PRESS RELEASE

NHOOD SIGNS A NEW TENANT REPRESENTATION MANDATE FOR SPECIALTY LEASING WITH MI PERFUMES

Following its first opening in Zenia Boulevard one year ago, the brand expands into Madrid with new locations in Parque Corredor and La Gavia

This agreement marks a milestone in adapting the traditional brand-representation model to the specific needs of Specialty Leasing

Madrid, February 2025. Nhood, a specialist in comprehensive asset management and provider of real estate services, strengthens its position in the Specialty Leasing sector with the signing of a new exclusive Tenant Representation mandate for Mi Perfumes, a retailer specialized in equivalence-based perfumes.

After its first opening in Zenia Boulevard a year ago—where Nhood collaborated in the design of its stand—the brand now enters the Madrid market with new locations in Parque Corredor and La Gavia, along with an upcoming opening in Nueva Condomina (Murcia).

"At Nhood, we understand the dynamics of Specialty Leasing and the need for flexibility for emerging brands like MI Perfumes. Our team works to provide the best locations and solutions tailored to their expansion needs, ensuring agile and efficient growth," said Javier Matey, Specialty Leasing Manager Spain.

This agreement represents a milestone in adapting the traditional brand-representation model to the specific needs of Specialty Leasing, offering more flexible conditions and agile management to facilitate the expansion of short-term retail concepts within shopping centres.

"From the Tenant Representation team, we celebrate this new mandate with Mi Perfumes alongside Specialty Leasing, reaffirming our commitment to offering strategic and flexible solutions. We follow a rigorous protocol tailored to our clients' expansion needs and objectives. MI Perfumes' trust in our experience and knowledge demonstrates the success of this approach," stated Jorge Vilanova, Tenant Rep & Retail Agency Manager.

"At MI Perfumes, we are excited about the agreement reached with Nhood, a key step in our expansion. This mandate will allow us to bring our passion for perfumery to more people while maintaining the quality and exclusivity that define us. We thank Nhood for their trust and are ready for this new chapter in MI Perfumes' growth," added Guillermo Polizón, co-founder of MI Perfumes.

The success of this model lies in the ability of Nhood's Specialty Leasing and Tenant Rep teams to identify ideal spaces, anticipate client needs, and provide specialized consultancy. Their expertise and agility enable them to offer customized solutions, maximizing growth opportunities for emerging operators such as MI Perfumes.

With this new mandate, Nhood reaffirms its commitment to innovation in the management of commercial spaces and its key role in the evolution of Specialty Leasing in the market.

About Nhood

Nhood is a company specializing in real estate solutions and services. Our team of experts designs and implements innovative proposals to increase the value of our clients' real estate portfolios. As urban regenerators, we create "enhanced places": unique, enjoyable, and attractive spaces where retail and mixed-uses act as the central drivers for value creation.

Founded in 2021, Nhood operates in Europe and West Africa. We are currently developing over 30 urban regeneration projects and managing more than 900 assets for our clients. Our team of more than 1,000 professionals covers the full real estate value chain: asset management, shopping centre operations, urban planning, and development.

Our methodology, known as “site vision”, combines proximity, forward-looking analysis, and creativity to project each space into the future and address emerging territorial challenges.

Nhood belongs to the Association Familiale Mulliez, which provides the solidity of its commercial DNA and a strong local foundation. The name “Nhood” derives from the English word “neighborhood”, reflecting our ambition and commitment to local communities.

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