



Company profile 2026

# CONNECTING EXPERIENCES



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Ernesto Albanese - President

Samuele Annibali - Chief Executive Officer

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Working with **young people**, and especially for young people, is what inspires us the most: the new generations are an inexhaustible source of energy, passion, and possibilities.

Our goal has always been to create international environments where people from different cultures, backgrounds, and experiences can **meet and grow together**. Over the past ten years, we have built a portfolio of **24** properties, **13** of which are already operational, totaling **6.800** beds, becoming a reference point for those who study, travel, work, or simply seek a stimulating environment where they can **truly feel at home**.

The experience we have gained over the years allows us to constantly evolve while remaining true to the **values that define us**. I am deeply proud of the journey we have undertaken so far and even more motivated to continue our path in the living sector, constantly expanding the horizons of CX.

We have built a young, skilled, and dynamic team, ready to support continuous growth. We combine innovation with Italian tradition to create **inclusive and sustainable** environments where every individual can feel welcomed, valued, and **inspired to give their best**.

**PRESIDENT**  
Ernesto Albanese

We believe in a business model that combines product, services, and — most importantly — **community**, transforming each property into a place that goes beyond physical space.

Our journey continues with targeted evolution, integrating long and short stay offerings with new business verticals, such as **coworking**. This strategy allows us to respond in a structured way to market transformations, increasing the **flexibility** of the CX model and its ability to meet the needs of new generations.

We welcome students, young professionals, and travelers from around the world, offering solutions that can adapt to a dynamic, intergenerational demand. Our ability to innovate and diversify our offerings makes us increasingly competitive, a resilient model oriented toward sustainability, capable of enhancing the regions in which we operate. Our properties become urban hubs, contributing to neighborhood revitalization and **generating value** for the community.

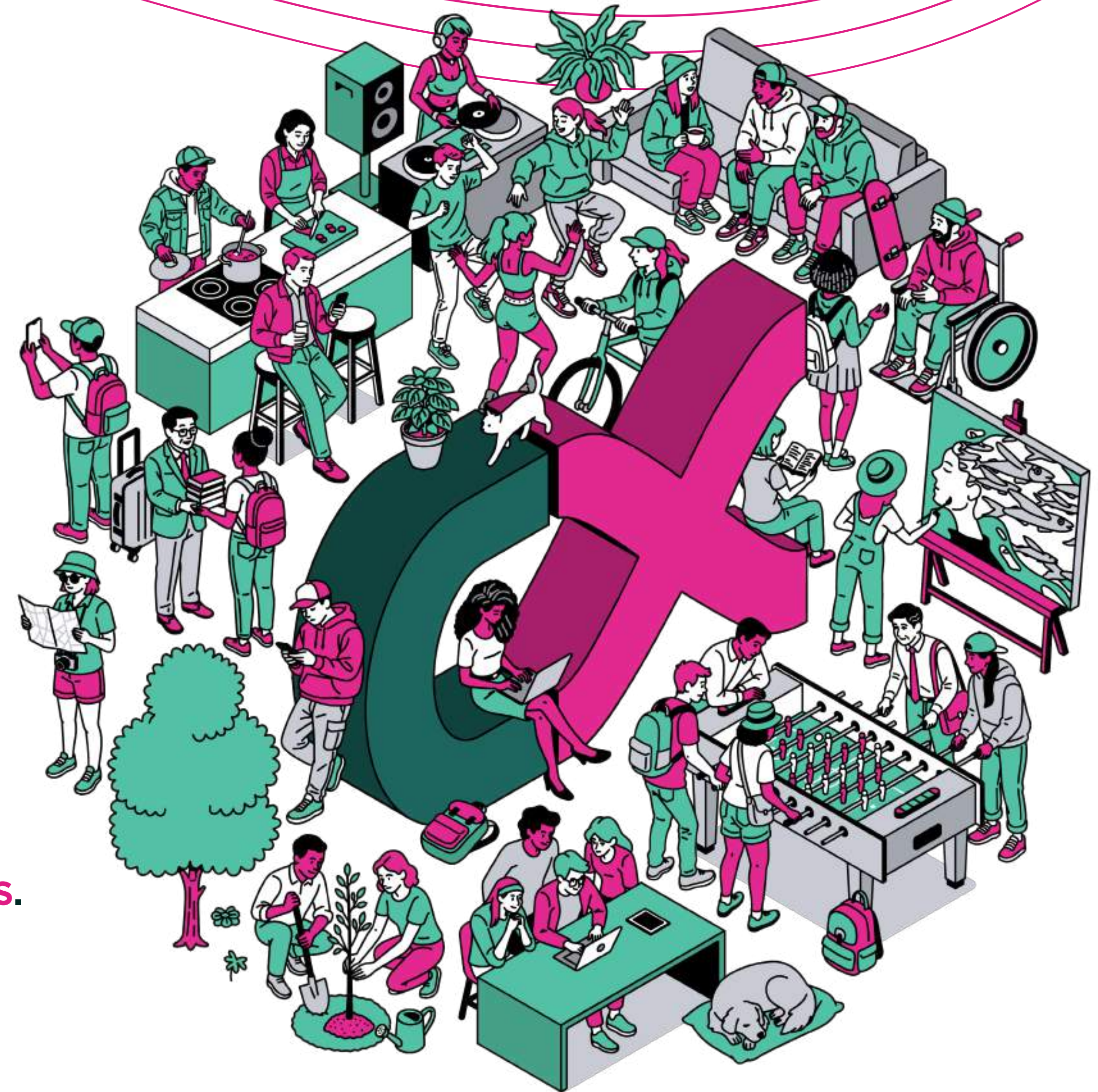
Our goal is clear and well-defined: to reach **14.000** beds by 2028, further consolidating CX's reputation as a leading player in the international **hybrid hospitality sector**.

