



## Press release

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# SSM to pay half of down payment on apartments for buyers under 30

**SSM Holding AB (publ)'s vision is to put home ownership within the reach of more people. Today, young Stockholmers are struggling because of the shortage of suitable rental apartments at the same time as they are being locked out of the housing market by high property prices, increased amortization requirements and high interest calculations at banks. SSM is highlighting the acute situation of these young buyers during December and offering to pay half of the down payment on apartments for buyers under age 30 in selected SSM projects.**

SSM's vision is clear: More people should have the chance – and be able to afford – to live well. Based on this vision, SSM's housing concept is to build smart, affordable homes close to the city. Most of SSM's apartments are one- and two-room units. By smart, SSM means that its homes are space-efficient, environmentally-friendly and designed based on multi-use of space, with ample shared spaces and close to public transport. By affordable, SSM means that people with "normal" incomes or on student allowances can afford them. For this reason, SSM's cooperative apartments are in the 1.3 MSEK and upwards price range.

SSM's housing concept targets mainly people age 20 to 44 in one- and two-person households, a target group the company calls "tomorrow's urbanites." For a number of years, the average age of SSM's buyers has been about 30 years, but in recent year, this figure has risen substantially. Owning a home is out of reach for many young Stockholmers as a result of high prices, increased amortization requirements and high interest calculations at banks. SSM aims to draw attention to the acute situation of these young home seekers and offering to pay half of the down payment on apartments for buyers under age 30 in selected SSM projects during December.

- Being locked out of the housing market is hitting young Stockholmers – and Sweden's economic growth – hard. This one-month offer is a way to support a number of young people buy their dream homes at the same time as it highlights the obstacles faced by this target group, says Mattias Roos President and CEO of SSM.

The offer applies to about 60 apartments in SSM's Bromma Boardwalk, Elverket i Nacka, Sollentuna Hills and Platform West projects. All of the apartments are one- and two-room units of 23 to 64 m<sup>2</sup>. Tenants are expected to be able to move in between 2021 and 2022. Sales of these apartments will begin on December 1 at 12.00 pm at SSM's pop-up-store at Stureplan in Stockholm (on the corner of Birger Jarlsgatan and Kungsgatan). For more information about the project and the offer, visit [ssmliving.se](http://ssmliving.se).

### For more information, please contact:

Ann-Charlotte Johansson  
Chief Communications & IR Officer  
Phone: +46 761 65 17 71  
Email: [ann-charlotte.johansson@ssmliving.se](mailto:ann-charlotte.johansson@ssmliving.se)  
Twitter: @anncharlotteSSM

### 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 60 percent cooperative apartments, 30 percent rental units and 10 percent student housing. SSM is the leading property developer in its niche within the Greater Stockholm area and in September 2018, the company has approximately 6,500 building permits in its portfolio. SSM was listed on Nasdaq Stockholm (Mid-cap) April 6, 2017 [www.ssmlivinggroup.se](http://www.ssmlivinggroup.se)