

Nido

Places to live,
shaped by you.



Contents

- 5 WE ARE NIDO
- 7 STORY
- 9 GLOBAL BRAND
- 10 LOCATIONS
- 11 PEOPLE
- 13 SERVICES
- 15 VALUES
- 17 RESIDENTS

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.

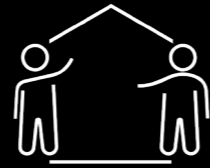
We know that those who live with us will shape tomorrow. They are going to make the world kinder, more sustainable, healthier, smarter.

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.



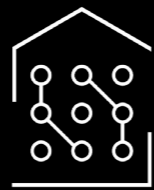
Community



Wellbeing



Sustainability



Design &
Technology

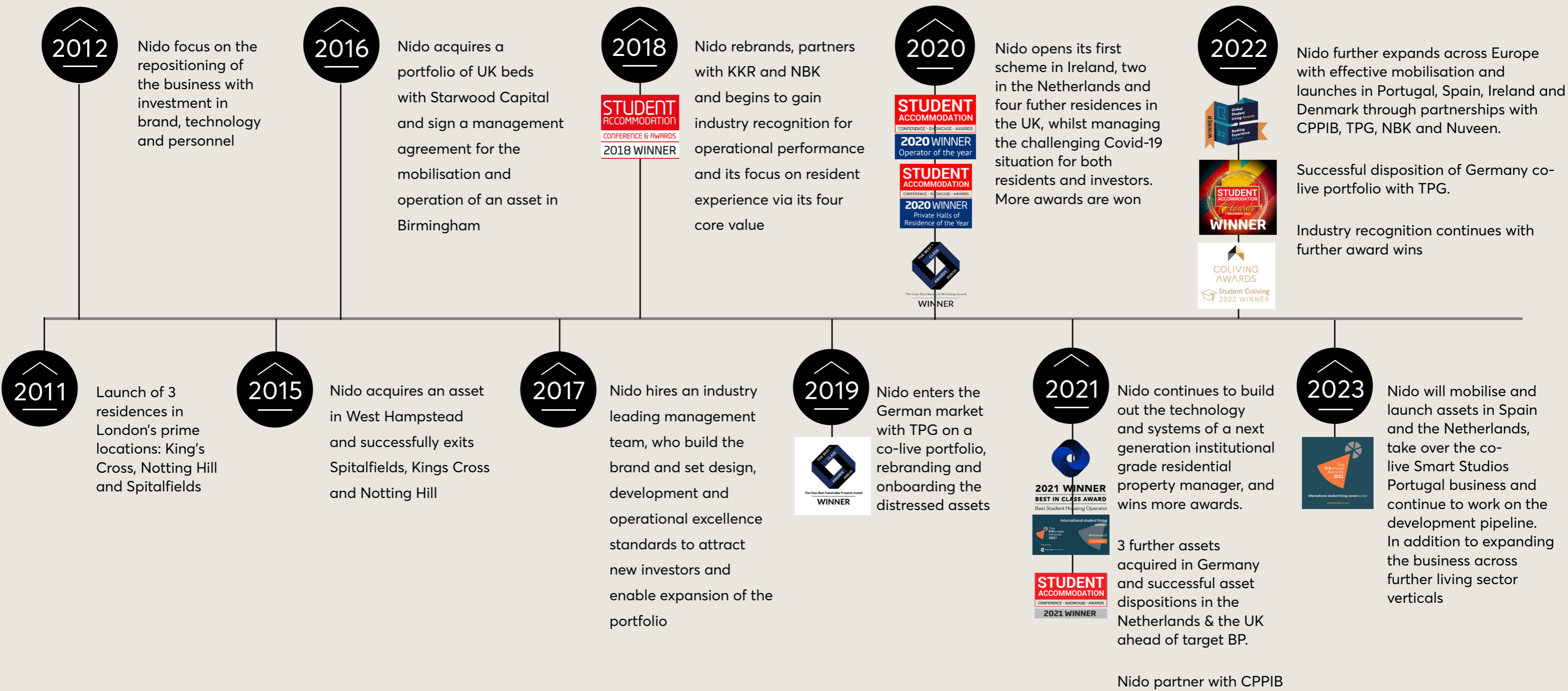
That's the Nido Difference.



