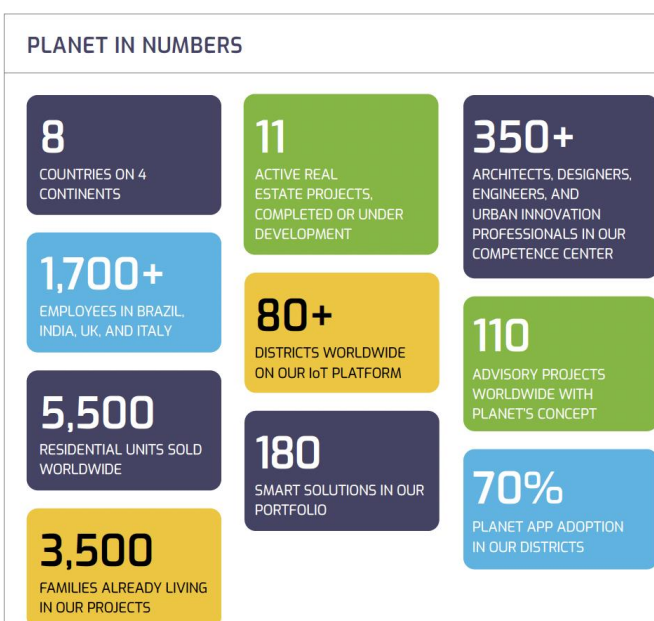


Planet Smart City at MIPIM 2024: from the 12th to the 15th of March Planet will be present with a stand (R7.D1) On the forefront to offer Advisory and Digital solutions

Turin, 6 March 2024 - Planet Smart City will be a prominent participant at MIPIM 2024, the key event for real estate professionals, to be held from the 12th to the 15th of March at the Palais des Festivals in Cannes.

The company will be sharing the stand (R7.D1) with Palladium Group, a company with which Planet has collaborated for many years in Italy and worldwide.

At the heart of Planet's participation will be the services provided by the company's Advisory and Digital Units to developers, managers of large residential complexes, and public administrations worldwide to help make their real estate projects smart, inclusive and efficient.



Planet Advisory, with a team of over 350 multidisciplinary professionals at its Competence Center in Turin, is a leader in architectural, structural and systems design. It also offers smart engineering services, integrating proptech solutions and complying with ESG principles in residential, commercial and public projects. Thanks to the extensive experience gained by Planet Smart City in the creation of smart real estate districts worldwide, the Advisory Unit has provided consultancy services in 110 residential and commercial developments in Europe, the United States, Brazil, and India.

Planet Digital operates in diverse sectors such as proptech, software, mobile, and IoT in order to deliver innovative services aligned with the latest innovation trends in the real estate sector. The Digital Unit offers customised SaaS solutions for

developers, property asset managers and residents and analyses behavioural data from residential communities, providing unique analytics for both the public and private sectors.

Three of Planet's flagship digital products will be showcased at MIPIM: the Planet App, for the development and management of resident communities; the Planet Energy App, for real-time monitoring of energy consumption, associated costs and CO₂ emissions; and the Planet SIM, which monitors and reports on water and lighting consumption, as well as managing smart locks and integrating with other devices, such as solar panels and electric vehicle charging stations. These tools are already active in over 80 residential districts worldwide.

The stand will showcase some of the Italian and international projects developed by the Advisory and Real Estate Units that reflect the Planet Smart City vision. These include Quartiere Giardino, Redo Merezzate and SeiMilano (in Milan), Three Jewels and Universe (in India) and Little Elm in Texas (the latter in collaboration with Palladium Group).

The Planet Smart City delegation will include Daniele Russolillo (Deputy CEO & COO), Pietro Putetto

(CEO of Planet Smart City - Advisory), Alex Marchesini (CEO of Planet Smart City - Digital), Andrea Palisca (Head of Product - Digital), Cinzia Calvi (Global Head of Smart Integrated Design), Elena Reynaud (Sales Manager) and Marco Romanisio (Sales Manager - Digital & Advisory).

Planet Smart City

Founded in 2015 by real estate entrepreneurs Giovanni Savio and Susanna Marchionni and chaired by physicist and entrepreneur Stefano Buono, Planet Smart City is a leading proptech company in smart, affordable housing that designs and builds neighbourhoods in countries with high housing deficits and collaborates with real estate developers around the world to improve people's quality of life. Planet Smart City's mission is to design and build smart neighbourhoods that host smart, inclusive and sustainable communities by integrating innovative economic, ecological and social solutions. The research and development of innovations are entrusted to Planet Idea, Planet Smart City's business unit, which is also responsible for integrating solutions into projects. Planet Idea is a multidisciplinary competence centre based in Turin that, among other things, develops the Planet App, a digital platform of services that also facilitates communication and relations between residents in the Planet Smart City neighbourhoods. The Planet Smart City format is successfully applied in Brazil, where four projects are currently being implemented: Smart City Laguna, Smart City Natal, Smart City Aquiraz and Viva!Smart. In 2020, work will begin in India and in 2023 in Colombia. In Italy, Planet Smart City collaborates with leading real estate developers in several smart social housing projects. Planet Smart City, which since its establishment in 2015 has raised more than €190 million from more than 400 institutional and private investors, employs more than 1,700 people worldwide. The company, headquartered in London, has direct offices in 4 countries (UK, Italy, India and Brazil) and currently has 12 projects in the pipeline. Planet Smart City aims, in the medium term, at world leadership in smart, affordable housing with 45,000 homes sold per year in its target countries (Brazil, Colombia, Mexico, United States, India, Indonesia, Vietnam and Thailand).



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