



BUDAPEST · STUDENT ACCOMMODATION · INVESTMENT

Where Student Living Meets *Smart Investment.*

A first-of-its-kind purpose-built student accommodation complex in the heart of Budapest's most vibrant district — delivering lifestyle, community, and returns.

6–9%

Rental Yield

192

Apartments

15

Universities Nearby

17–19 Rottenbiller Street · Budapest 1077 · inbudapest.hu



59.9M HUF
STARTING PRICE

The Right Investment, *Right Now,* Right Here.

01 Centrally Located

Two universities within a 1-minute walk. Fifteen within 20 minutes. Just 2 minutes from Keleti, and two metro lines. Located in Budapest's 7th district — the city's most dynamic cultural neighbourhood.

02 Fully Managed

IN GROUP's dedicated team handles tenancing, maintenance, and quarterly income distribution. Truly **hands-free investment** from day one.

03 Proven Track Record

Phase I — 85 units — was 100% sold and delivered. IN Budapest Apartment **values increased by 161%** on average over five years, outperforming Budapest's average, 60% — with rental rates running **68% above market per m²**.

04 Legally Secure

Your name in Hungary's Land Registry from day one.

Full legal ownership of the apartment with transparent purchase and payment terms.





WHY BUDAPEST, WHY NOW

The Paris of *Eastern Europe.*

Budapest is experiencing a sustained real estate boom driven by EU membership, a growing digital economy, and surging international student enrollment. Property prices in the 7th district have outperformed the local market by a significant margin — while remaining highly accessible compared to Western European capitals. Furthermore, the Hungarian government has set an ambitious target to increase the nationwide number of international students to 67,000 by 2030, proving that this demographic growth is institutionally secured and politically desired (Budapest Invest, 2025).

2M⁺

CITY POPULATION

161[%]

5YR VALUE GROWTH
(IN BUDAPEST UNITS)

EU

MEMBER SINCE 2004

40,000

INTL. STUDENTS
STUDYING IN BUDAPEST

200,000

Students living and studying in Budapest

1,200

Purpose built student beds existing today in Budapest

THE GAP ————— IS THE OPPORTUNITY

Capacity forecast to reach **only 3,600 beds by 2028** — still a fraction of what 200,000 students need.

Source: Colliers & CMS Research

Budapest has *half of Hungary's students* — and almost no beds for them.

The student housing market in Budapest is still in its infancy. High demand, constrained supply, and growing international enrollment create a structural landlord's market — one that IN Budapest was built to capture.

