

## M&G's European Living Fund makes €82 million maiden investment into German Senior Living sector

**London/Frankfurt, 29 April 2025** – M&G Real Estate has acquired an €82.5 million senior living scheme in Erftstadt on behalf of its €578 million European Living Property Fund (the Fund), marking its first investment into the German senior living sector. The Fund launched in 2023 and aims to provide institutional investors with attractive risk adjusted returns through investment into Europe's residential sectors – student housing, single and multifamily housing and retirement living.

The scheme will be leased on a 25-year term to Schönes Leben Group, who since 2017, has become Germany's fastest-growing provider of premium quality senior living residential accommodation with more than 700 beds in six locations.

Built to the highest sustainability standards with premium level amenities, the 17,826 sqm new-build scheme includes 163 self-catering apartments with a small share of care units designed to ensure that individuals with higher care needs can be supported on-site through home care services or daycare.<sup>1</sup> Its rural location, close to a nearby country and golf club and accessible cultural activities in Cologne and Bonn just 30 minutes away attract residents from the Rhineland Metropolitan, Greater North Rhine Westphalia regions and the Frankfurt area.

**Marcus Eilers, Head of European Residential at M&G Real Estate**, said: *"This is the M&G European Living Property Fund's second acquisition in Germany and its first investment in a high-calibre senior residential property with strong sustainability credentials. The significant growing demand for high-end senior living accommodation, coupled with the defensive nature of healthcare real estate, makes this an attractive asset class for institutional investors."*

**Thomas Kächele, Head of Germany and Central Eastern Europe at M&G Real Estate** commented: *"As demand for residential accommodation accelerates across Europe, we are looking to increase our investments, especially in Germany, where senior living has become mainstream within institutional portfolios. With only 30 homes per 1000 people over the age of 70, Germany's senior housing market can unlock strong growth potential for investors."*

**Kip Sloane, Managing Director Schönes Leben Group**, added: *"M&G Real Estate's investment is a strong signal for the Schönes Leben Group and underlines the value and future viability of the premium senior living segment in Germany. We are very pleased working with M&G and to have signed a pioneering green lease. This shows that the premium senior living asset class can be marketed internationally as a residentially rated project."*

M&G's €90 billion Private Markets business comprises six core centres of excellence. This includes real estate, of which M&G Real Estate is the 11th largest real estate manager globally of those headquartered outside of the US, with nine offices in Europe and four in Asia Pacific. With more than €40 billion in assets under management covering

both real estate equity and debt strategies, M&G Real Estate's platform provides global market insight and the ability to deliver a variety of compelling strategies to clients.

**-ENDS-**

**If you require any further information, please contact:**

**M&G Investments**

Lena Interthal  
+49 (0)69 1338 6725  
lena.interthal@mandg.com

Marta Giovinazzo  
+39 340 9970454  
marta.giovinazzo@mandg.com

**Notes to Editors**

<sup>1</sup>90% occupancy rate

**About M&G Investments**

M&G Investments is part of M&G plc, a savings and investment business which was formed in 2017 through the merger of Prudential plc's UK and Europe savings and insurance operation and M&G, its wholly owned international investment manager. M&G plc listed as an independent company on the London Stock Exchange in October 2019 and has €418.4 billion of assets under management (as at 31 December 2024). M&G plc has customers in the UK, Europe, the Americas and Asia, including individual savers and investors, life insurance policy holders and pension scheme members.

For nearly nine decades M&G Investments has been helping its customers to prosper by putting investments to work, which in turn creates jobs, homes and vital infrastructure in the real economy. Its investment solutions span equities, fixed income, multi asset, cash, private debt, infrastructure and real estate.

M&G recognises the importance of responsible investing and is a signatory to the United Nations Principles for Responsible Investment (UNPRI) and is a member of the Climate Bonds Initiative Partners Programme.

M&G plc has committed to achieve net zero carbon emissions on its total book of assets under management and administration by 2050 and committed to reduce operational carbon emissions as a corporate entity to net zero by 2030.

M&G Real Estate is a leading financial solutions provider for global real estate investors. As part of M&G Investments' private markets business, M&G Real Estate has a sector leading approach to responsible property management and is committed to continuously improving the sustainability performance of its funds. Globally M&G Real Estate manages more than €40 billion (as at 31 December 2024) of assets on behalf of clients, providing a range of strategies and solutions.

For more information, please visit: <https://global.mandg.com/>

*This information is intended for journalists and media professionals only. It should not be relied on by private investors or advisers.*

*This press release reflects the authors' present opinions reflecting current market conditions; are subject to change without notice; and involve a number of assumptions which may not prove valid. It has been written for informational purposes only and should not be considered as investment advice or as a recommendation of any particular security, strategy or investment product. Past performance is not a guide to future performance.*

*The services and products herein are available only to investment professionals and are not available to individual investors, who should not rely on this communication. Information given in this document has been obtained from, or based upon, sources believed by us to be reliable and accurate although M&G does not accept liability for the accuracy of the contents.*

**Distribution in the European Economic Area:**

*In relation to each member state of the EEA (each a "Relevant State") under the Alternative Investment Fund Managers Directive (Directive (2011/61/EU)) (the "AIFMD") forms part of local law of the Relevant State, this document may only be distributed and units/interests may only be offered or placed in a Relevant State to the extent that: (1) the Fund is permitted to be marketed to professional investors in the Relevant State in accordance with AIFMD (as implemented into the local*

*law/regulation/as it forms part of local law of the Relevant State); or (2) this document may otherwise be lawfully distributed and the units/interests may otherwise be lawfully offered or placed in that Relevant State (including at the initiative of the investor).*

*Distribution in the UK:*

*This document may only be distributed and units/interests may only be offered or placed in the United Kingdom ("UK") to the extent that: (1) the Fund is permitted to be marketed to professional investors in the UK in accordance with the Alternative Investment Fund Managers Regulations 2013 (as amended) (the "AIFMR"); or (2) this document may otherwise be lawfully distributed and the units/interests may otherwise be lawfully offered or placed in the UK (including at the initiative of the investor).*

*For the purposes of AIFMD, M&G Luxembourg S.A acts as Alternative Investment Fund Manager of any fund(s) cited in this document. Issued by M&G Luxembourg S.A., registered office boulevard Royal, L-2449, Luxembourg. M&G Real Estate Limited is registered in England and Wales under number 3852763 and is not authorised or regulated by the Financial Conduct Authority. M&G Real Estate Limited forms part of the M&G Group of companies.*