

Home.Earth

We do homes that are people and planet positive

Real estate is at the heart of our lives. It is the world's largest asset class. And it is currently accelerating some of the biggest challenges we are facing – from climate change to rising inequality. We believe it is possible to turn things around and have founded Home.Earth to demonstrate a new way forward for real estate. We are now looking for aligned founding investors to join our journey

An attractive opportunity to combine strong returns and impact

Introducing Home.Earth

Home.Earth is a real estate company that design, develop and build properties with an ambition of owning and operating them forever

We focus on truly affordable and sustainable homes combined with active ground floors to create vibrant and diverse neighbourhoods. We expect the result to be a portfolio of 80% residential space and 20% commercial space

We focus on urban areas where needs and opportunities are greatest. We start in Copenhagen, with European ambitions

An attractive investment value proposition

Target annual equity returns (net IRR):

- **5-year IRR:** ~15%
- **10-year IRR:** ~10%
- **40-year IRR:** ~5-7% + inflation

Entity upside

Home.Earth is not a fund but a company and hence the investors own the entity. This entails a significant upside from the value creation at the platform level

Risk mitigating approach

- **Market focus:** Endless demand for affordable and sustainable housing in urban centres
- **Company structure:** Evergreen horizon and integration across the value chain enable optimal decisions for long-term value creation
- **Business model:** Stakeholder approach align both interests and incentives
- **Future fit:** Approach enabling both regulatory and ESG resilience

We are operating with a triple-bottom line

Creating impact across people, planet and profit

People: Rethinking the tenant relation

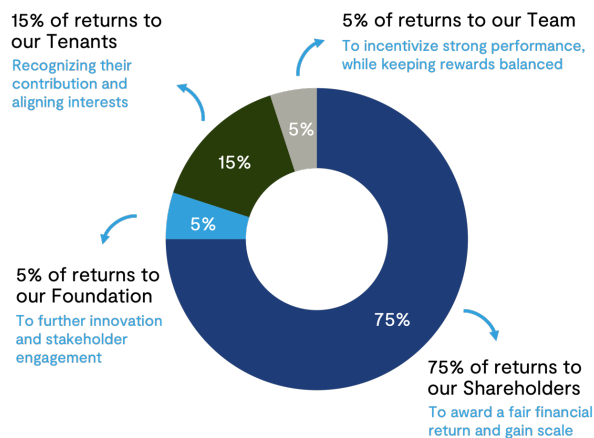
We are creating a new tenant model where affordability, access and mutual trust are at the heart. We recognise that tenants are a key part of the value creation and to align incentives, tenants receive 15% of all value created

Planet: Design, build and operate within planetary boundaries

We are on a journey towards absolute sustainable homes, built in balance with our planet. Our first project yield a CO2 footprint 35% better than DGNB Gold on a per sqm basis and 70% better on a per person basis

Profit: Growing the pie for all stakeholders

We are convinced that a stakeholder centric approach focused on long-lasting impact benefits investors and enable attractive risk-adjusted financial returns



An integrated approach led by proven entrepreneurs



Kasper Guldager Jensen

Founder of GXN innovation, a leading research company on innovation and climate transition in the built environment

Ex-Senior Partner at 3XN architects



Rasmus Nørgaard

Co-founder of NREP, one of Northern Europe's largest real estate investors and developers with €17bn AUM

Served as CIO of NREP for 13 years



Carel van Houte

Ex-Chief Design & Construction Officer at CitizenM Hotels

Industrial designer by background and a leading expert on modular construction



Rasmus Juul-Nyholm

Founder of Cobblestone, one of DK's largest property and asset managers. Served as CEO until joining Home.Earth

Chairman of PropTech Denmark

Innovator

Investor

Developer

Operator

The full team of 15 members bring experience from...



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Key enablers integrated in our approach



Integrated: We build to operate and operate to build

Home.Earth is an integrated developer, investor and operator. Controlling the full value chain will enable continuous learning through feedback loops, which combined with a strong tech stack and digitization will lead to superior long-term performance

Long-term: Evergreen structure

We work for long-lasting impact and have set up Home.Earth as an evergreen real estate company, meaning we will own our assets in perpetuity. This aligns incentives to create sustainable quality buildings and healthy tenant relations

Platform approach: Building delivery system

We are developing a building delivery system with industry partners to enable affordability, sustainability and scalability in our developments. By replacing the start-from-scratch paradigm, we can unlock significant value through repetition and standardization

From aspiration to reality – we start construction on first site in 2023

Our first project is in Nærheden, a new neighbourhood of 8,000 inhabitants located 19 minutes from Copenhagen Central Station. A perfect pilot project to demonstrate that we can combine strong equity returns with impact

Affordable homes: After extensive dialogue with the municipality, we have secured an exception to develop small homes designed with leading architects to optimize liveability. The result is 152 affordable quality homes

A vibrant meeting point for the neighbourhood: We will dedicate 1,800 sqm for commercial space in the ground floor tailored to the needs of the local community, including a 250 sqm community house

Market-leading sustainability performance: We aim for 6 kg CO₂/sqm/year, which is 35% below the DGNB Gold requirement. Combining with smaller units, our sustainability performance is 70% better than DGNB Gold on a per person basis

Strong financial return: Expected IRR of ~14.2% over 10 years



Project characteristics:

- 10,600 sqm residential space
- 1,800 sqm commercial space
- Community house of 250 sqm
- SPA signed: July 2021
- Construction: Spring 2023
- Completion: Q2 2024

2 standing assets already acquired/signed in Copenhagen and 6 pipeline sites in attractive locations

Much more than a good financial return

Market-leading social and planetary impact

We believe that real estate should be much more than an asset class. An investment in Home.Earth yields a real positive impact on people and planet

A regenerative business model

Investors will enable and be part of our journey to demonstrate a true stakeholder approach to business as owners of the Home.Earth platform

An opportunity to access latest insights and innovation

Home.Earth presents an opportunity for investors to access the innovation and insights we are developing as well as to join a community of likeminded market participants

Key terms:

- Initial capitalization target: 100mn EUR equity in 2022
- Home.Earth team co-investment: EUR ~13m
- Leverage: ~60-65%
- No management fees, actual cost
- Liquidity: Ability to transfer interest + ability to serve liquidity request to Home.Earth on a reasonable effort basis
- EU SFDR: Targeting Art. 9