



Media kit

FEBRUARY 2025

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About Planet Smart City



About us

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 global leading proptech company that designs and builds neighbourhoods in countries with high housing deficits and works in partnership with real estate developers around the world to improve quality of life.

Planet Smart City's mission is to create communities that respect local cultures and support inclusivity and sustainability.

It does this through integrating innovative infrastructural, technological and social innovation solutions into its projects.

The research, development and integration of these innovative solutions is undertaken by subsidiary **Planet Idea**, which operates through multidisciplinary Competence Centres in Turin (Italy) and Pune (India).

Planet Idea has, amongst other projects, 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 business 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 circa **US \$175 million** of capital from institutional and private investors to implement its ambitious growth plans.



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.

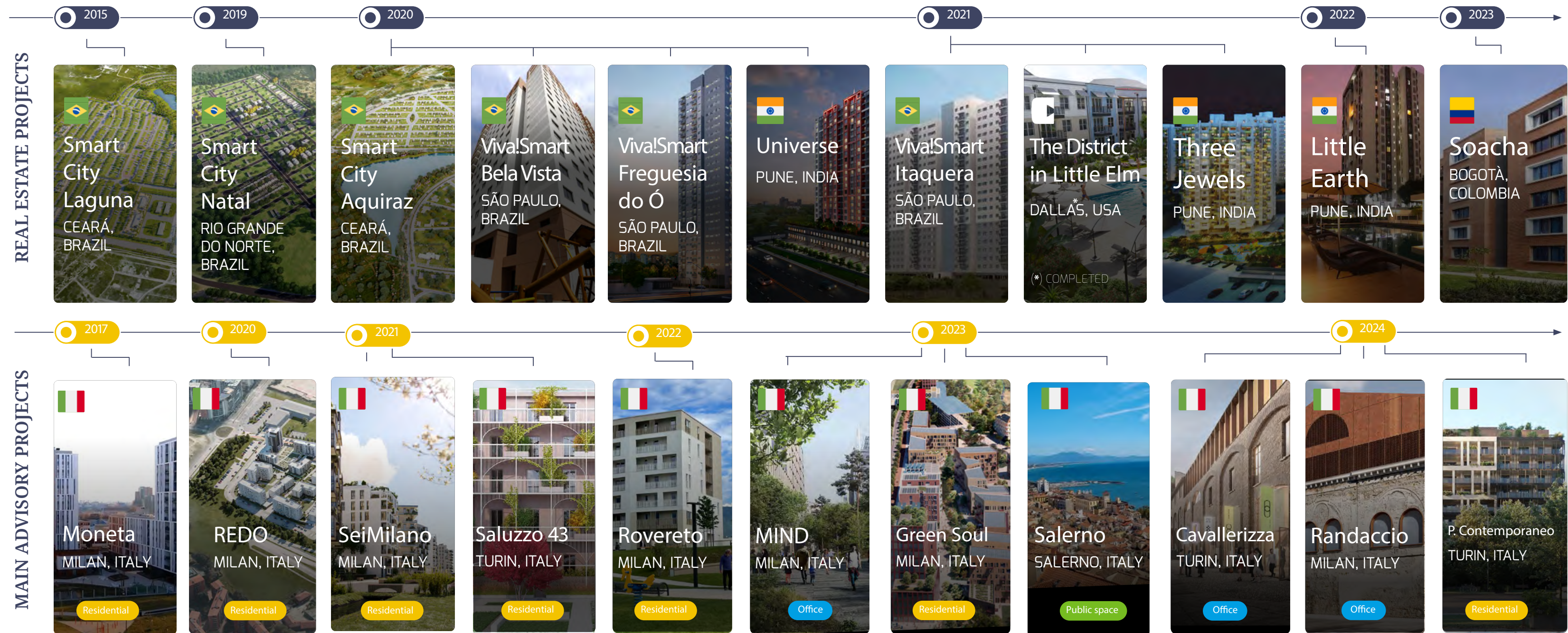
Planet Smart City was founded in 2015 by Giovanni Savio, Global CEO, and Susanna Marchionni, CEO in Brazil.

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.



Products' timeline



Chairman and founders



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 skill-sets 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 Plane and is the driving force and thought leader of smart, affordable housing in Brazil. She has over 20 years of experience 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.



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 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 (IT), our community compost bin aims to improve the local average of organic collection to 350 tons 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.



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 1,700+ 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 21 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 11 active real estate projects for a total of 9,000 housing units.

