

## **Planet Smart City expands further in Brazil with new Smart City launch**

***Smart City Aquiraz, Planet's fourth development in the country, will be home to 18,000 residents***

**26<sup>th</sup> May 2020** - Planet Smart City, the global leader in smart affordable housing, has expanded its presence in Brazil with the launch of its fourth smart project in the country: Smart City Aquiraz. The 200-hectare site, which is located just 29km from Ceará's capital Fortaleza and 6km from the popular tourist beach of Praia Bela, will be home to more than 18,000 residents and easily accessible by public transport.

Through its unique proptech approach, Planet applies its expertise in smart solutions integration, digital technologies, services and social innovation to enhance quality of life. Embracing digital transformation, the company places its residents at the heart of its activities. Its smart, sustainable and socially inclusive communities are supported by the unrivalled services of the Planet App, Planet Smart City's proprietary digital platform which enables residents to engage with each other and the neighbourhood around them.

Following the successful launch of Smart City Laguna, also in Ceará, Smart City Natal, in Rio Grande do Norte, and Viva!Smart in São Paulo, Planet Smart City will invest a total of U\$ 40 million to design and develop the new city. Smart City Aquiraz will incorporate Planet's expertise in bringing together superior infrastructure, urban planning, sustainability, digital services and social innovation programmes to deliver affordable high quality, low cost homes which is transforming the way affordable housing is delivered worldwide.

Smart City Aquiraz will feature a host of social and digital solutions including a free library, cinema, outdoor fitness areas, cycle lanes, urban gardens, a football pitch, shared kitchen facilities for residents as well as technological features such as free Wi-Fi across communal areas. The impressive offering is underpinned by the unrivalled services of the Planet App, Planet Smart City's proprietary digital platform which enables residents to engage with each other and the neighbourhood around them.

Construction of infrastructure in the first phase of the development has already been delivered. The city features two-bedroom houses, which will start to be built as soon as lockdown in the state of Ceará is lifted. First residents are expected to move in by the end of 2020.

Located on the CE-040 highway, with daily public transport available, Smart City Aquiraz provides affordable homes for those who work in the capital as well as Fortaleza's buzzing tourism industry. Close by is the state's second-largest hotel park and many beautiful beaches as well as Beach Park – the largest water park in South America.

**Susanna Marchionni, CEO of Planet Smart City in Brazil** said: "We are excited to further extend our presence in Brazil with the addition of Smart City Aquiraz. Brazil is one of the top five countries with the largest housing deficits worldwide, and through our projects we are able to

tackle this issue. Aquiraz's smart affordable homes, valuable services and convenient location near Fortaleza's tourist hotspots will create a buzzing community for years to come."

**Giovanni Savio, Global CEO of Planet Smart City** added: "We are delighted to launch Smart City Aquiraz and have seen great demand from potential new residents. As with all our cities it is designed to be inclusive, connected and vibrant, supported by a range of services that encourage shared economics and a new way of community living."

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### **About Planet Smart City**

Proptech company Planet Smart City designs and builds smart, affordable neighbourhoods that provide more than just homes. With a global footprint in the affordable housing market across both emerging and developed markets, Planet enhances its residents' quality of life by applying its expertise in smart solutions integration, digital technologies, services and social innovation. Its smart, sustainable and socially inclusive neighbourhoods are supported by the unrivalled services of the Planet App, Planet Smart City's proprietary digital platform which enables residents to engage with each other and the neighbourhood around them.

The business was founded in 2015 by Italian real-estate experts Giovanni Savio and Susanna Marchionni, and is chaired by physicist and entrepreneur Stefano Buono. Planet Smart City tackles the global housing crisis challenge in countries with large housing deficits and also works in partnership with developers worldwide to revitalise existing communities. The company is focussed on generating positive social impact and has created an innovative format for smart developments that can be replicated worldwide.

Planet's unique proposition has become a reality in Brazil where it is building four smart projects -- Smart City Laguna, Smart City Natal, Smart City Aquiraz and Viva Smart. The company has also launched its first real estate project in India and has an active portfolio in Italy where it works in partnership with key developers.

Headquartered in London, Planet raised 100 million euros since inception and is executing an ambitious growth plan which includes the launch of 30 projects by 2023 with an intermediate milestone of eight large-scale residential projects launched in 2020.

For further information please visit [www.planetsmartcity.com](http://www.planetsmartcity.com)