

PRESS RELEASE

RED Company and Redevco join forces for LEAD Leiden; Portaal purchases the 145 social rental homes

Leiden, May 20 2026 – After the successful collaboration on The BaanTower in Rotterdam, Rotterdam-based developer RED Company and Redevco, one of the largest private real estate companies in Europe, are joining forces again. Together, they are realising LEAD in Leiden, a high-quality residential development with a strong focus on sustainability that responds to the growing demand for affordable urban housing. In addition, housing corporation Portaal will purchase the 145 social rental homes in the project. With these two milestones, the financing and social anchoring of LEAD is secured. The construction, which officially started last year, is proceeding according to plan.

Ton Vaags, Head of asset and transaction management NL, Redevco: "With LEAD, we are taking a step towards combining high-quality living, affordability and sustainability in a dense urban environment. In doing so, we are also strongly committed to adding social value through our projects, by realising homes that contribute to a wider and more inclusive housing supply, including for the social rental sector. We are also delighted to enter into a joint venture with RED Company for the second time and thus give another strong impetus to urban development."

The purchase of the 145 social rental homes by Portaal is an important step in the socially inclusive ambition of the project. This will give a substantial part of LEAD Leiden a permanent place within the social segment of Leiden's housing stock and will meet the significant need for affordable rental housing in the city.

Evelien Keizer, Director of real estate at Portaal: "We are delighted with the development of the LEAD project in Leiden North, where we are adding 145 social rental homes to the city. The location forms the new entrance to Leiden and symbolises the urban renewal of this area. With this project, we are realizing sustainable homes for one and two-person households, in a central location close to the center and all urban facilities. In 2029, we hope to make 145 tenants happy with a new home in this beautiful project."

LEAD is an ensemble of three state-of-the-art residential towers designed by Powerhouse Company. Located on the Willem de Zwijgerlaan, in the middle of a new city park to be constructed, the project gives a powerful impulse to the further development of the city. The design integrates sustainability features throughout and brings together architecture, nature and community.

Nanne de Ru, founder RED Company, Powerhouse Company: "We are extremely happy with Redevco as a partner in realising ambitious, high-quality urban residential projects. We are now continuing the successful collaboration on the project The BaanTower in

Rotterdam in beautiful Leiden. With Portaal as the buyer of the 145 social rental homes, we are delivering on the promise that LEAD is a project for all Leiden residents - from starters to those moving up, from social rental to owner-occupied."

LEAD Leiden

LEAD Leiden is a high-quality residential complex divided into three towers of 115, 85 and 65 meters high, designed by Powerhouse Company. The project comprises 580 homes, including 145 social rental homes, and a wide mix of rental and owner-occupied apartments. It combines urban living with various amenities, such as workplaces, a sports and wellness area with yoga studio, a swimming pool, a general practice and a mobility hub. In addition, LEAD Leiden plans to construct a new public city park, which will form a green connection between Nieuw-Leyden and Leiden-Noord.

Sustainability is a core value: LEAD will be fully electric, with a Heat-Cold Storage (ATES) system and solar panels. The two-storey underground car park offers space for shared cars and vehicles, and the project encourages bicycle use via a direct bicycle connection to the city centre.

The construction is being carried out by the construction consortium Construction Company and RED Bouw.

END

Project information

Developer: RED Company & Redevco

Architecture: Powerhouse Company

Landschapsontwerp: DELVA Landscape Architects and Urbanism

Contractor: Construction Company (contractor combination Construction Company and RED Bouw)

Buyer social rent: Portaal (145 homes)

Consultants: Van Rossum Ingenieurs (chief structural engineer), Socotec, Buro Bouwfysica, DGMR (sustainability), Nieman, BREEDID, Zonneveld, Spark, Aveco de Bondt, Tielemans, DVP, ISIS Bouwadvies.

Legal advice: DLA Piper, Lexence, Dentons, Greenberg Traurig, Barents Kranz, Ernst & Young

Location: Willem de Zwijgerlaan, Leiden, The Netherlands

Program: 580 (social) rental and owner-occupied homes, underground parking garage, community room, sports and wellness room with yoga studio, workplaces, general practice, commercial space, catering.

GFA: 71,500 m²

Beelden: Powerhouse Company

About RED Company

RED Company is a Rotterdam based developer. We are driven by a constant search for quality and innovation in real estate development to maximise value: for the property, the area, but also for our clients, users and investors. RED Company has a unique position in the market by combining the complementary expertise of development, design and construction.

About Redevco

Redevco is one of Europe's leading privately-owned real estate managers, overseeing a portfolio 4 valued at approximately €10.5 billion as of January 1, 2026. The company is committed to building

value for investors and enriching communities through transformative real estate. It offers specialist investment strategies focused on repurposing best-in-class high street retail into mixed-use assets, investing in retail parks and logistics, and a growing presence in the living & leisure space. Redevco Capital Partners focuses on special situations opportunities whilst Redevco's real estate debt arm provides transitional lending solutions. Expert real estate teams in seven locations across Europe ensure that the portfolios Redevco manages optimally reflect the needs of our clients. In Germany alone, Redevco manages €4.3 billion in assets and, as a market-leading provider, focuses in particular on institutional investment and asset management of large-scale and inner-city retail properties. For more information visit www.redevco.com.

About Portaal

About Portal Housing corporation Portaal works every day on good and affordable housing, in districts and neighbourhoods where residents look out for each other and feel at home. We do not do this alone, but together with our residents, municipalities and our partners in the neighbourhood, we work very our mission: to contribute to good living together. We rent out a home to more than 95,000 residents in the regions of Arnhem, Nijmegen, Amersfoort, Utrecht and Leiden.

More information

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