

# 2024

## COLIVING IMPACT REPORT

LEADING URBAN TRANSFORMATION BEYOND COLIVING



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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** ● **1st Coliving opened** in Madrid, 1st Coliving operator in Spain
- 2019** ● **2nd Coliving** opened in Madrid
- 2021** ● **Global Coliving Awards Finalist**
- 2023** ● **1st Coliving Space opened** in France  
● **9 Buildings in operation** in Spain

# 2024

- x3** ● Number of units
- +1** ● Coliving in Lille ( France)
- +1** ● Coliving in Barcelona (Spain)
- +1** ● Coliving in Málaga
- +2** ● Colivings in Madrid
- +2** ● Multifamily in Saint Louis and Marseille (France)
- +2** ● LLI (Affordable Housing) at Le Bourget and Colombes, Paris (France)
- +30** ● Projects in Development in Europe

# STRATEGIC EXPANSION AND INNOVATION

Urban Campus was **founded in 2016 with a visionary mission to transform urban living.** We envisioned a residential model that is flexible, community-centered, and convenient to reflect the evolving needs of modern city dwellers.



All-inclusive service for residents



A rich and international community



Feeling of belonging and home



Technology

Since launching our first coliving buildings in 2018, we have actively sought and integrated tenant feedback to shape our services and operations. In 2020, we introduced the annual “Coliving Impact Report.” This report educates the industry and highlights the transformative impact of our model on residents and local communities, underscoring our commitment to transparency and leadership.

The 2024 report captures an exciting phase of growth. **From 2022 to 2024, we have more than doubled our operational sites,** enhancing our impact on sustainable urban living. This expansion has not only rapidly scaled our community but also streamlined our operations, **and development on new formats,** ensuring high-quality and consistent experiences across all properties.

Moving forward, our focus is on **broadening our products beyond just coliving to include innovative residential models like flexliving and Build to Rent (BTR).** With a strong commitment to dynamic housing solutions, **we are ready to evolve alongside the cities we serve.**



**Expansion has scaled our community, streamlined operations, and spurred new format development, ensuring consistency and quality across all properties**



# TARGET: WHO IS LIVING AT URBAN CAMPUS COLIVINGS?

## 1. AVERAGE AGE

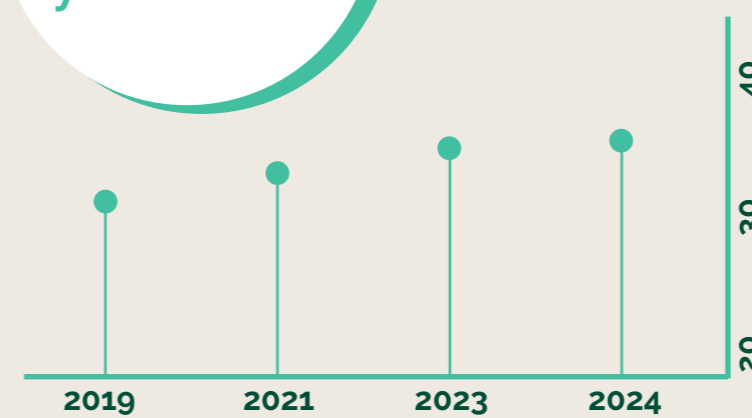
Even with many openings in new cities during 2024, the average age of our colivers remains the same as 2023.

## 2. SINGLE VS. COUPLES

Results are consistent with those of 2023. We had a 14% increase of tenants living alone, largely due to the typologies of our recent openings.

