Planet launches its second Smart City in Natal, Brazil

23 May 2019 – Planet Smart City, the global leader in smart affordable housing, is launching its second smart city in the world: Smart City Natal. The 170-hectare development will home more than 15,000 people just 20km from the capital of Rio Grande do Norte, in São Gonçalo do Amarante.

Planet Smart City has invested £31.5 million (R $ 140 million) to design and develop the city in partnership with Habitax, a city planning company, with a strong presence in Northeast Brazil. Planet began construction of the first phase of the development in March 2019 and by the end of the year is expecting to receive its first inhabitants.

Planet Smart City transforms the way affordable housing is delivered worldwide by integrating smart solutions and social innovation practices on large scale projects. The city is designed and developed with know-how developed by Planet, which integrates architectural, digital, environmental and social innovation solutions to deliver high-quality low-cost homes. It is social because it focuses on people's wellbeing and at the heart of every project is the vision to develop inclusive, harmonious and collaborative neighbourhoods. The city is constructed by optimising every element of the supply chain and applying smart solutions developed by Planet to ensure the homes are affordable.

Susanna Marchionni, CEO of Planet Smart City in Brazil commented: "Smart City Natal offers a mix of green spaces, residential, commercial and business hubs. Following on from the success of Smart City Laguna in Brazil, we are delighted to be increasing our global presence and developing further smart affordable neighbourhoods. Our cities are designed to be inclusive, autonomous and vibrant, so in addition to building affordable homes we have implemented a range of services including a library, cinema, free courses and other social activities which will encourage shared economics and a new way of living in a community."

Natal residents will have access to the Planet App, best described as the 'control panel' of the Smart City. Locals can download the application for free on Android or iOS versions. After registering, users have access to all city services, as well as contact with other residents, participation in projects and social activities.

One of the key features of the app is the SOS button that, when clicked, triggers the emergency numbers predefined by the resident (relatives or friends), allowing the immediate distress call, through geolocation. The application also shows, in real

time, the progress of the development and video monitoring of the common areas of the Smart City.

Planet Smart City Natal is located 8 km from Governador Aluízio Alves International Airport, recently awarded Brazil's best airport for up to 5million passengers by the Ministry of Transport. Natal is the closest point in Brazil to Europe and one of the closest to North America. Plots costs from £5,500.

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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