

# Seoul Co-Living Market Report

2026

May 2026  
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Research Center

# From Jeonse to Monthly Rent

\* *Jeonse*: a Korean lease arrangement under which the tenant pays a large lump-sum deposit in lieu of monthly rent, refundable at lease end.

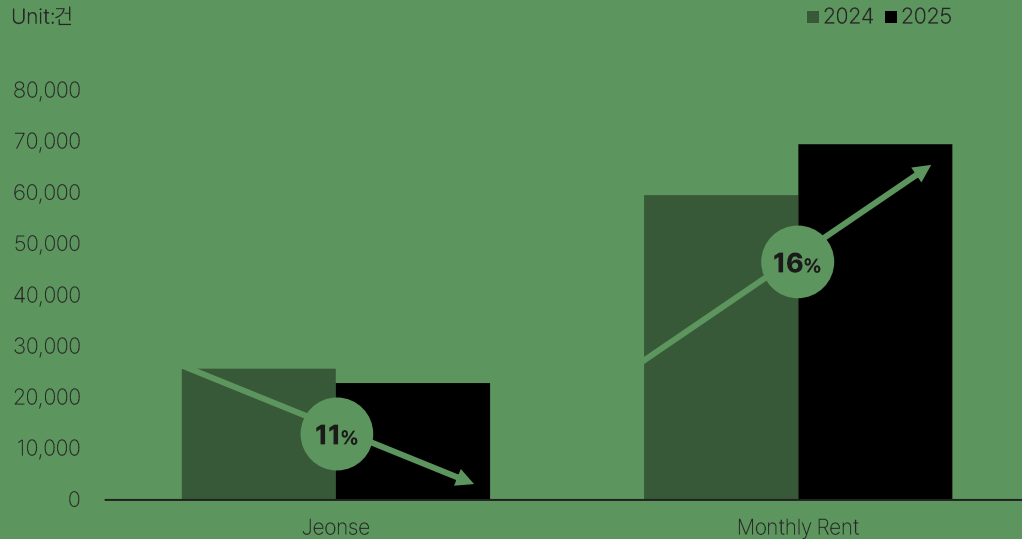
Korea's residential leasing market is rapidly reconfiguring toward monthly rent, displacing the traditional jeonse system. The shift is rate-driven. Jeonse loan rates have climbed to the low-4% range, converging with Seoul's apartment jeonse-to-monthly-rent conversion yield of approximately 4% and effectively eliminating jeonse's historical cost advantage.

Policy is reinforcing the same direction. The government has cut the jeonse loan guarantee ratio in regulated metropolitan zones from 90% to 80% and has begun incorporating jeonse loan interest payments by single-home owners in these areas into DSR calculations (October 15 Measures). Combined with persistent tenant aversion following widespread deposit fraud and tightening tax pressure on landlords, the private jeonse supply base is eroding rapidly.

Market data confirms the shift. Seoul officetel jeonse transactions fell 11% in 2025, while monthly-rent transactions rose 16%. Seoul's apartment monthly-rent index advanced 5.1% from 2024 through February 2026, with scarcity deepening as contract renewal rights are exercised more frequently against a backdrop of subdued new supply.

