

Nhood supports the opening of URBANO Shopping & Living, a major regional retail project

Bucharest, 21 May 2026 – Nhood, an international real estate solutions operator supporting clients through an integrated services platform across Europe and Africa, announces the official opening of URBANO Shopping & Living. This will be the largest commercial park in Transylvania, developed by URBANO Group in Florești, Cluj County, with an investment of 40 million euros in the first stage.

As a strategic partner, Nhood supports URBANO Shopping & Living through an exclusive leasing mandate, integrated property management, and operational marketing services, contributing to the definition of the commercial concept, tenant attraction, operational readiness, and the positioning of the new retail destination within the local community.

Developed across a total area of approximately 15,000 sqm, URBANO Shopping & Living introduces an integrated one-stop-shop concept to the community - a complete destination where retail, services, gastronomy, and quality experiences come together in an accessible format aligned with the current needs of consumers.

Nhood provides integrated property management services for the project, contributing to the shopping center's operational performance.

"We are grateful for the trust that URBANO has placed in the Nhood team. Together, we succeeded in transforming the project's vision into a strong operational reality. Our objective is to ensure high-performing tenant relationship management and elevated operational standards, so that URBANO Shopping & Living remains a relevant destination for the Cluj community in the long term," **stated Răzvan Ciobanu, Head of Property Management at Nhood.**

The new shopping center brings together 37 stores and a dedicated drive-thru area spanning more than 1,000 sqm, featuring four major international brands: McDonald's, Starbucks, Popeyes, and Burger King. The retail mix includes brands such as **LIDL, HalfPrice, Sportisimo, Jysk, Benvenuti, Smyk, Sinsay, Deichmann, Farmacia Alma, Fressnapf, CCC, Mesopotamia, TEDi, Bosch, Oval Sport, Stay Fit Gym, Peak Toys, Prime Beef-Băcănia, Artigiamo Coffee, Plăcintăria Stan și Bran, Las Vegas Casino și Banca Transilvania.**

DIY retailer Hornbach and cash&carry hypermarket Selgros are in the early stages of construction and are scheduled to open to the public in the first half of 2027.

Through coordinating the leasing process and structuring the tenant mix, Nhood contributed to developing a balanced commercial offering that combines leading international brands with locally appreciated retailers.

"We are pleased that the Nhood team contributed its expertise to the successful leasing of the URBANO Shopping & Living project, which will undoubtedly establish itself as an important landmark for the local community. Our expertise is reflected in attracting major national and international brands, alongside local brands appreciated by Cluj residents, all of which chose the project due to its commercial potential, coherent concept, and strategic positioning," **stated Corina Toma, Leasing Manager at Nhood.**

"URBANO Shopping & Living was designed as a modern, accessible destination connected to the real needs of the community in the Cluj metropolitan area. We are happy to officially open this project and offer the public a complete shopping experience, built together with strong partners and an involved team", **stated Ciprian Comșulea, Executive Manager of Urbano Group.**

Beyond its commercial component, the project aims to serve as a meeting point for the local community through activations and experiences for visitors.

"The marketing strategy developed for URBANO Shopping & Living starts from the visitor experience and the role this project can play in community life. Our goal was to transform

URBANO from a conventional retail format into a relevant urban destination - a space that brings people together and creates authentic connections between retail, social interaction, and lifestyle,” **stated Diana Bjoza, Marketing Manager at Nhood.**

Developed on a 25-hectare site, the project contributes to the economic development of the area and will generate more than 500 jobs at the metropolitan level. Located on DN1 – Luna de Sus junction, URBANO Shopping & Living benefits from direct connectivity to the main traffic routes in western Cluj and integrates solutions focused on mobility and sustainability, including extensive green spaces, electric vehicle infrastructure, and connections to metropolitan public transport.

About Nhood

Nhood is an international real estate solutions operator, actively involved in urban regeneration. The company supports property owners, public authorities, and investors in the sustainable transformation of assets and spaces, leveraging an integrated services platform.

As an integrator of expertise, Nhood operates across the entire real estate project lifecycle, from strategy to operations: consulting, concept design, development, placemaking and community engagement, operational management, and asset value enhancement. Its 1,600 employees manage assets worth €17.3 billion across nearly 1,000 locations in Europe and Africa, serving over 300 clients.

The company develops value-generating mixed-use projects rooted in local dynamics, where retail, residential, office spaces, leisure and hospitality areas, digital infrastructure, and new urban uses coexist.

Guided by a positive-impact approach — People, Planet, Profit, and Governance — Nhood works every day to create “better places” that are useful, vibrant, and attractive.

www.nhood.ro

About URBANO GROUP

URBANO Group acts as an integrator for the development and management of premium property investment projects across the following sectors: **logistics and industrial, residential, office, and commercial**. Since 2016, the group's developments have been concentrated in the city of Cluj-Napoca and the Cluj Metropolitan Area, accelerating innovative projects focused on the revitalization of urban spaces.

The new project – Urbano Shopping & Living – will offer the community a unique and modern destination, generating both a **local proximity impact** and a **regional impact** through its mix of functions and major operators set to conduct their business within this commercial and family-focused services center.