×2

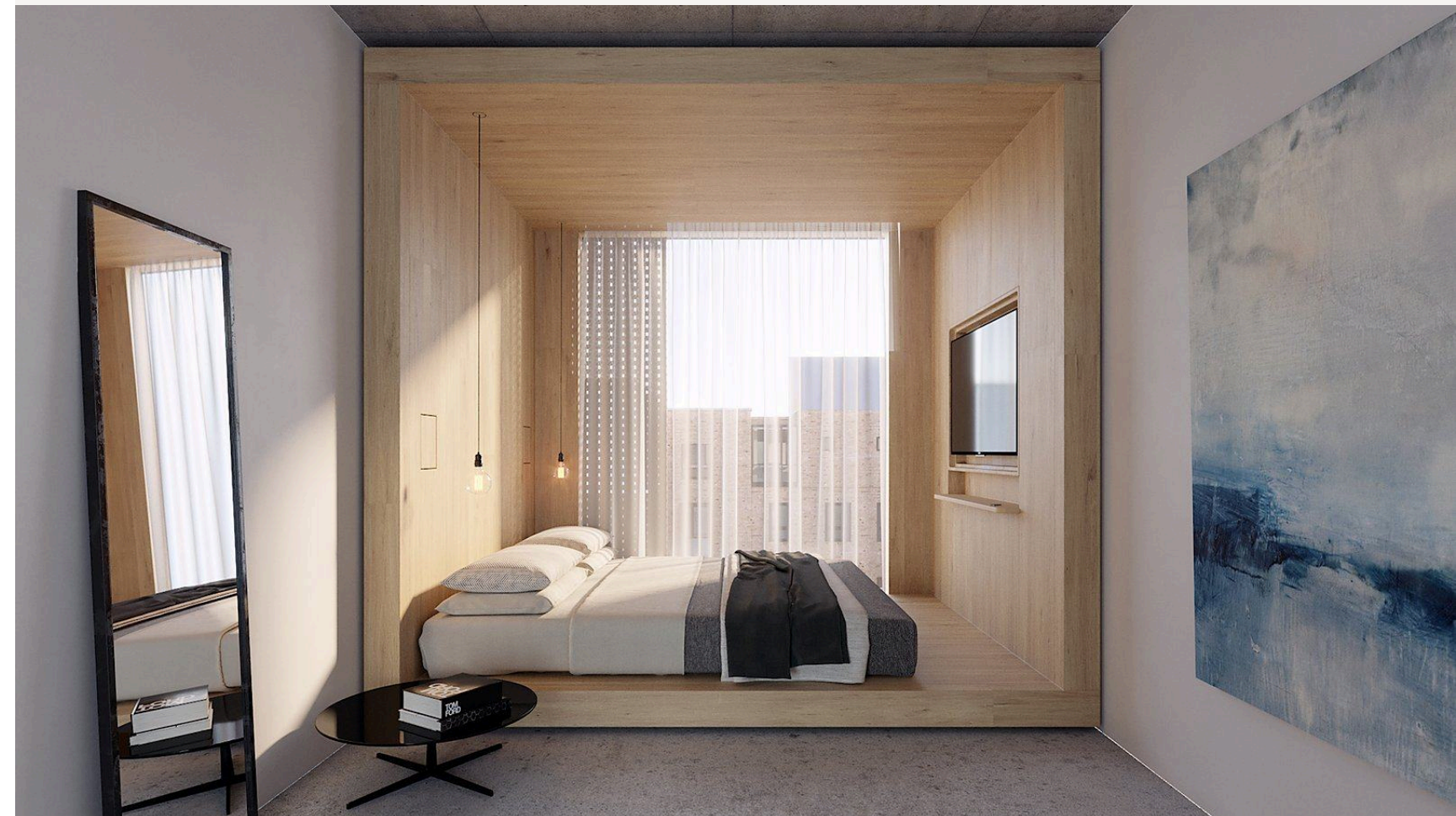
INTL. STUDENTS
IN 10 YEARS

91%

INVESTORS BULLISH
ON PBSA

3.2M⁺

BEDS MISSING
ACROSS EUROPE





THE PROJECT

A Complex Built *Around Community.*

Four architecturally restored buildings arranged around a single inner courtyard in Budapest's 7th district — offering students a complete living experience, and investors a complete management solution.



192 Apartments

192 thoughtfully designed apartments across four buildings — creating a vibrant community where residents live, connect, and thrive.



11,000 m² Residential Area

Over 11,000 m² of residential space with private apartments and shared areas for comfort and community.



Fully Furnished

Every apartment delivered turnkey — furniture, appliances, and all utilities included. Students move in, investors earn.



Hands-Free Management

IN GROUP manages everything — tenancing, maintenance, income distribution. Quarterly income delivered passively.

Where the community *comes alive.*

The inner courtyard and shared lounge connect all four buildings — a social heart for residents year-round, and a premium amenity that drives occupancy and rental rates above market.

Courtyard
INNER GARDEN

Co-work
STUDY LOUNGE

Socialize
CONNECT & CHILL





LOCATION

Location is *Everything*.

Situated steps from Keleti — Budapest's most connected transport hub — and within 1-minute walk to the Veterinary University and McDaniel College. The entire city is at your door.

1 min

WALK TO TWO UNIVERSITIES

Keleti Station

2 MIN WALK · INTERNATIONAL TRAIN STATION
+ 2 METRO LINES

Direct rail connections to Vienna, Prague, and 40+ European cities. Metro lines M2, M4 and 12 tram and bus routes — all within 2 minutes on foot.



