

Media alert
London, November 25th 2020

Wifirst announces partnership with Coliving Insights Think-Tank

London, November 25th 2020 - Wifirst and [Coliving Insights](#) are pleased to announce they have entered into a global partnership, combining Coliving Insights' mission to provide content that nurtures the growth of the coliving scene, with Wifirst's commitment to continuous innovation in order to offer a network capable of absorbing the spectacular increase of internet usage, offering high added value services and making WiFi the technical foundation for Coliving operator needs.

"We are delighted to partner with Coliving insights to deliver our shared vision for the coliving market. With technology playing an increasingly critical role in every aspect of shared-living service logic, property operators need to accelerate the development of digital solutions as Housing and connectivity have become inseparable, and the trend is unlikely to reverse." says Etienne Detrie, Marketing Director at Wifirst.

The Wifirst-Coliving Insights partnership brings together extensive skills to provide data-based and applicable solutions that will serve the market overall. Wifirst's understanding of complex managed networks in shared environments (ie: Student; senior living; hospitality, hybrid and more - all sites being around Europe), its comprehensive technical expertise, and tailor-made approach is uniquely complementary to how the Coliving insights team works.

"It is becoming a defining factor of success for every business, especially for emerging real estate and the specialist class of coliving, which has been lagging behind for quite some time. If companies do not adopt at a pace that allows them to win, they will fall behind very quickly. Coliving Insights together with Wifirst would like to empower the Coliving industry and illuminate the road ahead, to reignite innovation across the industry and take it to a level it never thought it could reach" says Bart Sasim, Co-founder and Managing Partner.

As an indication of engagement to the partnership, Wifirst will have its space in Coliving Insights publications to provide technical knowledge and know-how on best practises in this expanding market, with a particular focus on why WiFi must be viewed as the cornerstone of all coliving buildings.

New players may not have all the necessary background and should therefore rely on specialists to support them and guide them towards their digital transformation. This is where Wifirst can contribute by providing a solid foundation to the Coliving Insights community. Wifirst is able to support coliving developers and operators throughout the entire



development and operations journey: from concept and inception stage to installation and ongoing support within many countries, regardless of the project scale.

For more information about our connectivity solution for Coliving visit <https://www.wifirst.com/en/coliving> or follow us on [linkedin](#).

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About Coliving Insights

Since its foundation, Coliving Insights main aim as an innovative research lab and media focusing on the shared living and coliving scene, has been to provide one of a kind data, which is one step ahead of the curve, nurturing the growth and development of the coliving scene. To this date, Coliving Insights counts three major publications attracting all major coliving industry stakeholders: investors, asset managers, developers, operators, consultants and architects, among others. Stay tuned for [their next edition](#) out on December 21st!

About Wifirst

Founded in 2002, Wifirst is the French leader in managed WiFi for professionals. Wifirst has structured its activities around two main families of customers: the Hospitality & Residences market (Crous, AccorHotels, Club Med ...) and the Retail & Business market (La Poste, MAIF, Norauto ...). The Internet Service Provider extended its network internationally by opening offices in the United Kingdom and Spain in 2016 and to date covers 26 countries. A pioneer of the "WiFi as a Service" approach, Wifirst is committed to a continuous innovation process to offer a network capable of absorbing the spectacular increase in internet usage, offering high added value services and making WiFi the technical base of the digital transformation of its customers. Wifirst, a member of Ofcom and the Bpifrance Excellence network, has posted an average growth of over 30% over the last decade and attained over £52M in turnover at the end of 2019. For more information: www.wifirst.com/en