**CHIEF EXECUTIVE  
OFFICER**  
Samuele Annibali



# MANIFESTO

- » FEELING IN THE RIGHT PLACE, WITH THE **RIGHT PEOPLE**.
- » BEING **YOURSELF** WHILE CONTINUALLY DISCOVERING NEW ASPECTS OF YOU.
- » FINDING **BALANCE** IN A WORLD THAT MOVES FAST.
- » EXPLORING THE WORLD WITH CURIOSITY, PROTECTING IT WITH CARE, LIVING IT WITH **RESPONSIBILITY**.
- » MEETING FOR THE FIRST TIME, WITH THE NATURALNESS OF PEOPLE WHO SEEM TO HAVE **KNOWN EACH OTHER FOREVER**.
- » BEING DIFFERENT YET **COMPLEMENTARY**, PART OF THE SAME **COMMUNITY**.
- » **CONNECTING** PEOPLE, CULTURES, IDEAS, EMOTIONS, **EXPERIENCES**.
- » TO REALIZE OUR DREAMS, EVOLVING FROM WHO WE ARE TO WHO WE **WISH TO BECOME**.



# VALUES



## Inclusion

We create environments that foster the formation of **international**, open, and welcoming **communities**, where everyone can find their own space and share their story. Because each of us contributes to shaping a unique **shared experience**.



## Diversity

Diversity is our true wealth. We value the authenticity and **uniqueness** of every individual. We do not impose labels or seek definitions: we welcome those who bring new ideas, those who think outside the box, and those who see the world from **different perspectives**.



## Openness

We are citizens of the world, naturally curious and explorers of new horizons. We embrace change with enthusiasm and seek growth through **shared experiences**. We do not settle for the status quo: we **work together**, imagining new paths, reinventing them, and **experiencing them collectively** with a mindful approach.



## Sustainability

We commit every day to creating a **positive impact** that is real and tangible. We seize every opportunity to build a more **responsible** and interconnected **future** through social, educational, and environmental initiatives.



## Closeness

We do everything to make people feel **at home**, even when they are far away. Our **community** is sincere and authentic. Our goal is to make every day special and **unique**.



## Dynamism

Movement is in our DNA. Growing, changing, **evolving** - that is what guides us every day. We value ideas that transform, paths that change direction, and the **energy** of those who go against the current without fear of creating **new balances**.

# OUR STORY

 New CX Properties

 Long-stay Beds (Campus)

 Short-stay Beds (Hotel)

The birth of **CAMPUSX**

The birth of **EXPERIENCE**  
FONDAZIONE

TOTAL BEDS 2.395

TOTAL BEDS 2.623

## 2010

**CampusX** is born within the Siram Veolia Group.

## 2011

 +3

The first campus opens in **Rome Tor Vergata**, which to this day remains the largest university residence in Italy, with a total of 1.500 beds. Later that same year, the campuses in **Bari** and **Chieti** also open.

CX Rome | Tor Vergata  +1437

CX Bari  +502

CX Chieti  +456

## 2015

Five years after its founding, CampusX enters a phase of consolidation and turnaround driven by its ownership, the Siram Veolia Group, with a new management team led by **Ernesto Albanese** and **Samuele Annibali**.

## 2016

The **Fondazione Experience** is established to promote initiatives in support of students and social solidarity projects connected to the university world.

## 2017

The **management buyout** process begins: following the completion of the turnaround phase, the Siram Veolia Group sells a stake in the company to its top management.

## 2019

 +1

CampusX inaugurates its **Florence facility**, which, with 200 rooms and a variety of shared spaces, establishes itself as the city's leading university campus.

CX Florence | Rifredi  +228

# OUR STORY

 New CX Properties

 Long-stay Beds (Campus)

 Short-stay Beds (Hotel)

CAMPUSX → CX

The birth of **CXLIVING**

TOTAL BEDS 3.145

TOTAL BEDS 4.321

TOTAL BEDS 5.756

TOTAL BEDS 6.800

TOTAL BEDS 8.498

## 2020





Five years after the relaunch, having consolidated its presence in the student housing sector, the company undergoes its first **rebranding**, officially opening up to the world of **hybrid hospitality**.

The management buyout process is completed and the Siram Veolia Group exits the company's shareholding structure. In December, **CampusX** becomes **CX Campus & Hotel**, under the leadership of Ernesto Albanese and Samuele Annibali.


## 2021

 +2





The **short-stay** business line is launched with two Campus & Hotel properties in **Turin**.

CX Turin   Marconi	 +263
	 +109
CX Turin   Vanchiglia	 +92
(cluster 1)	 +58

## 2023

 +2

The growth and expansion journey continues with the acquisition, in January, of a property in **Venice Mestre** and the opening, in October, of the first CX in **Milan** - both operating as Campus & Hotel.

CX Venice   Mestre	 +506
	 +73
CX Milan   Bicocca	 +471
	 +126

## 2024

 +2






In February, **CX Milan | NoM** opens, the second largest campus in Italy, with over 1,000 beds. In September, the company opens its tenth property in **Trieste**, featuring student rooms, a hotel, and the new short-stay **hostel** component.

CX Milan   NoM	 +960
	 +115
CX Trieste   Giulia	 +298
	 +62

## 2025

 +3

Ten years after its relaunch, with **10.000 beds** across open properties and signed projects, CX Campus & Hotel achieves its growth objectives and strengthens its business verticals by inaugurating three new properties in **Turin, Modena, and Naples** - the latter hosting, for the first time, the new **coworking** business unit. As part of a new corporate structure, **CX Living** is established as the parent company, overseeing multiple brands active in various sectors.

CX Modena   Crocetta	 +300
	 +66
CX Naples   Centrale	 +277
	 +264
CX Turin   Vanchiglia	 +137
(cluster 2)	

## 2026

 +1

The growth journey continues with the launch of the first **management project, CX Milan | Village**, further the evolution of the CX model. The experience gained over the years is leveraged to deliver increasingly flexible and efficient management, strengthening the Group's positioning and opening up new development opportunities in the hospitality sector.

CX Milan   Villaggio	 +1.698
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# BRAND

We are part of a broader and more structured organization. At the top of our brand architecture is CX Living, a management platform specialized in the development of high-value real estate projects, overseeing four distinct brands, one for each business vertical.

