



Planet Smart City strengthens Board of Directors with world-class experience

New independent Board members enhance Planet's international know-how in real estate, services and data, and are complemented by the creation of an ESG Board Committee and the hire of its first Chief Impact Officer

LONDON: 1st June 2020 – Planet Smart City has bolstered its Board with the appointment of four independent directors. The company is undergoing rapid growth and plans to launch 30 large real estate projects in the next three years.

Through its unique proptech approach, Planet applies its expertise in smart solutions integration, digital technologies, services, and social innovation to enhance quality of life. Embracing digital transformation, the company places residents at the heart of activities. Its smart, sustainable and socially inclusive communities are supported by the unrivalled services of the Planet App, Planet's proprietary digital platform which enables residents to engage with each other and the neighbourhood around them.

The new non-executive directors join Planet's Co-founder and Global CEO Giovanni Savio, Chairman Stefano Buono, and Brazil CEO Susanna Marchionni on the Board of Directors. The appointments not only reinforce Planet's strong foundation for future growth but ensure best practice corporate governance with a majority of independent directors. The new members are:

- **Audrey Klein**, Head of Fund Raising at global real estate investment company, Kennedy Wilson Europe. An experienced real estate professional who spent nine years at Blackstone, Audrey has an MBA from Northwestern University's Kellogg School of Business. She also sits on the Corporate Board of Great Ormond Street Hospital in London, UK.
- **Carolyn Aitchison** has extensive experience as a non-executive director in the financial, education and non-profit sectors. Carolyn is a Board member of the University of Law and chairs the Audit Committee as well as sitting on the University of Edinburgh's £600 million Endowment and Investment Fund. Previously, she was a Board member of two UK banks and several charities.
- **Mikael Hagstroem** has served on several Boards and as a CEO with a strategic focus on creating new markets through disruption, collaborative business relationships, and industry thought leadership. Mikael promotes digital transformation through the convergence of AI, Big Data, the elastic cloud and the Internet of Things (IoT). He has held strategic leadership positions at SAS and McKinsey.



- **Filippo Rean** is Managing Director of Reed Midem's Real Estate Division, where he is a member of the Executive Committee. He heads the leading professional shows for the global real estate, smart cities and proptech communities: MIPIM, MAPIC and Propel. Filippo has an MBA in Business Administration from Harvard Business School.

In addition, Planet has appointed Carmen Romero to the role of Chief Impact Officer. Carmen, whose experience includes investment banking, private equity, social innovation and corporate responsibility, will work closely with stakeholders across the business to identify, measure and evaluate the environmental, social and governance impact of the company's existing strategies and processes; prepare Planet for impact investment; and align the company to the United Nations Sustainable Development Goals (SDGs).

She will also create and implement a framework and methodology to proactively manage Planet's impact, including launching new partnerships and initiatives to generate long-lasting value for residents within each of the company's developments.

Carmen will be a member of Planet's newly-created Environmental, Social and Governance (ESG), Committee which will also include Susanna Marchionni and Audrey Klein. The ESG Committee will reinforce the company's commitment to driving positive impact, both in the communities it creates and in broader society.

Stefano Buono, Chairman of Planet Smart City, said: "We are delighted to announce these latest developments, which position us strongly for our continued growth. As a private company with more than 300 shareholders, having an independent Board demonstrates our strong commitment to corporate governance and reflects our ambitious plans for the business. I welcome Audrey, Carolyn, Filippo and Mikael to our Board and am thrilled we have attracted such high quality and talented individuals. Their international experience across real estate, service and data will prove invaluable as we continue with our strategy to transform affordable housing across the globe."

Audrey Klein said: "We are enhancing an ESG platform at Planet Smart City to deliver long-term social, environmental and economic value across its projects to key stakeholders. I am delighted to be chairing our ESG Committee that will meet quarterly."

Mikael Hagstroem said: "Planet Smart City is embracing digital technology with the community at heart, redefining the social contract of the neighbourhood. The confluence of four technologies – elastic cloud computing, big data, artificial intelligence, and proptech – is transforming the human condition, fundamentally changing the way we live, work, and relate to one another. I like to think of this as community tech - a platform for a digital ecosystem that integrates all available technologies, including proptech - to improve housing in a breath-taking speed. Planet Smart City paints an inspiring vision for a better future."



ENDS

About Planet Smart City

Proptech company Planet Smart City designs and builds smart, affordable neighbourhoods that provide more than just homes. With a global footprint in the affordable housing market across both emerging and developed markets, Planet enhances its residents' quality of life by applying its expertise in smart solutions integration, digital technologies, services and social innovation. Its smart, sustainable and socially inclusive neighbourhoods are supported by the unrivalled services of the Planet App, Planet Smart City's proprietary digital platform which enables residents to engage with each other and the neighbourhood around them.

The business was founded in 2015 by Italian real-estate experts Giovanni Savio and Susanna Marchionni and is chaired by physicist and entrepreneur Stefano Buono.

Planet Smart City tackles the global housing crisis challenge in countries with large housing deficits and also works in partnership with developers worldwide to revitalise existing communities. The company is focussed on generating positive social impact and has created an innovative format for smart developments that can be replicated worldwide.

Planet's unique proposition has become a reality in Brazil where it is building four smart projects – Smart City Laguna, Smart City Natal, Smart City Aquiraz and Viva Smart. The company has also launched its first real estate project in India and has an active portfolio in Italy where it works in partnership with key developers.

Headquartered in London, Planet raised 100 million euros since inception and is executing an ambitious growth plan which includes the launch of 30 projects by 2023 with an intermediate milestone of eight large-scale residential projects launched in 2020.

For further information please visit www.planetsmartcity.com

Press contacts

Janaína Campoy
j.campoy@planetsmartcity.com
+44 (20) 7887-4525

Andrew Leach / Lucy Wollam
planetsmartcity@hudsonsandler.com
+44 (20) 7796 4133