Nhood Romania strengthens partnership with URBANO Group to manage Transylvania's largest retail park

Bucharest,18 November 2025 – Nhood, an integrated real estate services and solutions company present in 10 European countries, including Romania, is expanding its strategic partnership with URBANO Group, the developer of the Urbano Shopping & Living project in the Cluj metropolitan area. Nhood will now take over the full Integrated Property Management mandate for Transylvania's largest retail park, Urbano Shopping & Living.

Following a successful initial mandate, during which Nhood was appointed and continues to serve as the exclusive retail leasing agent for the project, the collaboration now advances to an operational phase. Nhood will ensure comprehensive property management, coordinate daily operations, and create and implement the marketing strategy.

"The new mandate solidifies our strategic partnership with URBANO Group and marks a significant stage in the project's evolution. Through our integrated expertise in property and facility management, leasing, and operational marketing, we bring a complete, practical approach tailored to the specific needs of each project. Urbano Shopping & Living is a relevant example of how we can create a commercial project that delivers value both for the owner and the community," stated **Răzvan Ciobanu, Head of Property Retail, Nhood Romania.**

"We are delighted to continue our collaboration with the Nhood team, now in an expanded format covering the entire spectrum of operational services. We are confident that their expertise in commercial center management and focus on performance will bring added value to the tenants and the community surrounding the Urbano Shopping & Living project. For a premium project, we collaborate with premium partners!" declared **Ciprian Comșulea, Executive Manager, Urbano Group.**

Developed on a 25-hectare plot in Florești commune, at the heart of the Cluj Metropolitan Area, Urbano Shopping & Living is an urban retail park designed as a community lifestyle hub, blending retail, services, and experiential areas. The project boasts a total leasable area of approximately **15.500 m²** of commercial space, supplemented by over 1,000 **m²** dedicated to drive-thru restaurant units. It brings together international brands, local operators, and modern retail concepts. With its location, mix of functions, and integrated design, Urbano Shopping & Living is set to become a new commercial and lifestyle focal point for the entire Cluj region, positively impacting the community's economic and social development.

Through this new mandate, Nhood will manage all operational activities for the project: from administering tenant relations and contract management to coordinating maintenance, quality control, and incident management. The company will prepare annual budgets, handle invoicing and debt collection, and provide detailed financial reporting to the owner. Additionally, the Nhood

team will implement the operational marketing strategy and local activations, fostering continuous interaction between the project and the community.

For Nhood, this partnership confirms the company's position as a leading provider of integrated real estate services, capable of covering a project's entire lifecycle—from development, urban transformation, and regeneration to leasing, commercialization, management, and community creation. By taking over the Property Management mandate for Urbano Shopping & Living, Nhood introduces a modern vision of commercial administration to Transylvania, based on operational efficiency, trusted tenant relationships, and sustainability.

About NHOOD SERVICES ROMÂNIA

Nhood Services Romania is a dynamic real estate services company specializing in community engagement, mixed-use project operations and commercialization, asset management, and the development of sustainable and urban regeneration projects. Acting on behalf of asset owners, it offers a comprehensive range of services from retail and residential to office spaces and community hubs, with the goal of transforming existing spaces into vibrant and attractive places with a positive impact on the environment, society, and economy.

Nhood operates across three business lines: Property & Asset Services, Resources & Fund Investment, and Development, as part of the Ceetrus and Nodi ecosystem. In Romania, the company manages 25 mandates for retail and office spaces (including leasing), a business park – Coresi Business Campus, a residential project – Coresi AvantGarden, and 23 retail locations nationwide, all Auchan shopping centers, including Coresi Shopping Resort. Nhood collaborates with over 15 clients, including Ceetrus and Auchan, and oversees Cartierul Coresi, the largest urban regeneration project in Romania.

Nhood brings together the real estate expertise of over 1,300 professionals across 11 countries to regenerate and transform an initial portfolio of nearly 300 shopping centers across Europe, with a potential for 30,000 housing units within 40 real estate projects. The assets under Nhood's management are valued at over 8 billion euros.

About URBANO GROUP:

URBANO Group acts as an integrator for the development and management of premium property investment projects across the following sectors: **logistics and industrial, residential, office, and commercial**. Since 2016, the group's developments have been concentrated in the city of Cluj-Napoca and the Cluj Metropolitan Area, accelerating innovative projects focused on the revitalization of urban spaces.

The new project – Urbano Shopping & Living – will offer the community a unique and modern destination, generating both a **local proximity impact** and a **regional impact** through its mix of functions and major operators set to conduct their business within this commercial and family-focused services center.