY

Evidenced a **loneliness feeling** as **21%** of the population feels **isolated** although connected by their phones and social networks

**Larger demand in common areas** within residential spaces and design



## ECONOMIC CONTEXT

**Persistent high inflation** across EU

**Higher interest rates** are toughening residential accessibility having reached a effort rate of 34.4% and 8.5 years in Spain will **boost rental sector**

In 2020, 25% of the Spanish population lived in rental housing (vs. 30% for EU on average)



03

## URBAN CAMPUS COLIVING

## WHAT URBAN CAMPUS COLIVING OFFERS

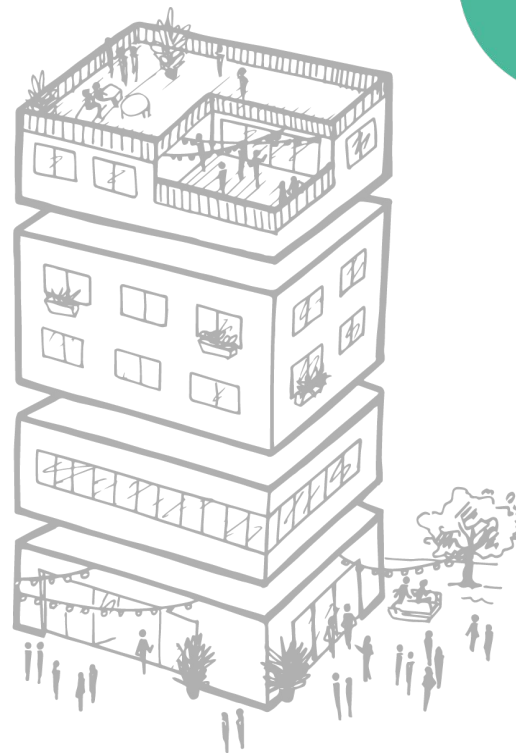
Our mission is to **change the way we live together** in cities, with a residential proposal that matches our modern lifestyle: **flexible, human and convenient**, yet **affordable**.

We are offering new urban residential alternatives:

**1. COLIVING** – Coliving consists of the leasing of a **private space** (furnished and equipped unit) with access to common areas (coworking space, shared kitchen, cinema, terraces, gym, etc.) and a **community of residents** with similar interests.

Coliving is the transformation of buildings through social architecture, to create connections between people. We could say that coliving is sharing buildings and favouring the creation of a community.

**2. Build-to-Rent** – BTR residences can consist of multifamily and senior residences. They are designed to cater to the needs of its tenants by providing amenities such as community spaces, on-site maintenance services, organized events and more. Urban Campus will be providing of high quality affordable housing options with a sense of community and stability for all.





