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Hemmaplan is launched and forms partnership with Trianon to develop Rosengård Centrum

Brunswick Real Estate (“Brunswick”) and Bonnier Fastigheter creates a jointly owned real estate company named Fastighets AB Hemmaplan (“Hemmaplan”), which means ‘home turf’ in Swedish. The new company has a clear, long-term strategy with an active, sustainable ownership model based on local asset management and collaboration with municipalities, research institutions and local non-governmental organisations.

The company’s first acquisition is a joint venture with Fastighets AB Trianon (“Trianon”), where Hemmaplan is acquiring 50% of Rosengård Centrum. In total, the agreed property value amounts to SEK 560 million (approximately EUR 55 million). The ambition is to accelerate the development of Rosengård Centrum in partnership with Trianon, including the creation of a library as well as utilising buildings rights for residential development. In addition, Hemmaplan and Trianon will continue already initiated proactive social activities to drive safety, employment, health and living conditions for children.

Hemmaplan, with Bonnier Fastigheter as the majority owner and Brunswick as co-owner with overall responsibility for operations, has the ambition to be the leading property owner in Sweden focused on meaningful and measurable change for the community in which it operates.

The investment strategy targets urban commercial centres with development potential, for example residential, in the major cities of Sweden. The proactive asset management model is focused on supporting the needs of the area, ensuring that local issues are managed sensitively while collaborating with local organisations, other property owners, the public sector as well as the wider community.

As part of the establishment of Hemmaplan, Ulf Jonsson, the founder of the well-renowned construction company Zengun AB, has been appointed Chairman of the Board. In addition, Brunswick has recruited Atusa Rezai, former process leader at Folkets Husby, to be responsible for social sustainability.

Patrik Andersson, CEO of Brunswick:

“Hemmaplan aims to take a new approach to real estate investment. Our goal is to generate meaningful and measurable change in urban commercial centres and their surroundings through local presence, partnerships, and collaborations with local organisations. The acquisition of Rosengård Centrum and the partnership with Trianon is the ideal start for the company, not least given Trianon’s experience and track record in social sustainability.”

Tomas Hermansson, CEO of Bonnier Fastigheter:

“Bonnier Fastigheter’s core and starting point is the interplay between people, the property, the block and the neighborhood. Bonnier has a long history as developer and manager of sustainable properties. We have the ambition to grow in city centre developments to ultimately support a safe and open society by planning, developing, and managing attractive spaces for individuals to work and live.

Hemmaplan is an exciting venture for Bonnier and complements our existing operations and investments.”

Olof Andersson, CEO of Trianon:

“We are thrilled to welcome Brunswick and Bonnier Fastigheter to the development of Rosengård Centrum. Historically, Rosengård has lacked independent investment in the area. The new joint venture with Hemmaplan will accelerate the developments of new community services, residential properties and proactive social sustainability activities.”

Hemmaplan is currently in dialogue regarding additional acquisitions and encourages property owners, municipalities and other partners to reach out for a dialogue.

For more information:

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About Brunswick Real Estate

Brunswick is one of the Nordic region’s leading real estate investors, offering investment management services across investment and debt. Brunswick builds independent, sustainable investment platforms, focused on targeted investment strategies, working closely with Nordic and international investors as well as local partners. The team comprises about 60 people in Stockholm, Helsinki, and Copenhagen. For more information, please visit: www.brunswickrealestate.com