Among them, **CX Campus & Hotel** focuses on the **student-housing** and **short-stay** sector, positioning itself as one of the leading players in **hybrid hospitality** in Italy.

CX LIVING



CAMPUS & HOTEL



HOTEL & LIVING



FLEXIBLE LIVING



SENIOR LIVING

# BUSINESS MODEL

STUDENT ONLY

## LOCATION

### SMART CITIES

- “Micro-cities” model with multiple buildings
- Extensive green spaces
- Multifunctional areas

### URBAN HUBS

- Central location
- Refurbished urban properties
- Flexible and versatile spaces

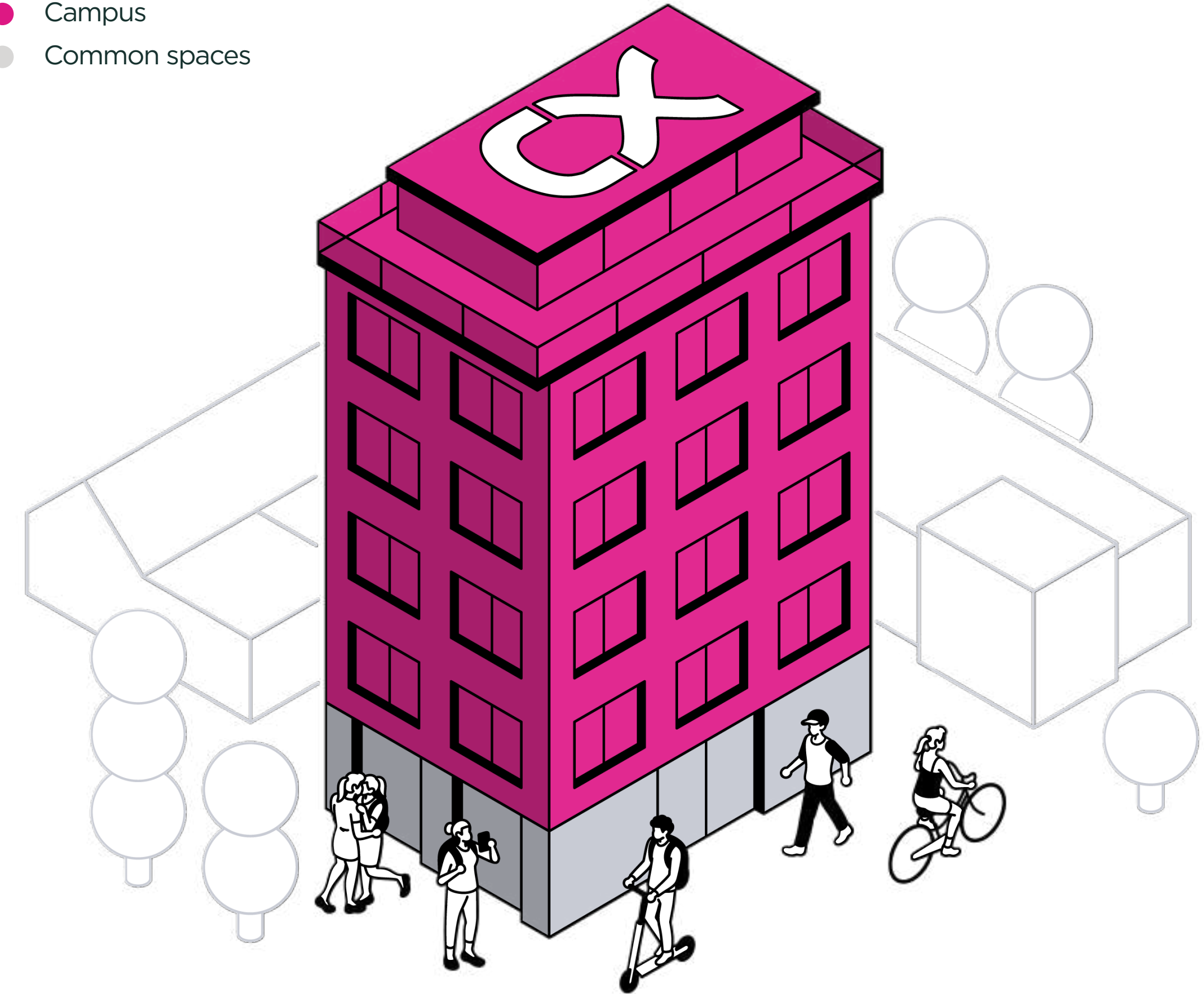
Legend

- Campus
- Common spaces

## TARGET

### CAMPUS

- Italian students
- International students
- Erasmus students
- Visiting professor



# BUSINESS MODEL

STUDENT • TRAVELLER

## LOCATION

### SMART CITIES

- “Micro-cities” model with multiple buildings
- Extensive green spaces
- Multifunctional areas

### URBAN HUBS

- Central location
- Refurbished urban properties
- Flexible and versatile spaces

