

Planet Smart City attracts more blue-chip investors to latest successful fundraising

31 May 2019 – Planet Smart City, the UK headquartered global leader in smart affordable housing, has completed a third round of capital fundraising, bringing the total amount raised in the last 10 months to more than €50m.

The funds will be used to finance the company's ambitious growth plans, which includes the launch of eight large-scale residential projects in the next 18 months.

The latest round of fundraising attracted €6.5m from family offices and institutional investors including Equiter, an investment group controlled by some of Italy's major banking foundations, which focuses on companies and funds pursuing financial returns and a positive social and environmental impact.

Giovanni Savio, co-founder and global CEO of Planet Smart City commented: "The continued interest shown by potential investors prompted us to initiate the third round of capital fundraising earlier than anticipated, helping us to accelerate our development plans. Our current developments in Brazil - Smart City Laguna and Smart City Natal - in addition to projects in Italy, are important proof points which demonstrate the strength of our business model. As we continue to grow, we are identifying further markets for new projects."

A total of €44m was raised in previous rounds of fundraising. Among the investors was physicist and entrepreneur Stefano Buono, who founded Advanced Accelerator Applications (AAA) in 2002 and oversaw its acquisition by Novartis in 2018. Stefano became Chairman of Planet Smart City in October 2018.

Planet Smart City is currently building Smart City Laguna, the first smart affordable housing project in the world, and has just launched Smart City Natal. Together these neighbourhoods will provide quality homes to around 40,000 people. The company is also advising on REDO, the first smart social housing district in Milan funded by the Lombardy Real Estate Fund and managed by InvestiRE Sgr.

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Press Contacts

planetsmartcity@hudsonsandler.com

Andrew Leach / Nelly Akpaka
+44 (20) 7796 4133

About Planet Smart City

The global leader in smart affordable housing, Planet Smart City designs and builds cities and neighbourhoods that place people at the heart of every project. Our multi-disciplinary teams integrate architectural, digital, environmental and social innovation solutions to deliver high-quality low-cost homes, creating lasting value. As Planet sees cities evolving, we deliver places which host more than homes. They

are supported by great infrastructure, technology, services and community engagement programmes.

Founded in 2015 by Italian real-estate experts Giovanni Savio and Susanna Marchionni, and chaired by physicist and entrepreneur Stefano Buono, the company has the vision to offer everyone the opportunity to live in a better home. Planet tackles the global housing crisis in countries with large housing deficits and also works in partnership with developers worldwide to revitalise existing communities through smart technologies. Our know-how is transferred globally whilst always catering for local culture and needs.

Planet's unique proposition has become a reality in Brazil where we are building Smart City Laguna, the first smart affordable housing project in the world, and Smart City Natal. Together, they will have about 40,000 residents. The company also has an active portfolio in Italy where it develops smart projects with key developers. Headquartered in London, Planet recently raised more than 44 million euros and is executing an ambitious growth plan which includes the launch of 8 large-scale residential projects in the next 24 months.

For further information please see [here](#)