

BERLIN/FRANKFURT AM MAIN  
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## **Ardian and Rockfield expand German footprint with prime Berlin asset and new partnership with The Social Hub**

- Marks second transaction in Germany within 12 months under their pan-European student housing strategy, which already includes investments of more than €1.16 billion and around 7,500 beds across Europe
- Located next to Berlin Alexanderplatz, the asset comprises 474 units across 10 floors, combining student accommodation, premium extended and short stay offerings and public spaces, enhanced by a vibrant community building and social impact programme
- The transaction establishes a new strategic partnership between Rockfield, Ardian, and The Social Hub who will retain a minority holding and continue to operate the facility under a long-term management agreement
- Alongside APG and GIC, the partnership introduces long-term capital and a framework for future investments, supporting The Social Hub's next phase of growth across Europe
- A planned €18M refurbishment program will further enhance the asset's quality, creating a state-of-the-art urban living model in alignment with The Social Hub's brand standards

The Rockfield and Ardian PBSA platform has acquired a majority stake in The Social Hub Berlin, a hybrid asset strategically located next to Berlin Alexanderplatz combining student accommodation, premium extended and short-stay offerings as well as spaces for the local community. As part of the transaction, The Social Hub will retain a minority holding in the asset and continue to operate the facility under a long-term management agreement. This represents a first step in the hybrid hospitality brand's new ambitious asset-light focused growth strategy.

Following the acquisition of the "Blue Gate" student residence in Aachen last summer, this transaction marks the second investment into the German market under Rockfield and Ardian's pan-European strategy dedicated to Purpose-Built Student Accommodation (PBSA), targeting one of Europe's most undersupplied student housing markets. Berlin has a population of around 200,000 students – an estimated 25% of which are international – with a PBSA provision rate of just under 10%. The deal represents the second largest single-investment for the fund yet, bringing its total investment volume up to more than €1.16 billion and around 7,500 beds across Europe.

The transaction establishes a new strategic partnership between Europe's top tier vertically integrated living platform Rockfield, global private investment firm Ardian, and European hybrid hospitality brand The Social Hub. Alongside The Social Hub's existing shareholders APG and GIC, the joint venture introduces long-term Core Plus capital and creates a framework for future investments. It is the first transaction executed as part of The Social Hub's new asset-light strategy, as the group enters its next phase of expansion across Europe. The new model pairs the hospitality group's unique operating platform and brand with institutional capital to fund the acquisition of existing assets and a pipeline of new sites, while retaining long-term management for each facility.

B Corp Certified The Social Hub's prime Berlin asset comprises 474 units across 10 floors, combining student accommodation with premium extended and short-stay offerings, complemented by dynamic spaces open to the community. The partners will also fund a refurbishment program to enhance the asset's quality, creating a state-of-the-art urban living model in alignment with The Social Hub's premium design brand standards and concepts designed to foster community building. This includes upgraded rooms and spaces open to members of the local community including a new co-working space, expanded meetings & event spaces, a redesigned courtyard, a new state-of-the-art gym, an enhanced food and beverage offering, a club lounge, and more.

Ardian's and Rockfield's strategy is to create a diversified portfolio of high-quality assets, focusing on European markets (especially Germany, the Netherlands, Italy, Iberia and France) where student housing is in high demand and short supply in leading education hubs, characterized by a strong concentration of universities, a growing student population, and limited existing PBSA provision. With a Core Plus focus, the strategy aims to create value by enhancing the operational performance of its assets, as well as their potential to contribute to the global effort of reducing GHG emissions in line with the Paris Agreement.

*"Berlin is one of Europe's most attractive and undersupplied student housing markets, making this hybrid asset a strong and unique addition to our growing portfolio. This investment reflects our strategy of investing in high-quality living assets in leading European cities, helping address the growing need for well-located, high-quality housing solutions for students and young people, while delivering an attractive cash flow profile to our Fund."*

● **MATS BARTELS** ● INVESTMENT DIRECTOR NORTHERN EUROPE, ROCKFIELD

*"The Social Hub is a unique hybrid hospitality brand and best-in-class operator in one of Europe's most compelling real estate segments, where student, professional and lifestyle living, hospitality, and community converge. Its Berlin location is a prime asset offering institutional-quality income with an attractive risk-adjusted return profile, underpinned by a proven operating platform and durable demand. We are delighted to build a strategic partnership with The Social Hub and to expand our collaboration across the broader platform."*

