

EXCEM REAL ESTATE AND PININFARINA JOIN FORCES TO REINVENT MODERN LIFE ON THE COSTA DEL SOL

The new project will be presented
in Triennale Milan on February 18

Turin, January 22, 2020 - Well-being, nature, elegance, exclusivity, environmental integration, comfort, design and state of the art technologies will be the main ingredients of the **new residential real estate development designed by Pininfarina for the Spanish developer Excem Real Estate**, thus formalizing their strategic alliance with Excem's inaugural **Costa del Sol resort** in an area where total expected investment will be around 200 million euros.

Excem Real Estate and the Italian design firm, renowned for multiple international architectural awards, announce a new and exceptional collaboration to create a **unique architectural landmark on the Costa del Sol**, after successfully creating a new concept of luxury residential complexes in the prime real estate sector.

This development, with a strong focus on sustainability, will markedly improve the image of the entry point to Estepona by creating a new 20k m² zone of green spaces surrounding the 3k m² residential plot, thus contributing to the reduction of the carbon footprint.

This project whose license is currently being processed, the first to be developed by Pininfarina in Spain, includes the construction of 38 exclusive residential units from 250 to 550m² with very low density and very high quality, in line with the vision that the Estepona City Hall has focused on to improve the quality of life for its citizens. The residential units will be designed according to the BREEAM and WELL criteria that promote the health and well-being of the residents.▶



Among the main features of the project is an area known as the "Atrium", an imposing 16m high-ceilinged lobby, with a unique view of both the sea and mountains that can be enjoyed from the exclusive terrace with an infinity swimming pool, allowing residents to live the amazing experience of the North African sunsets.

The 1.500m² leisure activity spaces include a private club with a culinary area, a special purpose events room, a reading room, a movie theatre, a game room for children, and a multi-function and work area. In addition, there will be areas dedicated to relaxation activities like a SPA, a heated indoor pool, a climbing wall and a gym.

The residential units will be located at the entrance to Estepona, on the only available plot of the Paseo Marítimo. Estepona, one of Southern Spain's most attractive locations, renowned for its spectacular

beach front and privileged natural surroundings, has managed to preserve and respect the area's people, customs and cultural traditions through an orderly, sustainable and exclusive growth model that make Estepona the reference point for high-end housing on the Costa del Sol.

Estepona, together with the municipalities of Marbella and Benahavis form the 'Golden Triangle'; a privileged haven on the south-west coast of the Mediterranean. Pininfarina will use its extensive experience in the development of luxury residential complexes, proposing an imposing architectural design carried out through an emotional connection between the residents, the building and its surroundings.

The new project will be presented in Triennale Milan on February 18th, in a special event dedicated to the 90th anniversary of Pininfarina. ▴

Excem Real Estate

Excem Real Estate is a real estate investment group and management company whose founders, Chairman David Hatchwell Altaras and CEO Andres Sanchez Lozano have more than 35 years of experience in the sector, both in Spain and internationally. Excem Real Estate has launched multiple investment platforms in recent years through two main strategies. The first is based on revenue generation that includes co-living solutions

under a Spanish REIT structure and the market leading Fun Hostel chain, CATS. The second is dedicated to residential development in Madrid, the Costa del Sol and the Region of Murcia. This project is the first in a series of planned Costa del Sol investments.

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Pininfarina Architecture

Pininfarina, founded in 1930, is an internationally recognized design firm. With offices in Italy, Germany, China and the United States, it is a unique global emblem of Italian design. Pininfarina is not only the world leader in automotive design. It has also carried out more than 600 projects in diverse areas over nine decades, and has received multiple international

architecture awards. The most recent awards include: the International Architecture Award for the construction of the Control Tower at the new Istanbul airport in 2016 and the iF Design Award in recognition of the construction of the Cyrela skyscraper in Sao Paulo. Pininfarina also received the American Architecture (2015) and the German Design Awards (2017).

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