

Neobo Launches Trial Living Concept

Today, Neobo is launching a new concept called "Trial Living" for those curious about experiencing life in one of the cities where Neobo operates. The first city featured in this campaign is Sundsvall. During a weekend in March, potential newcomers will have the chance to test living in the city and explore its charm to get a sense of what life there is like.

Through this initiative, Neobo aims to showcase Sundsvall and the high quality of life, job opportunities, housing, and leisure activities it offers. Participants will stay in a fully furnished apartment in central Sundsvall for a weekend, take part in selected leisure activities, and enjoy special offers at local restaurants and cafés through collaborations with local businesses.

- We were inspired by other industries where trial experiences are more common. We hope to attract individuals who are curious about moving to a new city but haven't yet taken the leap, says Malin Arnbom, Marketing and Communications Manager at Neobo.

- Sundsvall has a lot to offer, and we have fantastic apartments right in the city center. We have a great collaboration with both Destination Sundsvall and the local business community for this campaign, so it feels exciting to get started, says Alexander Montgomery, Property Manager at Neobo.

About the Campaign

- Trial stay in one of Neobo's apartments
- Trial period: March
- Registration via: [Sundsvall - Neobo](#)

For more information, please contact:

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About Us

Neobo is a property company that long-term manages and refines rental properties in Sweden. Our business model is to manage and refine residential properties in municipalities with population growth and good demand for residential properties. Neobo's share is traded with the ticker symbol NEOBO and ISIN code SE0005034550 on Nasdaq Stockholm.

Image Attachments

[Minerva 8, Sundsvall](#)

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Attachments

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