Our Story

Since inception Nido has developed its property management platform to become Europe's leading international operator and manager of purpose built residential for rent and student accommodation.

Key to this success has been Nido's 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.



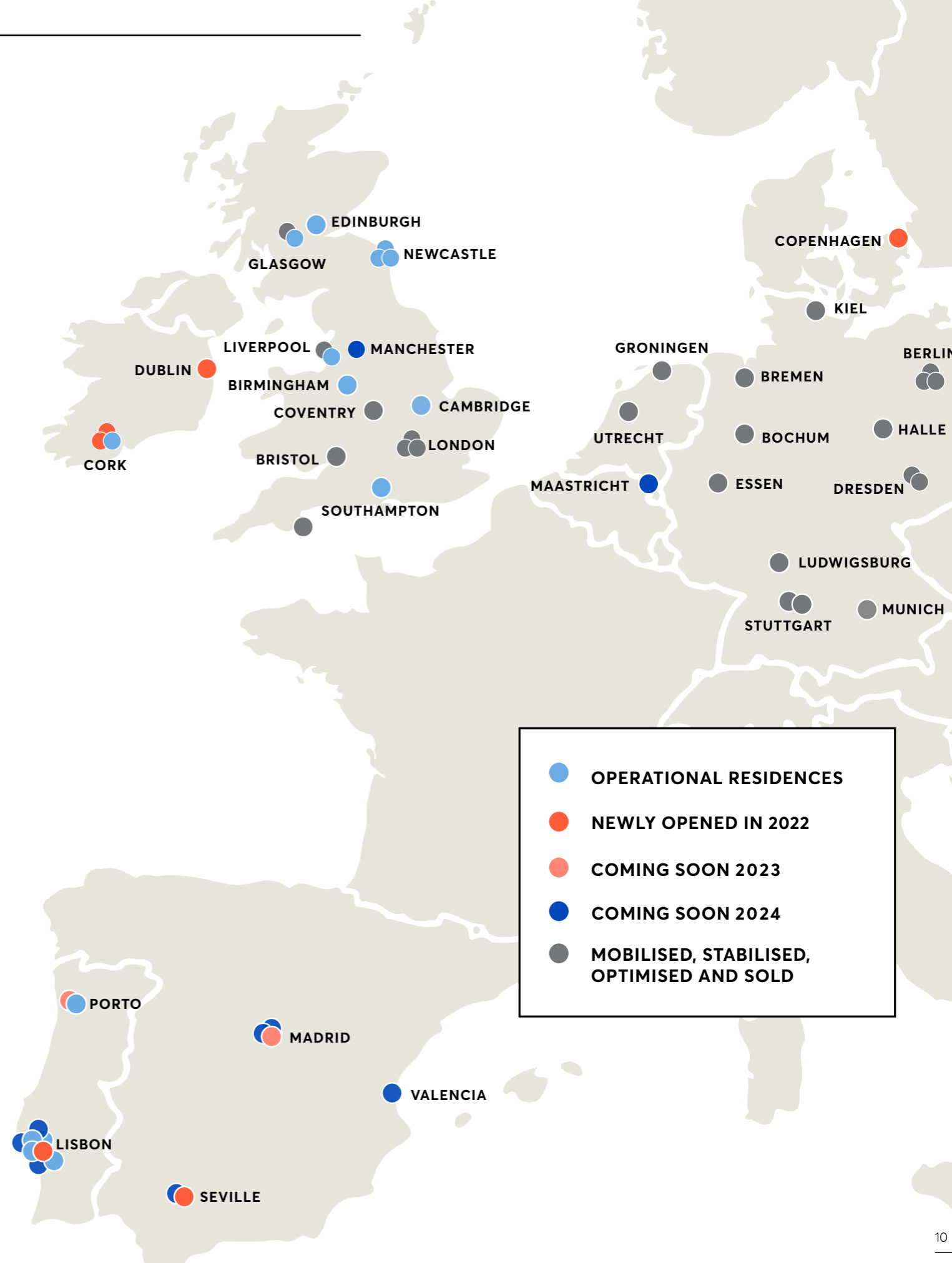
The global Nido brand

We listen to our residents and use these insights to develop and improve our design, service, and experience. We focus on what they have said is important to them – wellbeing, community, sustainability, design and technology- and this makes them choose to live with us. We also win student and industry voted awards because of this approach.

