



Flexible Living and Serviced Apartments: How Urban Renting Is Evolving

Agenda

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01

What is Blueground





Blueground is the global market leader in monthly furnished apartments

Blueground is a global proptech company that addresses an unmet demand for flexibility and rental ease with its unique approach to high-quality accommodation for a month, a year or longer.

With a network of thousands of quality, fully-furnished apartments in the most sought-after neighborhoods, we're giving guests the peace of mind, flexibility & confidence they need to show up and start living in **44+ cities** around the world.

Blueground in numbers

44+

cities & offices

1000+

full-time employees

\$274M

in funding

2013

founding year

4.5 months

average length

5,000+

corporate accounts

Geographically present in 4 continents today...

...tomorrow in every global city!

Atlanta, Austin, Boston,
Chicago, Denver, Detroit,
Kansas City, Los Angeles,
Memphis, Mexico City, Miami,
Minneapolis, Nashville, New
York, Orlando, Portland, San
Diego, San Francisco, Seattle,
St. Louis, Tampa, Tulsa,
Washington DC

Athens, Barcelona,
Basel, Berlin, Istanbul,
Lisbon, London,
Luxembourg, Madrid,
Malaga, Paris, **Prague**,
Vienna, Zurich

Cairo, Riyadh,
Tel Aviv, Dubai

Tokyo,
Seoul

Rio de Janeiro,
Sao Paulo

44 current
cities and
growing

02.

Prague Market Overview

Prague is one of the potential markets for mid-term rentals. The city has a well-developed corporate environment but lacks comfortable, fully equipped housing options for business professionals staying for 2–3 months. Short-term rental apartments are often located in noisy, tourist-heavy areas and do not meet the needs of corporate travelers.

Blueground addresses these challenges by offering modern, fully furnished, and comfortable apartments tailored to the needs of mid-term business stays.

Launch: The Prague market has been officially operating under the Blueground brand since August 2024

Current Portfolio: We currently manage 50 units in neighborhoods such as Vinohrady, Vršovice, and Holešovice.

Growth Plan (Next 3 Years):
Year 1: 70 units
Year 2: 170 units
Year 3: 300 units

03.

The Future of Flexible Living: Mid-Term Rentals



Why Mid-Term Rental?

A global shift in lifestyle

Mid-term rentals are emerging as a key trend in the rental market, driven by mobility, remote work, and the preferences of Millennials, Gen Z, and digital nomads. Flexible living responds to a growing demand for freedom, adaptability, and convenience during life transitions, business travel, or renovations.

Fastest-growing segment

In the past five years, mid-term rentals have shown the fastest growth rate among all rental types in the EU. In 2023, the number of nights booked across Europe increased by **16%** year-over-year. Preliminary 2024 data suggests a further **30%** growth in the EU market.

Europe catching up

While the U.S. remains the leader in this segment, Europe is rapidly gaining traction — becoming a strong and steadily growing force in the global shift toward flexible living.

Stays over 30 days

YOY Nights Sold in Q2 | 2022 vs. 2023



1. Rethinking Housing – Freedom over Ownership

Millennials and Gen Z are moving away from traditional homeownership. Housing is increasingly seen as a service, not a lifelong asset. Flexibility and freedom take priority over long-term commitments.

2. Flexibility & Remote Work – Housing that Adapts to Life

The rise of remote work has shifted expectations. Renters now look for living options that adapt to their changing needs, allowing them to move, explore, and grow without being tied down.