LOCATIONS

 Offices	 Smart city projects	 Smart district projects	 Countries under preliminary analysis
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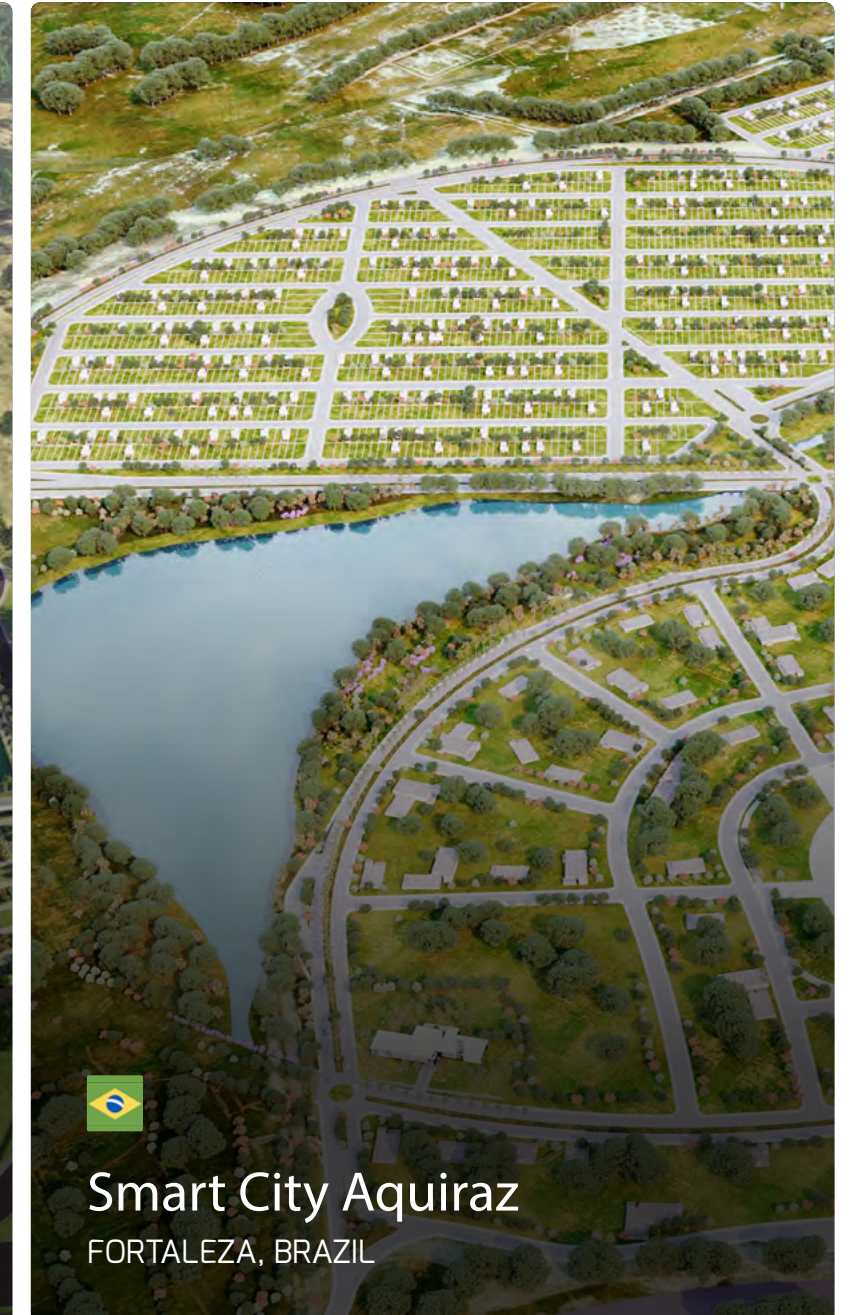
Our real estate projects Horizontal smart cities

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.



