



Press release

Stockholm, January 22, 2019 (07:30 CET)

Growth within rental units, high sales rate in ongoing production of co-op units and strengthened offering for young adults and single-person households

In 2018, SSM adjusted its business strategy and housing offering to meet the altered conditions of the housing market in Stockholm and to strengthen its offering to younger buyers and single-person households. The adjustment resulted in clear growth within rental apartments and a sharper focus on an increasingly optimized and affordable housing offering. SSM's flexible portfolio of building rights has enabled rapid adaptation of both its strategy and products. During 2018, production started in two rental projects with a total of 272 rental apartments and at year-end, rental projects accounted for 43.8 percent of the company's building rights under development. The sales rate for cooperative apartments in ongoing production was 96.9 percent. At the end of the first quarter 2019, SSM will relaunch redesigned apartments in the 1.3 to 2.3 MSEK price range in the Täby Market and Elverket i Nacka projects.

SSM has a clear vision: to put home ownership within the reach of more people. Based on this vision, SSM's housing concept is to develop smart, affordable homes. Young adults and people living in single-person households are continuing to find it difficult to acquire homes with reasonable rents or price tags. To make it easier for people to enter the market, in 2018, SSM revised its business strategy to intensify production of rental units and to optimize its housing offering so more people can afford to buy property. Thanks to SSM's flexible portfolio of building rights, the company has been able to quickly adapt its strategy and offering.

Production in the company's first two rental projects, Täby Turf and Sollentuna Quarters that together will offer 272 rental apartments, started during 2018. Täby Turf was sold through forward-funding to the housing company Willhem for 473.0 MSEK. SSM's goal is to produce 50 percent rental apartments and 50 percent cooperative apartments in the coming years. At the end of 2018, 43.8 percent of the company's building rights under production were intended as rental units.

During 2018, SSM sold 101 cooperative apartments through pre-purchase agreements. The sales rate for cooperative apartments in ongoing production was 96.9 percent at year-end. At the end of the first quarter 2019, SSM will relaunch redesigned apartments in the 1.3 to 2.3 MSEK price range in the Täby Market and Elverket i Nacka projects. During 2019 – 2020, SSM plans to start construction in the Platform West, Tentafabriken, Täby Market and Kosmopoliten projects. These projects already have an aggregated sales rate of 52.6 percent.

- SSM has a highly competitive and flexible project portfolio that gives us the opportunity to achieve profitable growth by adapting our product mix and housing concept to market conditions and the demands of our target group. By the end of 2020, the company aims to have 50 percent rental units in production, says Mattias Roos, President & CEO of SSM.

The Turbinhallen and The Tube projects, which together include 255 cooperative apartments, were completed in 2018. All of the units have been sold and tenants have moved in. In the fall 2019, buyers will begin moving into the 252 cooperative apartments in the West Side Solna project, followed closely by 188 cooperative apartments in the Metronomen project at the beginning of 2020.

The information in this press release is such, which SSM Holding AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out below, at 07.30 CET on January 22, 2019.

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About SSM Holding AB (publ)

SSM produces functionally smart and affordable homes with attractive common areas, close to public transport and the city center for the company's target group — the urbanites of tomorrow. The company envisions a housing market that is accessible to as many people as possible and aspires to produce 50 percent cooperative units and 50 percent rental units. SSM is the leading property developer in its niche within the Greater Stockholm area and in year-end 2018, the company has approximately 6,500 building permits in its portfolio. SSM listed on Nasdaq Stockholm (Small-cap) since April 6, 2017 www.ssmlivinggroup.se



