

Cellnex to provide indoor mobile coverage for The Social Hub

Utrecht/Amsterdam, January 10, 2023 – [Cellnex](#), Europe's largest independent telecommunications infrastructure provider, will deliver indoor mobile coverage to [The Social Hub](#), formerly known as The Student Hotel, at two key locations for the next 10 years. Cellnex realizes optimal mobile coverage by means of a Distributed Antenna System (DAS) and in close cooperation with the (national) mobile network operators. Implementation has now been completed at the Delft (The Netherlands) and Vienna (Austria) locations.

Hybrid hospitality model

Founded in 2012, The Social Hub as The Student Hotel led the model known as hybrid hospitality. Now evolved from a student hotel to a global concept putting 'social' at its core, guest and community connection is a key part of its business offer. The Social Hub's current sixteen locations in six countries - including Delft, Amsterdam, Berlin, Bologna, Florence, Madrid and Vienna - offer a wide range of facilities and services. These include large, shared spaces, student housing, hotel rooms, co-working spaces, meeting rooms, gyms, bars, restaurants and community event programs.

Social impact and sustainability

The Social Hub is embarking on retrofitting existing and fitting new locations with increasingly sustainable materials. However, high-quality insulation materials are characterized by low permeability for mobile signals. At the same time, good indoor coverage is important to offer guests an optimal experience.

European footprint Cellnex

With 138,000 sites, spread over 12 countries, Cellnex is the largest independent provider of wireless telecommunications infrastructure in Europe. In each of these countries, Cellnex maintains intensive contacts with the local mobile operators and is familiar with the technical specifications that the local operators set for the design of a DAS system. Cellnex makes flexibly per country and per location an inventory of the needs and requirements of the client and delivers each project turnkey.

Henk Jan Boer, Director IT Infrastructure and Support at The Social Hub commented: "We are pleased to have completed implementations in Delft and Vienna to digitally connect our members wherever they are in our Hubs. With enhanced connections of 4G and 5G inside we can meet and exceed bandwidth and capacity expectations for our growing co-working, co-living and guest community that use our spaces to work, learn, stay and play."

Hugo Brandhorst, Commercial Developer at Cellnex Netherlands and International Key Account Manager responsible for The Social Hub: "Cellnex has the right expertise and works closely with local partners in each country. By mapping out the connectivity needs as standard at a very early stage and including this in the very beginning of the construction or expansion, synergy is also created, which results in additional cost savings."

DAS as-a-Service: scalable and flexible

The DAS solution is offered in an as-a-Service model. The intensive provider process is also carried out by Cellnex. **Hugo Brandhorst** explains: “The as-a-Service offering is tailor-made per location, tailored to the specific wishes of our clients. The solution is flexible and scalable. “

About Cellnex

Cellnex Netherlands owns 4.000 masts and rooftops and 24 telecom & data towers in the Netherlands and provides broadcasting services for FM and DAB+ radio in the Netherlands and Flanders. With more than 138,000 sites – including forecast roll-outs up to 2030 – spread over 12 countries, Cellnex Telecom is the largest independent provider of wireless telecommunication infrastructure in Europe.

About The Social Hub

The Social Hub is a diverse community where people come to learn, stay, work, and play – previously known as The Student Hotel.

Designed to create meaningful, fun experiences, The Social Hub is your neighborhood hub to discover, do better and make an impact; it's your space to call home. Whether you're a local, traveler, student or professional, The Social Hub connects you with passionate people from all walks of life to meet, share ideas and experiences. And it all happens under one hub. You'll find hotel rooms, student accommodation, coworking and event spaces, restaurants and bars, a gym, lounges – everything that brings people together.

HYBRID HOSPITALITY LEADERS

From design-savvy travelers to next-gen entrepreneurs, The Social Hub welcomes thousands of guests annually to its expanding portfolio of urban properties across Europe. Purpose-built or housed in historic converted buildings, The Social Hub's industry-leading concept provides blended and flexible spaces to learn, stay, work, and play for a night, a week, a month or a year – true, hybrid hospitality.

Founded in 2012, The Social Hub, formerly known as The Student Hotel, is headquartered in Amsterdam and has more than 800 employees. All The Social Hub properties offer a mixed-use with accommodation, bars, restaurants, gyms, retail shops, meeting and event spaces and high-profile, co-working spaces. With over 11,000 rooms in Europe open and under development, The Social Hub aims to offer unique experiences to its community of international guests and locals.

The Social Hub's total locations amount to 23, with 16 properties open in; Madrid, Barcelona, Toulouse, Berlin, The Hague, Delft, Vienna, Groningen, Eindhoven, Maastricht, Rotterdam, Paris, Florence, Bologna and two in Amsterdam, and seven more by 2025 including Porto, San Sebastián, Glasgow, Rome, Florence Belfiore, Lisbon and Turin.

ON A RESPONSIBLE AND IMPACTFUL JOURNEY

The Social Hub is on a journey to be as responsible and impactful as possible – both in how we build our properties and how we engage with our communities. Our properties are developed and managed in accordance with BREEAM and GRESB standards and through our event programming we aim to inspire and activate our communities to contribute to a fairer and greener world. The Social Hub will start its journey towards B Corp Certification in 2023.