

mipim[®]

Luxury Living & Branded Residences

16-19 March 2027

Marriott Beach, Cannes, France | MIPIM in the City

Built by
RX In the business of
building businesses

A sector driven by global wealth and capital mobility

Demand for prestige residential follows a simple logic: the more global wealth grows, the more demand rises for scarce, mobile residential assets.



Private wealth keeps expanding

The global population of high-net-worth individuals (HNWI/UHNWI) is expected to reach 29.4 million by 2026, with over \$154 trillion in combined assets.



The geography of wealth is shifting

According to UBS, close to 30% of global wealth will soon be concentrated in economies currently classed as “emerging”.



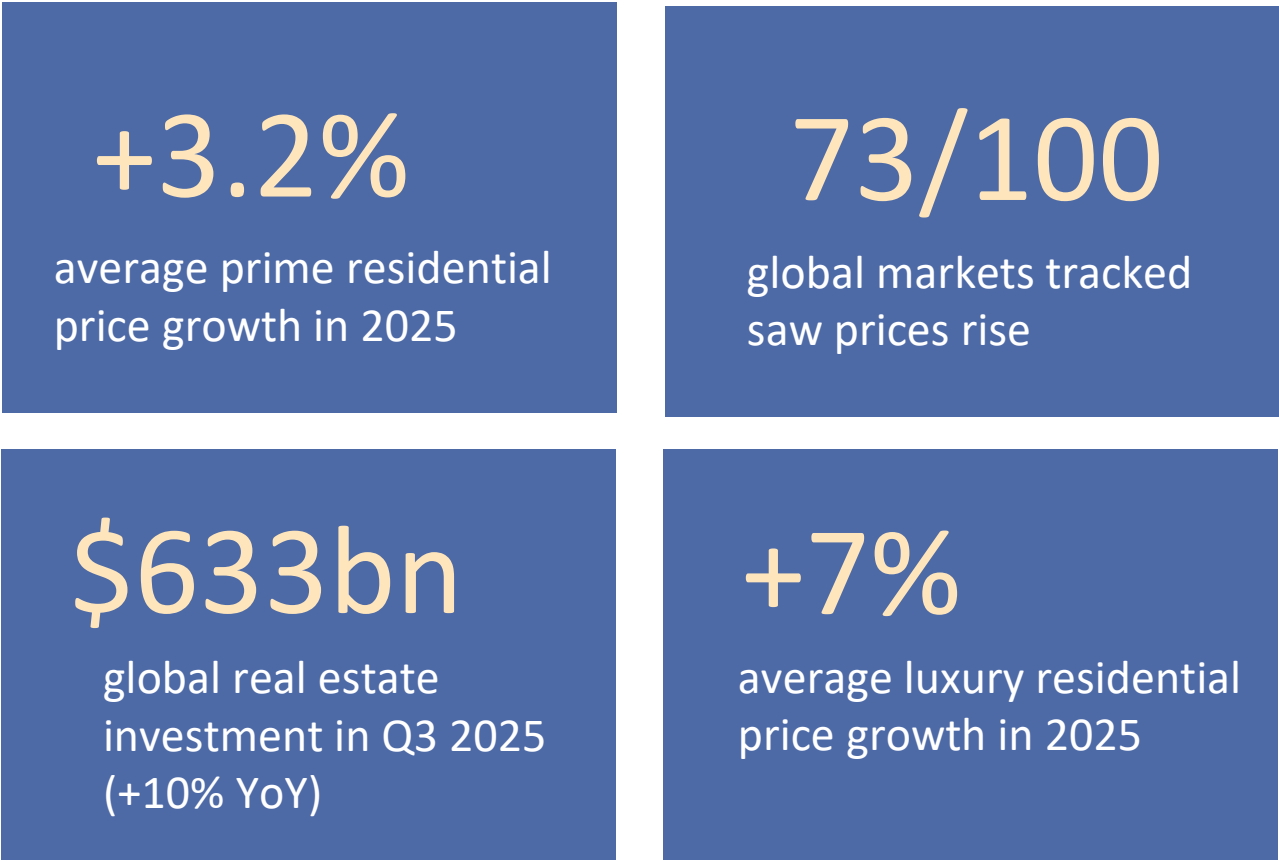
Growth is led by the Middle East and Asia

Luxury residential prices jumped 43% in the Middle East/Africa and 10.3% in Asia in 2025, driven notably by Dubai.