## URBAN CAMPUS: RESIDENTIAL OPERATOR WITH A EUROPEAN DIMENSION

**2016** Creation of the company in Paris

**2018** 1st Coliving operator in Spain

Finalist of the Global Coliving Awards - Best Operator

**2022** Opening of Atocha Madrid Coliving

Opening of Cuatro Caminos Madrid Coliving

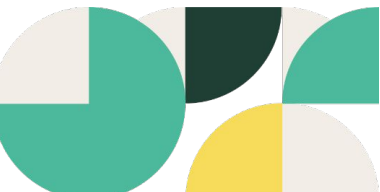
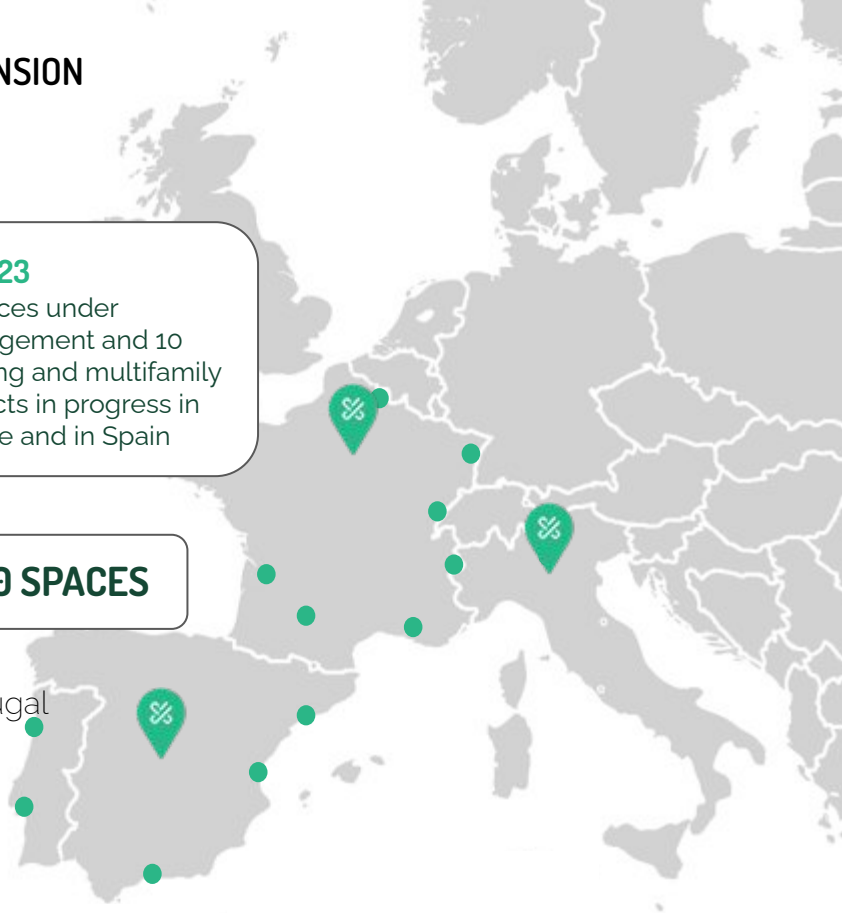
**2023** Opening of Lille Saint So' Coliving (1st in France)

**+30** Coliving & BTR projects in development in France, Spain & Portugal

### IN 2023

6 spaces under management and 10 coliving and multifamily projects in progress in France and in Spain

**+30 SPACES**





# 04

## A UNIQUE RESIDENTIAL MODEL

## URBAN CAMPUS A UNIQUE RESIDENTIAL MODEL

Urban Campus residences, whose surface varies between **4,000 and 8,000 m<sup>2</sup>**, are living spaces whose models are based on four fundamental elements:



**All-inclusive service for residents**, on a single invoice, that includes all supplies and services (from WIFI to maintenance)



**A rich and international community**, encouraged by the Community Developers, who co-ordinate networking among the entire Urban Campus community, through different activities. They play a role as facilitators within each space, which creates the best conditions to favor personal and professional growth



Warm, intimate and optimized design and decorations, to achieve a **feeling of belonging and home**



**Technology:** An online booking and payment platform, developed internally





# 05

## THE PROFILE OF URBAN CAMPUS RESIDENTS



## THE PROFILE OF URBAN CAMPUS RESIDENTS

Urban Campus residential buildings are **marketed to professionals**, whom are **on average 32 years old**. These individuals are looking for privacy, but also to **belong to a community of people with similar interests**.

Somewhere where they can **expand their social network**, in turn helping them to achieve their personal or professional goals. Some are entrepreneurs or expatriates whose profiles do not meet the criteria required by classic real estate offers or who find it difficult to **find accommodation corresponding to their needs**.



