

# Nido

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Places to live,  
shaped by you.



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But first coffee



# We are Nido.

Nido is Europe's leading international operator and property manager of purpose built student accommodation, and a market leader in residential for rent. We work with some of the world's leading investors helping add value and drive income from their portfolios.

We know that those who live with us will shape tomorrow. They are going to make the world kinder, more sustainable, healthier, smarter.

We listen to what students want in the places they live, and then we deliver it to them.

We are service led and have an on the ground approach, centred around wellbeing and community. This makes students choose us, and recommend us to others.

Investors choose us because we drive operational efficiencies and optimise our residents' experience to maximise NOI and rental growth.

Everything we do is focused around four values: wellbeing, sustainability, design & technology, and community.



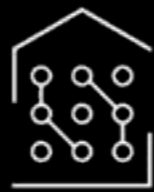
Community



Wellbeing



Sustainability



Design &  
Technology



## OUR VISION

To be the leader in residential accommodation by putting the planet and its people first.

## OUR MISSION

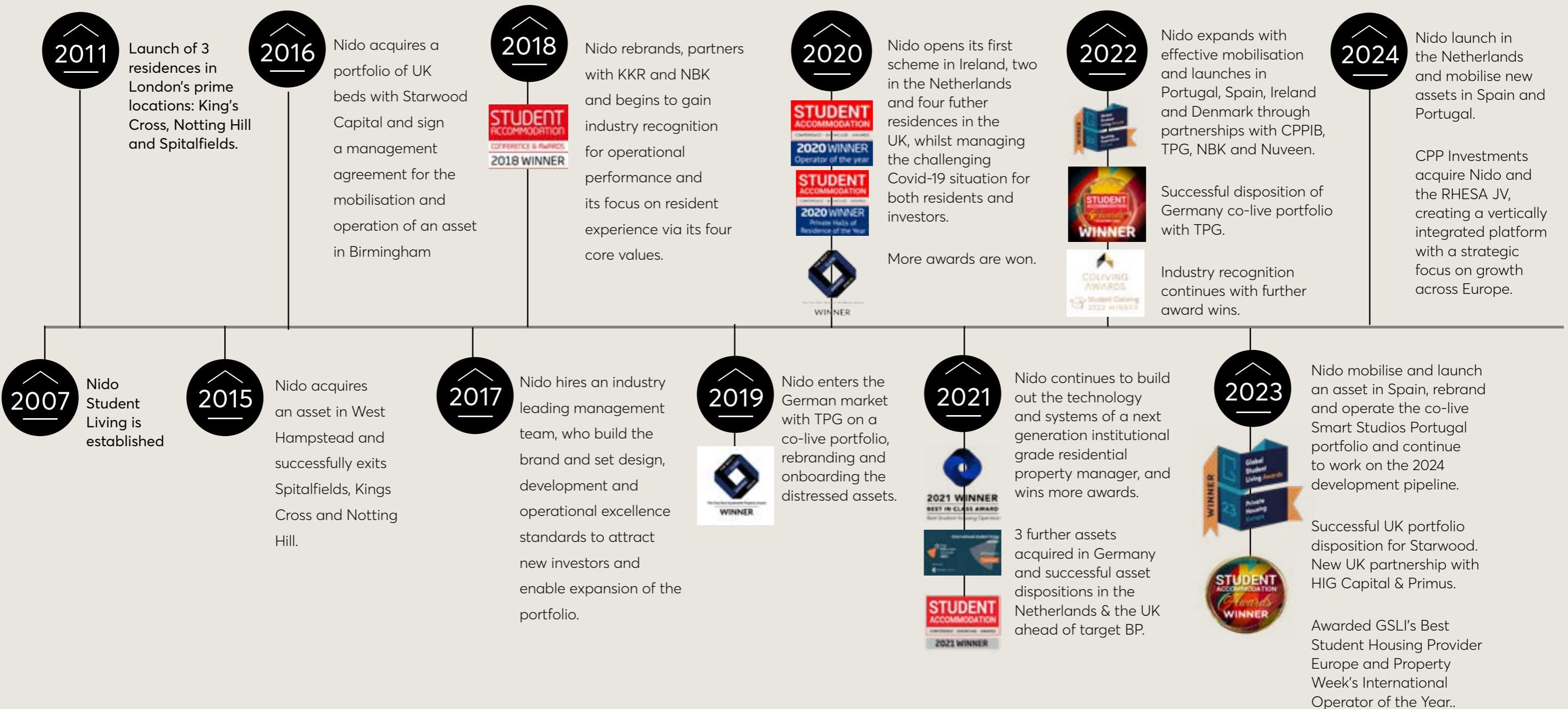
To create conscious communities, spaces, and experiences for our residents and employees by prioritising wellbeing, sustainability, and the smart and innovative use of design and technology

That's the Nido Difference.

