



Media materials and assets

S U M M E R 2 0 2 1

TABLE OF CONTENTS

About Planet Smart City	2
Leadership team and Board of Directors	3
Imagery and assets	7
Global social media channels	8
Press contacts	9



About Planet Smart City

Founded in 2015 by real-estate experts Giovanni Savio and Susanna Marchionni, and chaired by physicist and entrepreneur Stefano Buono, Planet Smart City is a leading global proptech company that designs and builds neighbourhoods in countries with large housing deficits

Planet Smart City's mission is to create communities that respect local cultures, support inclusivity and sustainability, and improve the quality of life of their residents. It does this by integrating innovative infrastructural, technological and social innovation solutions into its projects. The research, development and integration of these solutions is undertaken by subsidiary Planet Idea, which operates through multidisciplinary Competence Centres in Turin, Italy, and Pune, India. Amongst other projects, Planet Idea has created and launched the Planet App, a digital platform of high value-added services, that also facilitates communication between residents in Planet Smart City's neighbourhoods.

The Planet Smart City model has been proven in Brazil, where four projects are underway: Smart City Laguna, Smart City Natal, Smart City Aquiraz and Viva!Smart. In 2020, the company expanded into India. In Italy, the company collaborates with leading real-estate developers in numerous smart social housing projects.

Since its establishment, Planet Smart City has raised over US \$190 million of capital from institutional and private investors to implement its ambitious growth plans, with the aim of selling 44,500 housing units by 2025.

For further information, please visit www.planetsmartcity.com.



Leadership Team and Board of Directors



Stefano Buono

CHAIRMAN

Stefano is an accomplished physicist and alumnus of the European Organisation of Nuclear Research (CERN). In 2002, he founded and served as CEO of Advanced Accelerator Applications (AAA), an international radiopharmaceutical company which listed on Nasdaq in 2015 and was acquired by Novartis for US \$3.9 billion in 2018. Stefano joined Planet's Board as Chairman in 2018.



Giovanni Savio

GLOBAL CEO

Giovanni has over 25 years of experience working in international real estate development and co-founded Planet Smart City in 2015. He is dedicated to realising his vision to transform the delivery of affordable housing across the world with the integration of smart technologies.



Susanna Marchionni

CEO – PLANET SMART CITY BRAZIL

Susanna co-founded Planet with Giovanni and is the driving force and thought leader of smart affordable housing in Brazil. She has over 20 years of experience working in international real estate development and is responsible for the company's expansion in Brazil.



Daniele Russolillo

DEPUTY CEO

Daniele is the COO & Deputy Chief Executive of Planet Smart City. He is an expert on energy and environmental services within smart urban environments as well as on regulatory frameworks including infrastructure, data and services. Daniele has more than 16 years' experience in managing multidisciplinary projects in Europe, Africa and Asia and is a Senior Associate at the Institute for European Energy and Climate Policy Foundation.



Gabriele Pala

GROUP CHIEF FINANCIAL OFFICER

Gabriele is responsible for the coordination of all financial activities and processes at Planet, including controlling, accounting and taxation. Prior to joining the Group, Gabriele worked with public and private companies worldwide, supporting fundraising and mergers and acquisitions, and served as a director of Ernst & Young.



Alexander Shermansong

CHIEF PRODUCT TECHNOLOGY OFFICER AND CEO OF DIGITAL SERVICES

Alexander joined Planet Smart City in 2021. He drives digital revenue, growth and value across the Group and leads the development and scaling of digital-native products. His extensive experience in smart city and growth strategies has delivered transformational results for both companies and citizens alike. He serves as an Adjunct Assistant Professor of Public Service at New York University.



Graziella Roccella

CHIEF RESEARCH AND URBAN PLANNING OFFICER

Graziella devises Planet's master plans and best practices to enhance our smart developments worldwide. She leads our research and development effort and coordinates Planet's Scientific Committee. Graziella was formerly a professor of Urban and Architectural Design at the Polytechnic University of Turin.



Angelo Bestazzi

CHIEF HUMAN RESOURCES OFFICER

Angelo is responsible for driving the global human resources strategy forward across all markets of operation. He previously held roles at companies including Kedrion, Danone, De Agostini and BNP Paribas, and has a proven track record of achievements across business units and geographies.



George Yaryura

CHIEF MARKETING OFFICER

George leads Planet's global marketing and communication strategy. He has over 20 years of experience driving business growth and digital transformation for global technology brands such as Visa, Skype and Orange.



Michele Carasi

CHIEF FINANCING STRATEGY & IR

Michele combines expertise in finance and international relations to ensure Planet maintains an effective relationship with its investors. He has previously served as a partner at Cazenove & Co and at Pelham Capital LLP.



Mikael Hagstroem

NON-EXECUTIVE DIRECTOR

With over 30 years of experience in digital transformation, Mikael is a board-level executive, CEO and business leader who drives global enterprises and accelerates them to growth. He has a strategic focus on creating new markets through disruption, collaborative business relationships and industry thought leadership. Mikael is a true believer in digital transformation through the convergence of AI, big data, the elastic cloud, and the Internet of Things (IoT).



Filippo Rean

NON-EXECUTIVE DIRECTOR

With a Master's degree in Business Administration from Harvard Business School, Filippo is a highly skilled Director who heads leading events and conferences for the global real estate, smart cities and proptech communities: MIPIM, MAPIC and Propel. Based in Paris, Filippo is Managing Director of Reed Midem's Real Estate Division, where he is a member of the Executive Committee, and has a proven track record in developing businesses through a combination of clear strategy definition and strong execution.



Carolyn Aitchinson

NON-EXECUTIVE DIRECTOR

Carolyn trained as a civil barrister and has strong strategic investment experience, with a track record of building new businesses and containing risk during growth. She has extensive experience as a Director in financial, education and non-profit sectors, and is on the Board of Northern Trust Global Services Ltd, where she chairs the Audit and Compensations Committees. Carolyn is also on the Board at the University of Law and Edinburgh University's £400 million Endowment and Investment Fund.



Audrey Klein

NON-EXECUTIVE DIRECTOR

With an MBA from Northwestern University's Kellogg School of Business, Audrey has held a number of Director and Board positions at a variety of real estate organisations, including Cromwell and Corestate. She is currently the Head of Fundraising at Kennedy Wilson Europe, as well as being on the Corporate Board of Great Ormond Street Hospital. Audrey also holds advisory roles for real estate companies.



Images and assets

Logos

Planet Smart City - Group logo



Planet Smart City - Natal logo



Corporate factsheet

Planet Smart City's corporate factsheet is available to view [here](#).

Annual report

Planet Smart City's latest annual report is available to view [here](#).



Global social media channels

LinkedIn: <https://www.linkedin.com/company/planet-smart-city>

Facebook: <https://www.facebook.com/PlanetSmartCity>

Twitter: <https://twitter.com/planetsmartcity>

Instagram: <https://www.instagram.com/planetsmartcity/?hl=en>



Press contacts

Natasha Valentine

Head of Communications and Investor Relations

n.valentine@planetsmartcity.com / communications.planetsmartcity.com

+44 7851 245224

Hudson Sandler (Global)

Andrew Leach / Elliot Thornton / Andy Richards

planetsmartcity@hudsonsandler.com

+44 (20) 7796 4133

Twister Group (Italy)

planet@twistergroup.it

+39 02 438 114 200

Lintas Live (India)

planetsmartcityindiapr@lintaslive.in

+91 9969188086

Visar (Brazil)

amelia@visarplan.com.br

+55 (11) 3079 0123