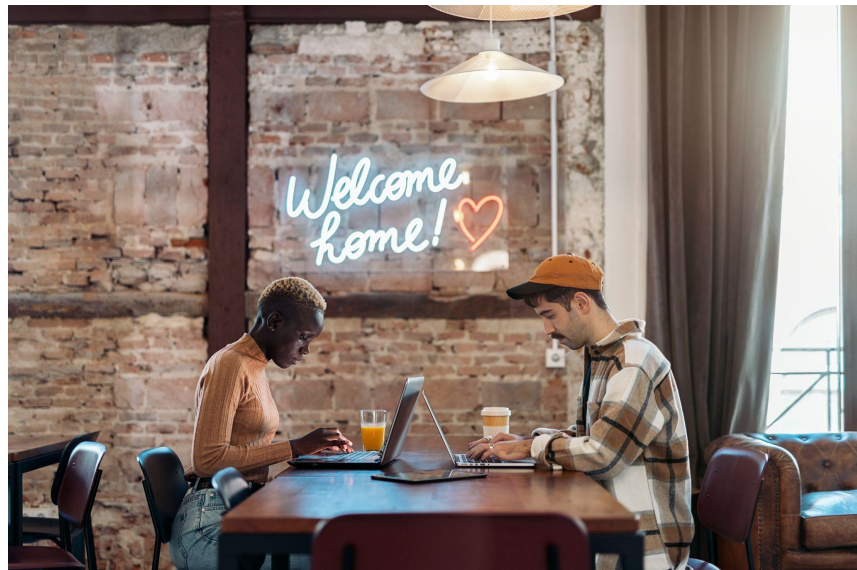
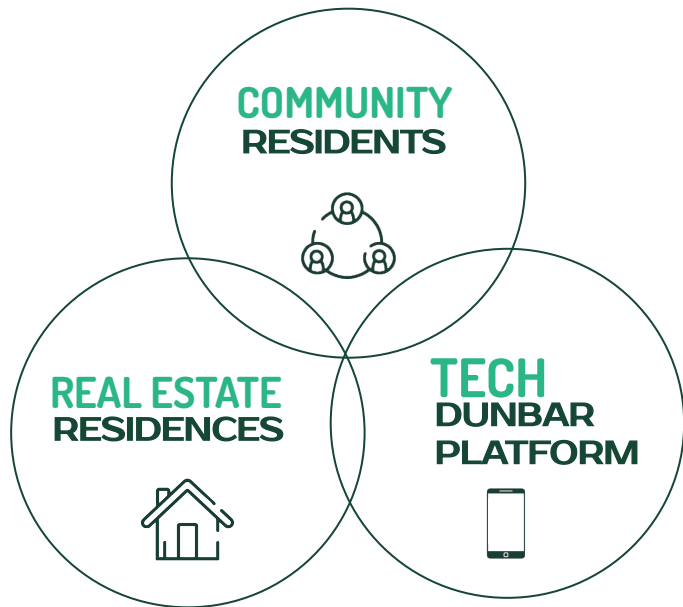


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## THE URBAN CAMPUS EXPERIENCE

# THE URBAN CAMPUS EXPERIENCE

At Urban Campus we have three key pillars that make up the Urban Campus experience:



# THE URBAN CAMPUS EXPERIENCE

## COMMUNITY

The Urban Campus residences are attractive because of their **location and comfort**, but the secret to their success lies in **their residents' experience**.

We have developed spaces where our colivers feel like they are truly at home.

The **Community Development** team is responsible for fostering relationships among the community and animating the spaces.

They get to know the members before they move into our campuses, and **encourage relationships between those who they think will have something in common**, which allows to create a link quickly and feel at home.

We have many implementations that encourage connection between residents.

1. **Community dinners** are organized twice a month to introduce new members to network.
2. **Clubs** are made by **areas of interest** and encourage collaboration, in order to develop projects and grow together
3. **Community events and workshops are organized several times per month** for the entire Urban Campus community. These events range from cultural exchanges, cooking classes, wine or product tastings, brainstorming sessions or workshops to cocreate a new common space together.





# THE URBAN CAMPUS EXPERIENCE

## REAL ESTATE RESIDENCES

Urban Campus residential buildings are designed based on the needs and expectations of its residents in order to form a real local ecosystem.

In a building of between 4,000 and 8,000 m<sup>2</sup> we have...

1. **The private spaces** (studios between 12 and 28 m<sup>2</sup>) represent 70% of the total area
2. **The common spaces** (kitchen, library, gym, etc.) about 10% of the space
3. **The work spaces** (open space offices, private offices, meeting rooms) are about 10%
4. **The F&B spaces** are also around 10%

Urban Campus takes great care in the design of its private and common areas to offer an immediate feeling of well-being, comfort and privacy, but also to increase sociability within its walls.