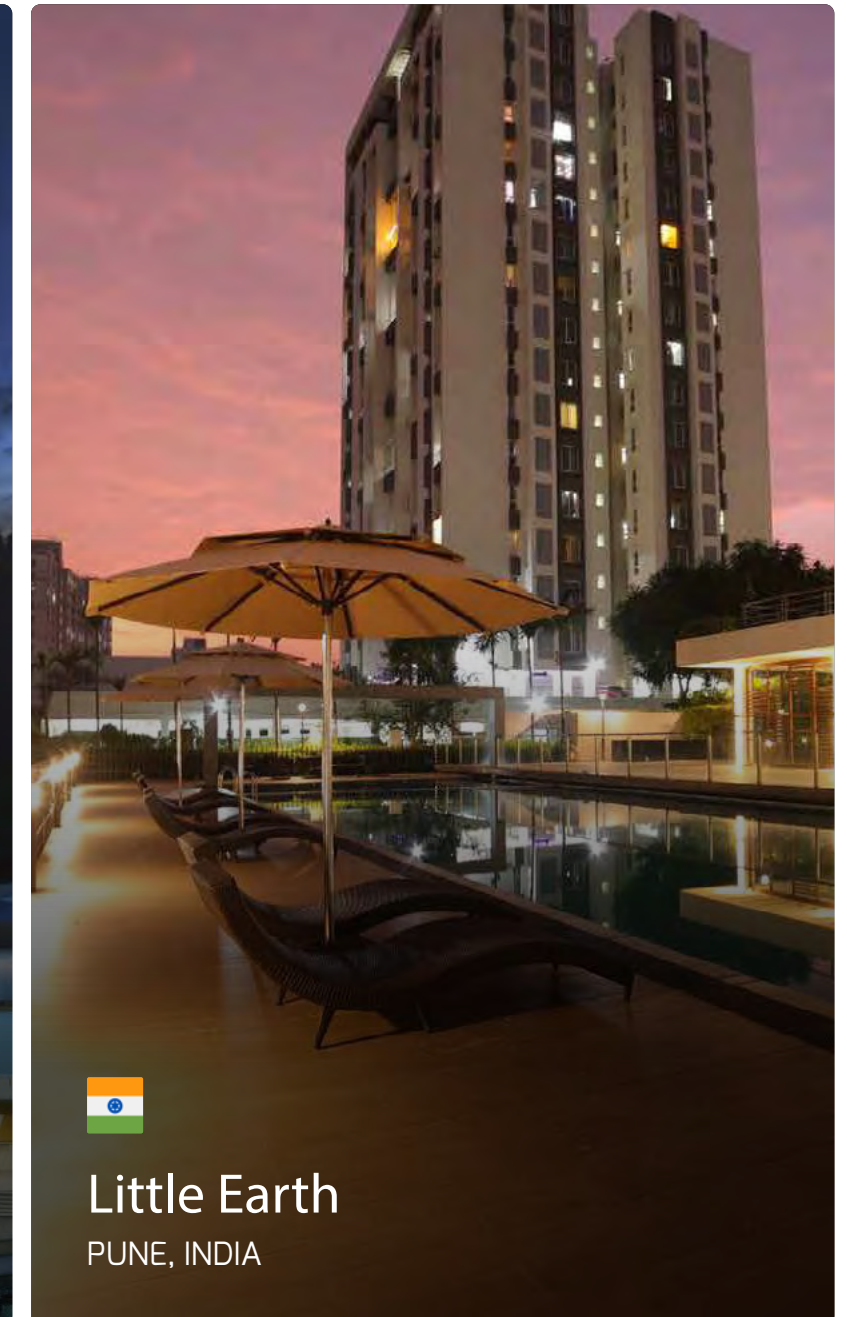
Our real estate projects Vertical smart cities

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.



Our real estate projects Smart districts

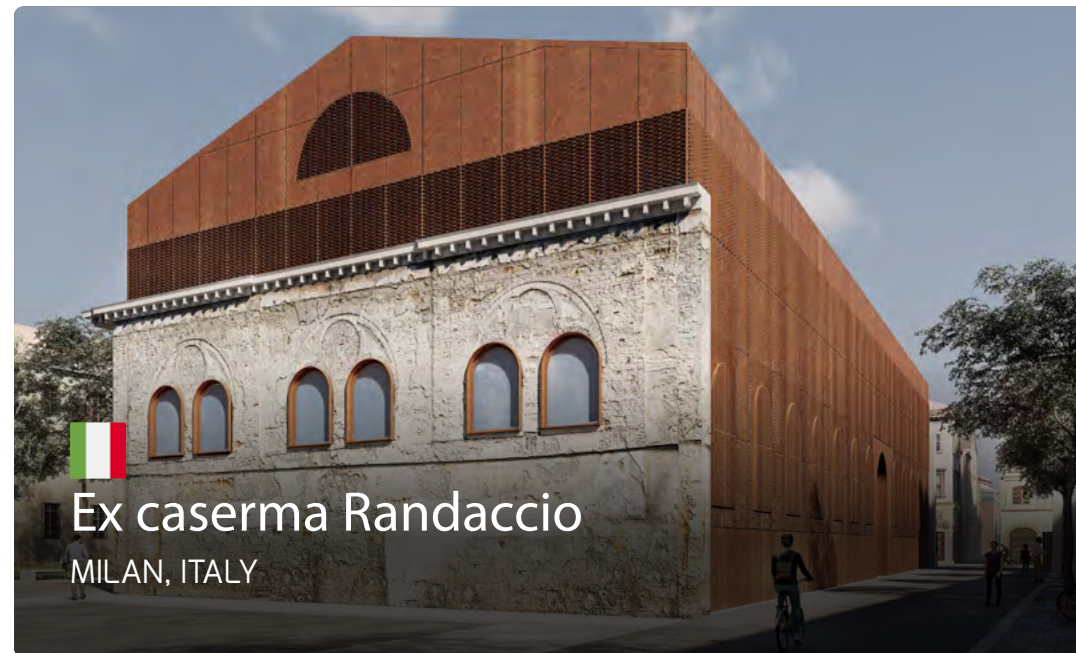
A peri-urban neighbourhood involving the development of circa 1,000 housing units.