### Legend

- Campus
- Hotel
- Common spaces

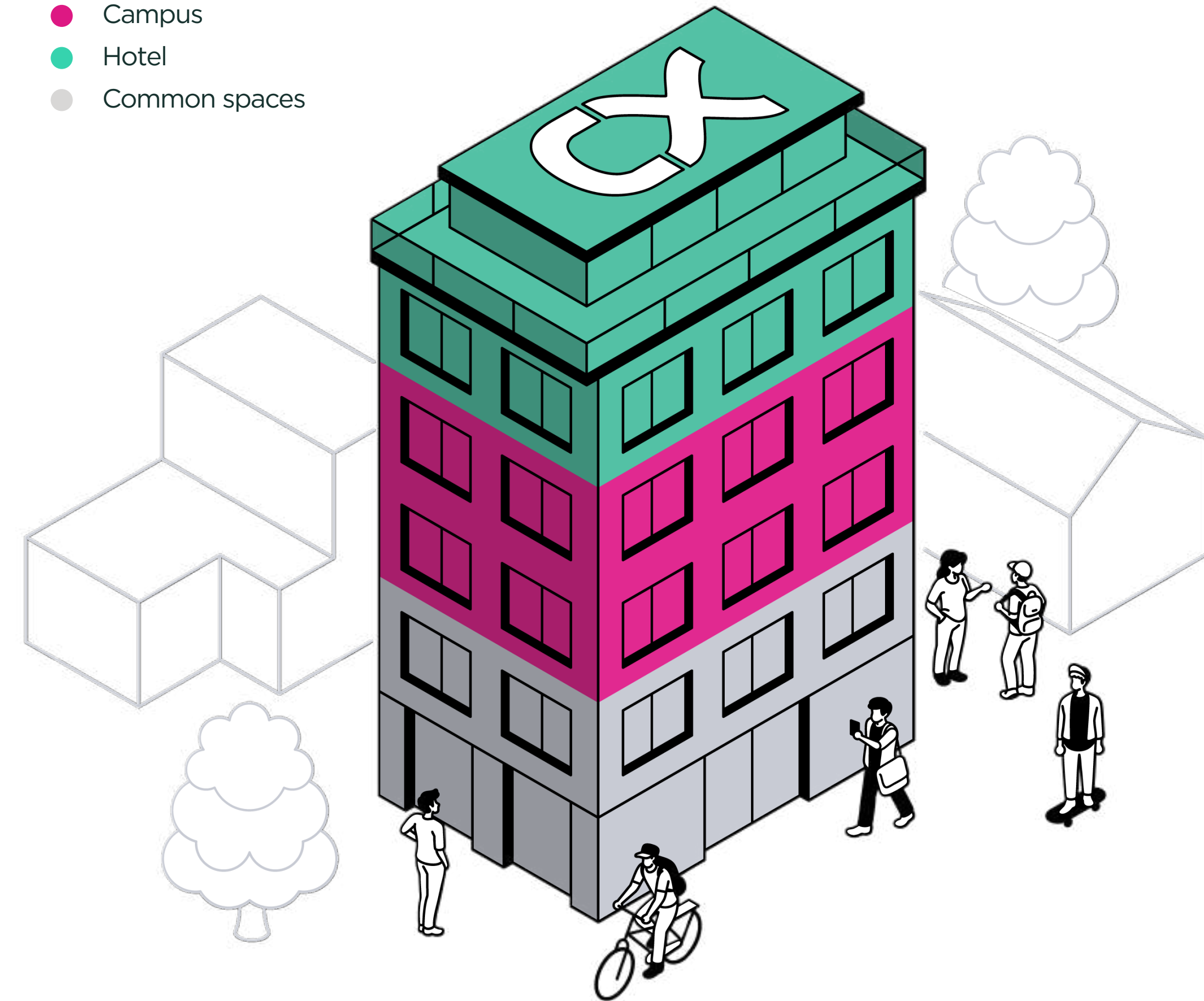
## TARGET

### CAMPUS

- Italian students
- International students
- Erasmus students
- Visiting professor

### HOTEL

- Groups
- Solo travellers
- Families and friends
- Corporate
- Incentive schemes



# BUSINESS MODEL

STUDENT • TRAVELLER • WORKER

## LOCATION

### SMART CITIES

- “Micro-cities” model with multiple buildings
- Extensive green spaces
- Multifunctional areas

### URBAN HUBS

- Central location
- Refurbished urban properties
- Flexible and versatile spaces

### Legend

- Campus
- Hotel
- Coworking
- Common spaces

## TARGET

### CAMPUS

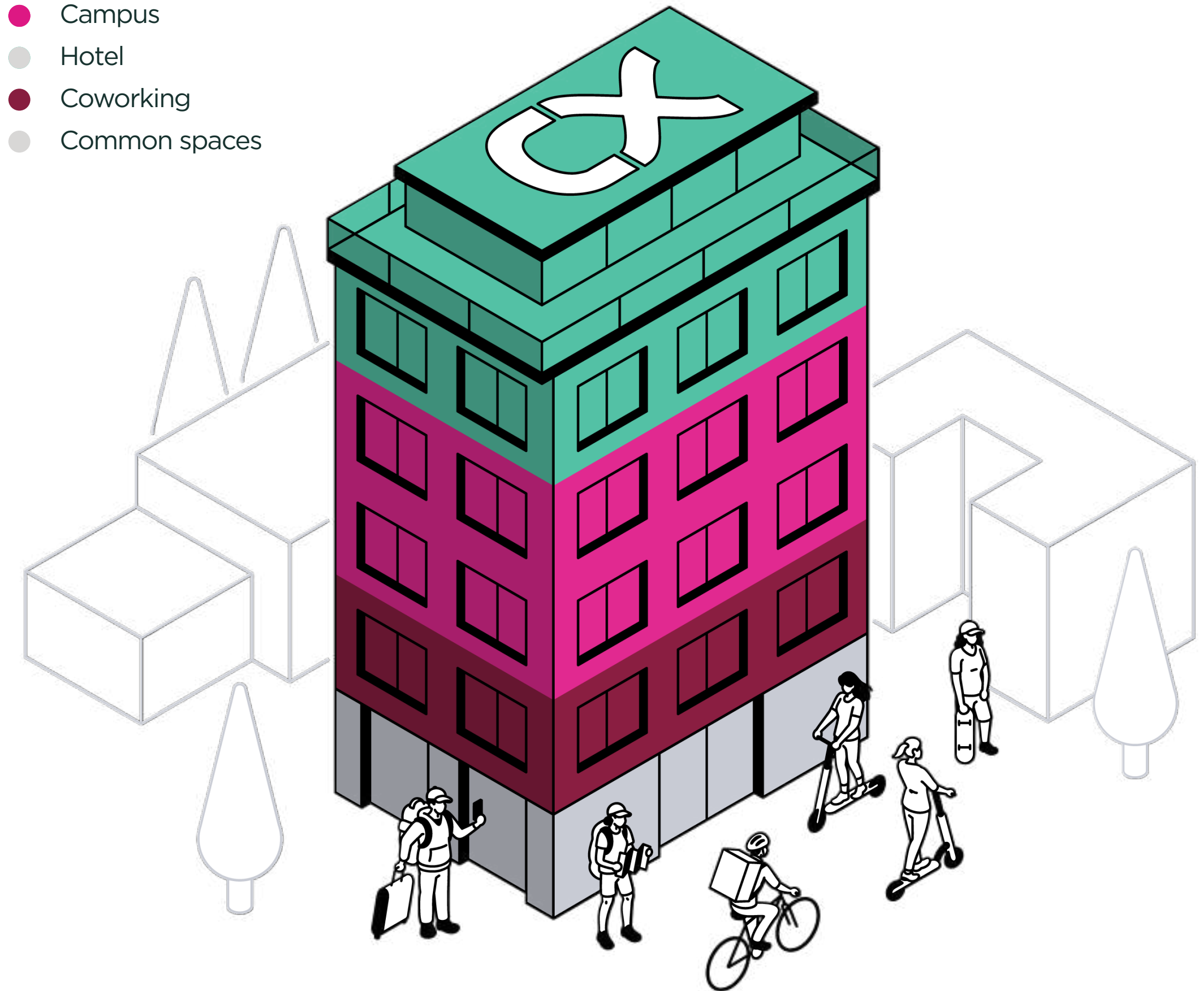
- Italian students
- International students
- Erasmus students
- Visiting professor

