

Press release

## Co-living brand **QUARTERS** expands into Poland

- Renata Kuznierska heads the company's expansion
- Warsaw and Kraków in focus

Berlin, 29<sup>th</sup> May 2019 – The MEDICI LIVING Group, the leading co-living provider in Europe and the US, is expanding into Poland. It has appointed Renata Kuznierska as Director Expansion Poland. Based in Warsaw, she will be spearheading the group's expansion and roll-out of the QUARTERS co-living brand in the region. She will identify locations and secure buildings, with an initial focus on Warsaw and Kraków. Other cities are to follow once a foothold has been established.

Renata Kuznierska, moves over to MEDICI LIVING from lifestyle, travel and hospitality platform Selina where she most recently held the position of Head of Country, managing all aspects of new operations in Poland. Between 2013 and 2017 she worked at Cushman & Wakefield, most recently as Partner and Head of Retail Agency Poland. Renata advised clients on re-/ development strategies for shopping centres as well as on expansion and long-term retail strategies. She received her master's degree in economy from Sheffield Hallam University in 2010.

“On our journey to become the WeWork of co-living over the coming years, establishing a foothold in Poland is another key step,” says MEDICI LIVING founder and CEO Gunther Schmidt. “Co-living is becoming more of a topic within the younger Polish generation. We are meeting their demand for flexible and at the same time affordable housing in the large cities with our QUARTERS concept.” High-end furnishings and a comprehensive digital concept set the QUARTERS brand apart. It is specifically targeted at young professionals from the millennial generation.

“I'm really happy to take a part in this amazing project, shaping the beginning of the co-living market in Poland. Is a true entrepreneurial challenge, which I like very much. I truly believe that housing should be affordable for young people and treated as a service. The

# MEDICI LIVING GROUP

QUARTERS community is also helping professionals change country without any stress, which is an added service component for the target group,” says Renata Kuznierska.

MEDICI LIVING has ambitious plans for Poland: Up to 20% of the €1bn European co-living investment program launched together with Frankfurt-listed CORESTATE Capital Holding, one of the region’s largest real estate investment managers, is to be invested in the country. The programme marks the largest planned investment in the history of the young asset class worldwide. A similar cooperation was agreed with the W5 Group, the family office of Ralph Winter, which aims to invest \$300m in the US. MEDICI LIVING expects the addition of at least 7,300 further rooms to its portfolio until 2023. The company currently operates 2,000.

#### **About MEDICI LIVING Group**

The [MEDICI LIVING Group](#), the largest provider of co-living services worldwide, develops and operates innovative, digitalised residential and co-living space concepts for different target groups with different needs around the globe. For its co-living brands [MEDICI LIVING](#) (student co-living) and [QUARTERS](#) (co-living for young professionals), the group leases existing assets as well as new buildings. Overall, the portfolio of the MEDICI LIVING Group encompasses 2,000 rooms worldwide, which are 96% occupied. All residential units are leased long-term and furnished by MEDICI. CEO and founder Gunther Schmidt launched the MEDICI LIVING Group together with Robert Gmeiner and Ferdinand von Fumetti, co-founder and managing director, in 2012.

#### **Media contacts:**

Volker Binnenböse  
MEDICI LIVING Group  
Zossener Straße 55  
10961 Berlin  
Germany  
Tel: +49 30 20 89 803 - 37  
Mail: [presse@medici-living.de](mailto:presse@medici-living.de)

Tom Zeller / Marie-Noëlle Sbresny  
Managing Partner / Associate Director  
Feldhoff & Cie. GmbH  
Eschersheimer Landstraße 55  
60322 Frankfurt am Main  
Germany  
Tel: +49 69 2648677-15 / -236  
Mobile: +49 176 10430063 / +49 159 01 22 03 98  
Mail: [tz@feldhoff-cie.de](mailto:tz@feldhoff-cie.de) / [ms@feldhoff-cie.de](mailto:ms@feldhoff-cie.de)