One place, a thousand opportunities
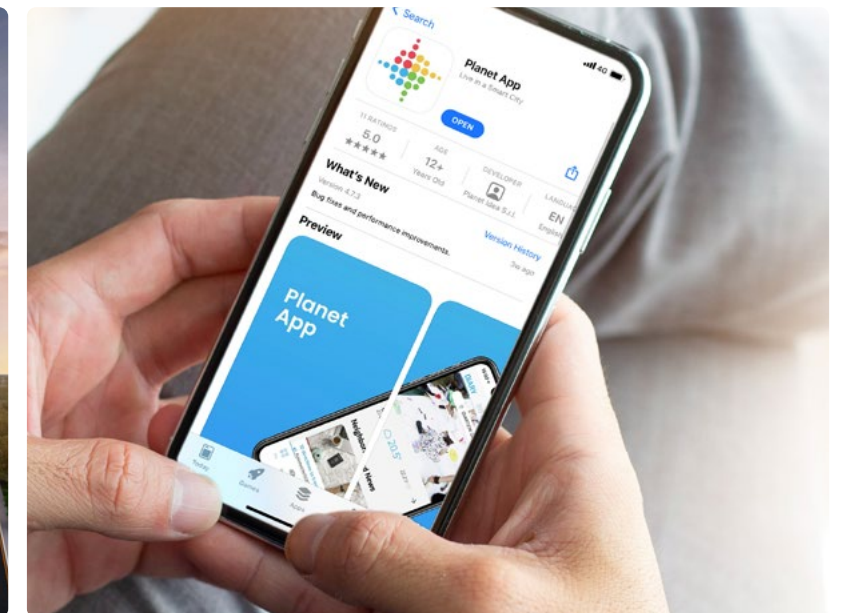
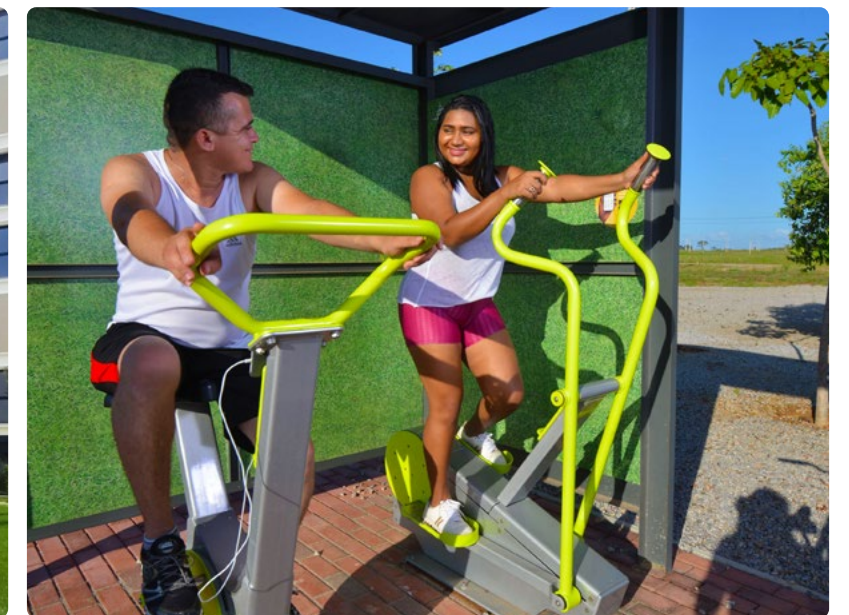**Planet Smart City** Company Presentation *February 2023*

We are pioneering the integration of **proptech**, **sustainability** and **social inclusion** **solutions** in large scale, smart, **affordable housing developments**

01

Who we are

We are a leading player in the **affordable housing market** integrating **proptech** and **ESG solutions** in our real estate developments