Building rights portfolio as per December 31, 2018

	No. units	Floor area	Area	Sales start	Production start	Estimated time for occupation	No. sales started units	No. sold units Q4 2018	Total No. sold units 12/31/2018	Sales rate 12/31/2018, %	Adopted city plan	Acquisition price SEK/m2	Building rights agreement
Co-op projects where production has started													
Turbinhallen (JV)	205	12,871	Nacka	2015-10-11	Q4 2015	Q4 2017 - Q3 2018	205	-	205	100.0	Yes	11,100	Binding
The Tube	50	2,354	Sundbyberg	2016-04-10	Q2 2016	Q12018 - Q3 2018	50	-	50	100.0	Yes	10,800	Binding
West Side Solna (JV)	252	11,906	Solna	2015-10-15	Q4 2015	Q3 2019 - Q12020	252	1	251	99.6	Yes	7,700	Binding
Metronomen (JV)	188	7,612	Telefonplan	2016-05-29	Q3 2016	Q12020 - Q4 2020	188	-	183	97.3	Yes	-	Binding
Kosmopoliten	204	10,122	Kista	2017-04-26	Q2 2017	Q12023 - Q2 2023	204	1	182	89.2	No	8,400	Option
Total	899	44,865					899	2	871	96.9			
Rental projects where production has started													
Täby Turf	178	8,713	Täby	n/a	Q12018	Q12021 - Q2 2021	n/a	n/a	n/a	n/a	Yes	6,200	Binding
Sollentuna Quarters	94	5,070	Sollentuna	n/a	Q2 2018	Q3 2021 - Q4 2021	n/a	n/a	n/a	n/a	No	6,500	Binding
Total	272	13,783											
Sales started co-op projects prior to production start													
Sollentuna Hills	94	5,890	Sollentuna	2017-05-21	2020	2021 - 2022	94	11	40	42.6	No	7,200	Binding
Plattform West	109	4,901	Täby	2017-05-31	2019	2021	109	10	59	54.2	Yes	11,200	Binding
Täby Market	90	4,198	Täby	2017-09-28	2019	2022	90	-	-	n/a	Yes	16,500	Binding
Elverket i Nacka (JV)	438	19,270	Nacka	2017-10-05	2020-2021	2021 - 2023	168	5	18	4.1	No	16,900	Binding
Tentafabriken (JV)	72	1,828	Sollentuna	2017-10-26	2019	2020	72	6	9	12.5	Yes	7,100	Binding
Total	803	36,087					533	32	126	23.7			
Co-op projects under development													
Järla Station (JV)	312	13,546	Nacka	2020	2021	2023	-	-	-	n/a	No	18,800	Binding
Urbaniten	250	12,700	Hägersten	2020	2021	2023	-	-	-	n/a	No	24,600	Binding
Tellus Towers (58) (JV)	228	9,627	Telefonplan	2020	2022	2025	-	-	-	n/a	No	8,200	Option
Tellus Towers (78) (JV)	683	28,034	Telefonplan	2020	2023	2025	-	-	-	n/a	No	8,200	Option
East Side Spånga	230	10,650	Spånga	2021	2022	2024	-	-	-	n/a	No	13,600	Binding
Bromma Tracks II	90	3,900	Bromma	2021	2022	2023	-	-	-	n/a	No	600	Option
Bromma Square (JV)	85	4,550	Bromma	2022	2023	2025	-	-	-	n/a	No	TBD	TBD
Järnet	240	11,550	Ulvunda	2022	2023	2024	-	-	-	n/a	No	23,200	Option
Bromma Square (JV)	160	8,500	Bromma	2023	2024	2027	-	-	-	n/a	No	TBD	TBD
Bromma Boardwalk	268	17,002	Mariehäll	-	-	-	-	4	6	2.2	No	n/a	Option
Total	2,546	120,059						4	6	2.2			
Rental projects under development													
Clustret	200	5,000	Jakobsberg	n/a	2019	2021	n/a	n/a	n/a	n/a	No	5,800	Option
The Loft (JV)	120	2,968	Täby	n/a	2020	2022	n/a	n/a	n/a	n/a	No	2,600	Option
Akalla City	190	8,700	Akalla	n/a	2020	2022	n/a	n/a	n/a	n/a	No	6,800	Partial option
Spånga Studios	173	6,700	Spånga	n/a	2020	2023	n/a	n/a	n/a	n/a	No	7,300	Partial option
Wiking	150	7,000	Sollentuna	n/a	2021	2022	n/a	n/a	n/a	n/a	No	6,400	Binding
Älvsjö Quarters	516	21,000	Älvsjö	n/a	2021	2025	n/a	n/a	n/a	n/a	No	4,200	Binding
Kandidaten (JV)	104	2,700	Bromma	n/a	2022	2023	n/a	n/a	n/a	n/a	No	-	Option
Bromma Square (JV)	110	5,800	Bromma	n/a	2022	2024	n/a	n/a	n/a	n/a	No	TBD	TBD
Tellus Lamell (JV)	18	1,475	Telefonplan	n/a	2022	2024	n/a	n/a	n/a	n/a	No	-	Option
Tellus Towers (58) (JV)	305	12,538	Telefonplan	n/a	2022	2025	n/a	n/a	n/a	n/a	No	-	Option
Örjan	101	4,050	Spånga	n/a	2023	2025	n/a	n/a	n/a	n/a	No	4,800	Partial option
Total	1,987	77,931											
Total 12/31/2018	6,507	292,725											

(*) Acquisition price includes purchase price, stamp duty and transaction costs.