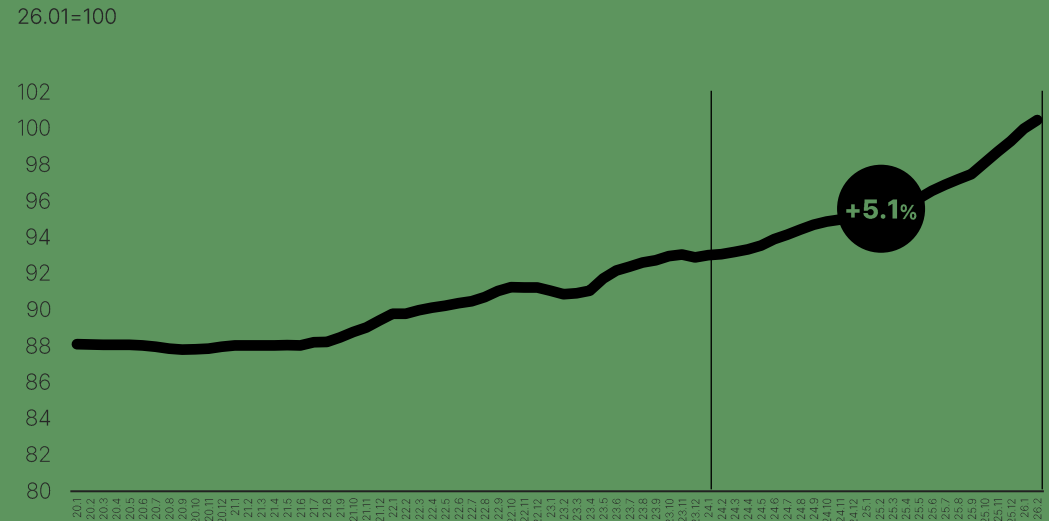
The simultaneous convergence of rate normalization, policy realignment, and supply contraction points to a structural rather than cyclical transition. Jeonse, a tenure form unique to Korea, is moving toward the monthly-rent model that prevails globally.

## Seoul Officetel Lease Transactions: Jeonse vs. Monthly Rent



Source: RSQUARE, Ministry of Land, Infrastructure and Transport (MOLIT)

## Seoul Apartment Monthly Rent Price Index



Source: Korea Real Estate Board (KREB)

# Impact of 2H 2025 Real Estate Policy Measures

A series of real estate policy measures in the second half of 2025 materially altered the private rental market's operating environment. The September 7 Housing Supply Expansion Plan and the October 15 Housing Market Stabilization Measures were particularly consequential, introducing direct changes to the financial and tax structure for registered rental operators.

The October 15 Measures designated all 25 autonomous districts of Seoul and 12 areas in Gyeonggi Province as regulated and speculation-overheated zones, excluding privately acquired rental housing in these areas from the comprehensive real estate holding tax exemption and triggering the multi-home acquisition tax surcharge.

The resulting regulatory asymmetry structurally constrains acquisition-and-conversion models in the co-living market, while strengthening the relative competitive position of ground-up construction.

	Acquisition-type Rental Housing	Construction-type Rental Housing
<b>Business Model</b>	Acquisition and remodeling of existing buildings for rental	Land acquisition, ground-up development, and rental
<b>Initial Investment</b>	Relatively modest; faster project initiation	Significant capital requirement; development period of 2–3 years
<b>Registration Requirements</b>	Dual registration with local government and tax office	Dual registration with local government and tax office; separate business plan approval or building permit required
<b>Comprehensive Real Estate Tax Exclusion</b>	Excluded from aggregate tax exemption for newly acquired properties in regulated zones	Exclusion rules for regulated zones do not apply; exemption available for units under 149 sqm with assessed value below KRW 900 million (KRW 1.2 billion for 30+ units)
<b>Acquisition Tax Surcharge</b>	Multi-home surcharge applies in regulated zones (8% for 2nd home; 12% for 3rd home and above)	Multi-home surcharge applies in regulated zones; however, reduction provisions for construction rental operators exist under the Local Tax Exemption and Reduction Act
<b>Capital Gains Tax Surcharge</b>	+20%p for 2nd home; +30%p for 3rd home and above	+20%p for 2nd home; +30%p for 3rd home and above; long-term holding deduction of up to 70% available for rentals held 10 years or more
<b>LTV Regulation</b>	0% LTV in Seoul metropolitan area and regulated zones	0% LTV applies equally; first mortgage on newly completed units may be exempted subject to MOLIT approval
<b>Mandatory Rental Period</b>	Short-term: 6 years / Long-term: 10 years (apartments ineligible)	Short-term: 6 years / Long-term: 10 years
<b>Rent Increase Cap</b>	5% per annum	5% per annum
<b>Impact of Government Measures</b>	Directly affected: 0% LTV and ineligibility for comprehensive real estate tax exclusion upon new acquisition registration in Seoul	Limited: CRET exclusion retained; relatively lower regulatory burden given exemption allowance for first mortgage on newly completed units