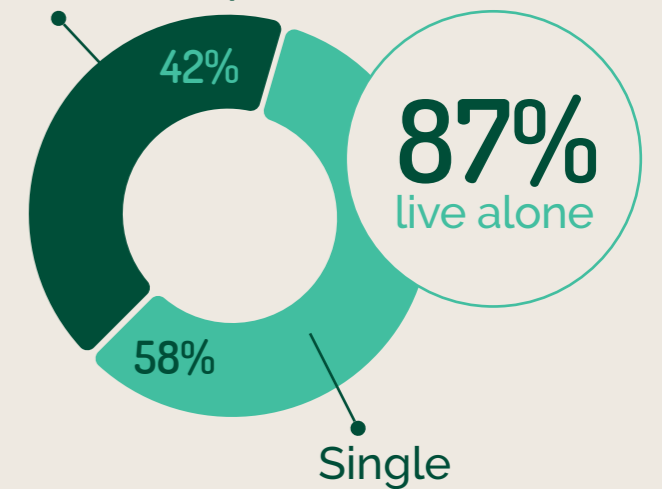
AVERAGE AGE

**35**  
years old



AVERAGE AGE EVOLUTION

In a relationship



# TARGET:

## EXPANSION SPARKED INCREASED DIVERSITY

### 3. PROFESSIONAL DEMOGRAPHICS OF OUR TENANTS

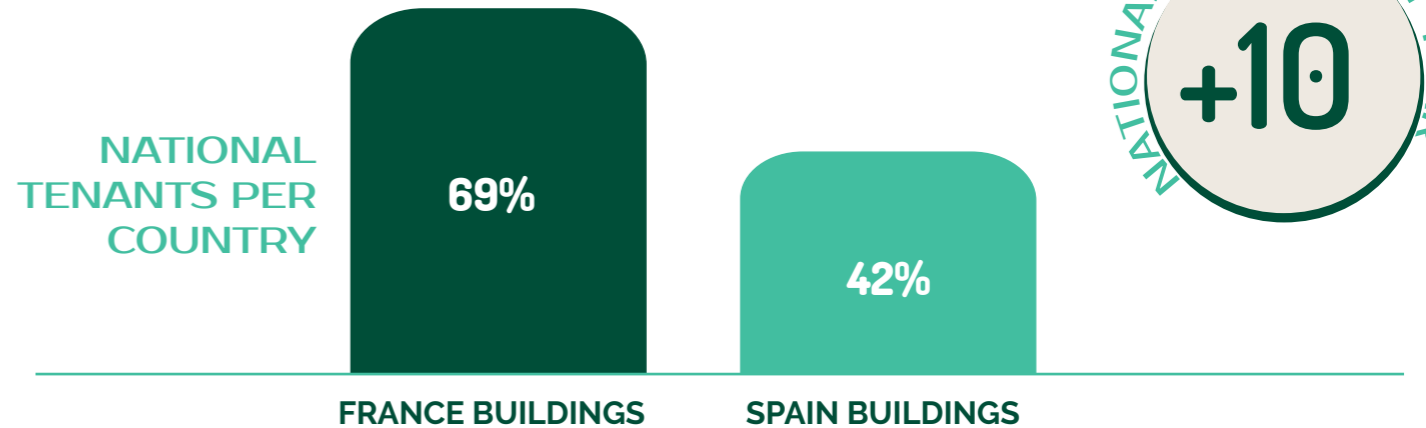
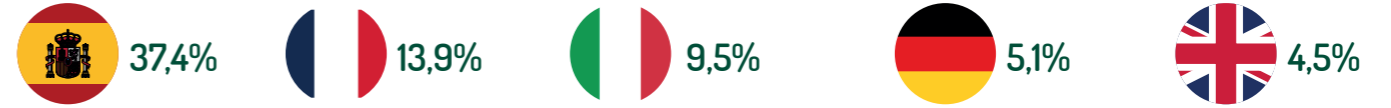
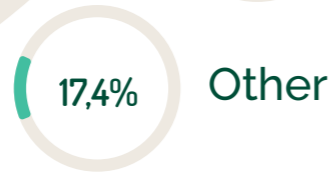
The professional backgrounds of our tenants are consistent with previous years, with a 3% increase in student residents reflecting greater diversity in our French communities. An overall rise in diverse inquiries highlights the need to expand our product range to better meet the evolving needs of young professionals.

Currently working **68,5%**

Working and studying **20%**

Studying **8,6%**

Other **2,9%**



### 4. NATIONALITY

The overall percentage of national vs international tenants has remained stable, though there has been a notable decrease in Spanish nationals. This shift is attributed to our increasingly international target demographic in Valencia, which is particularly attracting individuals with a "Digital Nomad" profile.

We have tenants of over 45 nationalities; +10 more than last year. This growth has enabled a more diverse community within Urban Campus properties.

# #1 REASON TO CHOOSE URBAN CAMPUS': CONVENIENCE

The top 3 reasons why people chose to live at Urban Campus are:

1



## ALL SERVICES & UTILITIES ARE INCLUDED

wifi, electricity & maintenance all included in one bill.

2



## COMMUNITY

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

3



## FLEXIBLE PRODUCT

diverse options for Rooms, Studios & Apartments.



## AFTER MOVING IN, THESE ARE THE RESULTS

In recent years, Urban Campus has crafted a robust housing solution that blends **convenience, a strong community focus and flexibility**—qualities increasingly sought after in urban living. Our unique approach has garnered **immense interest, attracting a diverse range of residents from students to families**, all eager to experience life at Urban Campus.

