

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 150,000 sqm of operating properties and to-be-developed projects. We are backed by both private wealth and institutional capital, and we are now raising €100-150m 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

Investors own the platform. Cost-based setup and reduced team incentives align value creation and enable superior ESG performance.

Strong performance and growth

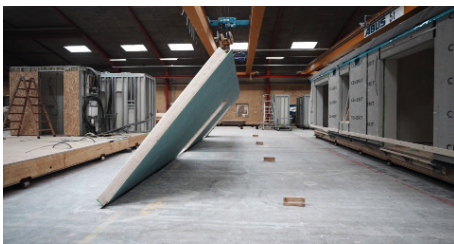
Delivering solid performance with continued growth in GAV and an expanding pipeline across new developments and operating properties.

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



Industrialization & 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.

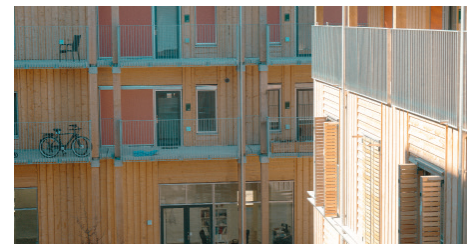
Community-led living

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

Our first two projects have the lowest lifetime emissions for apartment buildings in Denmark and are close to eliminating construction emissions.

Future fit

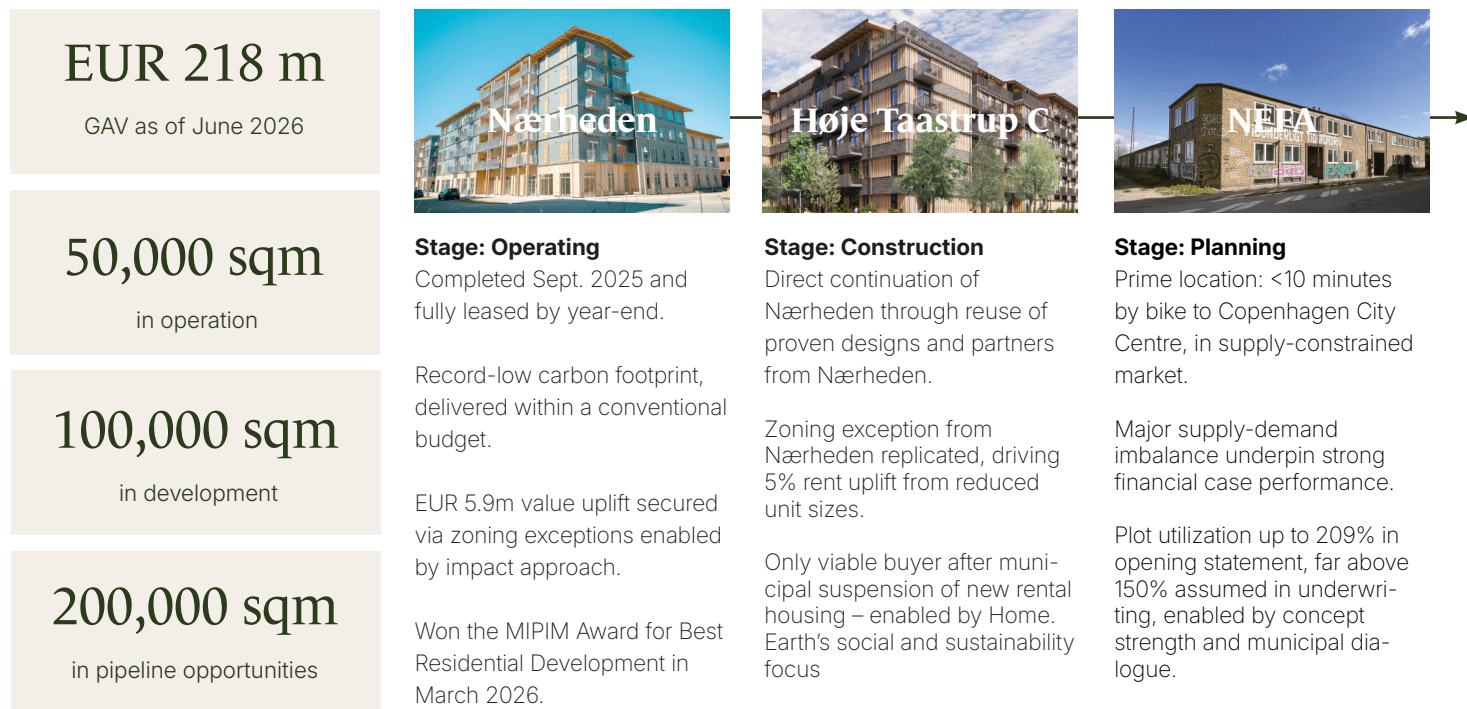
Built to anticipate and adapt to regulatory changes and tariffs, focusing on both physical climate risk and lowering carbon footprint.

Circular design for disassembly

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



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



An experienced team with an unmatched track record



Rasmus Nørgaard
CEO



Carel van Houte
Head of Product



Rasmus Juul-Nyholm
Head of Property Operations

Investor

Co-founder of NREP, now Urban Partners, one of Northern Europe's largest real estate investors and developers with €25bn 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.

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.

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 net IRR over 10 years	~12-14% before tax at investor level
Dividends	Annual dividend distributions from ~2030
Management fees	None, only actual cost
Liquidity	No transfer restrictions and liquidity windows from 2028, IPO track in the medium-term
Equity committed	EUR 158m
Team co-investments	EUR 17.8m
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 100-150m