What we do

We design, build and sell large real estate developments based on **scalable and replicable formats services-oriented** to create and empower local communities. Our formats range **from 800 to 1,500 units** and can be comprised of single housing units or large condos.
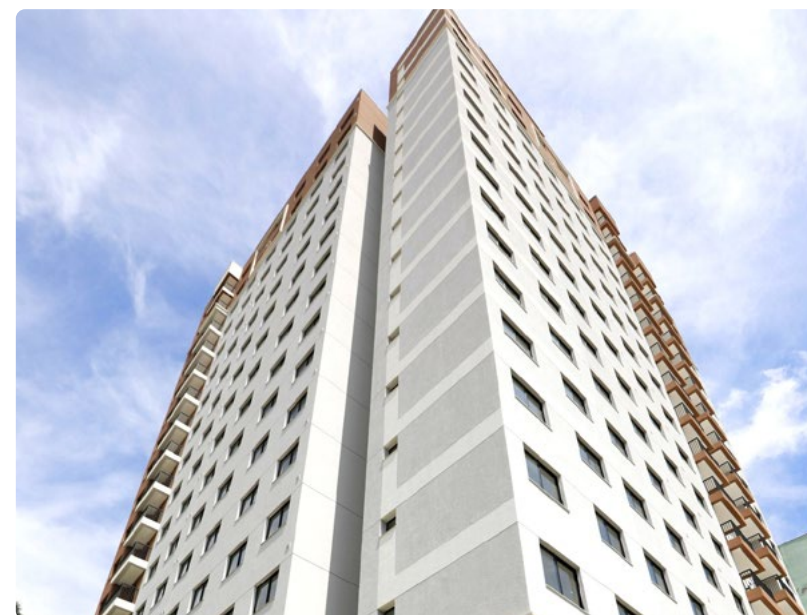
Our projects

Planet created **three real estate formats** optimised to integrate high value smart solutions while keeping the price in line with local **affordable housing markets**.

01
Who we are

Our history

Founded in **2015** by real estate experts **Giovanni Savio** and **Susanna Marchionni**. Planet Smart City is chaired by physicist and entrepreneur **Stefano Buono**.

Planet Smart City was founded in 2015 by Giovanni Savio, Global CEO, and Susanna Marchionni, CEO in Brazil.

After more than 20 years of experience in Italian real estate development, the two entrepreneurs sought new markets offering better growth prospects and returns.

Over the years, Planet's growth received a major boost as the Company's exciting and unique concept quickly attracted new investors who believed in the replicability of its smart affordable format and the potential of the largely unmet demand for better quality solutions in the market.

Investing alongside best-in-class entrepreneurs

Stefano Buono

CHAIRMAN

The ex-CERN physicist and entrepreneur took his company, AAA, public on the NASDAQ and later sold it for $3.9bn to Novartis. He also holds the position of Chairman in LIFTT and is co-founder and CEO of NewCleo.

> Planet has expertly anticipated the disruptive change taking place in the real estate sector, which has been traditionally quite slow to embrace innovation. The team has comprehensive skillsets and a proven track record to establish itself as a leader in the sector.

Giovanni Savio

CEO AND CO-FOUNDER

Serial entrepreneur. He accomplished his first exit when he was 26. He then entered the real estate business in 1993. To date Giovanni's flawless track record of execution amounts to 80+ RE developments/ renovations (100% success rate).

> Planet is transforming how affordable housing is delivered worldwide, offering superior quality, promoting inclusivity, and raising the quality of life in cities. With different formats that work in markets such as Brazil and India, we have the power to create real transformation in an ever-changing world.

Susanna Marchionni

BRAZIL CEO AND CO-FOUNDER

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.

> Our idea responds to the necessity of addressing the high number of people who need and deserve affordable quality homes. We did that by putting them first, the people. By building communities that democratised smart infrastructure making it available for everyone.

Our strategic pillars

Our target market

Large-scale, smart, affordable housing projects in countries characterised by high level of housing deficit.