Every detail is analyzed to promote **durability, flexibility, adaptability and space optimization**. The walls are customizable so that everyone can create their own environment, the furniture is easily movable so that the spaces are multifunctional and adapt to the creativity of the community.

The success of the Urban Campus residences has been proved, with **95% of the colivers willing to recommend Urban Campus to a friend** and with **35% of residents extending their stay**. This demonstrates the relevance, profitability, and viability of this model, that will soon be developed in other European cities such as Pantin (Paris), with a projected coliving space of 4,200 m<sup>2</sup>, comprising 110 studios of 24 m<sup>2</sup>, in a neighborhood that experts are calling the new Brooklyn.



## TECHNOLOGY

After applying on the Urban Campus website, potential residents receive an email directing them to the virtual visits of their potential unit. Once complete, they are asked to schedule a call with our sales team.

Once the future resident decides that they would like to make a reservation, a booking link is sent. **It takes approximately 6 minutes** to complete the necessary paperwork which includes; the signing of the contract and the lease agreement as well as the deposit payment all are done online through a secure system with credit card or SEPA transfer. The rent and invoices are automatically processed each month through a system developed by Urban Campus.

The Urban Campus' **digital platform** is the basis for the future development of new digital services, to be used by members, owners, and maintenance services.

The cutting-edge digital and technological strategy of the company is an asset aimed to **optimize the operation of residential buildings**, whose spaces are equipped with sensors that gather technical information about their use.

This information serves to,,,

1. **Reduce operating costs**
2. **Control space access** remotely to facilitate entry for residents, maintenance or cleaning.
3. Have a **detailed knowledge of the use of spaces**, to improve and optimize the design of building

## EASY MOVE IN & INSTALLATION

The **move in process is autonomous**. The new resident will only need to bring their suitcase, thanks to our toothbrush ready studios. Once they download the **tap key app**, they will be able to open the door of their private area and have access to all **common spaces of the building**, in synchronization with the Urban Campus system.

## DIGITAL PLATFORM



### BOOKING

Fully online reservation: virtual tour, signing of the lease, payment of the deposit