The Nido brand has developed international recognition in purpose built residential for rent and student accommodation and has a global community appeal. Nido is a trusted brand that stands out from the crowd. It 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 Team



Darren Gardner
COO

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 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.



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.



Tony Allen
Operations Director

Tony joined in 2018, with nearly 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.



Andrew Jamieson
Acquisitions Director

Andrew joined in 2018, and has more than 25 years of property experience.

In the last 15 years, Andrew has specialised in the acquisition and development of over 45,000 student beds across the UK and Europe.

Andrew is responsible for sourcing new opportunities for Nido, working with Investment Management on project viability and with Development Management on the design and construction of Nido assets.



Ben Tweedley
Head of Commercial Operations

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.

He works closely with Investment Management and Asset Management on viability of projects and subsequent performance.



Rosie Hill
Head of Marketing

Since joining in 2018, Rosie has overseen the launch of the Nido brand into 8 new European Markets.

With 10 years' experience in the PBSA sector, alongside commercial and residential work, Rosie is highly experienced in all aspects of Property Marketing, with a particular passion for highly localised, tactical and effective marketing campaigns. She ensures marketing objectives are met.



Juliana Petrikova
Head of European Operations

Juliana joined Nido in 2018 and has over 10 year's experience in the PBSA sector. She has worked across operational functions in the UK, Ireland, Germany, Spain, Portugal, Denmark and the Netherlands and has 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.

4,000 beds and operated 16,000 beds across 117 assets, managed by two different brands.



Samantha Hollex
Head of UK & Irish Operations

Sam joined Nido in 2020 and has over 10 years' experience within the PBSA industry having successfully mobilised and operated portfolios across the UK, Ireland, Spain, Portugal and New Zealand.

Sam manages the Nido residence teams, whilst ensuring all residences exceed operational excellence standards and prioritise customer service and support.



Our Services

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 12,000+ 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

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

Design & Development Advisory Services

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

Mobilisation Management

- 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

- 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

- 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



Today's students 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 think a lot about how to bring people together in safe and happy ways.

- Breakfast Clubs & Bring a dish dinners
- General Manager Hour
- Charity & Brand Partnerships
- Cultural & seasonal events



Wellbeing

We're committed to the wellbeing of our Nido communities. We care about their quality of life and their physical and mental health.

- Wellbeing Week
- Yoga/meditation/ fitness classes
- Partnership with Psychologist
- Pop-up Plant shops and use of real plants



Sustainability

We strive to make each of our buildings as environmentally sustainable as possible.

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



Design & Technology

We remember that design, and technology, is essential to empower learning, working, and self-development. We create our buildings and environment with this in mind.

- Seamless online booking journey
- Nido resident App
- Smart LED lighting
- 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.

AIDA SEVILLANO

[Nido Haymarket](#)
Edinburgh

Fantastic residence. I have had the opportunity to live here before and after the change of direction from Nido and the difference could not be more remarkable.

The facilities are still new and it is very well located, but it is the reception team that has made it a home. Thank you for making it easy for the residents to come to you when they need something or have a problem. You make us feel calmer.

ABHIRUP CHAKRABORTY

[Nido Curraheen Point](#)
Cork

Fantastic student accommodation. As an international student, new to Ireland, the Nido team at Curraheen point made me feel very welcome. My studio apartment was well equipped with all utilities needed. The building management provides great attention to health safety during this pandemic.