7 target countries

The real estate formats

We developed three real estate formats, recognisable and replicable, optimised to integrate a package of high value smart solutions.

Our formats are:
Smart Building
Smart District
Smart City

Proptech and ESG trends

Proptech and ESG trends will change the rules of the real estate game, leaving space for new players outperforming in innovation.

Planet pioneers the integration of Proptech and ESG solutions into affordable housing developments.

Our values

People-centric connection

Commitment to care

Dedication to innovation

Mindful leadership

Impactful growth

Authentic compassion

People

We are expanding and we continue to search and hire talent from a wide and diverse talent pool to ensure we create inclusive, equal and diverse workplaces for our employees.

We seek both global and local talent that is in line with our values; people centric with mindful leadership.

Our global footprint

We have a global footprint in the affordable housing sector

Our team

Around the world we have a team of more than **1,500 direct and indirect people** across a **variety of roles**, including architects, designers, engineers and sociologists. We encourage diversity and **3 out of 7** of our Board Directors are women and our Competence Centre (in Italy) employs **46% women**. Our team is made up of **17 nationalities**.

Our projects

We have launched projects in **four continents.**

This includes large-scale residential projects such as Smart City Horizontal and Vertical as well as Smart Districts.

Our current pipeline amounts to **10 active real estate projects** for a total of **9,000 housing units**.

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

Planet in numbers

$114m
2022 estimated
adjusted revenues

6
Countries identified
as priority markets. Planet
present in three of them

12
active projects –
2 of which completed
and 10 under development

10
Advisory projects
with Planet concept

1,700
Over 1,700 **employees** (direct and
indirect) in Brazil, India, United
Kindgom, USA and Italy combined

350+
**Architects, designers and
engineers** in our in house
Competence Centre

3,500
Families already
living in our projects

70%
App adoption in our districts

9
We are aligned with nine of
the **United Nation's Sustainable
Development Goals**

1
Major first global player in
affordable housing with
a smart and ESG approach

400+
Investors and raising

+$176m
Raised so far from private
individuals, family offices
and institutional investors

How we make the difference

We have identified key ESG aspects where we can make the greatest impact.

In particular, we have identified the nine out of 17 UN Sustainable Development Goals (SDGs), which are most aligned with our vision.

In addition, in 2020 we also became a UN Global Compact signatory.

4. QUALITY EDUCATION
10,000 people – both locals and members of the community at large – are benefited from courses and free learning opportunities.

5. GENDER EQUALITY
We give women access to financial as well as health services. We empower them to become homeowners and they are often the first in their families to do so.

6. CLEAN WATER AND SANITATION
Our smart cities include large lagoons for water storage. At Laguna, a new 15km pipeline will connect homes to the public water grid.

7. AFFORDABLE AND CLEAN ENERGY
Our sites use low-energy lighting. We have tested solar energy and smart street lighting at Laguna, where 882 efficient lamps have been installed.

9. INDUSTRY, INNOVATION AND INFRASTRUCTURE
We promote matchmaking platforms for services such as carpooling and babysitting via the Planet App.

10. REDUCE INEQUALITIES
Our Innovation Hubs are the first buildings to be built on our sites. Through them we deliver a wide range of educational programmes for residents and surrounding communities.

11. SUSTAINABLE CITIES AND COMMUNITIES
Smart City Laguna includes an efficient 32km road network, while Universe in India boasts 40 vehicle-free acres.