NEARBY UNIVERSITIES

Veterinary University	1 min walk
McDaniel College	1 min walk
Metropolitan University	4 min walk
Semmelweis Medical University	14 min transit
Corvinus University	15 min transit
ELTE University	15 min transit
Budapest Tech (BME)	16 min transit

PUBLIC TRANSPORT



Keleti Station

Central Europe's busiest
international rail hub

2 min

2

Metro Line M2
2 min walk

4

Metro Line M2
2 min walk

Vienna · Prague · Bratislava — direct trains from Keleti daily

Life Inside

IN Budapest.

The amenities were designed to make IN Budapest the most desirable address for students in the city — which in turn maximises occupancy, rental premium, and capital value for investors.



Fitness Complex

A fully equipped gym space available to all residents — a key amenity for the international student market that drives premium rental rates.



Study Rooms

Group study rooms, a reading area, and individual workstations — supporting academic life and creating a sense of community that retains long-term residents.



Laundry Room

Shared laundry facilities with modern washers and dryers — providing residents with a convenient and efficient space to handle everyday laundry needs.



24/7 Security

Round-the-clock security, CCTV coverage, secure access systems, and an on-site management team always available. Student safety always ensured and taken care of.



Café & Common Areas

An in-building café, lounge seating, and a rooftop bar that encourages students to socialise within the complex — increasing satisfaction and retention.



Secure Bike Storage

Dedicated, secured bicycle parking — a practical amenity highly valued by students navigating the city, and increasingly expected by the international student market.