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.

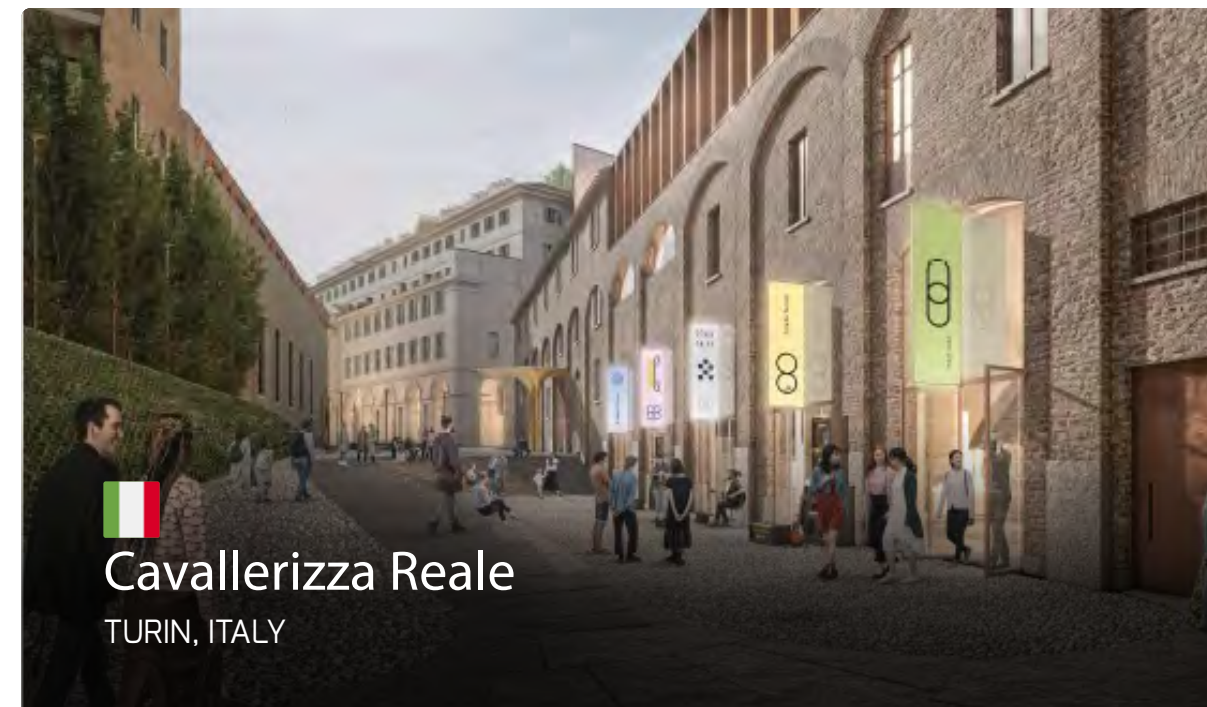


Our advisory projects - A selection



**Consulting services
that encompass various
sectors of the real estate
industry.**

We have worked on residential
projects in the affordable housing
and the luxury segment, as well
as expanding our services to the
office target.



Planet in numbers















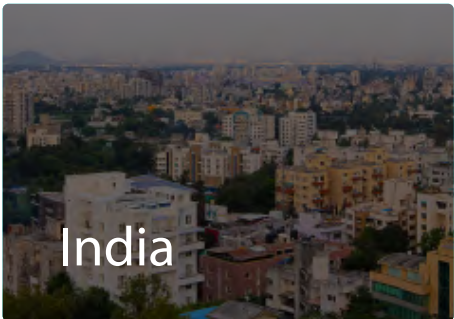




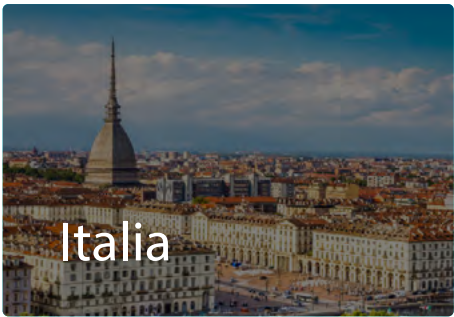




02

Social Media



Social media profiles

 Global	 planetsmart city.com	 facebook	 Instagram		 YouTube	 LinkedIn
 Brasil	 planetsmart city.com.br	 facebook	 Instagram		 YouTube	 TikTok
 India	 planetsmart city.in	 facebook	 Instagram	 YouTube		
 Italia	 planetsmart city.it	 facebook				



