



# PLANET smart city

## KEY FIGURES

**\$190m**

raised since inception

**300+**

shareholders

**3**

business units: real estate, digital and advisory

**10,200**

housing units currently in our pipeline (Brazil, India, Colombia, USA)

**45,000**

housing units aimed for sale by 2025

**700**

direct and indirect staff worldwide

Planet Smart City is a **proptech company** addressing the **global affordable housing challenge** by building **large scale real-estate projects**. Our unique business model is an integration of real-estate **smart solutions** coupled with **lifetime digital services** and an impactful framework of **social innovation**. By embracing **digital transformation**, we deliver a **customer-centric experience**, providing quality housing and digital services for an underserved population.

## FOCUSED ON DELIVERING POSITIVE CUSTOMER IMPACT

We are aligned with **9 out of 17** United Nations Sustainable Development Goals across **28 ESG** initiatives. We are now signatory partners of the UN Global Compact Report and are on track to develop a fully-fledged ESG platform.



## TOTAL ADDRESSABLE MARKET

With an addressable market of **400 million housing units** and growing annually, we aim at capturing **1% - 3%** of our target markets, with a projected annual run-rate of up to **60,000** built and sold new units from 2030. We partner with local best in class real estate developers to enable a scalable global model, providing faster growth and additional financial upsides such as high returns and lower equity risk.

## MANAGEMENT



**Stefano Buono**

CHAIRMAN

He took his company, AAA, public on the NASDAQ and later sold it for \$3.9bn to Novartis.



**Giovanni Savio**

CO-FOUNDER AND GLOBAL CEO

Track record of 80+ RE operations (100% success rate).



**Susanna Marchionni**

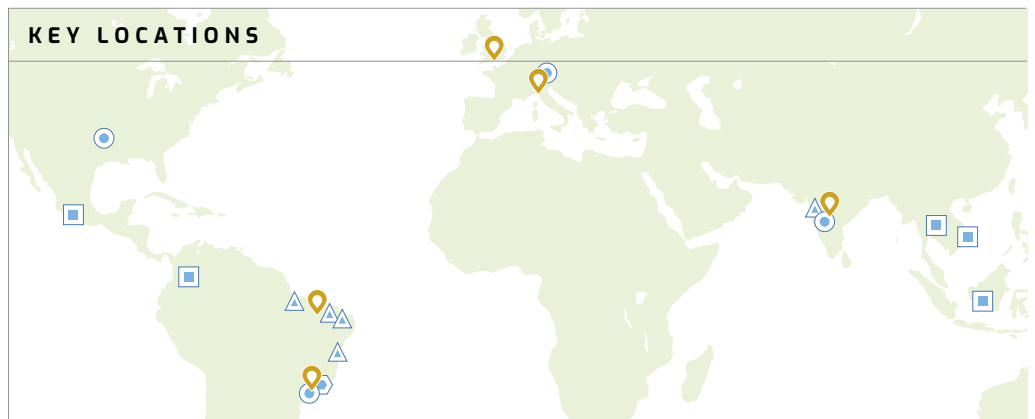
CO-FOUNDER AND BRAZIL CEO






+20 years in international RE.

## INTEGRATED BUSINESS MODEL

We created a **service-oriented replicable and scalable real-estate format** with **recurring revenues** originating from **digital lifetime services**. Our innovative approach transforms our value chain, modernising how we manage key components, from master planning to sales.

## KEY LOCATIONS



				
Offices	Smart city projects	Smart district projects	Smart co-living projects	Countries under preliminary analysis

**DIGITAL INNOVATION**



**SOCIAL INNOVATION**



**OUR PROJECTS**



**SMART CITY LAGUNA**

São Gonçalo do Amarante (CE), Brazil

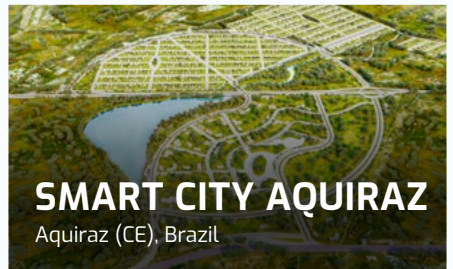
**5,100** housing units    **65** smart solutions    **19,000** future residents



**SMART CITY NATAL**

São Gonçalo do Amarante (RN), Brazil

**3,100** housing units    **50** smart solutions    **10,000** future residents



**SMART CITY AQUIRAZ**

Aquiraz (CE), Brazil

**4,600** housing units    **50** smart solutions    **18,000** future residents



**FREGUESIA DO Ó**

São Paulo, Brazil

**504** housing units    **50** smart solutions    **1,500** future residents



**UNIVERSE**

Pune, India

**1,780** housing units    **30** smart solutions    **5,400** future residents



**THE DISTRICT**

Little Elm, Texas, USA

**324** housing units    **30** smart solutions    **920** future residents