### CHECK-IN

Digital check-in with access management and remote inventory



### SERVICE

Customer service and direct access to our community developer through our app



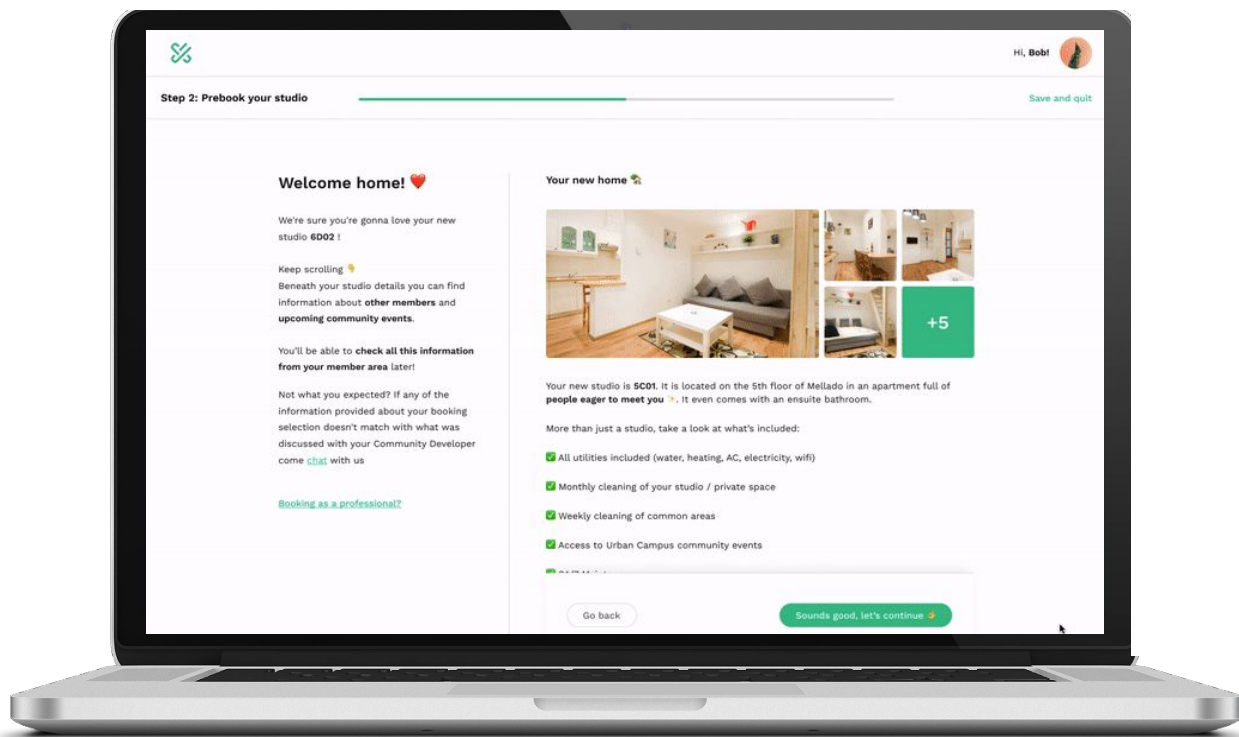
### COMMUNITY

Online access for residents: events, activities, local partners, etc.



### INVOICING

Collection of rents





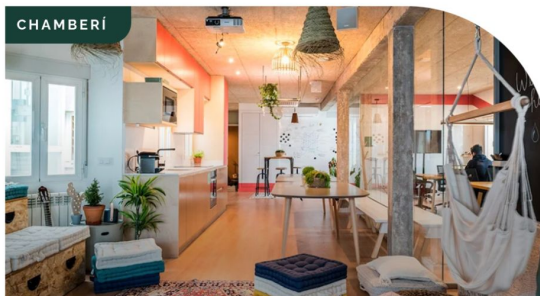
07

## URBAN CAMPUS LOCATIONS





MALASAÑA



MELLADO



ATOCHA



CUATRO CAMINOS

## INCLUDES



All utilities



A rich & international community



Warm & intimate design to make you feel at home



Technology



# MELLADO COLIVING- REFURBISHMENT AND REPROGRAMMING OF A RESIDENTIAL BUILDING



3,000 m<sup>2</sup>



80 STUDIOS



MADRID, SPAIN

## ANDRES MELLADO, 80

- First coliving opened in Madrid in 2018
- First BREEAM In-Use Certified Coliving building
- Shared spaces & facilities include:
  - Home working area
  - Fitness area
  - Events space
  - Gaming room
  - Remarkable rooftop & terraces



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# REYES-MANZANA COLIVING- REFURBISHMENT AND REPROGRAMMING OF A RESIDENTIAL BUILDING



2,000 m2



36 STUDIOS



MADRID, SPAIN

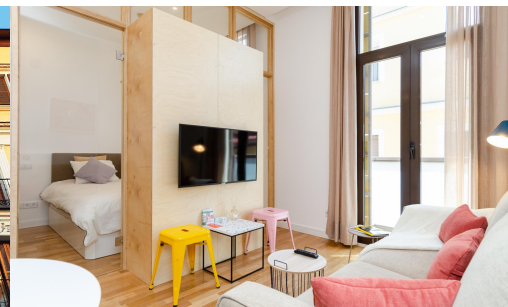
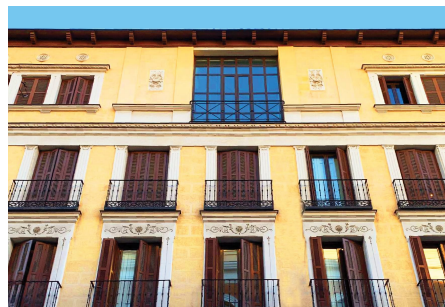
## REYES, 5 - MANZANA

A combination of two adjacent buildings in Madrid create a unique coliving residence.

The project represents Madrid urban's plan with a combination of the traditional construction with the newest trends of homy interior design.

