

GEOLO CAPITAL HIRES HECTOR CALDERON AS CHIEF INVESTMENT OFFICER

Private Equity Arm of John Pritzker Family Office Targets Growth in Multifamily Real Estate

SAN FRANCISCO, May 19, 2021 -- Geolo Capital today announced that Hector Calderon has joined the firm as Chief Investment Officer. The San Francisco-based private equity investment arm of the John Pritzker family office is a vertically integrated developer, investor and lender for hospitality and multifamily real estate.

In his role as CIO, Calderon will drive Geolo Capital's continued growth in the residential and multifamily sectors, targeting ground-up development, value-add acquisitions, and debt and equity investment with best-in-class operators.

"The addition of Hector Calderon to the Geolo Capital team is an exciting and important step in Geolo's continued evolution as a fully integrated developer, investor and lender," said John Pritzker. "Geolo has the ability to invest across the capital stack, and we expect Hector to further our focus and growth in the multifamily space."

Since inception in 2003, Geolo Capital has invested in real estate projects representing more than \$2.5 billion of total capitalization. Geolo's increased focus on the multifamily sector is a natural extension of its experience in hospitality. Its first two multi-use projects sprang from the hospitality space:

- In Seattle, Geolo developed the Thompson Hotel and the Sequel Apartments, a mixed-use building comprising 93 residential units, retail and restaurants.
- Most recently, Geolo developed Sienna at The Thompson in the heart of downtown Austin, featuring 331 luxury rental apartments atop the Thompson Hotel.

Hector Calderon said: "I'm thrilled to be joining Geolo Capital at a time when there is so much need and opportunity in the hospitality and residential real estate markets. I look forward to bringing Geolo's deep development and in-house construction expertise to bear to unlock long-term value in the multifamily and

mixed-use development space. Geolo has a deep, nimble team that has expertise in every phase of the capital raising and development process.”

Prior to joining Geolo Capital, Calderon was Managing Director and a member of the Investment Committee at Encore Capital Management, where he led an investment team focused on real estate investments in the Western US. He previously ran the Homebuilding Investment Banking group of JMP Securities, where he served as an advisor in homebuilding mergers and acquisitions, and capital markets transactions. Calderon is a member of the Urban Land Institute (ULI) and serves on ULI’s Multifamily Council. He graduated Stanford with an AB in economics and is a member of the Stanford Real Estate Council.

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