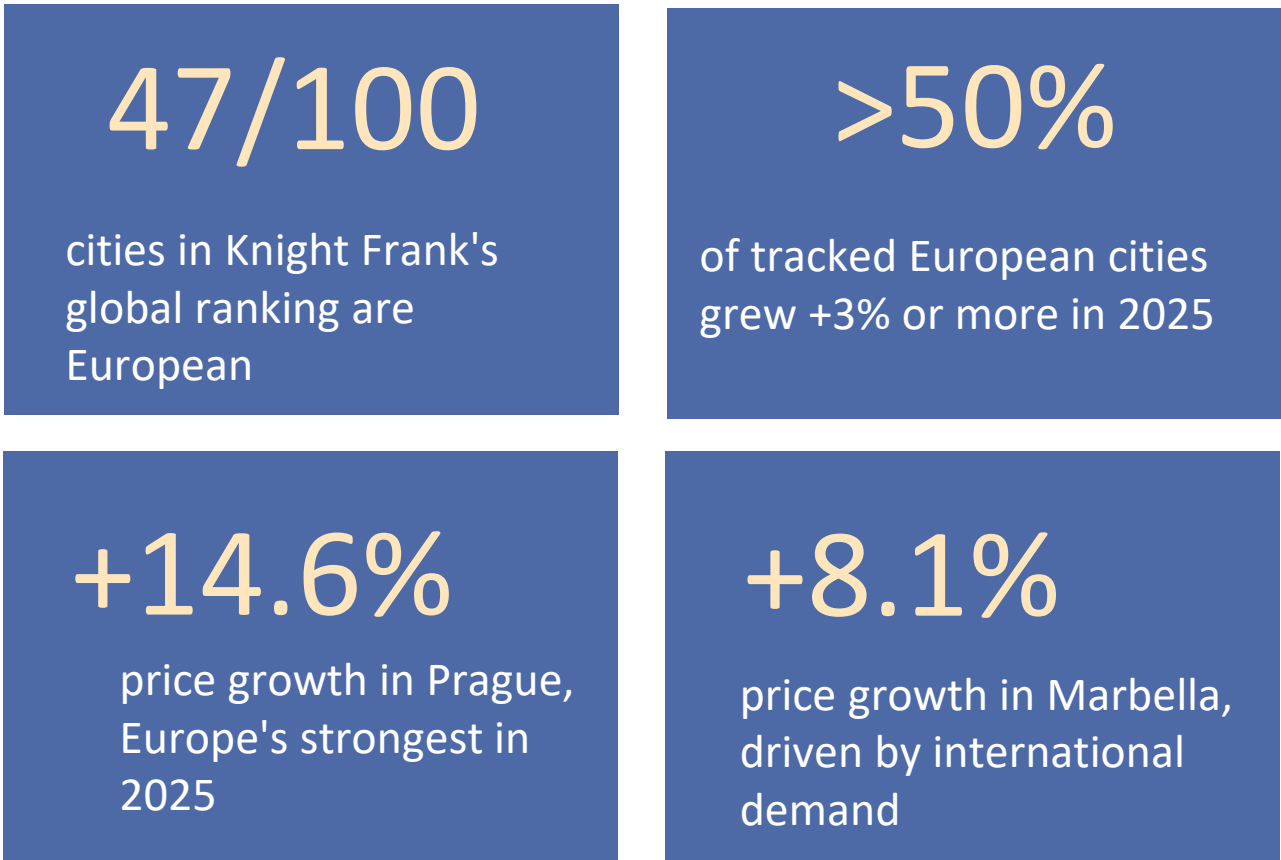


Luxury Real Estate: a **resilient, global asset class**

The entire high-end residential market is confirming its strength: prices rising in most markets, and investment volumes clearly recovering.



Europe accounts for close to half of the world's leading prime residential markets and some of its best performances.



Within this sector, branded residences are outpacing everything else

Driven by the growth of global wealth, the “luxury living” segment, branded residences in particular, has become **one of the most dynamic** in all real estate worldwide.

Double-digit growth has transformed branded residences into a **global investment** category. Premium pricing, global expansion and rising unit supply are reinforcing **investor appeal**.