03

Contacts

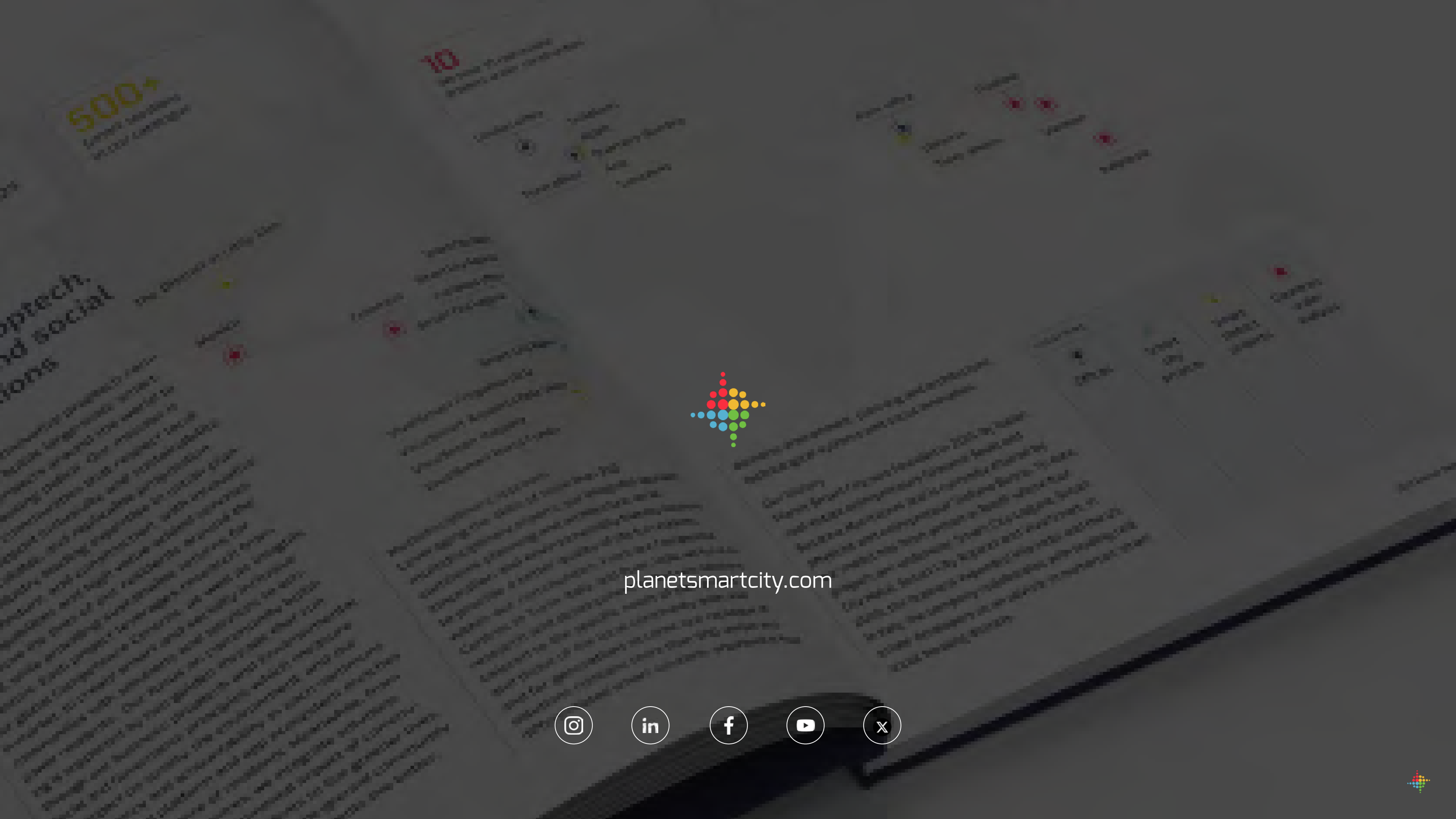


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