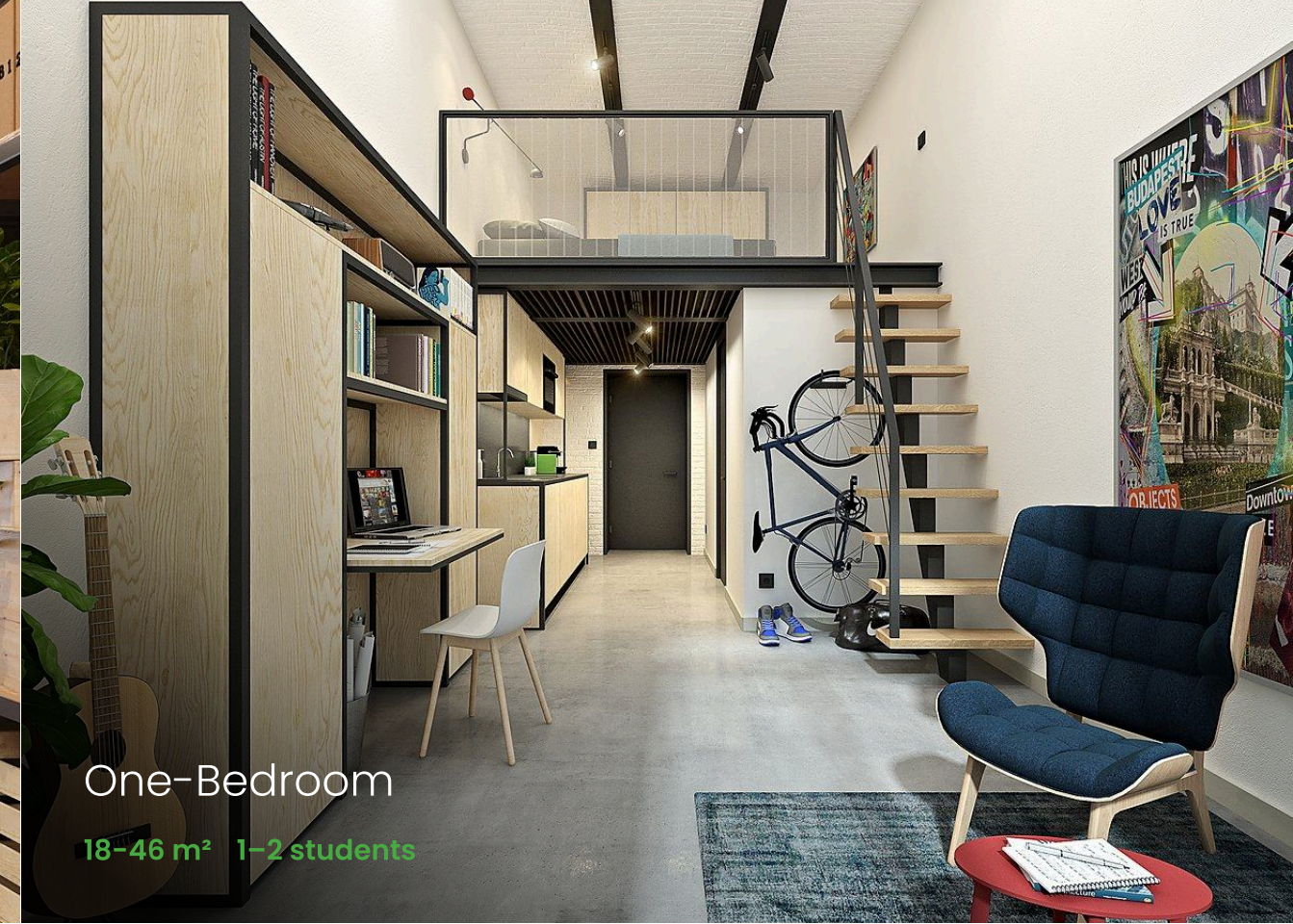
Every Space, *Designed to Live In.*

From intimate studio lofts to sweeping double penthouses — each unit designed to the same standard, delivered fully furnished, and managed end-to-end.

192 units across Buildings A, B, C & D — Studios, lofts, penthouses, and terraced apartments.