Our strong appeal is evidenced by high resident demand and retention. **60% of our current colivers say they want to continue their journey with Urban Campus even as they transition into future stages of life.** An impressive **86% report feeling happier, 82% praise the unmatched convenience, and 70% enjoy a healthier lifestyle since joining Urban Campus.**

Encouraged by **this feedback and leveraging years of expertise in coliving operations**, we are now expanding our portfolio to include innovative residential models like **Flexliving and Multifamily, with new openings in 2024.** This evolution marks a significant step in our ongoing commitment to redefining urban living, ensuring we meet the dynamic needs of modern city dwellers across different stages of life.

**60%**  
would like to continue living at Urban Campus, even in future stages of life

**86%**  
Feel happier since joining

**70%**  
Enjoy a Healthier lifestyle since joining

**We are now expanding our portfolio to include innovative residential models like Flexliving and Multifamily, with new openings in 2024.**

# ADVANTAGE OF URBAN CAMPUS: COMMUNITY

At Urban Campus, our buildings are far more than just places to reside—they are **vibrant hubs where tenants forge meaningful connections and cultivate a sense of belonging**. Recognizing the critical role of social well-being, we actively foster a welcoming environment that encourages interaction and participation. Our range of events and activities are designed to help tenants feel truly at home and connected to a supportive community.

THIS DATA UNDERSCORES THE SIGNIFICANT IMPACT OUR COMMUNITY HAS ON ENHANCING BOTH THE PERSONAL AND PROFESSIONAL LIVES OF OUR TENANTS.



73% (+12%)  
Have more social interactions

92%  
Participate in at least 1 event per month

61,4%  
Feel at home after less than 2 months

#1

Meeting people from different parts of the world.

#2

Expanding your social circle.

#3

Engaging in more activities during your free time.

#4

Finding a sense of belonging and home.

#5

Increased opportunities for personal growth.

#6

Increased opportunities for professional growth





## #2 REASON TO CHOOSE URBAN CAMPUS AND TO STAY: COMMUNITY

We understand how much our tenants **value community**, and we continue to **prioritize this sense of community as we expand**.

**29% (+5%)**  
Average # of  
people one resi-  
dent meets

**4 (+1)**  
Meaningful  
connections  
made

**86% (+9%)**  
Feel  
happier

**82% (+17%)**  
Feel  
less lonely

**+20%**  
More  
Community en-  
gagement



**Our goal is to ensure a consistent Urban Campus experience for all residents.**

In 2024 we have seen an increase in community impact compared to 2023, with notable increases in community interactions, the number of community events and overall happiness of our residents.

To protect and enhance our unique community culture, we've implemented several key initiatives:

- Robust onboarding program for new campus managers, including weekly follow-ups to monitor tenant satisfaction and community quality.
- Leverage technology to optimize operations and prioritize tenant needs.
- New processes for gathering resident feedback.
- Quarterly co-creation sessions allow our support and community teams to engage directly with residents, discussing potential improvements.
- New communication channels have also been set up to streamline this feedback across various topics.

These initiatives have fostered **greater resident engagement, evidenced by a 20% increase in resident-led activities and higher participation in UC clubs.**

As we expand into new coliving **formats across France and Spain, maintaining the integrity of our community DNA is paramount.**  
Our goal is to **ensure a consistent Urban Campus experience for all residents.**

# SUSTAINABILITY: IN OUR ASSETS

**Sustainability is a fundamental cornerstone at Urban Campus**, consistently prioritized in every aspect of our operations. Our commitment to environmental stewardship drives our efforts to achieve carbon neutrality and integrate eco-friendly practices into our buildings.

## OUR MAIN SUSTAINABILITY EFFORTS:

- **Achieving Carbon Neutrality:** Actively working towards carbon neutrality through comprehensive Carbon Footprint Assessments and targeted reduction strategies.

**REFURBISHING OLD BUILDINGS:** Enhancing sustainability by improving:

- **Resource Efficiency:** Using fewer new materials by repurposing existing structures.
- **Waste Reduction:** Minimizing construction waste through careful renovation practices.
- **Energy Conservation:** Updating buildings with energy-efficient technologies and materials.
- **Cultural Preservation:** Maintaining the historical and cultural significance of renovated areas.

## SUSTAINABLE CONSTRUCTION AND DESIGN:

- **Recycled Materials:** Prioritizing recycled and upcycled materials in construction and interior design.
- **Locally Sourced Furnishings:** Reducing emissions related to transportation by using locally sourced furnishings.
- **Supporting Sustainable Transportation:** Providing ample bicycle parking to encourage eco-friendly commuting amongst our residents.