The common areas include:

- Lounge areas
- Shared kitchen
- Patios
- Chill out area
- Coworking area
- Fitness area







## MADRID ATOCHA - REFURBISHMENT OF A RESIDENTIAL BUILDING INTO COLIVING



2,800 m<sup>2</sup>



57 STUDIOS



MADRID, SPAIN

### ÁNCORA, 20

The Coliving space offers:

- Coworking area
- Fitness area
- Lounge area
- Shared kitchen space
- Cinema room
- A swimming pool
- Four patios





# MADRID CUATRO CAMINOS (TOPETE 1) - REFURBISHMENT OF A RESIDENTIAL BUILDING INTO COLIVING



1,270 m<sup>2</sup>



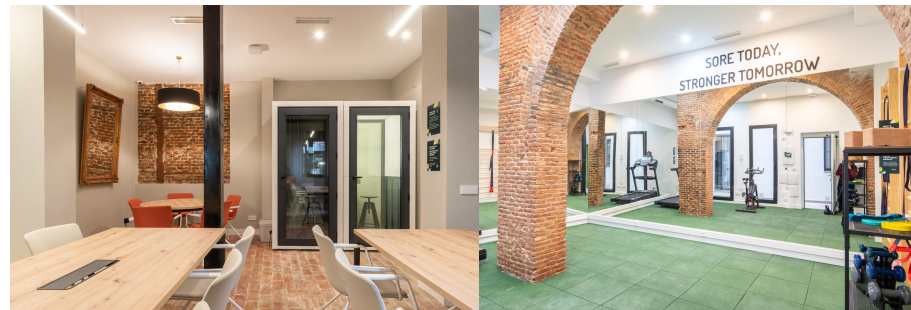
31 STUDIOS



MADRID, SPAIN

## TOPETE, 14

- The project offers cluster studios, individual studios & one-bedroom units
- Residents have access to qualitative community areas such as:
  - Coworking space
  - Fitness area
  - Lounge
  - Shared kitchen
  - Patio



# ETN



SAINT SO'

## INCLUDES



All utilities



A rich & international community



Chic design to make you feel at home



Technology



## LILLE - REFURBISHMENT OF A RESIDENTIAL BUILDING



1,000 m<sup>2</sup>



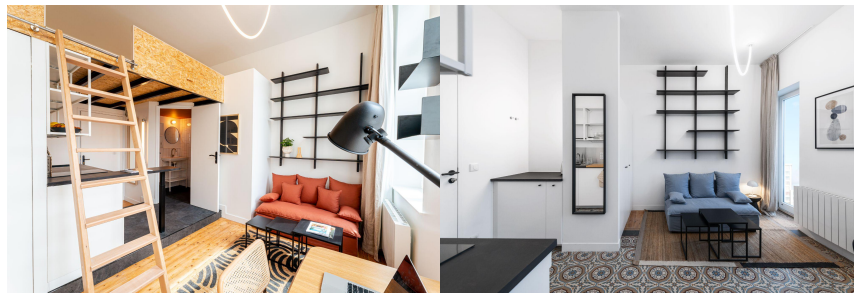
38 STUDIOS



LILLE, FRANCE

### LILLE

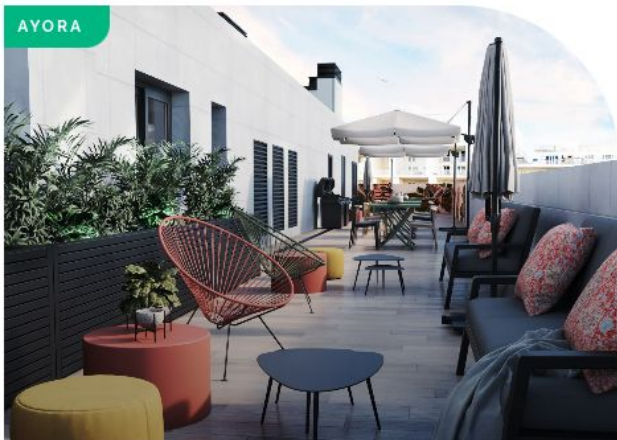
- Urban Campus Lille Saint So' is the first opening in France
- The building has alluring modern studios in two forms, standard and mezzanine as well as one-bedroom apartments
- There are various community areas (300sqm) throughout the building for the tenants to enjoy including:
  - Coworking area
  - Shared kitchen space
  - Lounge
  - Fitness area
  - Cinema room
  - Laundry room