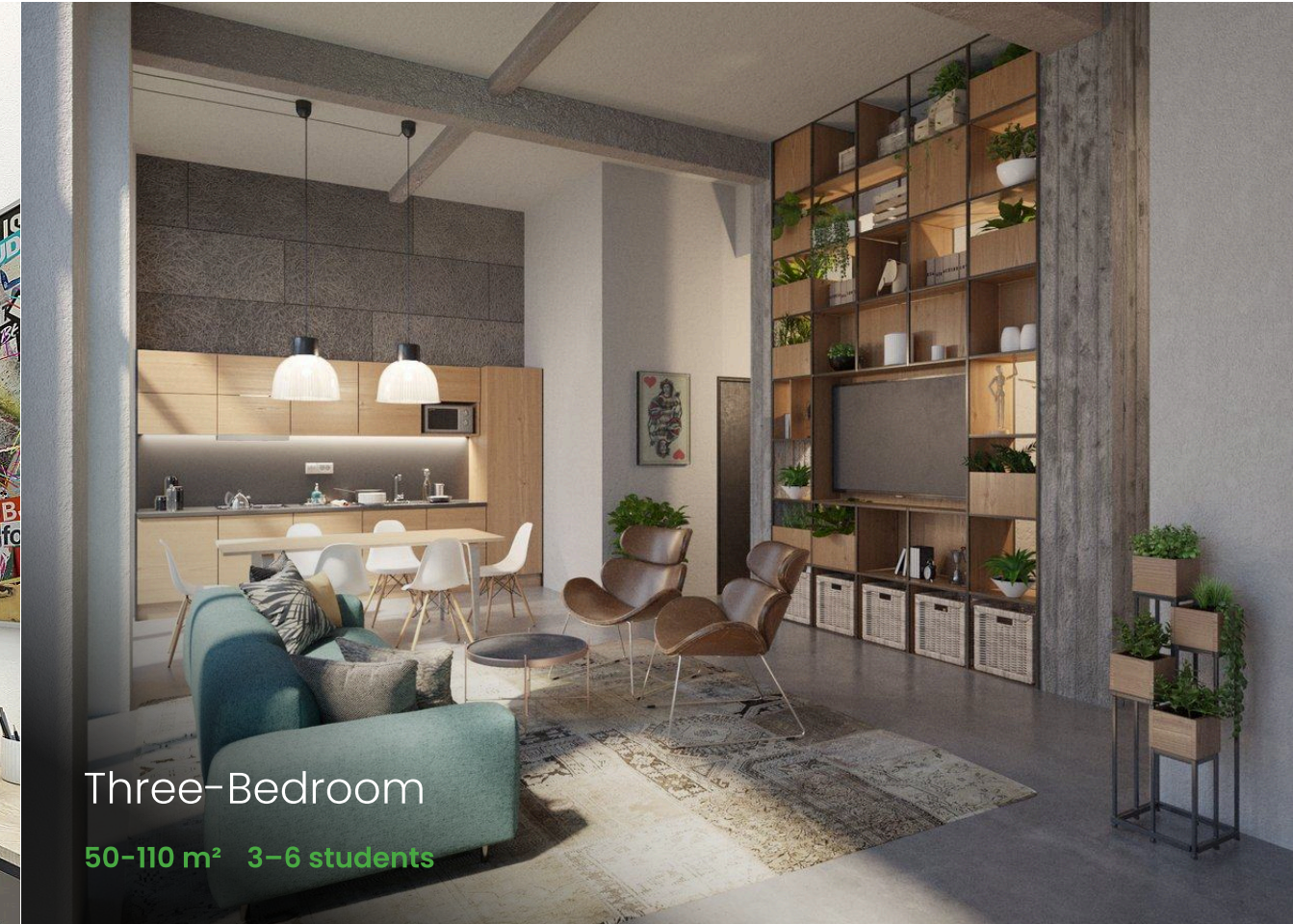
Studio
16-47 m² 1-2 students



One-Bedroom
18-46 m² 1-2 students



Two-Bedroom
31-54 m² 2 students



Three-Bedroom
50-110 m² 3-6 students

Double-height living.

Built to the highest standards.

Soaring ceilings, herringbone floors, and a gallery sleeping level — the IN Budapest penthouse is a different category of student living entirely.

Panoramic
CITY VIEWS

Gallery
SLEEPING LEVEL

Exclusive
TERRACE ACCESS

Phase I Delivered.

Numbers Don't Lie.

Our first phase wasn't a test — it was proof of concept. Every unit sold, every investor enjoyed high returns, every performance metric exceeded. Here is what the data shows.

100%

Sold & Delivered

Every single unit in Phase I was sold prior to completion and delivered to buyers. Zero exceptions.

PHASE I · 85 UNITS · 2021

161%

Value Increase

Phase I apartments have increased in value by 161% on average within five years — outperforming the Budapest’s 60% market average value increase.

2021–2025 · MARKET COMPARISON

68%

Rental Premium

IN Budapest commands a 68% premium per square meter above the Budapest rental market average — a direct result of the all-inclusive, managed model.

VS. BUDAPEST MARKET AVG. PER M²



LONG-TERM RENTAL PERFORMANCE

Long-term rental season *for students.*

Over the academic year — **9 out of 12 months** — IN Budapest operates as a fully managed student residence. Rental income per square meter consistently outperforms the Budapest market average in full occupancy rate.

●●●●●●●●●●●●●● SEP – MAY · 9 MONTHS ACTIVE

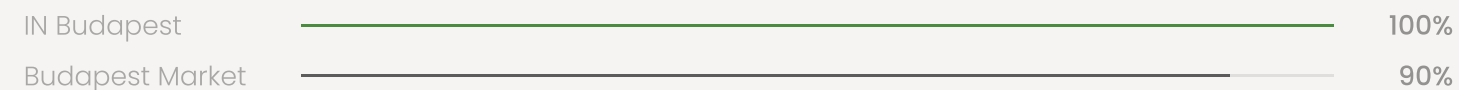
Average rental rate
IN BUDAPEST

€25 / m² / mo.
Based on 2026 tenant contracts

Average rental rate
BUDAPEST MARKET

€15 / m² / mo.
KSH-Ingatlan.com rent index

AVERAGE OCCUPANCY RATES (2021 - 2025)



+68% above Budapest market rental average



SHORT-TERM RENTAL PERFORMANCE

Short-term rental season *for tourists.*

During the summer — **3 out of 12 months** — IN Budapest apartments transition to short-term lets for tourists and travelling professionals, commanding a significant ADR premium matching average ADR of hotels across Budapest.

