Home.Earth

Real estate is the world's largest asset class, central to how societies create, store, and distribute value. Yet it sits at the crossroads of today's biggest pressures: affordability, urban growth, and climate.

Home.Earth is a real estate company designed for this new reality. We develop, own, and operate multi-family homes with a scalable product model that delivers competitive returns while setting new benchmarks for environmental and social performance.

Home.Earth has a portfolio of more than 100.000 sqm of operating properties and to-be-developed projects. We are backed by both private wealth and institutional capital, and we are now raising €100m annually to scale the platform.

Why invest

Target net return to investors

~ 12-14%

over a 10-year horizon

Proven and experienced team

Led by entrepreneurs with a track record of building successful businesses across the real estate value chain.

No management fees

No management fees - investors own the platform. Cost-based setup and reduced team incentives align value creation and enable superior ESG performance.

Strong performance and growth

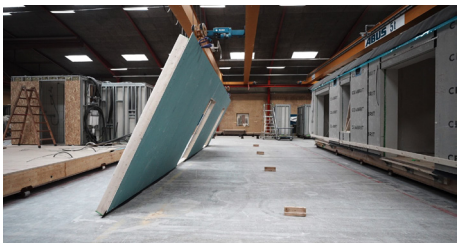
Delivering solid performance with continued growth in GAV and an expanding pipeline across of new developments and operationg properties.

Very attractive market and strategy

Demand for affordable and sustainable housing in metropolitan areas far exceeds supply, driving income and value growth above inflation.

What we do different

Build Smarter



Industrialisation & repetition
Home.Earth is developing a scalable building system. Target: 5% CapEx savings combined with higher quality and lower footprint.

Predictable outcomes with low variance
Standardized design and workflows enable early cost lock-ins and reduced variance.

Fast and efficient
Up to 35% faster after 4–5 projects, driven by learning curves and process maturity.

People Centric

Alignment through shared value creation
Tenants are part of value creation through profit sharing, creating stronger commitment, lower churn, and better long-term performance.

Community-led living
Strong communities are enabled through well designed shared spaces, with on-site Home.Earth staff supporting everyday interactions and long-term resident stability.

Tenant agency and ownership
Tenants are empowered to influence their homes and communities, fostering responsibility, engagement, and long-term care.

Absolute Sustainability

Record low footprint
We cut construction emissions by 90% and lifetime emissions by more than half compared to a DGNB Gold Certified conventional concrete building

Future fit
Built to anticipate and adapt to regulatory changes and tarriffs, focusing on both physical climate risk and lowering carbon footprint.

Circular design for disassembly
Modular, reversible construction enables up to 80% material reuse and lower maintenance costs.

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Portfolio snapshot: One proven playbook – refined, replicated and scaled

EUR 192 m
GAV as of 31 December 2025

28,000 sqm
in operation

77,000 sqm
in development

200,000 sqm
in pipleline opportunities

Stage: Operating
Completed Sept. 2025 and fully leased by year-end with minimal marketing budget

Lowest carbon multi-storey residential building, delivered within a conventional budget.

EUR 5.9m value uplift secured via zoning exceptions enabled by unique profile, sustainability performance, and municipal dialogue.

Stage: Construction
Direct continuation of Nærheden through reuse of proven designs and partners from Nærheden.

Zoning exception from Nærheden replicated, driving 5% rent uplift from reduced unit sizes.

Only viable buyer after municipal suspension of new rental housing – enabled by Home. Earth's social and sustainability focus

Stage: Planning
Prime location: <10 minutes by bike to Copenhagen City Centre, in supply-constrained market.

Major supply-demand imbalance underpin strong financial case performance.

Plot utilization up to 209% in opening statement, far above 150% assumed in underwriting, enabled by concept strength and municipal dialogue.

An experienced team with an unmatched track record

Rasmus Nørgaard
CEO

Investor

Co-founder of NREP, now Urban Partners, one of Northern Europe's largest real estate investors and developers with €23bn AUM.

CIO of NREP for 13 years, in which NREP was twice elected the "most consistently outperforming real estate fund manager globally" by PERE, delivering a gross IRR above 20% IRR across all investments.

Carel van Houte
Head of Product

Developer

Ex-Chief Design & Construction Officer at CitizenM Hotels.

Industrial designer by background and a pioneer in modular construction.

Developed citizenM's modular building system and led the construction of 12 hotels in cities like Amsterdam, London, and New York.

Rasmus Juul-Nyholm
Head of Property Operations

Operation

Founder of Cobblestone, one of DK's largest property and asset managers.

Served as CEO for 20 years until joining Home.Earth.

Founder and Chairman of PropTech Denmark. Prior tech entrepreneur and investor, with two successful exits.

Invest with us – Key terms

Structure	Platform investment into an unlisted real estate company, privately held limited partnership
Target annual IRR over 10 years	~12-14% before tax at investor level
Dividends	~4% upon stabilization
Management fees	None, only actual cost
Liquidity	No transfer restrictions and liquidity windows from 2028, IPO track in the medium-term
Equity committed	EUR 91m
Team co-investments	EUR ~14m
Alignment Structure (Redesigned Promote)	~80% to Investors of all value created incl. at entity level, ~10% to Tenants, ~5% to Foundation, ~ 5% to Team
Target raise current funding round	EUR 100m – Round 4 open for subscriptions

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