### HOTEL

- Groups
- Solo travellers
- Families and friends
- Corporate
- Incentive schemes

### COWORKING

- Young Professionals
- Start Up
- Digital Nomads
- Remote Workers
- Freelancer



# OPERATING MODEL

## SMART SETTING

### CX PACK

#### ONE-STOP EXPERIENCE

Everything you need, all in one place.

The CX All-Inclusive Pack represents the heart of our hospitality model: a complete and integrated offering that simplifies our guests' lives. Everything you need is already included to ensure a smooth, high-quality, and worry-free experience.

- DIVERSE TYPES OF ROOMS AND ACCOMMODATIONS
- SHARED SPACES FOR EVERY NEED
- UTILITIES INCLUDED
- COMMUNITY EVENTS
- CUSTOM APP
- 24/7 SUPPORT
- SECURITY AND RECEPTION AROUND THE CLOCK
- ASSISTANCE AND MAINTENANCE
- SPECIAL DISCOUNTS ON CX HOTELS

### CENTRALIZED SERVICE CORE

#### QUALITY FIRST

Dedicated teams and service standards to ensure the highest level of experience.

Core services are managed internally by highly qualified CX teams to ensure high standards, operational consistency, and a uniform experience across all properties.

- RECEPTION & FRONT OFFICE
- COMMUNITY MANAGEMENT
- PROCESSES & QUALITY STANDARDS
- SALES & MARKETING
- TECHNICAL MANAGEMENT
- ADMINISTRATION

### OUTSOURCING SERVIZI ACCESSORI

#### NETWORK IS EVERYTHING

Our partners, delivering a 360-degree experience.

Some services offered to our guests that require a high level of specialization are entrusted to carefully selected external partners, in order to ensure efficiency, quality, and optimization of operational costs. We collaborate only with partners who meet our standards and share the values we believe in.

- HOUSEKEEPING
- SECURITY
- SPECIALIZED MAINTENANCE
- DIGITAL APP MAINTENANCE
- ANCILLARY SERVICES (MENTAL WELLNESS, GREEN MOBILITY, SPORTS, TRAINING, AND MANY MORE)

# DIGITAL FUNNEL

## TOOL AND SYSTEMS

### Acquisition



Custom

#### HUBSPOT CRM

Platform for managing relationships with leads and in-house guests, integrated with the main corporate digital tools. In addition to being a management tool, it is also used to activate direct marketing actions and to enhance retargeting activities.

### Conversion

MEWS

Custom

#### MEWS PMS

Hospitality management platform that centralizes reservations, guest data, room assignments, billing, and operational processes.

#### BOOKING ENGINE

Proprietary

A custom booking engine that allows students to search for, book, and manage accommodations with real-time availability and pricing.

### Operations



Proprietary

#### CX APP

An application dedicated to students, designed to provide easy and immediate access to services and information related to their stay.



Custom

#### HOXELL

A digital platform integrated with Mews for managing operational activities and staff organization in hospitality facilities.



Custom

#### SITEMINDER

A channel manager that allows you to manage and distribute availability, rates, and bookings across multiple channels from a single platform.

### Revenue & Distribution



#### FLYR for Hospitality BI

A business intelligence platform that uses real-time data to support demand forecasting and dynamic pricing strategies.



#### LIGHTHOUSE

A benchmarking platform that provides real-time performance and pricing comparisons against the market and competitors.



#### STR

A benchmarking tool that provides historical and comparative data to evaluate performance against industry standards.

### Reputation



#### TRUSTYOU

A solution for monitoring, managing, and improving your online reputation through review analysis and digital presence.

# PORTFOLIO

TOTAL REAL ESTATE  
VALUE: **374M**

## Beds

City	Year	Category	Long stay	Short stay	Tot.
			<b>5.927</b>	<b>873</b>	<b>6.800</b>
Naples	2025	<b>Campus, Hostel, Hotel &amp; Coworking</b>	277	264	541
Modena	2025	<b>Campus &amp; Hotel</b>	300	66	366
Turin <sup>(x2)</sup>	2025 2021	<b>Campus &amp; Hotel</b>	492	167	659
Trieste	2024	<b>Campus, Hostel &amp; Hotel</b>	298	62	360
Milan <sup>(x2)</sup>	2024 2023	<b>Campus &amp; Hotel</b>	1.431	241	1.672
Venice	2023	<b>Campus &amp; Hotel</b>	506	73	579
Florence	2019	<b>Campus</b>	228	/	228
Chieti	2016	<b>Campus</b>	456	/	456
Bari	2011	<b>Campus</b>	502	/	502
Rome	2011	<b>Campus</b>	1.437	/	1.437