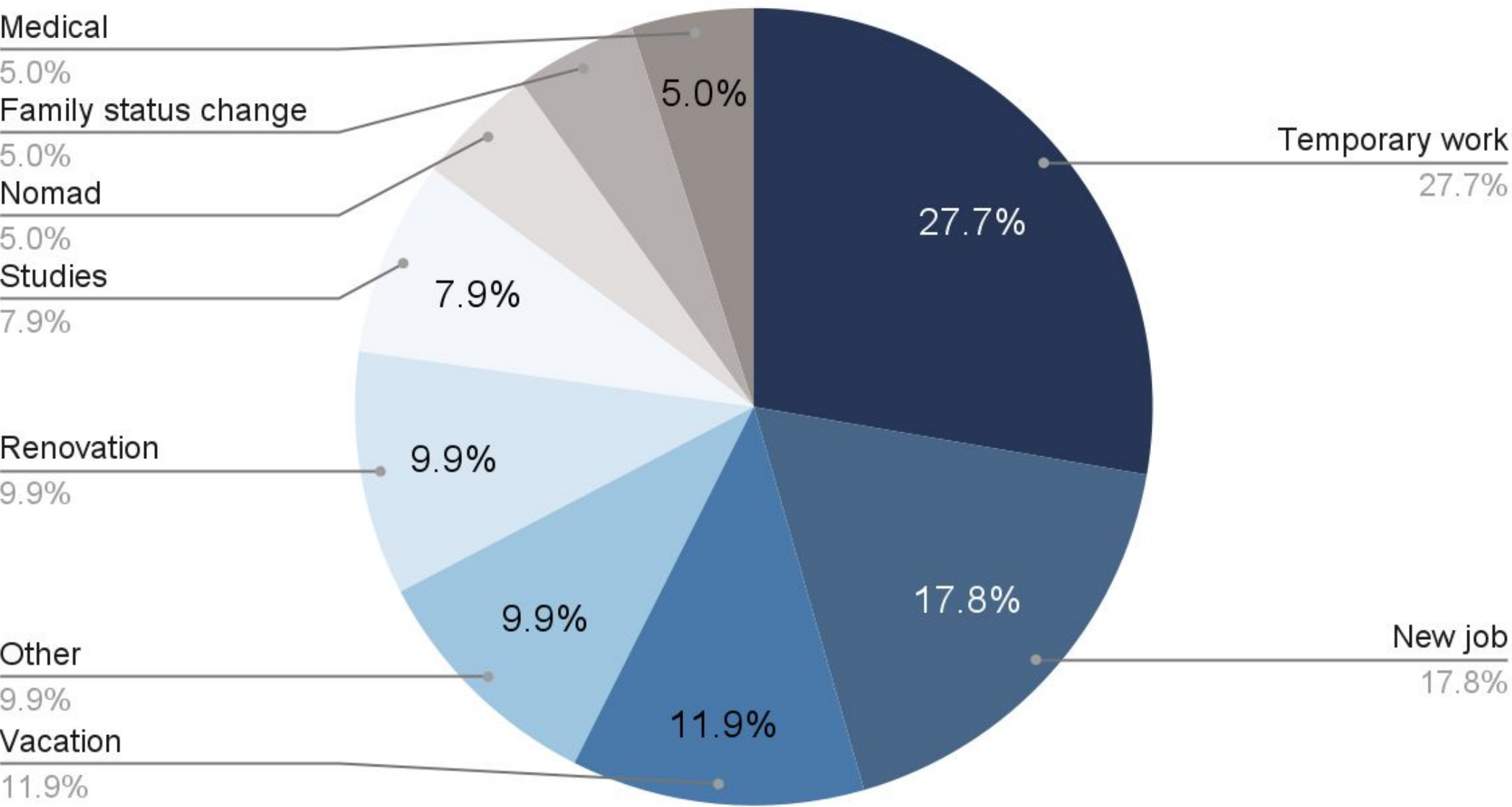
3. Convenience First – Simple, Ready-to-Live Solutions

As urban life accelerates, the demand for hassle-free, furnished rentals grows. Quick move-in, minimal setup — ideal for fast-paced lifestyles and transitional life stages.

4. Financial Efficiency – Cost-Effective Urban Living

With the rising cost of living in cities, furnished rentals offer a smart financial alternative. Predictable expenses, no upfront furnishing costs, and reduced effort make them a practical choice.

Reasons for Renting



04. Challenges We Faced



Challenges of the Mid-Term Rental Market in Prague

High Administrative Burden

- No “one-stop” digital system for communication and compliance
(unit registration, monthly reporting, guest books, foreign police, local taxes)
- Fragmentation between ministries, tax office, and municipalities
- Lack of digitalization increases operating costs for providers

Regulatory Uncertainty

- New legislation creates risks due to complex technical implementation (many fear the new system will be more complicated than beneficial)
- Mandatory registration of rental units, reporting from platforms to authorities
- Municipalities gain power to impose local restrictions (rental time limits per year, blackout periods, cap on number of guests per unit)

Market Volatility & Pricing Complexity

- Forecasted rental price increase of **7–15%** in 2025
- Difficult to forecast margins under sublease/management models with 3–5 year terms
- High competition for quality properties drives up acquisition and onboarding costs

Prague's Declining Price Advantage

- Mid-term rental prices nearing those in major Western EU capitals
- Growing pressure on digital nomads and freelancers → they look elsewhere
- Prague risks losing its competitive edge despite strong fundamentals and livability

05.

Conclusion & Outlook



Conclusion & Outlook: The Future of (Mid-Term) Rentals in Prague

Prague's Rental Market: On the Verge of Transformation

The rental and **flexible living** segment is rapidly growing and becoming a **strategically important part** of the real estate market.

There is rising interest from **institutional investors** and **international platforms**, particularly in **serviced apartments** and professionally managed rental models.

This is not a temporary trend, but a reflection of a **new economic and demographic reality**, especially among **Millennials and Gen Z**.

Mid-term rental is not a threat — it is the **natural next stage** in the evolution of urban living.

What's Needed for Sustainable and Transparent Growth

1. Digitalization

Unified platform, automation, integration with public authorities

2. Smart Regulation

Clear, stable rules and support for compliant professional models

3. Public–Private Partnership

Open dialogue, shared standards, and support for innovation

Key Takeaway

Rental housing and flexible living are not a threat — they are the natural evolution of urban life.

Instead of restrictions, we need **support, clear rules, digital tools, and openness to new housing models.**

With the right strategy, **Prague can become a CEE leader in flexible rentals** — and a model for other European cities.

Thank you!