# Our Story

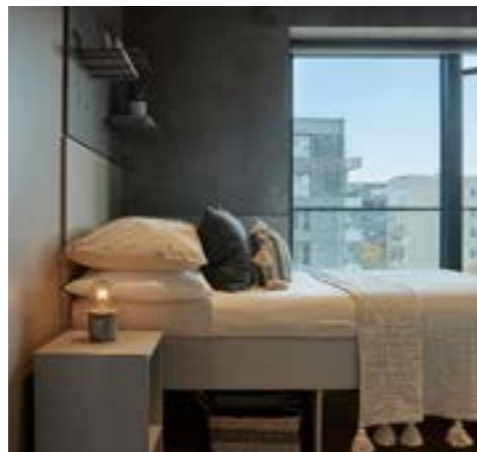
Since inception in 2007 Nido has developed its property management platform to become Europe's leading international operator and manager of residential accommodation.

Key to this success has been Nido's focus on providing sophisticated, tech enabled property management solutions, alongside the ability to continually learn, adapt and evolve its offering to ensure its residents get the right physical product but also the community and societal experience that they require.



# The global Nido brand

Nido has developed international recognition in student and coliving management with a global community appeal. Nido is a trusted brand that stands out from the crowd. This provides us with the unique capability of being able to help our clients meet their objectives, whether launching into new and existing markets at speed, or through leveraging the Nido brand, its global network and purchasing power to drive efficiencies.



# Locations



# The Nido Leadership Team



**Darren Gardner**  
CEO

Darren joined Nido in February 2020, bringing with him more than 20 years of multi-industry, multi-market experience.

Darren oversees the entirety of the Nido business. This includes it's overall performance, the management of all business functions, employee engagement and satisfaction, and the operations of it's expanding portfolio of high-quality accommodation across the UK and Europe.



**Suraiya Comunello**  
CMO

Suraiya leads across all B2C and B2B marketing, communications and PR activities, ensuring the effective launch of the brand in new markets and growth in existing markets to achieve commercial objectives across the portfolio.

Since she joined in 2018, she has successfully established Nido as a globally recognised brand across Europe. Suraiya has more than a decade of experience in the PBSA sector and is a specialist in property marketing.



**Tony Allen**  
Operations Director

Tony joined in 2018, with three decades of experience working in the PBSA sector, having mobilised and operated portfolios of up to 25,000 beds across the world.

Tony is responsible for the operational strategy and management of the Nido portfolio across markets. He ensures Nido's operational standards, processes and systems are implemented from the outset, allowing the business to effectively operate in each jurisdiction.



**Ben Tweedley**  
Commercial Director

Ben joined Nido in 2019, with over 13 years of experience within the PBSA industry having successfully mobilised and operated portfolios across the UK, and Europe.

With a strong operational background, Ben oversees the leasing and commercial performance of the Nido portfolio across all territories and verticals to maximise investor returns.



**Romy Levin**  
Senior Marketing Manager

Romy oversees the Marketing of the Nido brand across European markets and ensures that occupancy targets are met and exceeded year on year via the implementation of strategic marketing plans and tactical activity.

She brings a wealth of experience in e-commerce and property marketing, having worked in PBSA and residential real estate development in the UK and Europe since 2014



**Juliana Petrikova**  
Head of European Operations

Juliana has over 10 year's experience in the PBSA sector. and has worked across operational functions in the UK, Ireland, Germany, Spain, Portugal, Denmark and the Netherlands with a ground up understanding of mobilisation and operational management.

Juliana mobilises new assets and manages the residence teams, whilst ensuring the effective implementation of Nido processes and standards.



Nido's highly experienced management team operates with a genuinely global mindset.

Their combined experience includes the successful delivery and management of over 150,000 PBSA beds globally.

# Our Services

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Nido has a diverse range of property management experience and unrivalled successes in a number of UK and European markets. Our successful track record over the last 15 years includes development, mobilisation and operation of a range of portfolios across more than 7 countries and 18,000+ beds. We deliver institutional grade management services that maximise NOI for partners and clients.

