



Press release

5 May 2017

Bonava launches spring campaign

Bonava is taking the next step in its brand communication and launching the spring campaign, "Welcome Home", which has been created on the basis of new customer insights. Alongside the campaign, Bonava will continue to present the results of the Happy Quest survey.

- Everything that Bonava does should revolve around the customer, and we want that to permeate our communication and offering. Our campaign will reach out to people with an active, family-focused and/or social lifestyle. The content of the spring campaign and our work with the Happy Quest survey are designed to acquire a better understanding of what customers will be looking for in their next home, says Sofia Rudbeck, SVP Marketing and Sales.

The Happy Quest Survey provides further insights into what today's homebuyers prioritise when choosing a home and a neighbourhood. Some 8,000 people responded to the survey and shared their thoughts about what they really like most about their neighbourhoods.

In addition to the most basic need for security, which 81 percent claimed was important, one of the strongest drivers is the ease of maintaining an active life. Opportunities for walking and cycling (66 percent), a simple and convenient way of life (58 percent) and a neighbourhood that makes it easy to live a healthy lifestyle (58 percent) are other drivers that are important according to the study.

The campaign is being conducted in partnership with communications agency Tillsammans, and the Happy Quest survey was conducted in partnership with market research company Cliente.

You are welcome to visit our campaign website:

<https://www.bonava.se/om-oss/valkommen-hem>

For more information, please contact:

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Bonava is a leading residential development company in Northern Europe. Born out of NCC, Bonava has been creating homes and neighbourhoods since the 1930s. Today, Bonava has 1,600 employees and operates in Sweden, Germany, Finland, Denmark, Norway, St. Petersburg, Estonia and Latvia, with sales of SEK 13.5 billion. The Bonava share is listed on Nasdaq Stockholm.

For more information about us, visit: bonava.com

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