

## **Planet Smart City invests in digital services with acquisition of Djungle**

***Proptech business acquires 100% of the innovative start up specializing in customer engagement and customer loyalty solutions***

**London, 31<sup>st</sup> December** – Planet Smart City, a leading global proptech company that designs and builds smart affordable neighbourhoods, has completed the acquisition of Djungle, a digital services developer specialising in the design of digital solutions for customer engagement and loyalty in the retail sector. The transaction will be satisfied in cash and shares.

The acquisition of Djungle is aligned to Planet Smart City's mission and development strategy and will help foster social innovation within the company's smart real estate projects, which are supported by digital services that facilitate interaction between residents to drive community engagement

Djungle's technology and know-how will support, among other workstreams, the continued development of the Planet App, the company's Planet's unique community platform, to achieve the objectives of the Group's business plan. Gamification – the application of gaming principles to non-gaming contexts – plays a central role reaching this target and will be facilitated by the transaction.

Specifically, gamification is expected to drive residents' loyalty to the Planet App and participation in community life, reward the most active and engaged, foster socially and environmentally conscious behaviours and significantly improve quality of life.

Djungle was founded in Turin in 2017 by Alessandro Nasi and Giulietta Testa with the mission of utilising gamification and big data analytics to reinvent customer engagement and customer loyalty in the retail sector. Its proposition combines Djungle's proprietary technology with creativity solutions and is aimed at improving customers' digital experience and the quality of their interactions with retailers. Djungle's unique offer and innovative approach has resulted in its rapid and impressive growth, leading to partnerships with well-known international brands including Flying Tiger Copenhagen.

**Alan Marcus, Chief Digital Strategy Officer of Planet Smart City**, states: "Djungle helps build a direct, personalised digital channel that changes the way we engage with our communities. This acquisition creates exciting possibilities which, using the flexibility of Djungle's proprietary technology, will increase residents'



engagement in community life while driving the development of the Planet App to enhance the value of our projects.”

**Gianni Savio, Chief Executive Officer of Planet Smart City**, declared: “Planet Smart City and Djungle share similar business models that focus on directly impacting the end-users of their unique offers. Driving interaction and engagement are key elements of our propositions and the clear synergies this acquisition presents will support our communities moving forward. As a result of the transaction, Planet will strategically integrate two areas expertise to create a strong interdisciplinary group, which will enable us to generate new ideas and continue the digitisation of real estate services.”

**ENDS**

**Planet Smart City ([www.planetsmartcity.com](http://www.planetsmartcity.com))**

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 over 100 million euros of capital from institutional and private investors to implement its ambitious growth plans, with the aim of launching projects amounting to 44,500 housing units by 2025.



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