# PIPELINE

TOTAL REAL ESTATE  
VALUE: **408M**

				Beds		
City		Year	Category	Long stay	Short stay	Tot.
				<b>3.901</b>	<b>375</b>	<b>4.276</b>
Milan	Villaggio	2026	<b>Campus</b>	1.698	/	1.698
Perugia	Historic Center	2027	<b>Campus</b>	201	/	201
Genoa	Gastaldi	2027	<b>Campus &amp; Hotel</b>	182	49	231
Bologna	Navile	2027	<b>Campus &amp; Hotel</b>	534	96	630
Rome	San Giovanni	2027	<b>Campus &amp; Hotel</b>	95	70	165
Milan	MIND1	2028	<b>Campus</b>	506	/	506
Milan	MIND2	2028	<b>Campus &amp; Hotel</b>	546	100	646
Pescara	Garibaldi	2028	<b>Campus &amp; Hotel</b>	139	60	199

# COMMUNITY

## LONG STAY

**6.800**

Total number of guests 2025

**43%** INTERNATIONAL

**57%** ITALIAN

**134** NATIONALITIES

## SHORT STAY

**110.467**

Total number of guests 2025

**56%** INTERNATIONAL

**44%** ITALIAN

**24-35** AGE: 24-35

## EVENTS FORMAT

- Party & Live Show
- Training & Workshops
- Sports Competitions
- City tour & Experiences
- initiatives ESG
- CX Clubs

Total number of events 2025

**651**



## Education

With the **Fondazione Experience**, we transform our values into concrete initiatives. We are committed to promoting international student mobility and **making education more accessible** for young people facing socio-economic challenges. We believe that talent should have the same opportunities to flourish, regardless of the starting context.

## Governance

We subject every decision we make to an **ethical assessment**, even before considering economic interest, in respect of the fundamental values of our company, our stakeholders, and our guests.

## Social Commitment

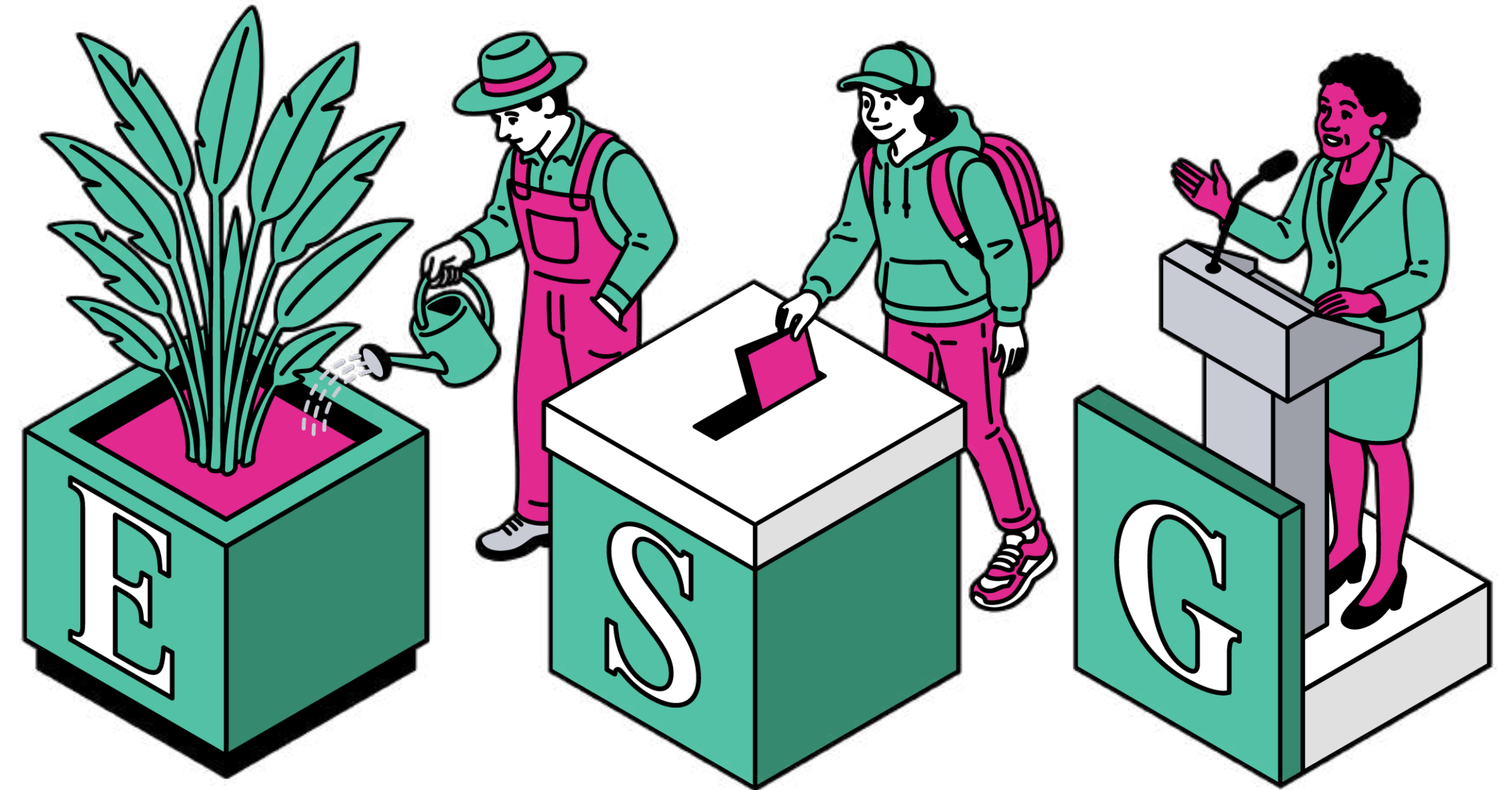
We value individual aspirations by creating **inclusive** and **equitable communities**, and we ensure gender equality, protection, and the rights of everyone.