**1 Macro Environment** Demographics, Policy Changes, Global Trends

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**2 Supply Market** Supply Volume, Brands, Building Use

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**3 Leasing Market** Lease Transactions · Rent Trends · Rent Comparison

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**4 Investment Market** Transaction Volume, Deal Cases, Asset Conversion

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**5 Operator Landscape** Key Operators, Revenue Scale, Services

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**6 Emergence of Competitors** Short-Term Rentals, Platforms, Growth

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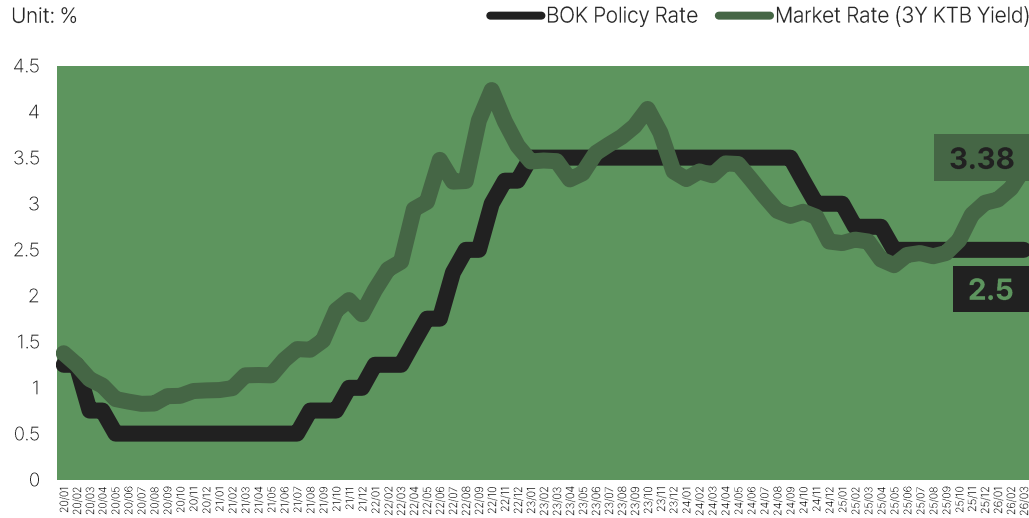
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# Key Economic Indicators

The Bank of Korea's policy rate entered an easing cycle in the second half of 2024, declining to 2.5%. Market rates, however, have moved in the opposite direction, rising to 3.38% on the back of fiscal expansion and inflation uncertainty, widening the gap between policy and market rates. For co-living acquisition and development, this translates into increasing financing cost pressure, favoring operators that can raise equity ratios or secure long-term patient capital from global pension funds and similar institutional partners.