The breadth of our platform and the strength of relationships we have with partners and suppliers mean our purchasing power, systems, framework agreements, resident experience, and our ability to deliver in each market, are unparalleled.

Choose from Nido's institutional grade property management services which span the entire lifecycle of a residential development, designed to be customised to suit individual requirements.

## Deal Origination

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- Transaction origination & analysis
- Competitor & market research
- Acquisition oversight
- Oversight of due diligence & delivery
- Expansion strategy

## Design & Development Advisory Services

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- Technical due diligence
- Professional team origination
- Initial design development
- Project execution & delivery
- Project management
- Handover & delivery management

## Mobilisation Management

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- Brand activation
- Bespoke marketing strategy
- Proprietary multi-lingual website
- Show flat set up and dressing
- Leasing strategy
- Rate & rent setting
- Operational onboarding of asset, systems & staff
- Recruitment & management of staff
- PMS & IT systems set up
- Health & Safety systems set up
- Reporting
- Building systems training
- Contractor Handover

## Portfolio Transition

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- Operational handover
- Onboarding of assets, systems and staff
- Rebranding
- Addition to proprietary multi-lingual website
- Bespoke marketing strategy
- Business plan review and optimisation
- Leasing strategy
- Management & training of staff
- PMS & IT system review (& transfer)
- Health & Safety systems review (& transfer)
- Asset disposition strategy & execution

## Property Management

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- Operational oversight
- Day-to-day onsite management
- Staff recruitment & management
- Facilities management oversight
- Health & safety audits
- Business plan & budget preparation
- Rate & rent setting
- Leasing strategy
- Proprietary multi-lingual website
- Bespoke marketing strategy
- Resident experiential programme
- Resident App
- Management of PMS and CRM
- Financial management and reporting
- Legal compliance
- Procurement of services
- Global framework agreements
- Ancillary income maximisation
- ESG initiatives
- Capex strategy & delivery \*
- Project management oversight\*
- Disposal strategy & execution\*





# Our Values

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Today's young people know what they want and need. They're digital natives, socially and politically conscious and are more aware of their mental health and wellbeing than any generation before them. We want to hear and be guided by their focuses and needs and so we aspire to be a brand shaped by what our customers want.



The Nido values have been strategically created to be applicable to a range of audiences and have proven relevant across markets. The type of activity and resident experience is adapted according to the demographic and service provision in each asset.



## Community

**We celebrate the many different cultures and people who live with us. We bring people together in safe and happy ways.**

- Breakfast Clubs & Bring a dish dinners
- Clean ups, volunteering & fundraising
- Local Brand Partnerships
- Cultural & seasonal events



## Wellbeing

**We're committed to the wellbeing of our Nido community. We prioritise their quality of life and physical and mental health.**

- Wellbeing Week
- Yoga/meditation/ fitness classes
- Partnership with Clinical Psychologist
- Biophilic design and access to nature



## Sustainability

**We are conscious and purposeful in our actions to create a positive impact on our environment.**

- Use of 'Smile Plastic' table tops
- Educational agenda
- Water refill stations
- Reusable straws, bags and water bottles



## Design & Technology

**We believe that design, and technology, is essential to empower learning, working, and self-development. We develop our buildings and communities with this in mind.**

- Seamless online booking journey
- Nido resident App
- Utopi and TULU
- Integrated & automated systems



# Our Residents

It begins in Nido. Our residents tell us what's important and we make it happen. Our actions as a business are guided by their hope and vision. We make clear that our decisions come from the ground up, rather than the top down. We do this by analysing quarterly surveys, focus groups and comparing best practices in the hospitality sector.

We listen, we combine the best and keep innovating. Each Nido is created with this philosophy in mind. We want to hear from our students, we listen, we innovate and we combine the best ideas to provide the best possible experience.

## CARLOTTA TAGLIATI

[Nido El Porvenir resident](#)  
Seville

*New building, fantastic swimming pool overlooking the Spanish Steps, super-equipped gym, comfortable and clean rooms but the highlight is the staff: kind, helpful and prepared. Alberto at the reception helped me a lot, thank you.  
I highly recommend to everyone.*

## LUDI RIZZO

[Nido Bryggen](#)  
Copenhagen

*Very comfortable atmosphere, especially for students! Great location near the centre of Copenhagen. Moved here in September for the start of my studies and I've found a great community, I highly recommend staying here!*