●●●●●●●●●●●●●● JUN – AUG · 3 MONTHS ACTIVE

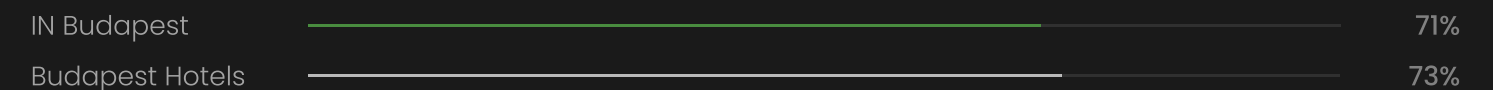
Average Daily Rate (ADR)
IN BUDAPEST

€120 / night

Average Daily Rate (ADR)
BUDAPEST HOTELS

€110 / night

AVERAGE OCCUPANCY RATES (2025)



€120 an ADR which successfully meets the average ADR of hotels in Budapest

The Next Chapter of *IN Budapest*.

Phase I proved the model. Phase II expands it — with new unit typologies, refined finishes, and an even stronger investment case built on five years of real performance data.

Phase III — Building A — sales are underway.



2018

Phase I Launch

85 units launched. Sold out within months of going to market.



2020

Phase I Delivered

All 85 units handed over. Investors begin generating rental income.



2024

Phase II Launch

74 units. Expanded amenities. New typologies. Early investors benefited most.

