Nhood Romania supports Reuben Brothers in the development of the largest urban regeneration project in the west of the country

- The former Solventul industrial platform in Timisoara will be transformed into a residential area, with retail spaces, offices, and integrated public services and facilities.

Bucharest, October 7, 2025 – Nhood, an integrated real estate services and solutions company present in 10 European countries, including Romania, has announced a **strategic partnership** with Reuben Brothers, a leading international real estate investor. The partnership will focus on transforming the former **Solventul industrial platform in Timișoara**, an iconic site with a history dating back to 1869.

As a pioneer in urban regeneration, Nhood will use its real estate services to support the development of the approximately 45-hectare former industrial platform. The site will be transformed into a primarily residential area, complemented by integrated retail, office, service, and public amenities. The project is designed to support a mix of secondary functions and create a sustainable, resilient development model.

Established in 1869, the Solventul Timișoara factory was a producer of alcohol and solvents that employed over 3,000 people during the communist era. The plant was a key industrial pillar of Timișoara and a major driver of the regional economy, becoming a symbol of tradition and innovation over time. After operations ceased in 1998, the site remained a strategic area with high potential for transformation.

"The Solventul platform has the potential to become a benchmark for urban regeneration, not just for Timișoara but for the entire region. Nhood Romania's proven expertise assures us that this partnership will lead to the creation of a complex and sustainable urban ecosystem. Together, we will create a vibrant space where the local community can enjoy a higher quality of life, featuring residential areas, workspaces, and meeting places, all while preserving local traditions. We are fully dedicated to the success of this endeavor. We are confident that we will find trustworthy public partners in the Timișoara City Hall, the Timiș County Council, and other involved authorities, who are concerned, above all, with the harmonious development of the city's western area, alongside the rest of Timișoara," **stated Carmen-Adriana Oțelea (Korșinszki), Chief Executive Officer, Reuben Brothers**.

This project will be Timișoara's most extensive urban regeneration initiative with a single owner, developed by Reuben Brothers in partnership with the Nhood Romania team.

In the first phase of the mandate, Nhood Romania will develop the project's Master Plan. This process will begin with a comprehensive analysis of the area, including data collection and an exploratory report. It will then define a strategic, comprehensive, long-term architectural vision to be integrated into urban planning documents, feasibility studies, and the development action plan.

"For Nhood Romania, the trust placed in us by Reuben Brothers confirms our position as a strategic partner for top-tier investors. The Solventul project is the largest urban regeneration initiative in the western part of the country, and we are delighted to be able to contribute to transforming this area into a vibrant urban hub with a positive impact on the community and the economy," said **Bogdan Aldea, Head of Business Development, Nhood Romania**.

The Master Plan developed by Nhood will propose functional solutions integrated with Timișoara's urban fabric. It will also consider existing environmental conditions, including site remediation solutions, which will be outlined and executed by a team of specialized service providers in close cooperation with the competent authorities, following the best standards and practices in environmental protection.

The main objective is to create a strategic vision for urban regeneration that reflects the area's potential for rebirth as a future urban center and integrates connections with the city's infrastructure, including the future road link to the Timișoara bypass.

"This mandate represents a unique opportunity to complement Timișoara's urban identity with an emblematic project. We will integrate principles of mixed-use development, sustainable mobility, and public space hierarchy to offer an urban regeneration model that will remain relevant for future generations," stated **Ruxandra Dragomir, Head of Development, Nhood Romania**.

This collaboration confirms Nhood Romania's commitment to developing strategic projects that contribute to revitalizing urban areas and strengthening the attractiveness of Romanian cities for communities and investors.

About NHOOD SERVICES ROMÂNIA:

Nhood Services Romania is a dynamic real estate services company specializing in community engagement, mixed-use project operations and commercialization, asset management, and the development of sustainable and urban regeneration projects. Acting on behalf of asset owners, it offers a comprehensive range of services from retail and residential to office spaces and community hubs, with the goal of transforming existing spaces into vibrant and attractive places with a positive impact on the environment, society, and economy.

Nhood operates across three business lines: Property & Asset Services, Resources & Fund Investment, and Development, as part of the Ceetrus and Nodi ecosystem. In Romania, the company manages 25 mandates for retail and office spaces (including leasing), a business park – Coresi Business Campus, a residential project – Coresi AvantGarden, and 23 retail locations nationwide, all Auchan shopping centers, including Coresi Shopping Resort. Nhood collaborates with over 15 clients, including Ceetrus and Auchan, and oversees Cartierul Coresi, the largest urban regeneration project in Romania.

Nhood brings together the real estate expertise of over 1,300 professionals across 11 countries to regenerate and transform an initial portfolio of nearly 300 shopping centers across Europe, with a potential for 30,000 housing units within 40 real estate projects. The assets under Nhood’s management are valued at over 8 billion euros.

About Reuben Brothers Romania

RB Romania is part of a group of companies owned by the Reuben Brothers Group, which holds one of the most significant privately owned luxury real estate portfolios globally, with assets across the UK, Europe, the US and beyond. In Romania, Reuben Brothers owns, among others, over 100 hectares of land under planning for development mainly in Bucharest and Timisoara, owns and operates commercial and services premises in Bucharest, as well as various historical properties in the most prominent areas of Bucharest.

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