12. RESPONSIBLE CONSUMPTION AND PRODUCTION
In the Cesano Boscone district, Italy, our community compost bin aims to improve the local average of organic collection to over 350 tonnes per year.
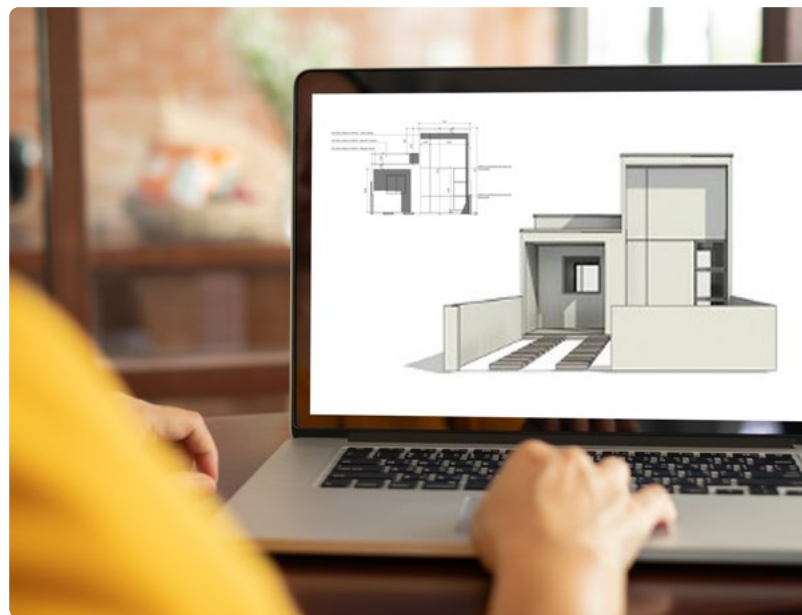
17. THE PARTNERSHIP FOR GOALS
Planet has signed a Memorandum of Understanding with UN-Habitat to provide services to communities in some of the most densely populated areas of Africa through access to the Planet App.

02

What we do

In a world where...

The urban population is estimated to grow at a **CAGR of +1,42%*** per year up to 2050 according to World Urbanisation Prospects by the UN

Brazil

China

The affordable housing market turnover is above **$350bn** per year

Ghana

10 million affordable housing units are developed every year

Mexico

400 million** low to medium income families live in unsafe and overcrowded housing globally

*Source: World Urbanisation Prospects by the UN
**Source: World Cities Report 2020 by the UN

Our ambition

We are bold in our ambition.

We aim to pioneer **new standards for affordable housing** around the globe which will create **sustainable value** for our stakeholders, communities and future generations.

In 10 years from now, our aspiration is to **deliver over 45,000 housing units** every year.

2026 TARGETS

REAL ESTATE	**16,000** housing units sold in 2026	**$800m** adjusted revenues (8x vs 2021)	**-20%** CO_2 emissions vs. baseline
DIGITAL	**400,000** households on the Planet App	**$23m** revenues from digital services	**1m** people impacted by our digital services

Revolutionary User Experience for residents

We deliver revolutionary User Experience (UX) for residents following steps already taken by other leading brands and industries.

1990s

From calculators and typewriters to laptops

Computers' UX and computational power changed productivity forever, integrating thousands of functions in just one product.

2000s

From phones to smartphones

Smartphones' UX and app ecosystems changed communications forever thanks to ease-of-use and applications' endless possibilities.

2010s

From cars to EV

EVs' UX is unlike any other car. All driver controls are accessible in the wide touchscreen, creating a sense of openness from every seat and the OS is regularly updated with new functions, settings and more.

2020s

From homes to Planet

Planet housing units are not just physical places but real hubs for families. Planet's residents can access a variety of services and amenities available in the district. A seamless experience residents take with them everywhere via our Digital Platform.

Three Business Units working in synergy

We are committed to leading a new generation of inclusive, affordable and connected living.

Real estate

Develops **real estate projects** directly or in partnership with local developers.

Our projects are designed for **affordable housing**.

Digital services

Builds the **digital platform and the app ecosystem** to enrich residents' user experience

It serves all Planet's real estate projects and it is also open to help third-party developments, not necessarily in the affordable sector.

Advisory services

Offers advisory services for the **integration of smart solutions** (with a special focus on proptech and ESG) into real estate projects for both internal and third-party developments, not necessarily in the affordable sector.

