

**Nhood is a new mixed real estate operator
created to help property asset owners
animate, regenerate and transform sites into new living places
for living better together.**

Antoine Grolin, a family partner and member of Gérance AFM (Association Familiale Mulliez), Chairman of Ceetrus and Chairman-Founder of Nodi, announced the creation in January 2021 of a new company: Nhood, owned by AFM.

This officializes the separation of assets between Foncière Ceetrus and Nodi on the one hand and closer ties between the Ceetrus and Nodi teams and a new company, Nhood, on the other. Their complementary teams will act on behalf of the AFM's federation of autonomous companies and other partners.

A service organization as close as possible to sites and projects

Etienne Dupuy has been appointed Managing Director of Nhood. He is responsible for coordinating and implementing the management and investment strategy with a triple positive impact. He will rely on local teams in 10 countries that will contribute their expertise in regenerating existing sites. Hervé Croq will be head of Nhood France. The local teams will be responsible for animating, co-creating, transforming and regenerating sites into new living places resilient to climate change and the health crisis.

An identity that asserts its commitment to creating “better places”

The new company is called Nhood, underscored by its signature motto “better places”. The new corporate brand's name—a contraction of neighborhood—has been coined to sound international: it will be borne by the 10 country subsidiaries. It expresses the desire to create useful, sustainable market value for and with the residents and the planet.

Its mission; to regenerate and transform sites with a triple positive impact

Nhood will firstly assess the sites for the triple Planet, People, Profit dimension based on a rigorous methodology that takes account of the environmental, climate, social and economic impact in its sites' operation, animation, management and regeneration strategy.

- Mixed uses, classes and generations on site,
- Social connection, nearby services, third places, neighborhood captainties,
- Co-construction with the stakeholders,
- Contribution to local and regional economic dynamism (jobs, circuits courts, animation).
- Reintegration of biodiversity on site, soil decontamination, resilience
- Connection to public transport, sites and soft mobility
- Certifications, notably Breeam in Use.

The sites demonstrating that goal in 2021 include the former 3 Suisses brownfield, La Maillerie, in Villeneuve d'Ascq run by Nhood France; the railway station neighborhood in Vigo, Spain; and the Coresi quarter in Brasov, Romania.

Press contacts

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Long-term mandates and a driver of growth

Nhood acts on behalf of the sites' property owners, such as the property company Ceetrus and Nodi, AFM companies and brands (Leroy Merlin, Décathlon, Auchan, etc.) and partners (Morgan Stanley-Italy, Primonial et CNP-France, etc.).

The development potential is estimated at over 4 million square meters, including nearly 1/3 in housing units, while putting nature back at the heart of neighborhoods.

This growth involves all our areas of expertise: animation, operation, commercialization (real estate management on a daily basis), resilience, upgrading, portfolio structuring and strategy, promotion, development, conception and urban design.

"Together, we're going to create mixed-used places that revolutionize the city and retail. We design these places to have a triple positive impact on the inspiration of the quarter-hour city. Setting up as a real estate services company is a sizeable advantage. We're more agile. As entrepreneurs and partners of landowners, we use our know-how horizontally, as close as possible to the grassroots level, with authenticity and responsibility," **says Nhood Chairman Antoine Grolin.**

"We act to sustainably, responsibly regenerate each site by improving the residents' living environment. We start at the grassroots level to design lively, connected neighborhoods for those who live, work and go there. We also create new services; resource management, neighborhood captaincies, etc. The three positive impacts result in a synergy benefitting as many people as possible. We're convinced that this investment and management strategy is the best in the medium and long term. We're committed at the grassroots level to listening, being inclusive and consulting," **says Nhood Managing Director Etienne Dupuy.**

About us

Nhood is a player in the regeneration of urban real estate with a triple positive impact: societal, environmental and economic (People, Planet, Profit). Its expertise covers the animation, operation and commercialization of mixed-use sites, asset management, development and promotion at the service of a vision of more resilient, ecological cities with a wide mix of neighborhood functions and uses (local shops, short circuits, housing, offices, transition urban planning and third places). Nhood brings together the real estate skills and know-how of 1,029 experts in 10 European countries to enduringly regenerate and transform a managed initial portfolio of nearly 300 commercial sites in Europe, including 76 in France, with a potential 30,000 housing units at 40 projects. The property Nhood is mandated for is valued at over €8 billion.

[Nhood.com](https://www.nhood.com)

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