## SUSTAINABILITY CERTIFICATIONS

We are diligently striving to align with premier sustainability certifications and benchmarks, and we are proud to have achieved the following notable distinctions:

**The BREEAM Certification:** BREEAM is a leading global standard that evaluates and certifies the sustainability of building projects, covering everything from sustainable design to construction and operational use.



**Carbon Neutrality and Passivhaus:** In 2024, we will inaugurate our **first fully carbon-neutral building at Cuatro Caminos II, Madrid**, achieving **net zero carbon emissions**. Additionally, it will have Passivhaus certification, ensuring minimal ecological footprint through ultra-low energy use in heating and cooling.

# UC NEXT STEPS: GROWTH AND FLEXLIVING

At Urban Campus, we are excited to outline the next steps in our expansion journey, which is underpinned by our innovative “Flex Living” concept. Our strategy focuses on **growth through consolidation in our existing markets and exploration of new geographic horizons**, ensuring that each step reflects our **core values of sustainability and community**.

## STRATEGIC EXPANSION AND CONSOLIDATION

### COLIVING CONSOLIDATION

Urban Campus is set to solidify its presence in established markets such as Madrid, Málaga, Valencia, and Barcelona, while also setting sights on new territories including Palma de Mallorca, Alicante and Bilbao. Our expansion involves the following targeted approach:

**Residential Buildings:** Focusing on properties exceeding 2,000 square meters

#### Project Types:

Greenfield projects: Development of unused land

Brownfield projects: Redevelopment of sites with or without existing tenants

Portfolios of buildings: Acquisition and management of multiple properties

## NEW CONCEPT: FLEXLIVING

### RESPONDING TO MARKET DYNAMICS

The shortage of residential options in Spain presents a significant opportunity for Urban Campus. Tertiary plots, previously underutilized, now serve to meet rising customer demands. Additionally, growing investor interest in the living sector, attracted by the promise of higher returns, aligns well with our Flex Living deals.

### WHAT DOES “FLEX LIVING” LOOK LIKE?

Flex Living at Urban Campus will **offer a dynamic living environment tailored to modern needs**. It will feature more frequent resident rotation, larger outdoor areas, and a greater number of individual studios. **Comfort is enhanced, yet the sense of community is preserved**. Our distinct aesthetic and integrated technology will ensure a **seamless and engaging experience for all residents**.

**Our strategy:  
Growing by strengthening  
positions in existing markets  
and venturing into new areas,  
while maintaining a  
commitment to  
sustainability and  
community values  
at each step.**

**Flex Living  
at Urban Campus  
will offer a dynamic  
living environment  
tailored to modern  
needs**



# UC NEXT STEPS: GROWTH AND AFFORDABLE HOUSING

## NEW CONCEPT: AFFORDABLE MULTIFAMILY

As Urban Campus continues to innovate, we are also expanding our horizons into another vital area of urban living. We are proud to introduce a new initiative aimed at developing affordable multifamily housing. This move aligns with our ongoing commitment to sustainability and community enrichment, targeting urban populations with thoughtful, accessible living solutions.

1

### ENHANCING THE AFFORDABLE MULTIFAMILY EXPERIENCE

The affordable multifamily concept at Urban Campus is designed to innovate the traditional housing model while maintaining our signature style and community-focused ethos. It includes:

- Integration of community environment, the distinct Urban Campus aesthetic, and advanced technology
- Addition of common spaces to foster interaction and a sense of community
- Modern amenities like equipped kitchens, electronic locks, and efficient lighting.
- Encouraging a “sharing economy”, emphasizing sustainability and collective use of resources.

2

### STRATEGIC URBAN LOCATIONS

Our focus is on the top 10 metropolises in France, including Greater Paris, Lille, Toulouse, Bordeaux, Marseille, and Montpellier.

3

### RIGOROUS SITE SELECTION CRITERIA

- Proximity to public transportation and local amenities.
- Optimal distance to city centers.
- Low energy consumption standards, such as no gas usage and compliance with RE2020 regulations.

4

### TARGET INVESTORS

- Social landlords.
- Low Living Index (LLI) specialists, such as in'li.
- Asset managers and institutional investors, including insurance companies and pension funds.

5

### PROJECTS CURRENTLY UNDERWAY

Concrete steps have been taken with successful deals already signed with in'li in locations such as Le Bourget and Colombes.



Interviews conducted in January 2024.

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.