# VALENCIA



AYORA

## INCLUDES



All utilities



A rich & international community



Chic design to make you feel at home



Technology





## VALENCIA AYORA (GUILLEM D'ARGENSOLA 1) - GREENFIELD PROJECT



m2



41 STUDIOS



VALENCIA, SPAIN

### GUILLEM D'ARGENSOLA 1

- The project offers private studios with different sizes
- Residents have access to qualitative community areas such as:
  - Coworking space
  - Fitness area
  - Lounge
  - Shared kitchen
  - Rooftop terrace





08

THE TEAM

## WE HAVE AN EXPERIENCED MANAGEMENT TEAM

We have an experienced management team with background in real estate investment, management and digital technology.



### JOHN VAN OOST

#### CO-FOUNDER & CEO

**30 years experience in real estate & venture capital. Founder and managing partner of:**

- Fluxus Ventures, a VC firm headquartered in Palo Alto, that backs proptech startups.
- Captiva Capital Management that raised more than €3.8B of equity capital from global institutional investors to incubate and fund 9 real estate platforms in 4 European countries and Singapore. These platforms acquired and managed more than 1,800 properties worth in excess of €13.2B.
- Alstria Office AG, the largest German REIT with 116 office buildings and a market cap of €2.6B.

BS in Economics and MBA from KU Leuven. MS in Material Sciences & Engineering from Stanford University



### MAXIME ARMAND

#### CO-FOUNDER & COO

**12 years experience in digital product development**

- Former Lead Project Manager at Fabernovel, leading digital innovation company with 400 employees in 5 countries. Designing new digital product and services for CAC 40 companies. Among other projects,
- Maxime developed a fully automated "on-demand" coworking offer for Alstria Office REIT, prototyped connected objects for L'Oreal,...
- System engineer for Ecomouv, geotracking solution for the French good vehicles transit toll, the HGV eco-tax.

Master in IT engineering from Mines-Télécom Institute. Master in urban services engineering from Sciences-Po.

## WE HAVE AN EXPERIENCED MANAGEMENT TEAM

We have an experienced management team with background in real estate investment, management and digital technology.



### ROMAIN CREPEL

#### CDO (CHIEF DEVELOPMENT OFFICER)

- 16 years of experience in real estate investment 8 years as a developer, primarily serving as a project director for three major companies in France and Belgium (Nexity, Edelis, Vinci Immobilier)
- 8 years as an institutional investor and asset manager.
- Former Chief Investment Officer (CIO) of In'li and member of the executive committee between 2017 and 2021.
- Responsible for investments, development, and fundraising (approximately €5 billion in residential investments between 2014 and 2021). He notably established two long-term joint ventures (Cronos with Axa, with around €2 billion in assets, and Apec with Primonial and Probtpt, with approximately €200 million in assets). Graduated as an engineer from Ecole Centrale Paris in 2007.



### ANA MARTINEZ

#### HEAD OF OPERATIONS

##### 8 years of experience in management, operations and entrepreneurship

- 5-years experience in Operations at Urban Campus
- Co-founder of the startup Talentank, specialized in HR software

Bachelor in International Relations and Affairs from the University Rey Juan Carlos

## WE HAVE AN EXPERIENCED MANAGEMENT TEAM

We have an experienced management team with background in real estate investment, management and digital technology.



### FIONA PERCHET

#### HEAD OF PROJECT DEVELOPMENT

##### 10+ years of experience in real-estate

- 5-years experience in Project Management (Interconstruction, Altarea Cogedim)
- 2-years experience in Innovation Management (Altarea Cogedim)
- 3-years experience as Regional Director (Nhood)
- 1-year experience in Asset Management (Nhood)

Bachelor from McGill University, Master from Bartlett School of Architecture (UCL)  
Specialized Master in Real Estate from Essec Business School

