

## **BGO and Stoneweg launch Welco Living, their flexible accommodation brand, and unveil Welco Valdebebas as its first asset in Spain**

- **The new brand is backed by a €500 million investment plan and aims to develop a leading flex living platform across Spain**

Madrid, 18 June 2026 – BentallGreenOak (BGO) and Stoneweg have announced the launch of Welco Living, a new flexible accommodation brand designed to meet the evolving accommodation needs of today's urban users.

The brand debuts with its first asset, Welco Valdebebas, located in Madrid's Valdebebas district, next to the future Formula 1 circuit, marking the beginning of a platform with ambitions to expand across Spain.

The launch forms part of the strategic partnership between the two firms to develop a flex living portfolio in Spain, supported by an estimated €500 million investment programme.

### **A new offering in a rapidly growing market**

Welco Living enters the market at a time of strong growth for the flex living sector, driven by structural shifts in mobility, employment patterns and lifestyle preferences.

Over recent years, flex living has established itself as one of the fastest-growing segments within the broader living sector, responding to increasing demand for high-quality, flexible accommodation in Spain's main urban centres. Madrid alone accounts for approximately 60% of existing stock and more than 70% of the current development pipeline.

Against this backdrop, Welco Living has been created to develop a portfolio of buildings under a single brand, delivering an innovative and high-quality accommodation offering supported by professional management, with the ambition of becoming a leading platform within the sector.

### **A user-focused model: space, comfort and flexibility**

Welco Living is positioned as a flexible accommodation solution combining:

- Fully furnished and equipped apartments
- Inclusive services, including Wi-Fi, utilities, cleaning and reception

- Extensive shared amenities, including coworking spaces, gym, sauna, cinema room, outdoor swimming pool, landscaped green areas, padel court and social spaces
- Flexible stay options tailored to different needs

The concept is designed to address the needs of an increasingly mobile population, ranging from individuals in transition to professionals, families, international students and relocated employees seeking convenient, high-quality accommodation solutions.

At the heart of the brand is a simple idea: to offer spaces that provide greater freedom, comfort and room to thrive, transforming physical space into a more complete experience tailored to contemporary lifestyles.

### **Welco Valdebebas: the brand's first asset**

The first asset under the brand, Welco Valdebebas, comprises 583 apartments, including studios and one and two-bedroom units, complemented by an extensive range of services and communal facilities.

In line with the brand's positioning, the asset features coworking areas, a gym, wellness facilities, cinema room, chill-out areas, rooftop barbecue space, laundry room, gastro lounge, convenience store, swimming pool, landscaped gardens, padel court and social spaces, creating a comprehensive offering centred on comfort and flexibility. The development also incorporates a pet-friendly approach, allowing residents to enjoy their stay alongside their pets.

Located in one of Madrid's fastest-growing districts, the asset has been developed to high quality and sustainability standards and has achieved BREEAM Excellent certification.

Since opening, the asset has delivered strong operational performance, with positive market reception and sustained demand from both individual and corporate customers, reinforcing the attractiveness of the model within the sector.

**Javier López Galdós, Managing Director at BGO, commented:** "Welco Living has been created with the ambition of developing a robust and scalable platform within one of the most promising segments of the European real estate market.

The combination of growing demand for flexible accommodation solutions and the limited availability of high-quality product in certain cities makes flex living a sector with significant long-term growth potential.

Our partnership with Stoneweg enables us to combine investment capacity, operational expertise and local market knowledge to drive this new platform in Spain.”

**Alexandra Delfín, Senior Director Living & Operations at Stoneweg Spain, added:** “The launch of Welco Living responds to a structural shift in accommodation demand. We are seeing growing interest in flexible, well-located and service-led solutions that adapt to increasingly dynamic lifestyles.

With Welco Valdebebas, we are taking the first step in building a leading flex living platform in Spain, with the ambition to scale the model and establish a strong position within the sector.”

**END**

### **About BGO**

BGO is a leading global real estate investment management advisor and a globally recognised provider of real estate services. The firm manages investments on behalf of more than 750 institutional clients and oversees approximately US\$89.5 billion of assets under management (as of 31 March 2026), with extensive experience across office, industrial, residential, retail and hospitality asset classes worldwide.

BGO operates from offices in 25 cities across 12 countries, combining deep local expertise with broad international reach in both primary and secondary markets, as well as co-investment opportunities.

BGO is part of SLC Management, Sun Life’s institutional and alternative asset management business.

For more information, visit [www.bgo.com](http://www.bgo.com)

### **About Stoneweg**

Stoneweg is a global alternative investment manager headquartered in Geneva, Switzerland, with approximately €11 billion in assets under management, and forms part of SWI Group.

The firm provides institutional investors, family offices and strategic partners with access to private markets and alternative investment opportunities across a range of asset classes through funds, joint ventures and co-investment structures.



Stoneweg operates through local teams responsible for sourcing, executing and managing investments on the ground. With more than 275 professionals across 23 offices in 15 countries throughout Europe, as well as the United States and Singapore, the firm combines global reach with strong local execution capabilities.

Approximately 30% of Stoneweg's assets under management are linked to listed mandates, incorporating public market standards in governance, reporting and transparency alongside its private market strategies.

Stoneweg structures its activities around three complementary business divisions: Real Assets, Alternatives and Experience, enabling flexible capital allocation, active management and long-term value creation throughout market cycles.

For more information, visit [www.stoneweg.com](http://www.stoneweg.com)

### **Media Contacts**

#### **Davinia Benito**

Davinia.benito@stoneweg.com

#### **María Pico**

maria.pico@tinkle.es