



Press release – 17 October 2024

## Primevest and Holland Immo Group strengthen teams with the appointments of Hanna Scheller and Edith Sars

Primevest Capital Partners and Holland Immo Group are pleased to announce the appointments of **Hanna Scheller** as Associate Portfolio Manager and **Edith Sars** as Head of Asset Management. These appointments come as the organization enters a growth phase, reinforcing its ability to capitalize on emerging opportunities in the Real Asset investment landscape.

Hanna Scheller has joined the Parking & Mobility team at Primevest in Utrecht. In her role as Associate Portfolio Manager, she will be responsible for managing and optimizing investment portfolios across Europe's parking facilities.

Hanna brings extensive experience from her previous roles at BEOS and PATRIZIA, where she developed expertise in asset management and investment strategy. She holds an MSc in Real Estate from the University of Regensburg (IREBS), Germany, providing a strong academic foundation to complement her practical experience.

Edith Sars will take on the role of Head of Asset Management at Holland Immo Group in Eindhoven. She will oversee asset management strategies, ensuring alignment with the company's long-term commitment to sustainability and value creation.

With a career spanning roles at investment firms such as **SNS Reaal** and **ACTIAM**, Edith brings a wealth of experience in sustainable asset transformation and strategic oversight, making her a valuable addition as the organization enhances its portfolio to meet future demands.

"We are entering a critical growth phase, focusing on aligning our investments with key megatrends such as sustainable urban living, digital connectivity, and green mobility," said **Peter Helfrich**, Managing Director at Primevest. "The addition of experienced professionals like Hanna and Edith strengthens our team and positions us to seize future opportunities while achieving our strategic objectives."

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### About Primevest Capital Partners & Holland Immo Group – Investing in the future of our cities

Primevest Capital Partners and Holland Immo Group are leading pan-European investment management partners, specialized in innovative Real Asset strategies. Through these two labels, the company serves institutional clients, family offices, and private investors, leveraging a diverse portfolio across sectors such as Parking & Mobility, Connectivity & Data (Communication Infrastructure) and Residential (Urban & Student Living and Senior & Care Living).

With over €3 billion in assets under management across 30 active funds in 12 European countries, Primevest focuses on making cities future-proof, while driving financial growth and lasting value for clients and next generations.



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