

Golub GetHouse presents INSPIRENTALS

Inspiration for finding new friends and engaging in an active lifestyle, a space to strengthen relationships, and a place offering a sense of belonging to a multi-generational community: these are only a few of the features that characterize INSPIRENTALS, Golub GetHouse's new real estate brand. This new brand will be the vehicle for development projects in the Private Rented Sector offering a range of amenities available to all residents that is rare on the Polish market. The Warsaw-based Postępu Apartments (working name) and Liberty Tower projects, among others, will be completed under the new INSPIRENTALS brand.

Czarek Jarzabek, Founder and CEO of Golub GetHouse, said: *"The INSPIRENTALS brand was created through analysing social phenomena and expectations of people who are looking for the most comfortable places to live. It responds to the current trends on the real estate market, which are becoming more and more visible in Poland, too. Owing to cooperation with our American partners, we have access to unique knowledge on completion of modern developments with apartments for rent. In the United States, our company has been implementing and managing PRS (Private Rented Sector) projects for many years now. These projects have had a huge impact in creating communities of residents. We would like to transfer our experiences onto the Polish market, taking all local conditions into consideration. At this time, we have secured land in Warsaw that will allow us to complete about 1,500 apartments for rent. The Postępu Apartments and Liberty Tower projects will be the first ones to be completed under the INSPIRENTALS brand."*

Postępu Apartments is a complex of four buildings connected through a glass core in the central section of the property, fully open to green patios. The entrance to the buildings will lead through a lobby with a reception open 24 hours a day. The project will offer 371 residential units (with areas ranging from 26 to 71 m²), which will be rented out together with a fully furnished kitchen and bathroom. As for the other units, the investor will offer finishing packages allowing the tenants to furnish their apartments by leasing furniture.

The project will be located in Warsaw's Służewiec district, at ul. Postępu, in the immediate vicinity of the office centre. Grupa 5 Architekci architecture studio handled the design. The Postępu Apartments project offers multiple amenities for residents, both within the buildings themselves and in their immediate vicinity, providing perfect conditions for integration. The residents will be able to use, for example, terraces on the roof, a gym with a spa zone, a TV room, a game room, a common kitchen with a terrace, a chill-out zone, a reading room, a conference room with full office furnishings, and a parcel pick-up point. Moreover, the ground floor of the building (from ul. Postępu) will house a commercial and service section, with restaurants, coffee shops, and grocery stores. In addition, the area surrounding the building was designed to meet an extensive range of residents' needs. It will include space for relaxation (benches, swings, green areas) as well as a bouldrome, beach volleyball court and basketball court, and an outdoor cardio zone. The work on this project will commence in Q1 2020.

The other project to be implemented by Golub GetHouse under the INSPIRENTALS brand is the 140-metre-high skyscraper called **Liberty Tower**, which will be built at the junction of Żelazna and Grzybowska streets in Warsaw's Wola district. The project comprises the construction of a 42-storey tower with a 9-storey podium and an underground garage. In the high-rise part of the complex, reaching as high as 140 metres, there will be over 500 finished

apartments (area from 32 to 132 m²) intended for long-term rental. Liberty Tower will stand apart for its uniquely extensive range of amenities available as standard for every resident. A specially arranged zone on the 10th and 11th floors of Liberty Tower will include a fitness and spa area, a conference centre, a game room, a relaxation area and an open kitchen, providing perfect conditions for cooking together, as well as for hosting private parties. What is more, on the roof of the podium tower there will be a large swimming pool with a hot tub and green terraces with landscaping elements and BBQ zones.

In addition to apartments for long-term rental, Liberty Tower will also house a Radisson RED hotel. The hotel, in the 9-storey podium tower, will have 267 rooms. Its interior will include a conference centre, fitness area, restaurant, lobby bar, and dedicated meeting areas. The architectural design of Liberty Tower was made by the renowned American studio Arquitectonica, which chose the reputable studio Epstein to be its local partner. The construction work on this project will commence in Q2 2020.

Jakub Bartos, Head of Residential at Golub GetHouse, added: *“By introducing INSPIRENTALS, we would like to offer a completely new quality of service. We build apartments accompanied by a wide range of amenities, we rent them and we manage them fully. Community lies at the heart of our brand. By creating a unique space around the residents, we enable them to manage all aspects of their lives. We respond to their needs by selecting the services and amenities accordingly. We also respect the individuality of each and every member of our community, creating a space for free development. We do not shut out any social or age group. The INSPIRENTALS brand is characterized by multi-generationality. Our offer is addressed also to mature people who do not wish to be lonely, but prefer to participate in the life of the community.”*

On one hand, INSPIRENTALS is a response to the market’s growing need for professionally administered apartments for rent, while on the other, its establishment is related to palpable social changes. More and more people are defining themselves through their values of freedom, independence, and mobility.

Przemysław Chimczak, founder of think co. real estate research lab, said: *“In Poland, we are now observing a growing diversification of the residential market, which is a result of the social changes that are taking place. The development of the private rented sector is stimulated mainly by the younger generation and their disparate attitude to life, but the trend goes beyond that group. Changes to how people approach their place of residence can be observed in members of all generations. And even though the majority of residential premises still remain in private hands, the institutional rental sector will gain more and more momentum. This is caused not only by the difficulty in taking out loans, but also by the greater and greater emphasis on flexibility in both private and professional lives. When selecting the place they wish to live, millennials first pay attention to the costs of maintenance, transit options, nearby workplaces, cleanliness in the vicinity, and access to green areas. By deciding to rent, they can meet their needs but also leave themselves an option to quickly change the place they live, which is crucial for them.”*

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Golub GetHouse is a real estate, investment and development company with over 55 years' experience in the real estate market in the United States and Europe. In Poland, Golub GetHouse has so far developed office buildings including the Warsaw Financial Center, the International Business Center, the Warsaw Corporate Center, and the PRIME Corporate Center, which is the headquarters of Raiffeisen Polbank. Currently, in a joint venture with Mennica Polska S.A., Golub GetHouse is developing the Mennica Legacy Tower at the junction of Prosta and Żelazna streets in Warsaw. Golub GetHouse also invests in the rental apartment market and student housing projects.