910

branded residences
worldwide at end of 2025

+19%

annual growth of the
sector in 2025

\$71,9bn

global market value in
2026

33%

average premium over a
non-branded property

323 → 910
Schemes in 10
years

+33%
Global brand
premium

A fast-accelerating sector, with no global stage to match it...

Today, **luxury residential players, hospitality, fashion, automotive, developers**, are scattered across a **multitude of specialised trade shows**, never meeting the major institutional investors who drive the market in one place, at one time.

Why MIPIM is the right stage?



The world's meeting point for real estate capital

No other event brings together, in one place, the same density of decision-makers and capital ready to invest in real estate including luxury.

MIPIM is where global **capital**, **key decision-makers** and **the full real estate value chain** come together.

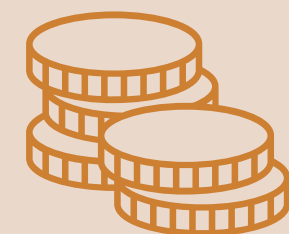
Sovereign funds present in 2026:

Abu Dhabi Investment Authority, Qatar Investment Authority, Mubadala, Norges Bank Investment Management.

Key figures:



20,000
ATTENDEES



5K+
INVESTORS



90
COUNTRIES



€4T+
CAPITAL
UNDER MANAGEMENT

MIPIM, *The Global Urban Festival* World's
largest trade show
for professional real estate.



**In 2027 a “Luxury Living &
Branded Residences” space at
the heart of MIPIM**

Join the the unique **MIPIM Luxury Real Estate Beach Club**

For the first time, **MIPIM** introduces a dedicated destination for luxury living and branded residences at the JW Marriott Cannes.

Combining curated business opportunities with premium hospitality, it offers an exclusive setting to **meet key decision-makers, build strategic relationships** and **create valuable business opportunities**.

Connect where business
feels more personal.



A private beachfront destination for prime residential real estate, non-hotel luxury branded residences, design-led living and private capital.