## Environment

We contribute to protecting the planet and are committed to making facilities more efficient, reducing energy consumption, managing resources intelligently, and focusing on renewable and sustainable sources. We also work on urban **regeneration projects** that provide **new growth opportunities** for communities.

## People

We promote the **growth** of our team members through training and incentive mechanisms, ensuring **equal opportunities** for everyone, regardless of gender or other personal characteristics.



**EXPERIENCE**  
FONDAZIONE

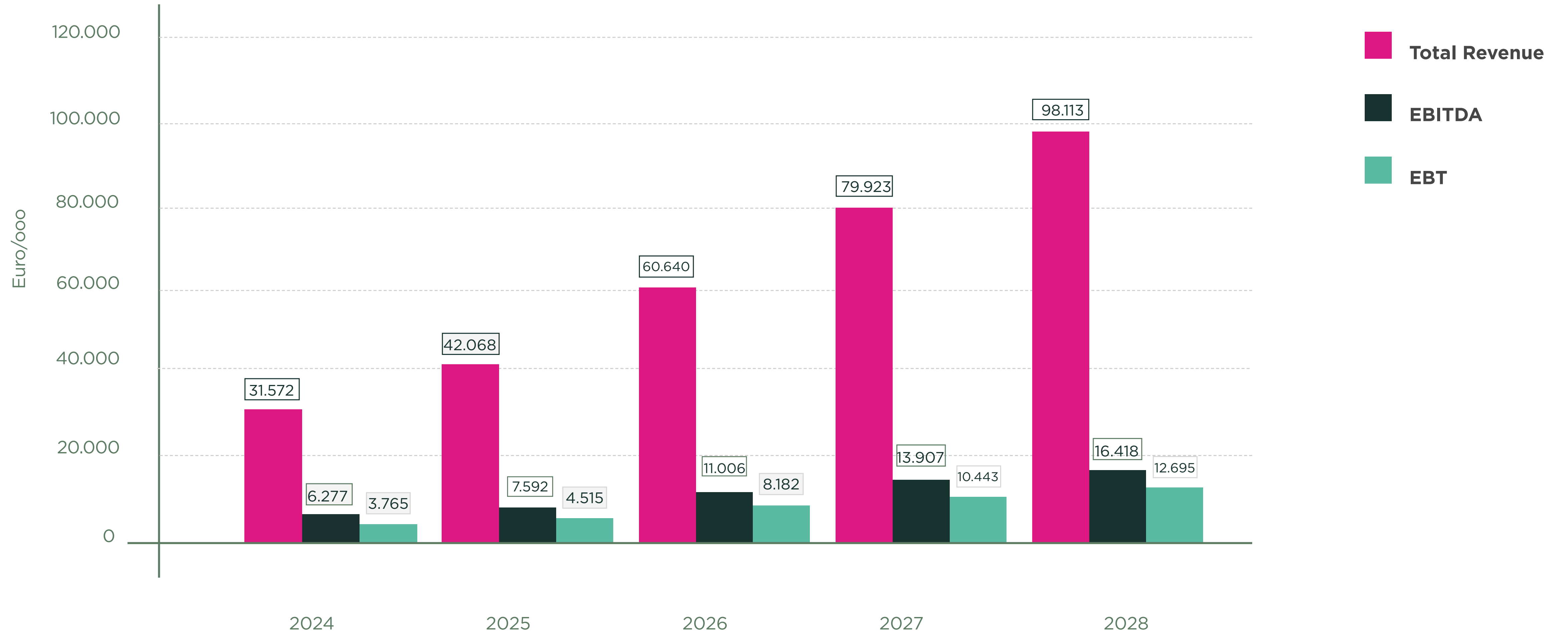


**Download our sustainability reports**

**2023**

**2024**

# FINANCIAL INSIGHTS



# PARTNER

## REAL ESTATE DEVELOPMENT PARTNER

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## TECHNICAL PARTNERS

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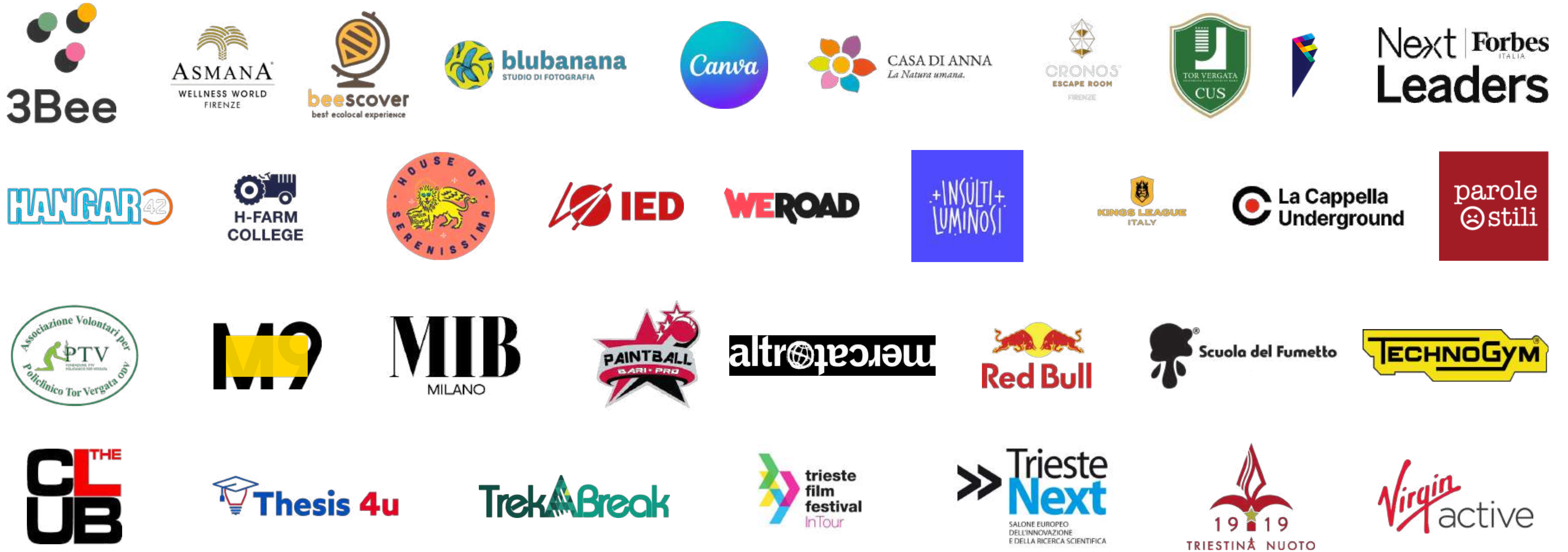
# PARTNER