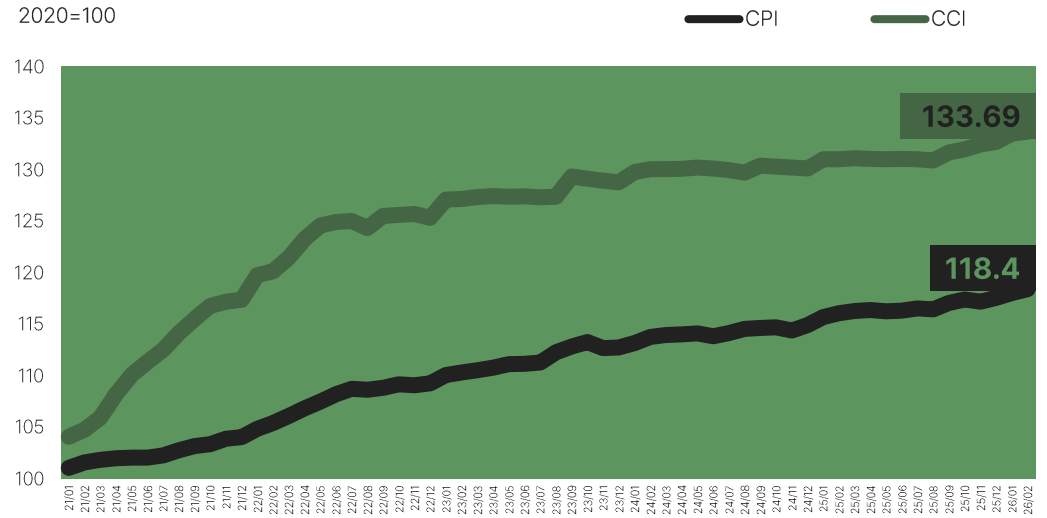
The Consumer Price Index (CPI) has risen steadily from 101 in 2021 to 118 in 2026, while the Construction Cost Index (CCI) advanced from approximately 104 to 134 over the same period. The simultaneous increase in living costs and construction input costs is driving up both ongoing occupancy expenses, including management fees and utilities, and new supply unit costs, placing a compounding burden on both developers and residents.

## Bank of Korea Policy Rate and Market Rate Trends



Source: Bank of Korea; Korea Financial Investment Association (KOFIA)

## Consumer Price Index and Construction Cost Index Trends



Source: Bank of Korea; Korea Institute of Civil Engineering and Building Technology (KICT)

# Demographic and Household Structural Shifts

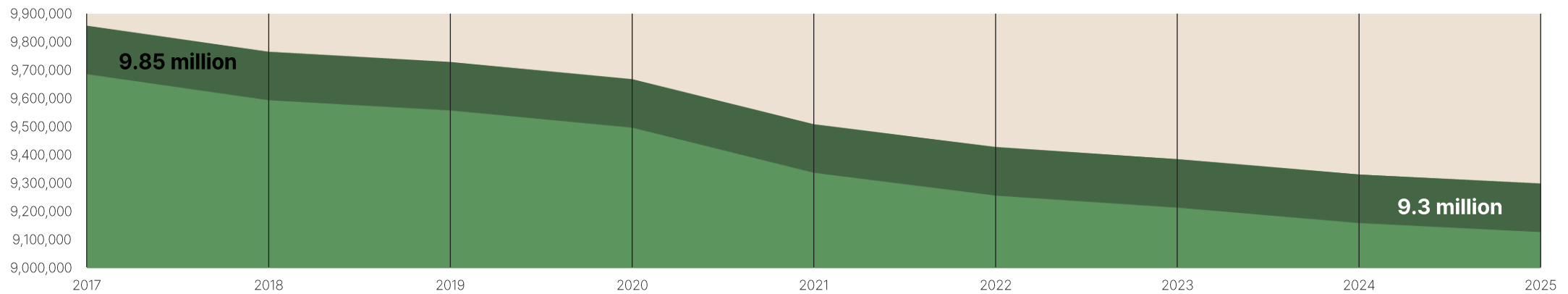
Seoul's population declined from 9.85 million in 2017 to 9.30 million in 2025, a reduction of approximately 550,000 residents (-5.6%) over eight years. Over the same period, the total number of households increased from 4.20 million to 4.5 million, a gain of 300,000 households (+7.1%). The divergence between a shrinking population and an expanding household count points to a clear decoupling of the two metrics.

This dynamic reflects a sustained decline in average household size, with the proliferation of one- and two-person households increasingly recognized not as a transient phenomenon but as a structural trend rooted in deeper demographic and social change.

