

PRESS RELEASE

PLANET SMART CITY COMPLETES GROUP REBRAND

[Planet Smart City](#), the global leader in smart affordable housing, today announces a comprehensive rebrand of its corporate identity, website, logo and tagline to reflect its evolution and future vision.

As part of the rebrand, the Group, which previously operated under Planet Idea, Planet Holding Ltd and SG Desenvolvimento, will now communicate to stakeholders under a single name: Planet Smart City. The rebrand also consists of a newly launched website, which will host corporate news and projects, details of its smart solutions catalogue, and insightful articles.

The new brand identity showcases Planet Smart City's continued commitment to transforming the way affordable housing is delivered worldwide. This vision has been reflected through a new tagline, 'Places That Matter', which illustrates its mission to design and build smart affordable neighbourhoods that foster community relationships among the city's residents.

Giovanni Savio, Co-Founder and Global CEO of Planet Smart City commented: "Since we launched in 2015, Planet Smart City has grown rapidly in terms of size, activity and global operations, thanks to the expertise of our international teams and the confidence of our investors. Our brand identity is an important aspect of the business, representing who we are and what we stand for. We believe the rebrand not only strengthens and modernises how we operate but enables us to better position ourselves when communicating our message and vision to key stakeholders."

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,



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Planet recently raised more than 50 million euros and is executing an ambitious growth plan which includes the launch of 8 large-scale residential projects in the next 18 months.

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