## EDUCATION PARTNERS



# PARTNER

## COMMUNITY PARTNERS



# STUDENT ACCOMMODATION - STUDIO

**STUDIO**



**STUDIO LARGE**



**STUDIO BUNK**



**STUDIO PLUS**



**STUDIO LARGE PLUS**



**STUDIO PRIME**

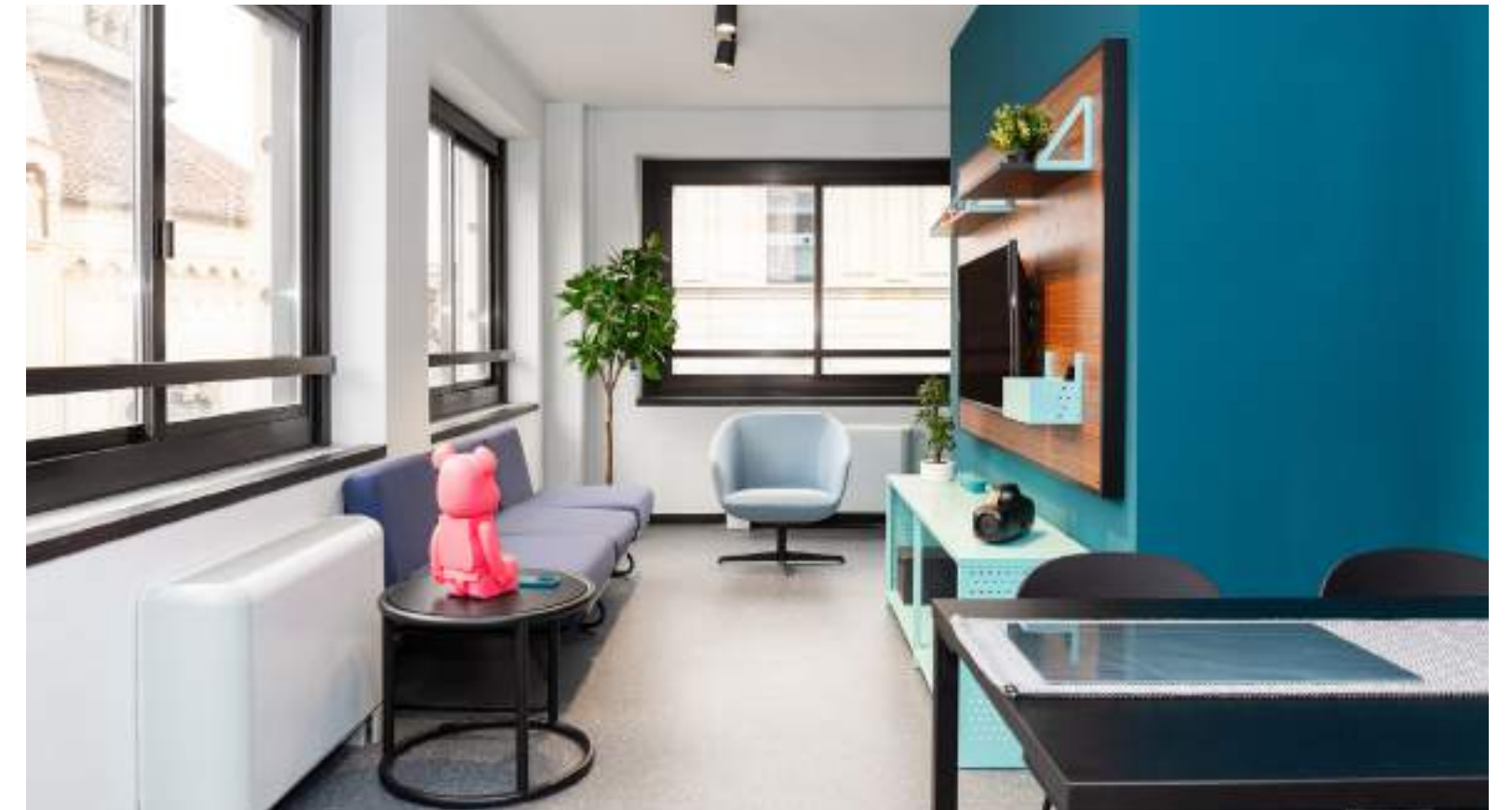


# STUDENT ACCOMMODATION - COLIVING

## COLIVING



## COLIVING LARGE



# COMMON SPACES AND SERVICES



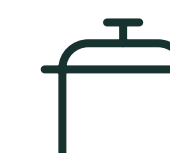
RECEPTION



LOUNGE



GYM



SHARED KITCHEN



BAR/RESTAURANT



STUDY ROOMS



MEETING & COWORKING ROOMS



LAUNDRY



PLAY ZONE



PARTY ZONE



MOVIE AREA

AND MANY MORE...



ROOM AND UTILITIES



COMMUNITY EVENTS



AN APP FOR EVERY NEED



USE OF COMMON AREAS



24/7 ASSISTANCE AND RECEPTION



CX HOTEL DISCOUNTS



CX PARTNER SERVICE DISCOUNTS



PACKAGE DELIVERY SERVICE

**ONE PLACE,  
ALL YOU NEED.**



by  
CX LIVING

COME ON IN.