## Seoul Demographic Count Trends

Source: KOSIS

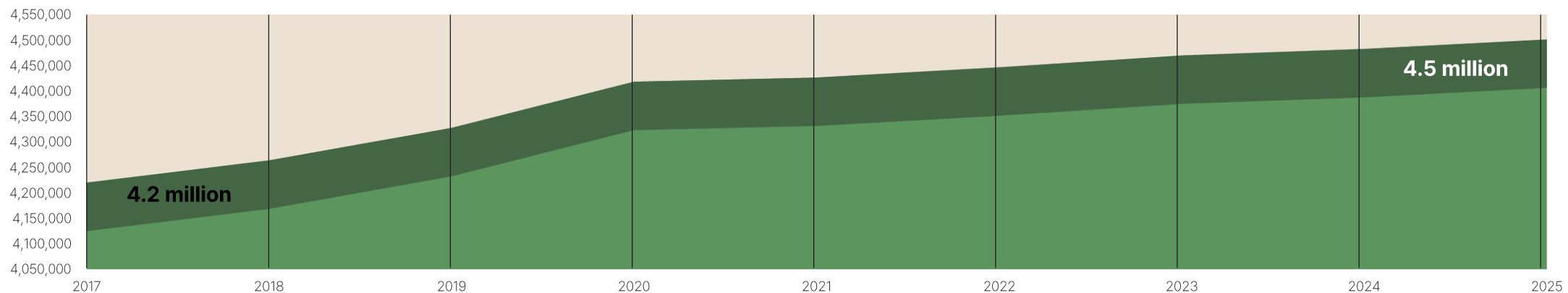
Unit: Persons



## Seoul Household Count Trends

Source: KOSIS

Unit: Households

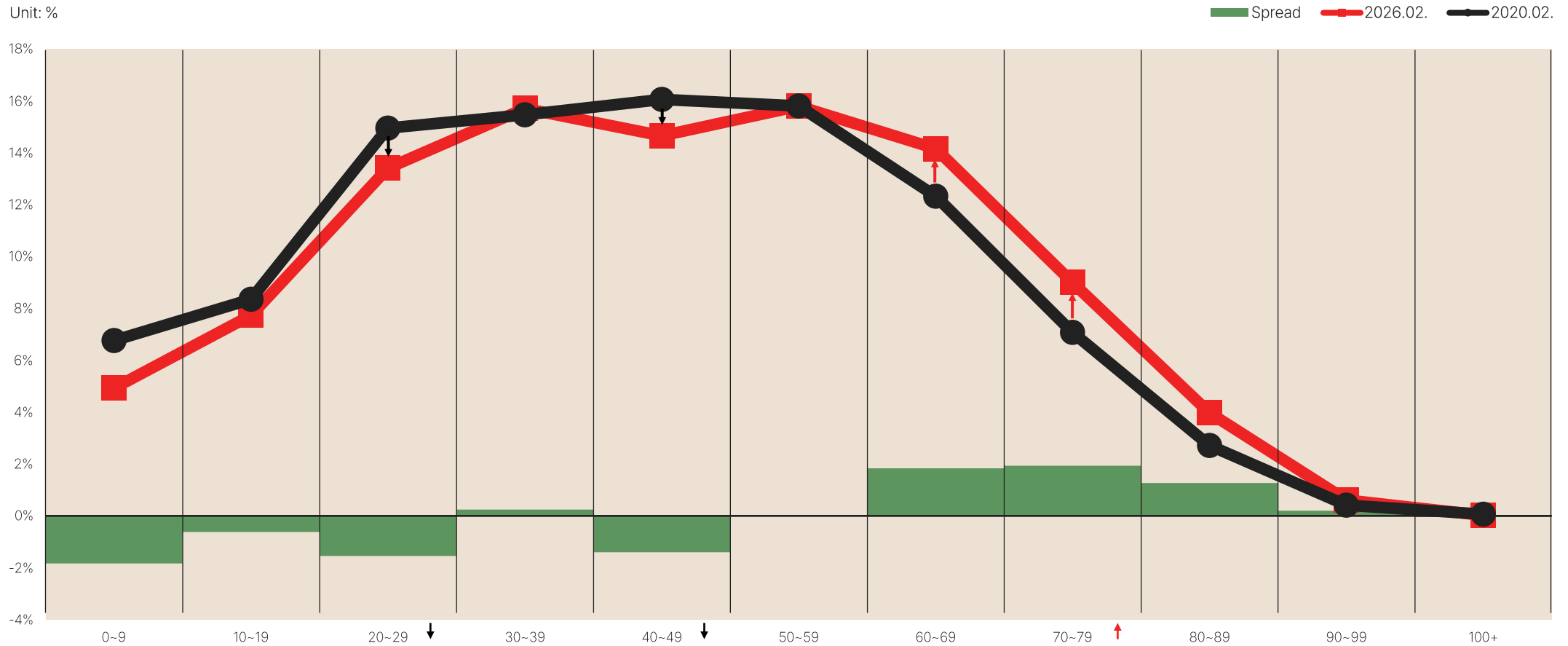


# Age Composition Shifts

A second structural shift accompanying household downsizing is the upward migration of Seoul's age composition. As of February 2026, the 50s and 30s cohorts account for nearly equal shares of the population, each representing the largest age group in the city. Compared to 2020, the share of residents in their 20s and 40s has declined, while every cohort aged 60 and above has expanded. The particularly pronounced growth among those in their 60s and 70s signals that the baby boomer generation is entering old age in earnest.

This shift carries gradual but meaningful implications for the rental housing supply mix. As the traditional core demand base of residents in their 20s and 40s contracts, developing product and service strategies that encompass emerging demand segments, including middle-aged single-person households and senior households, is becoming a medium-to-long-term imperative.