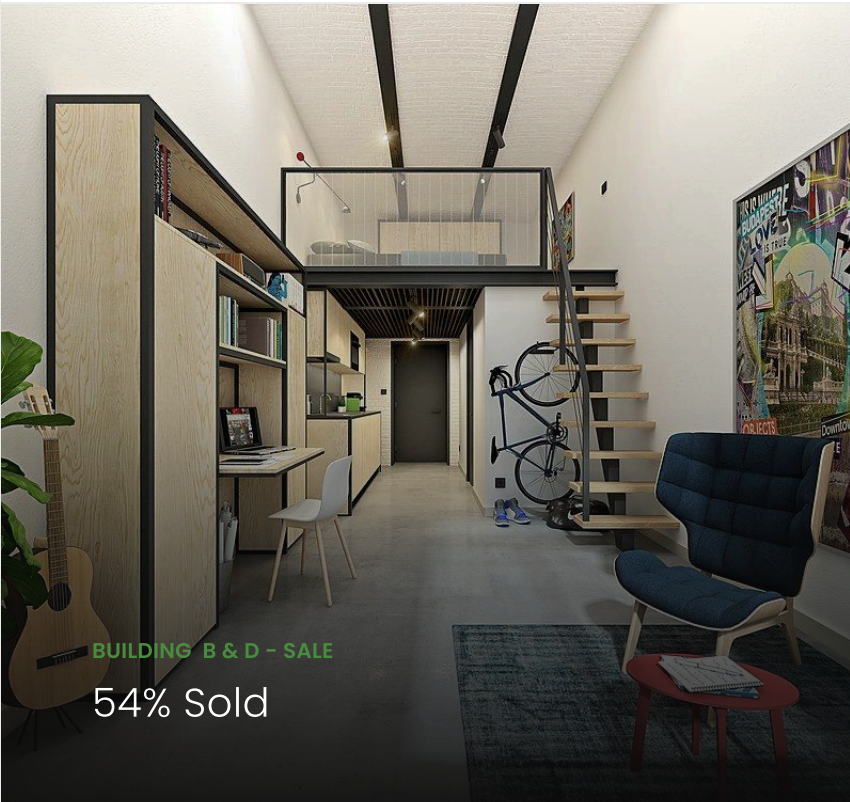
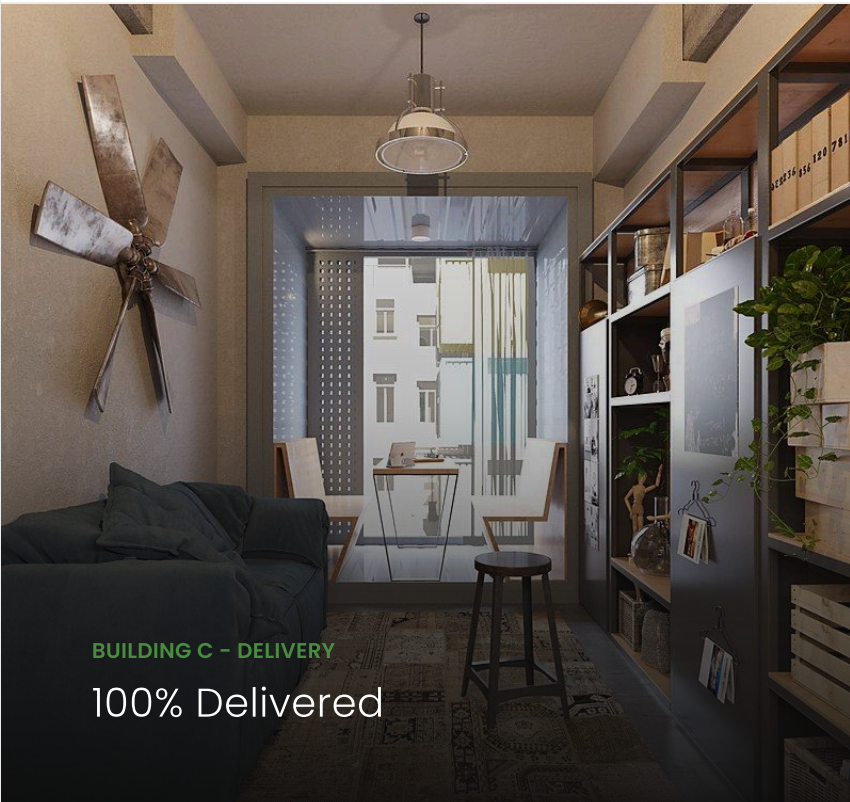
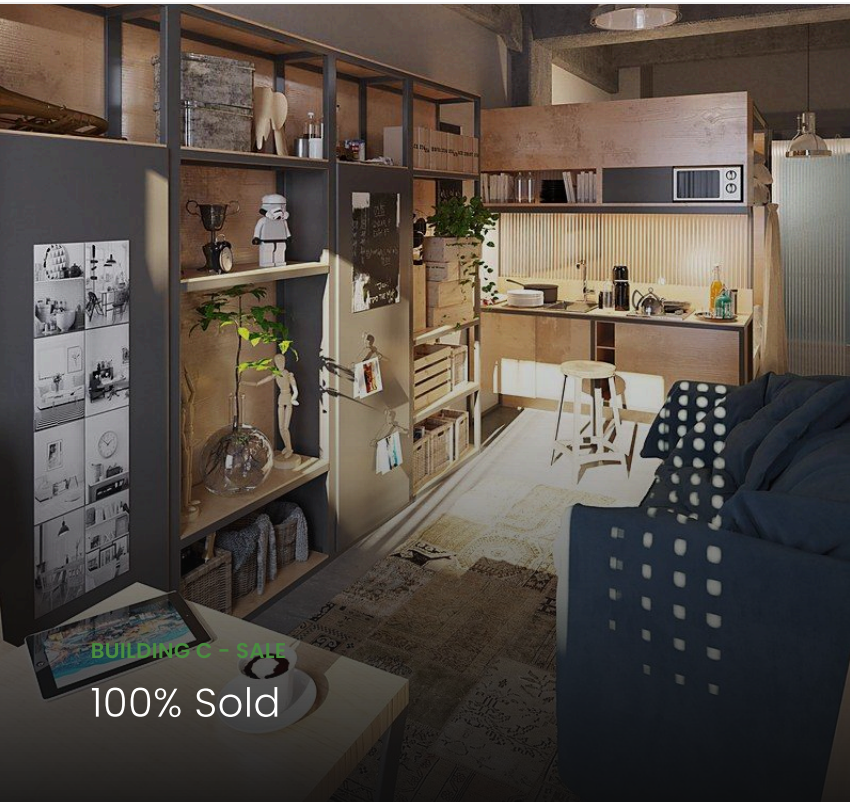


2026

Phase II Expected Delivery

Target date for handing over, of Phase II units.

