Nhood Romania surpasses 10 million euros in revenue, achieving a 10% growth in 2024

Bucharest, 12 February 2025 – Nhood Romania, an integrated real estate services and solutions company, reported revenue exceeding 10 million euros in 2024, marking a 10% increase compared to the previous year. At the same time, the company's net profit grew by 63% year-over-year, leveraging a diversified portfolio and operational efficiency.

"In 2024, Nhood Romania continued to expand its portfolio by diversifying the projects managed and increasing the number of clients outside the group's portfolio. Ceetrus remains our primary client, but we have also successfully secured seven new mandates with third-party clients. This growth strategy, established at the end of 2023 and implemented throughout 2024, has already delivered results that exceeded expectations," stated **Elena Bocan, Head of Market & Resources & Fund Investment, Nhood Romania.**

Nhood Romania has broadened its service offering, and as of 2024, it provides ESG consulting through the Energy Sobriety, Green Lease, and Carbon Footprint Program, as well as advisory and consulting services in entertainment, food & beverage, and franchising. Additionally, the company has expanded its Capital Market services, including financial advisory and consultancy for credit structuring and funding solutions provided by financial institutions.

Among the new clients that joined Nhood Romania's portfolio in 2024 are Urbano Cluj and Lagardère (for leasing services), a key player in the entertainment industry (for entertainment consulting and advisory), MADEX (for real estate development and project management services), and Spartan (for international expansion and franchise services).

Additionally, the company oversaw the development of the commercial area within the Coresi district in Brașov, which remains the largest urban regeneration project in Romania and is exclusively managed by Nhood Romania on behalf of its client, Ceetrus. As part of this project, Nhood Romania provided end-to-end real estate services, from concept design to the commercialization of retail space for the newly opened Decathlon store—the first in Romania to adopt the brand's new global concept—as well as for Farmacia Tei and Bebe Tei. The stores, spanning a total area of over 7,000 sqm (2,050 sqm for Bebe Tei, 856 sqm for Farmacia Tei, and 4,300 sqm for Decathlon), were developed and delivered as turnkey projects, designed to offer visitors a modern, interactive, and innovative shopping experience.

According to Nhood Romania, prospective tenants are increasingly seeking flexibility and sustainability in the spaces they lease.

In the office building sector, companies require spaces that are adaptable to new ways of working, equipped with modern, energy-efficient amenities, and compliant with sustainability standards. Integrated technology and flexible collaboration areas are also in high demand, particularly within the creative and IT industries.

In the retail sector, there is a growing demand for shopping centers that provide a comprehensive retail experience, combining shopping, entertainment, and wellbeing. One notable example is Coresi Shopping Resort, where Nhood Romania has achieved significant success in the leisure and food court areas, which deliver a high-quality customer experience.

"While safety was once an implicit concern before the pandemic, it has now become a top priority for consumers. Additionally, customers are increasingly drawn to modern, comfortable, and visually appealing spaces where they can spend quality time with family and friends. We are also witnessing a growing interest in leisure and well-being experiences. This is why, at Nhood Romania, we focus on optimizing the commercial mix of the shopping centers we manage through an integrated leasing, property, and asset management strategy. We prioritize partnerships with brands in the health, fitness, and nutrition sectors, ensuring an offering that aligns with evolving consumer expectations and delivers a distinctive experience within shopping centers," stated **Gabriela Pișta lu, Head of Property & Asset Services at Nhood Romania.**

For 2025, Nhood Romania aims for a 22% revenue growth, driven by new client acquisitions and the expansion of its service portfolio, with a heightened focus on ESG initiatives and the implementation of sustainable solutions and green lease practices for its clients.

At the same time, the company will continue integrating ESG principles across all its projects, contributing to a more sustainable environment and enhancing the quality of life in the communities where it operates.

Additionally, Nhood Romania plans to finalize the development and promotional projects managed for its client Ceetrus within Coresi, Brașov. These include the U1 office building, offering 10,500 sqm of Class A office space. Ceetrus has already financed a total GLA of 60,000 sqm of office space, while Nhood Romania ensures the management of these real estate assets. The office building is designed to meet the growing demand from IT and manufacturing companies that have expanded their operations in Brașov. In addition to its state-of-the-art facilities, the building will adhere to the highest sustainability standards. It will feature integrated photovoltaic panels and energy efficiency solutions, contributing to a reduced carbon footprint and fostering a sustainable and employee-friendly work environment.

The successful completion of these objectives will be supported by an integrated strategy that combines Nhood Romania's real estate expertise, innovative solutions, and strategic partnerships with both local and international stakeholders.

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.

Persoane de contact:
Monica Dima
Head of Brand Marketing & Communication
Tel.: 0723 603 287
Email: mdima@nhood.com