

Case studies

Market analysis – Residence Service Senior - Real Estate



Client: DOMITYS – European Leader of sheltered housing– €100m turnover

Objective: This group is planning to grow in Germany, Spain, Portugal, Italy and needs to know these markets to create its own platform.

- **Processes**

IBP Partners identified and analysed competitors and offers, carried out a statistical analysis (populations, retirement incomes, public subsidies), studied the characteristics of the real estate market, interviewed the main players in the sector in each market targeted.

- **Outcome**

Our analysis resulted in implantations in Porto (Portugal), Barcelona (Spain) and Rome (Italy) and *in* projects in Germany, We remain in charge of the implementation follow-up and of updating analysis of these markets.

DOMITYS has maintained its position as a leader in both quantity and quality

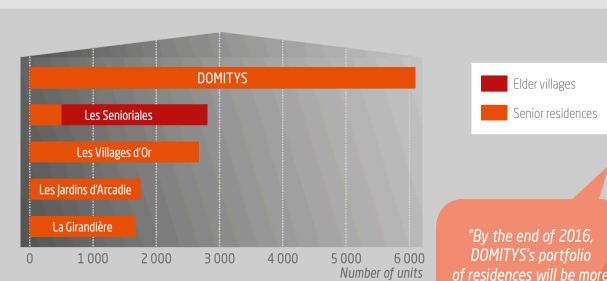
The ÆGIDE Group was the first operator to develop the "new generation" Senior Serviced Residence model in the early 2000s.

Since then, many DOMITYS residences have opened (with a total of 52 open at end 2015), and in 2015, the Group set out to conquer the

international market, opening its first residence in Belgium (in Auderghem, near Brussels).

The Group is continually strengthening its leading position by opening around ten new residences every year.

Breakdown of accommodation provided by the top five operators in the French market (at 1 January 2016)



Source: data collected from operators' websites

"By the end of 2016, DOMITYS's portfolio of residences will be more than double the size of that of its nearest competitor."

KEY POINTS

- A promising market with a bright future
- DOMITYS has maintained its position as leader