● **NICO RHEIMS** ● MANAGING DIRECTOR REAL ESTATE, ARDIAN

*"Berlin demonstrates the strength and attractiveness of our brand and operating model, the quality of our assets and the attractive cashflow they generate. We are excited to welcome Ardian and Rockfield as partners in our journey. This transaction is an important milestone in our asset-light growth strategy and supports our long-term development objectives as we continue to scale our unique, impact-driven hospitality model across Europe. We already operate 21 flagship properties in key European cities from Glasgow to Rome, with new hubs under development in Lisbon and Turin and plans progressing in Edinburgh, Paris, Milan and Rotterdam. This partnership provides a strong foundation for the next phase of our European expansion."*

● **DENIS MONTRELAY** ● GROUP CFO AND CIO, THE SOCIAL HUB

## **LIST OF PARTICIPANTS**

### **Ardian and Rockfield:**

Legal & Tax: Clifford Chance

Technical: KVL

Financial: PWC

### **The Social Hub:**

Legal: Dentons

Tax: KPMG

Financial: Deloitte

Technical: TA Europe

## **ABOUT ARDIAN**

In a world of constant evolution, Ardian stands out for its ability to anticipate, adapt, and turn challenges into opportunities. As a global, diversified private markets firm with 22 offices and more than 350 investment professionals worldwide, we provide investment and customized solutions that reflect new economic dynamics and help our clients remain resilient in a changing world.

We deliver multi-local expertise and long-term performance for our investors and partners as well as shared value for the broader society. Since Ardian's inception in 1996, our pioneering approach to diversification and our ability to offer tailor-made solutions at scale have remained the heart of our strategy.

Through commitment, knowledge and technology, we bring lasting value to our companies and contribute positively to the whole industry.

Ardian currently manages or advises \$200bn for more than 1,920 clients worldwide across Private Equity, Real Assets, and Credit.

Ardian. Mastering change for lasting value.

**[ardian.com](https://ardian.com)**

## **ABOUT ROCKFIELD REAL ESTATE**

Rockfield Real Estate is a vertically integrated investment, development, and operating platform specializing in European living real estate. Founded in 2014, the firm has built a strong presence across Continental Europe, with offices in the Netherlands and Spain.

## **MEDIA CONTACTS**

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### **THE SOCIAL HUB**

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Managing approximately €3 billion in assets under management, Rockfield oversees 10,000 residential units and has developed over 20,000 homes.

Catering to institutional clients, the firm leverages its expertise in sustainable and future-proof real estate, with a strong focus on ESG principles. Rockfield's entrepreneurial mindset enables it to identify and execute high-quality investment opportunities. Looking ahead, Rockfield remains committed to creating enduring value for stakeholders and positively shaping communities through its forward-thinking residential real estate strategies.

[www.rockfieldrealestate.com](http://www.rockfieldrealestate.com)

## **ABOUT THE SOCIAL HUB**

The Social Hub is a European hospitality brand that blends traditional hotel stays with a vibrant, community-focused experience for guests, coworkers, and locals. Founded in 2012 by entrepreneur Charlie MacGregor, the company redefines the role of hotels in cities – offering spaces where people from all walks of life can learn, stay, work, & play... but more importantly, connect with each other.

Headquartered in Amsterdam and a Certified B Corporation, The Social Hub is built on a commitment to social and environmental impact. Its unique hybrid model combines premium design-led short and long-stay hotel rooms with student accommodation, coworking spaces, meeting and event facilities, restaurants and bars, 24-hour gyms, and open-to-the-public spaces like rooftops, parks, and cultural venues.

With more than 10,000 rooms across 21 hubs in Europe's most dynamic cities – including in Amsterdam (two hubs), Barcelona, Berlin, Bologna, Delft, Eindhoven, Florence (two hubs), Glasgow, Groningen, Maastricht, Madrid, Paris, Porto, Rome, Rotterdam, San Sebastian, The Hague, Toulouse, and Vienna – The Social Hub creates inclusive environments that bring together diverse groups of people under one roof.

Two new hubs are currently under development in Lisbon and Turin as well as a proposed development in Edinburgh.

[www.thesocialhub.com](http://www.thesocialhub.com)