



## Hmlet launches multiservice, all-purpose property and lifestyle platform

*The company's evolution to a property and lifestyle platform elevates its promise of hassle-free living*



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**SINGAPORE, 15 Sept 2020** – Hmlet, Asia-Pacific's fastest growing co-living company, today announced a new product family focused on becoming a property and lifestyle platform.

Hmlet's new services are driven, in part, by the huge opportunity to digitize real estate and adapt to the current market environment. Anchored in a deeper understanding of customers and the changing dynamics of the industry, Hmlet sees greater opportunity and value in expanding its services to become a **property and lifestyle platform**, with a range of real estate related offerings, including:

- [Hmlet Listed](#), a carefully curated property listing marketplace that leverages digitalisation, data and analytics that accelerates the rental of condominiums and apartments.
- [Hmlet Furniture](#), a furniture subscription service that offers over 100 items for rent, with the option to return, swap or buy out the furniture.
- [Hmlet Interiors](#), an online interior design service offering packages ranging from pocket-friendly options to full service brief-to-build.
- Hmlet app ([Apple Store](#) / [Android](#)), a portal which consists of 300 partners providing benefits and additional purchasable on-demand services for Hmlet members.



“The goal of Hmlet’s new product lines is to change the way people live for the better—and so we’re continuously looking for ways to innovate and reimagine our offerings to add value to our members, landlords and partners. Given the current market situation, expanding into multiple lifestyle solutions and services including property listings, furniture rental and apartment design services is a natural progression that not only bridges a gap in the rental marketing services landscape but also elevates our promise of hassle-free living. ” said **Yoan Kamalski, Group CEO & Co-founder, Hmlet.**

As part of this new direction, Hmlet is expanding into Malaysia and Thailand, while strengthening its commitment to its existing markets including Singapore, Tokyo, Hong Kong and Sydney through senior hires. Most recently, the company appointed Pramodh Rai as Chief Technology Officer and Rajive Keshup as Chief Financial Officer to fuel expansion and growth.

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#### **About Hmlet**

Since its launch in 2016, Hmlet has become the leading and fastest growing property and lifestyle platform in Asia-Pacific with more than 100 locations in Singapore, Hong Kong, Australia, Japan, Malaysia and Thailand with plans to operate 5,000 rooms by the end of 2020. Responding to the changing industry dynamics and a deeper understanding of customers, Hmlet operates an ecosystem of real-estate related offerings including property listings, furniture rental and interior design services to provide people with a hassle-free living experience.

Visit [www.hmlet.com](http://www.hmlet.com) to find out more.