Seoul Population Share by Age Group: 2020 vs. 2026



Source: KOSIS

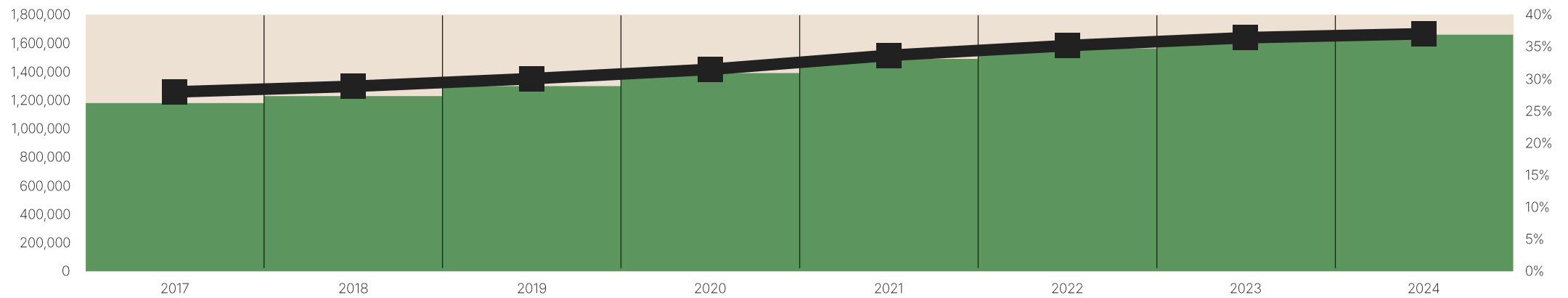
# The Rise of Single-Person Households

Single-person households now account for nearly 40% of all households in Seoul, a share that continues to expand, sustaining medium-to-long-term demand for compact residential products targeting this segment.

At the same time, data from the Ministry of Data and Statistics indicates that 48.9% of single-person households report experiencing loneliness, a rate 10.7%p above the all-household average. This finding suggests that the housing needs of single-person households are extending beyond physical space to encompass social connection. For operators targeting this segment, social infrastructure, including community lounges, shared kitchens, and resident networking programs, is accordingly shifting from a value-added amenity to a core component of product competitiveness.