## ALANA CORREIA

[Nido Ashlin House](#)  
Cork

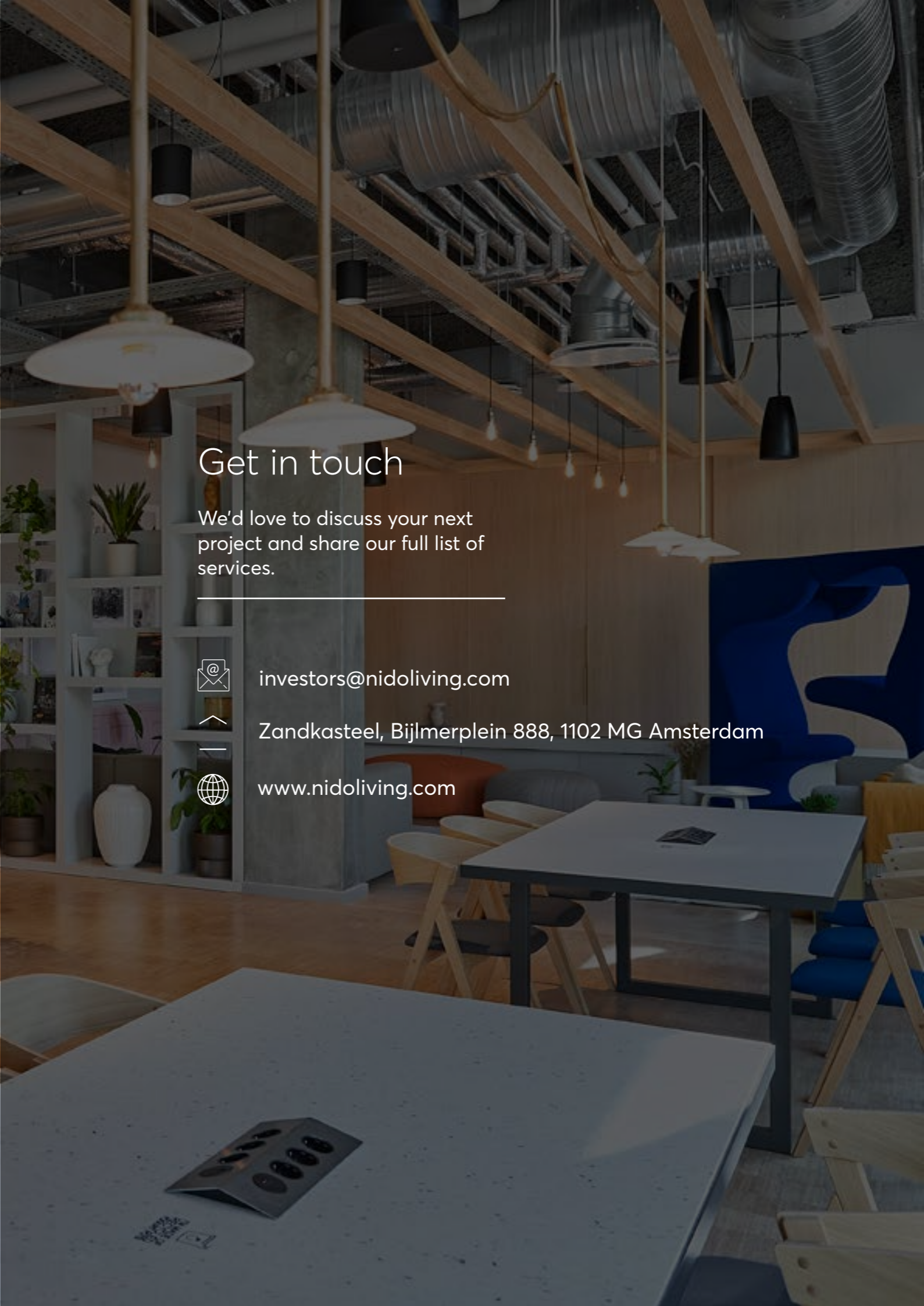
*My time so far in Nido Ashlin House - Student Accomodation has been nothing but a positive experience. My apartment is perfect, the communal area is very spacious and accessible and my room is very comfortable, which has made my experience of moving out of home much easier than expected.*

*The facilities Nido Ashlin House have to offer are amazing too, I love the gym and the many study areas are ideal too. All staff have been helpful and patient with any queries i have had to date also. So overall a pretty perfect place.*

## RAFFAELE VIETRI

[Nido Aravaca](#)  
Madrid

*A completely new residence, with staff always available to welcome you and solve any problem. A true place to meet new people and study in a quiet way.*



## Get in touch

We'd love to discuss your next project and share our full list of services.

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