Phase III — 33 units — pre-sales are underway.



Three Models. *One Fits You.*

Choose the management model that matches your profile — from guaranteed fixed income to market-maximised returns. All three include full property management by IN GROUP.

CLASSIC

~7%

FORECASTED ANNUAL RENTAL YIELD

Market-Led Returns

The standard rental model, tracking market conditions. Ideal for investors who want straightforward ownership with professional management and no complexity.

- Standard rental model
- Market-rate occupancy
- Full management included
- Quarterly reporting & income distribution

PREMIUM

8–9%

FORECASTED ANNUAL RENTAL YIELD

Maximum Returns

A blended short and long-term rental strategy, managed to capture peak demand periods — including academic year and summer short-lets. **Short-term rental subject to local regulations.*

- Short + long-term mix
- Dynamic pricing strategy
- Higher yield potential
- Active yield optimisation
- Quarterly reporting & income distribution

COMFORT

6%

GUARANTEED FOR 5 YEARS

Guaranteed Rental Income

A leaseback agreement delivering fixed 6% annual rental income for 5 years — regardless of market conditions or occupancy levels. Complete peace of mind.

- Guaranteed leaseback deal
- 100% occupancy rate
- Fixed income for 5 years
- Zero market exposure
- Quarterly reporting & income distribution



COMPLETE INVESTMENT BREAKDOWN

The Numbers, *Clearly Laid Out.*

6–9%

PROJECTED ANNUAL RENTAL YIELD

20–30%

FORECASTED AVERAGE ANNUAL VALUE INCREASE

All yields and valuations are based on IN Budapest's historical rental and price data. Past performance of Phase I is not a guarantee of future returns.

PURCHASE

Entry Price (from) **HUF 59.9 Million**

Unit Sizes **16 – 110 m²**

Total Units **192**

Payment Structure **Various payment programs**

Ownership Registration **Land Registry (HU)**

PROJECTED RETURNS

Classic Yield **~7%**

Comfort Yield **6% guaranteed · 5yr**

Premium Yield **8–9%**

Occupancy Rate **>90%**

Annual Value Increase **20–30%**

MANAGEMENT

Manager **IN GROUP**

Founded **2011**

Management Fee **net 10 – 25% long & short-Term**

Finders Fee **1-month**

Reporting & Income Distribution **Quarterly**

TRACK RECORD

Phase I Value Growth Average **161% (5 years)**

vs. Budapest Average **+101 ppts outperformance**

Rental Premium (per m²) **+68% vs market**

Phase I Sold & Delivered **100%**

Students Hosted **700+**



OUR CREDENTIALS

Experience You Can *Count on*

Founded in 2011, IN Group is a Budapest-based real estate company specialising in development, investment, construction, and property management. With over 20 years of experience and a portfolio exceeding 50,000 square meters, we manage everything in-house — from construction through to long-term tenant care — across residential, commercial, and student accommodation properties.

Our flagship development, IN Budapest, has already been home to over 700 students. We also manage office buildings across Budapest, serving both residents and business tenants with the same hands-on approach.

At the helm is Motty Segal (CPA), our founder, whose career includes landmark Budapest projects spanning over 453,000 square meters — among them Akac Liget, White Castle, King's Pass I–IV, and 360 Budapest. His guiding principle has always been that the people inside a building matter as much as the building itself. Focused on Hungary today, we are actively expanding across Europe.

40,000⁺
OFFICE BUILDINGS SQM

20⁺
YEARS OF EXPERIENCE

17,000⁺
RESIDENTIAL SQM

100%
PHASE I COMPLETION

NEXT STEPS

Let's Start a Conversation.

Choose the management model that matches your profile – from guaranteed fixed income to market-maximised returns. All three include full property management by IN GROUP.

THREE WAYS TO BEGIN

- 1 Schedule a personal meeting with our sales team
- 2 Visit the IN Budapest project at Rottenbiller Street
- 3 Schedule a personal online meeting with our sales team

CONTACT US

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*"The most compelling student
accommodation investment
in Central Europe today."*