Non-contractual photography





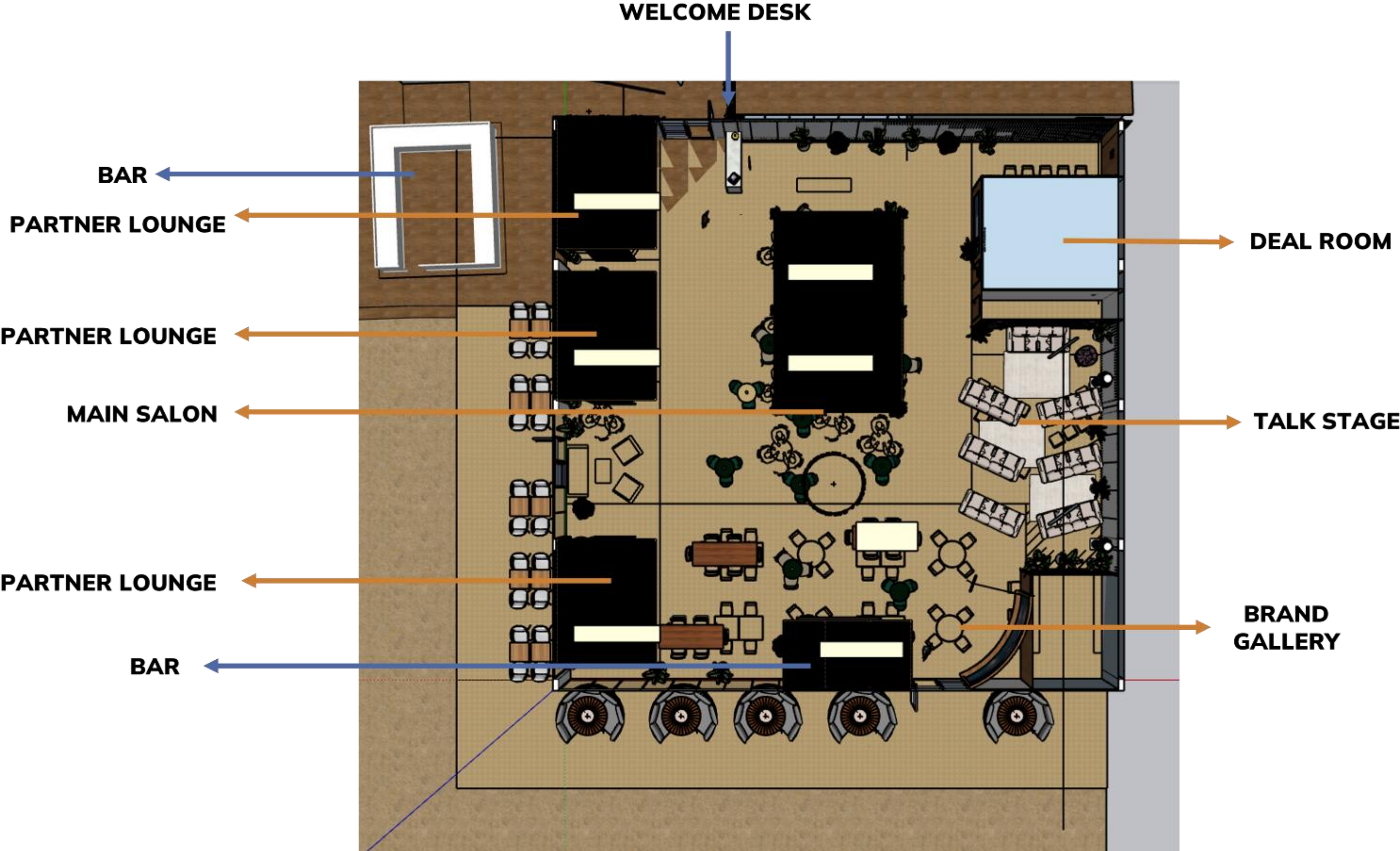












**Discover
the experience
that supports
your ambitions.**

Reserve your place!

Limited spaces — priority given to the first confirmed partners.

[Founding Partner](#)

[Luxury Partner](#)

[Brand gallery presence](#)

[Private lounges](#)

[Salon talk series sponsor](#)

[Hosted breakfast](#)

[Hosted lunch](#)

[Hosted sunset cocktail](#)



Exclusive !



FOUNDING PARTNER

Take a leading position at the heart of the luxury real estate community.

Become one of the brands shaping the MIPIM Luxury Real Estate Beach Club. Benefit from a prominent presence, privileged access and multiple opportunities to engage clients, prospects and industry leaders.

★ Premium Brand Presence

- 15 sqm turnkey exhibiting space / dedicated presence (last one corner before beach side)
- Priority in sponsoring hosted events
- Visibility in marketing tools :
 - ✓ 2 LinkedIn posts
 - ✓ 1 interview video posted on Instagram during the week of the show
 - ✓ 1 advertising in the print MIPIM Preview
 - ✓ Company logo or name featured across all marketing communications specifically dedicated to the zone
 - ✓ Gold ProfileGold profile
- Onsite visibility on all signages

🛎 Client Hospitality

- Food & Beverage service: lunch, softs and light food
- Hosted Food & Beverage up to 15 guests
- Concierge service at your disposal



Exclusive Access

- 5 badges to the MIPIM show for company members
- Up to 10 invitations for prospects and clients
- 2 VIP hotel invitations



Business Influence

- Private deal and meeting room access
- **Guided tour by the CS team**
- **Hosted-event priority**
- Speaking opportunity on Tuesday
- Hosted breakfast, lunch or cocktail opportunity on Tuesday





Exclusive !



LUXURY PARTNER

Build a prominent presence and connect with the luxury real estate leaders who matter.

Position your brand within the MIPIM Luxury Real Estate Beach Club through a dedicated space, curated hospitality and high-value opportunities to engage clients, prospects and industry leaders.

★ Dedicated Brand Presence

- 15 sqm turnkey exhibiting space / dedicated presence (corners)
- Visibility in marketing tools :
 - ✓ Company logo or name featured across all marketing communications specifically dedicated to the zone
 - ✓ Onsite visibility on your space only

🍽️ Client Hospitality

- Food & Beverage service: breakfast, softs and light food
- Hosted Food & Beverage up to 7 guests



Qualified Access

- 4 badges to the show for company members
- Up to 3 invitations for prospects and clients



Business Influence

- Private deal and meeting room access,
- Speaking opportunity on Tuesday
- Hosted breakfast, lunch or cocktail opportunity on Wednesday or Thursday

€45,000





BRAND GALLERY PRESENCE

Create a collective luxury showcase with the scale, access and visibility to attract the right audience.

Present a curated portfolio of brands in a dedicated gallery environment designed to encourage discovery, qualified conversations and long-term commercial opportunities.