A laboratory for the real estate of tomorrow

R&D activities are performed to deliver innovation and differentiation.

350+ multi-disciplinary professionals work together to improve residents' user experience and outperform competition across **six areas of innovation.**

Internet of Things

Community development

Digital services

Quality design with innovative solutions

Digital marketing

Sustainability

Our three real estate formats

Smart Building

A building or small residential development of **50-400 housing units** located in a central area of the city.

Location Urban centre	**Shared spaces** 80m²
Housing units 50-400	**Smart Package** 50+ smart solutions
Housing units size 80m²	

Smart District

A peri-urban neighbourhood that involves the development of circa **1,000 housing units**.

The district can be located in the outer belt of large cities.

Location Outskirts of urban centres	**Shared spaces** 300-1,000m²
Housing units 400-1,000	**Sports Area** 200-1,000m²
Housing units size 35-50m²	**Smart Package** 35+ smart solutions

Smart City

It involves the construction of real estate developments that can reach up to **3,000 housing units** and is usually located outside of urban centres.

Location Outside of the urban centre	**Shared spaces** 800-1,000m²
Housing units 1,000-3,000	**Sports area** 650-1,200m²
Housing units size 48-55m²	**Smart Package** 35+ smart solutions

Our projects

Planet product milestones Real estate and advisory

REAL ESTATE PROJECTS

- **2015**
- **2019**
- **2020**
- **2021**
- **2022**

Smart City Laguna
CEARÁ, BRAZIL

Smart City Natal
RIO GRANDE DO NORTE, BRAZIL

Smart City Aquiraz
CEARÁ, BRAZIL

Viva!Smart Bela Vista
SÃO PAULO, BRAZIL

Viva!Smart Freguesia do Ó
SÃO PAULO, BRAZIL

Universe
PUNE, INDIA

Viva!Smart Itaquera
SÃO PAULO, BRAZIL

The District in Little Elm
DALLAS, USA

Three Jewels
PUNE, INDIA

Little Earth
PUNE, INDIA

MAIN ADVISORY PROJECTS

- **2017**
- **2020**
- **2021**
- **2022**

Quartiere Giardino
MILAN, ITALY

REDO
MILAN, ITALY

SeiMilano
MILAN, ITALY

MIND
MILAN, ITALY

Aria
MILAN, ITALY

Our real estate projects Horizontal smart cities

The most consolidated format, involving the construction of real estate projects up to 3,000 housing units. It is usually located outside of urban centres.

Smart cities can be:

Vertical: projects with housing units located in buildings with more than 10 floors;

Horizontal: projects with one or two floor housing units.