LAURA DUGDALE

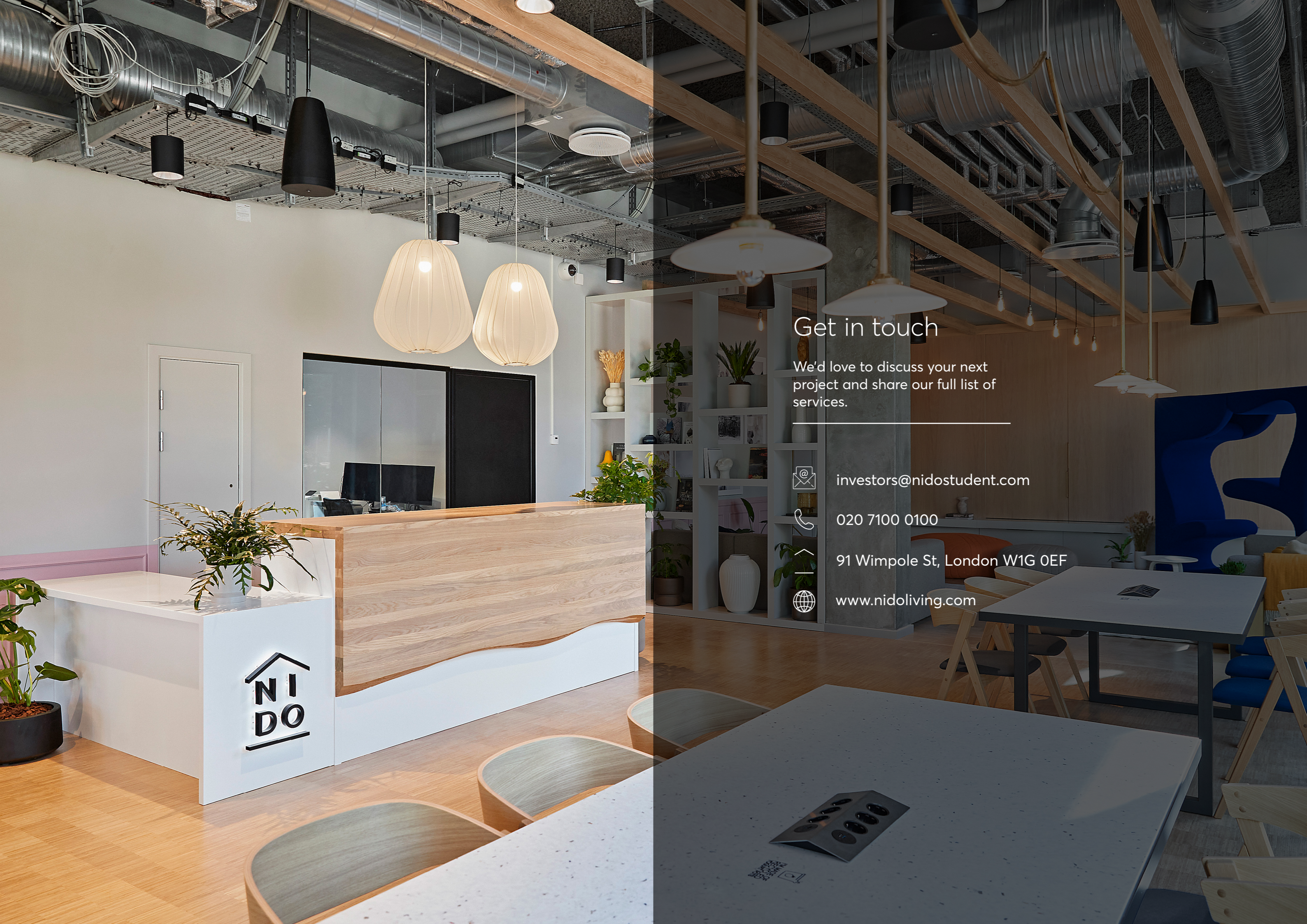
[Nido Castle Hill](#)
Cambridge

I have had the best experience with Nido! The rooms are amazing and modern and everything is very clean. All the staff are amazing and will do everything they can to help out. The facilities are great, including a common room where events are hosted to help meet new people and make friends. I have never felt so welcomed before and no other accommodation compares to Nido. I would recommend Nido accommodation to anyone!

+31 NPS Score

NATIONAL STUDENT
HOUSING SURVEY
APRIL 2020





Get in touch

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



investors@nidostudent.com



020 7100 0100



91 Wimpole St, London W1G 0EF



www.nidoliving.com