

## PRESS RELEASE

## ZOKU KICKS OFF GLOBAL ROLL-OUT

New Copenhagen and Vienna properties to open in 2020.

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The Dutch hospitality brand Zoku announces new properties in two of the world's most liveable cities: Copenhagen and Vienna. These locations will lay the foundation for the brand's international roll-out when they open in 2020.

With the opening of Zoku Amsterdam in 2016, the brand defined a new category in the hospitality industry. By combining the best features of hotels, homes and coworking spaces in a smart and thoughtful way, Zoku delivers exactly what today's traveling professionals need: A vibrant homebase to live and work in a city for a few days to a few months, and a relaxed place to socialize with like-minded locals and guests from around the world.

To carry this vision into new markets, Zoku is seeking partnerships with forward-thinking developers and investors in cities across Europe and North America. The Zoku team works closely with municipalities and real-estate partners to choose locations that complement and integrate with the surrounding neighborhood, as well as providing easy access and quick connections to the city's business, culture and entertainment areas.

Marc Jongerius, co-founder and managing director at Zoku, says: "It's clear that the future of urban developments must be more ambitious than just traditional, single-use buildings. Our partnerships with NREP/Tetris in Copenhagen and IG Immobilien in Vienna show the appetite from developers, investors, and municipalities to bring the Zoku concept to new locations. Our ambition is to partner with the best developers in each market to create a fresh and unique destination that fits with the local context."

**ZOKU COPENHAGEN** will be situated on the Amager island just minutes to central Copenhagen, and will accommodate 160 Lofts, the largest number in the brand's portfolio so far. Copenhagen's City Council chose Zoku to develop the site because of its unique ability to realize the potential of local communities through innovative partnerships with other businesses. The new property will be shared with an organic- focused supermarket and the co-working concept Woods. Rasmus Norgaard, co-founder and partner at NREP, adds: "We are constantly on the lookout for customer-centric, future-proof concepts that create investment value and we are very pleased to have found Zoku as a partner. Combining Woods with Zoku will create a unique mixed-use scheme in Scandinavia."

**ZOKU VIENNA** will be located in the city's booming 2nd district, Leopoldstadt, close to the University of Economics and Business, the Exhibition and Congress Center, and the iconic Prater, a public park that is known for its giant ferris wheel, the Riesen Rad. The property will open in early summer 2020 with 131 Lofts. Set in the IG Immobilien group's new Prater Glacis complex, Zoku Vienna will contribute to the creation of a dynamic and inspiring neighborhood. Hermann Klein, managing director at IG Immobilien, a subsidiary of the Austrian National Bank, says: "Zoku is a modern and relatively young brand, yet it has already

proved its innovative concept is a worthy investment. We see Zoku as a great addition to our investment portfolio.”

Each Zoku location is designed to facilitate interactions between like-minded travelers and locals. Bold Social Spaces, shared dining and rooftop terraces with lush gardens make Zoku a relaxed place for people to connect and collaborate. The Copenhagen property will have its own large meeting and event space, while the Vienna property will feature an additional coworking space on the building’s ground floor.

Hans Meyer, co-founder and managing director at Zoku, adds: “In the digital era, offline interactions have never been more important, and we actively facilitate those human connections at Zoku. We’ve worked closely with our target audience to put people at the center of our design so we can deliver maximum value and relevance to our guests. We want to grow internationally, help build the cities of tomorrow, and push the world forward with smarter solutions”.

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## ABOUT ZOKU

Zoku has invented a new category within the hotel industry with its home / office hybrids. Launched in Amsterdam in 2016 by Dutch entrepreneurs Hans Meyer and Marc Jongerius, Zoku was named after the Japanese word for family, tribe or clan. Zoku facilitates living and working internationally for the growing population of globetrotting talent.

Moving far beyond putting heads in beds, the bold concept has won numerous awards, has received rave reviews, and has been celebrated for its lively Social Spaces and community structure which facilitates genuine connections. In 2018, Zoku achieved BCorp certification - one of the few hospitality brands worldwide to receive this.

Zoku Copenhagen and Vienna are under construction and will open in 2020. The company is actively looking for new projects and partnerships to grow the brand in Europe and North America’s foremost creative capitals such as London, Paris, Berlin, Dublin, Brussels, Los Angeles, San Francisco, and New York.

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