Smart City Laguna
FORTALEZA, BRAZIL

Smart City Natal
NATAL, BRAZIL
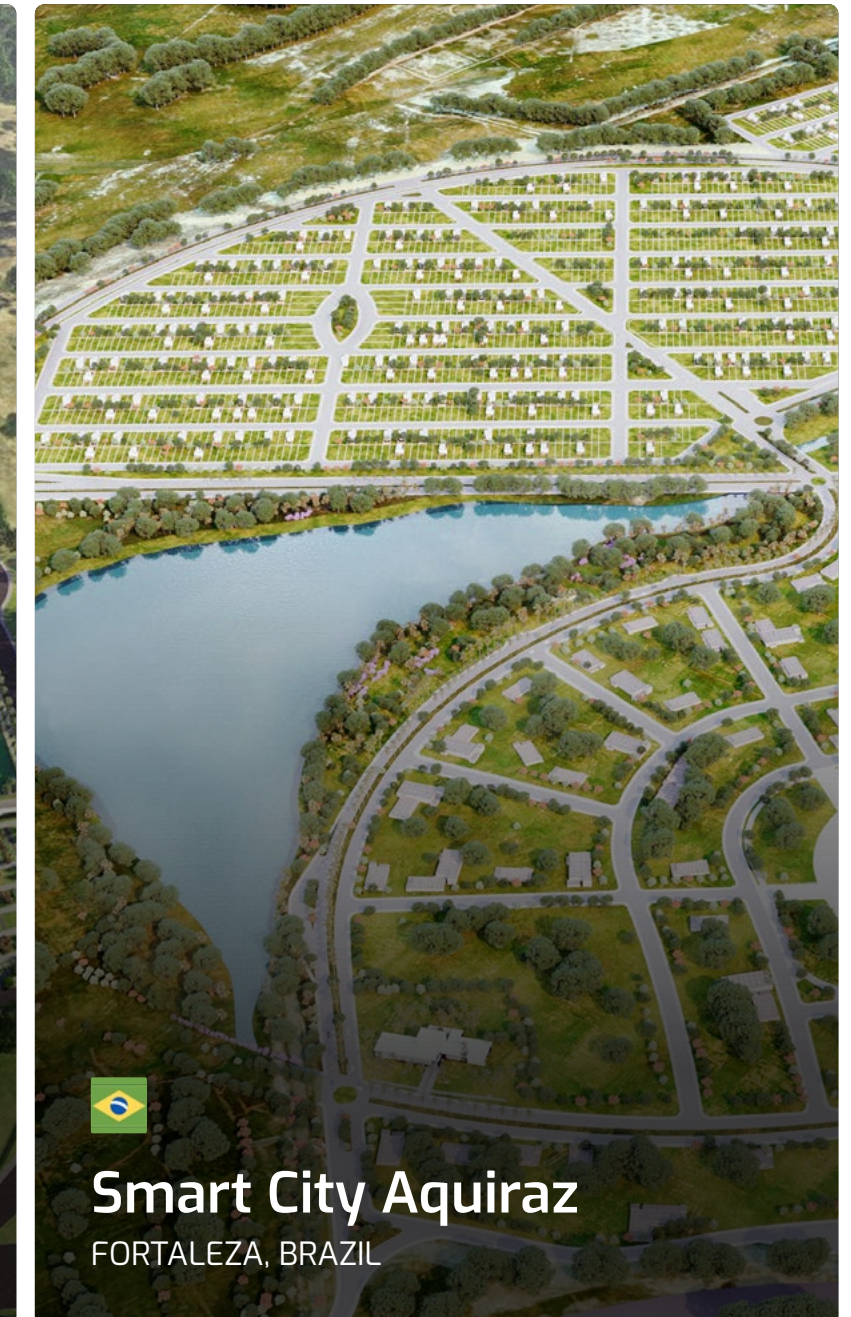

**Smart City Aquiraz**
FORTALEZA, BRAZIL

Our real estate projects Vertical smart cities

The most consolidated format, involving the construction of real estate projects up to 3,000 housing units. It is usually located outside of urban centres.

Smart cities can be:

Vertical: projects with housing units located in buildings with more than 10 floors;

Horizontal: projects with one or two floor housing units.