For 7 brands maximum without exclusivity with regards to other brands.



Dedicated Brand Presence

- 25 sqm turnkey exhibiting space / dedicated presence, large screen
- ✓ 2 LinkedIn posts,
- ✓ 1 interview video posted on Instagram during the week of the show
- ✓ 1 advertising in the print MIPIM Preview
- ✓ Company logo or name featured across all marketing communications specifically dedicated to the zone
- ✓ Onsite visibility on your space only



Client Hospitality

- Food & Beverage service: breakfast Wednesday or Thursday, softs and light food
- Hosted Food & Beverage up to 15 guests.



Qualified Access

- 5 Exhibitor badges for your company members,
- Up to 10 invitations for prospects and clients,



Business Influence

- Speaking opportunity on Wednesday or Thursday
- 3 speaking opportunities

€80,000





PRIVATE LOUNGES

Create an intimate base for focused meetings, client hospitality and high-value conversations.

Give your team a dedicated place to host selected guests, deepen strategic relationships and conduct business in a more private and relaxed environment.

★ Dedicated Brand Presence

- Table in Main Salon
- Onsite visibility on your space only

🍽️ Client Hospitality

- Food & Beverage service: breakfast, softs and light food
- Hosted Food & Beverage up to 6 guests

👤 Qualified Access

- 4 Exhibitor badges for your company members
- Up to 2 invitations for prospects and clients

👤 Business Influence

- 1 Speaking opportunity on Thursday only

€20,000





SALON TALK SERIES SPONSOR

Put your expertise on stage and lead the conversations shaping luxury real estate.

Take an active role in the Beach Club's content programme and position your experts in front of a highly targeted audience of luxury real estate decision-makers.

★ Speaking Platform

- A dedicated speaking opportunity within the Salon Talk Series

🏠 Thought Leadership

- Share expertise and contribute to the industry conversations that matter



Qualified Access

- 2 Exhibitor badges for your company members



Business Influence

- 5 speaking opportunities available to choose from





HOSTED BREAKFAST

Start the day by bringing clients and prospects together in an exclusive beachfront setting.

Host a focused morning moment that gives your guests the time and space to connect before the pace of MIPIM accelerates.

★ Dedicated Brand Presence

- Dedicated onsite visibility across your hosted space

🍽️ Client Hospitality

- Welcome up to 50 clients, prospects and partners in a premium environment, catering, signage, security and cleaning included



Relationship Building

- Create an unhurried setting for introductions and meaningful morning conversations

€5,000





HOSTED LUNCH

Turn lunchtime into a curated business moment for your most important relationships.

Bring selected clients and prospects together around a shared table, creating the right conditions for stronger relationships and more valuable conversations.

★ Dedicated Brand Presence

- Dedicated onsite and digital visibility across your hosted space

🍽️ Client Hospitality

- Welcome up to 32 clients, prospects and partners in a premium environment, catering, signage, security and cleaning included



Strategic Hospitality

- Use a shared dining experience to deepen relationships and advance conversations

€10,000





HOSTED SUNSET COCKTAIL

Create a standout social moment as the luxury real estate community comes together at sunset.

Associate your brand with one of the Beach Club's most engaging networking experiences and bring a broad community together in a memorable Riviera atmosphere.

★ Dedicated Brand Presence

- Dedicated onsite and digital visibility across your hosted space

🍽️ Client Hospitality

- Welcome up to 100 clients, prospects and partners in a sunset premium environment, catering, signage, security and cleaning included



Memorable Impact

- Create an energetic branded moment designed for introductions and informal networking

€15,000



What participation will bring you

1	Visibility with capital	Direct access to the investors who genuinely decide allocations towards branded residential.
2	Prestige positioning	Exhibit alongside the sector's biggest global brands, in a setting that matches your positioning.
3	Qualified deal-flow	Meetings pre-arranged with investors and partners already interested in your category of project.
4	Media coverage	Visibility in MIPIM Preview and partner publications followed by all delegates.
5	A benchmarked market in one place	Compare the world's best branded residence projects in a single week, without multiplying trips.
6	Direct access to project owners	Meet developers and brands in a private setting, away from generic commercial pitches.
7	An up-to-date market view	Access exclusive conferences and data on premium, geography and performance trends for the segment.



Thank you

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