Universe
PUNE, INDIA

Three Jewels
PUNE, INDIA

Little Earth
PUNE, INDIA
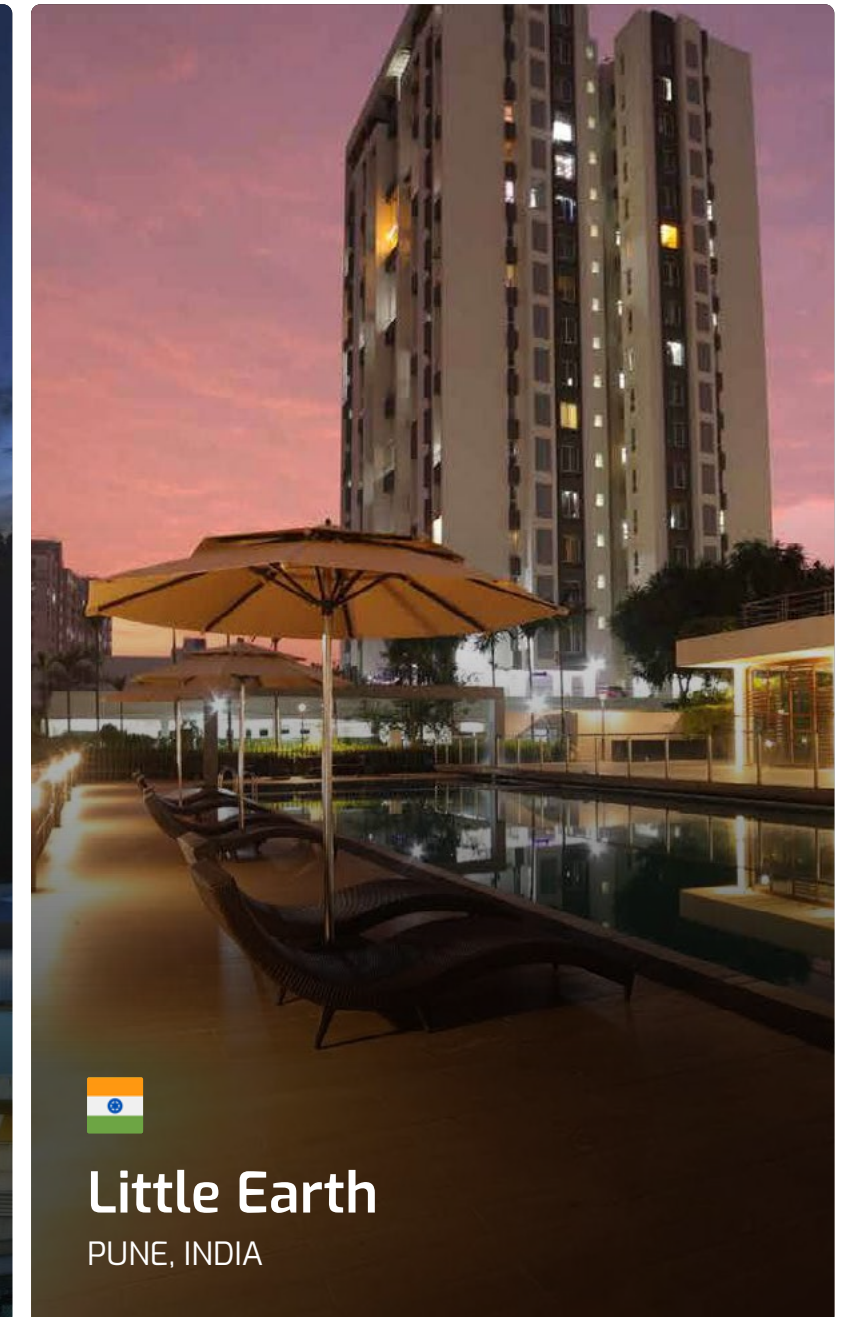
Our real estate projects Smart district

A peri-urban neighbourhood involving the development of circa 1,000 housing units.

The district can be located in the outer belt of large cities.

If the project exceeds 1,000 housing units but the area is smaller than five ha, it is identified as Smart District instead of Smart City.

Viva!Smart Freguesia do Ó
SÃO PAULO, BRAZIL

Viva!Smart Bela Vista
SÃO PAULO, BRAZIL

Viva!Smart Itaquera
SÃO PAULO, BRAZIL

Not yet launched

Viva!Smart Barra Funda
SÃO PAULO, BRAZIL

The District in Little Elm
DALLAS, USA

A sample of our advisory projects

Innesto
MILAN, ITALY

REDO
MILAN, ITALY

SeiMilano
MILAN, ITALY

MIND
MILAN, ITALY

Aria
MILAN, ITALY

planetsmartcity.com