## Seoul Single-Person Households: Count and Share Trends

Source: KOSIS Unit: Households (LHS), % (RHS)



## Loneliness Rate by Household Type

Source: Ministry of Data and Statistics

Unit: %



# Key 2025 Rental Housing Policy Changes

Source: MOLIT

<b>June 04, 2025</b> Policies enacted prior to President Lee inauguration on June 4, 2025	<b>June 27, 2025</b>	<b>September 7, 2025</b>	<b>October 15, 2025</b>
<b>Reinstatement of the Short-Term Registered Rental Program</b>	<b>June 27 Household Debt Management Measures</b>	<b>September 7 Housing Supply Expansion Plan</b>	<b>October 15 Housing Market Stabilization Measures</b>
<ul style="list-style-type: none"> <li>Reinstated approximately five years after its 2020 abolition</li> <li>Minimum mandatory rental period extended from 4 to 6 years</li> <li>Non-apartment properties only (multi-family housing, officetels); apartments excluded</li> <li>For owners of one or more homes, acquisition-type properties in regulated zones are ineligible for tax benefits</li> <li>Tax incentives include comprehensive real estate tax aggregate exemption, exemption from capital gains tax surcharge, and single-household one-home capital gains exemption</li> </ul>	<ul style="list-style-type: none"> <li>Mortgage cap of KRW 600 million in Seoul metropolitan and regulated zones</li> <li>0% LTV on additional home purchases in regulated zones by both multi-home and single-home owners</li> <li>Jeonse loan guarantee ratio in metropolitan and regulated zones lowered from 90% to 80%</li> <li>Mortgage maturity in metropolitan and regulated zones capped at 30 years</li> <li>Reduced maximum loan limits for Didimdol (acquisition) and Beotimmok (jeonse) policy loan programs</li> </ul>	<ul style="list-style-type: none"> <li>0% LTV on housing-collateralized loans for home trading and rental operators in Seoul metropolitan and regulated zones</li> <li>Tightened mortgage LTV in regulated zones (50% → 40%)</li> <li>Jeonse loan cap for single-home owners in metropolitan and regulated zones unified at KRW 200 million</li> </ul>	<ul style="list-style-type: none"> <li>Triple designation (regulated zone, speculation-overheated district, land transaction permit zone) across all 25 Seoul autonomous districts and 12 areas in Gyeonggi Province</li> <li>Stress mortgage rate in metropolitan and regulated zones raised from 1.5% to 3.0%</li> <li>Full exclusion of multi-home owners from acquisition tax surcharge, capital gains tax surcharge, and long-term holding deduction</li> <li>Acquisition-type rental operators excluded from comprehensive real estate tax aggregate exemption</li> <li>Tightened LTV on non-residential collateral (commercial properties, officetels) in land transaction permit zones, lowered from 70% to 40%</li> </ul>
Reinstatement of the short-term rental program diversifies investor exit strategies.	Rising barriers to home ownership among the 2030 single-person segment expand rental demand, while reduced jeonse loan capacity strengthens the relative competitiveness of monthly-rent products.	Restricted access to mortgage financing for private rental operators begins to constrain new co-living investment.	Expanded regulated zones and full withdrawal of tax incentives for private rental operators have effectively halted new rental housing investment.

# Global Co-Living Market Trends

**\$7.8B**

2024 Global Market Size

**\$16.1B**

2030 Market Forecast

**13.5%**

CAGR (2025-2030)

## United States

In 2024, 49% of U.S. renter households (approximately 22.7 million) spent 30% or more of income on housing, sustaining demand for co-living as a cost-saving alternative.

U.S. operator Outpost expanded into Washington, D.C. in 2025 and merged with June Homes that November, forming the largest U.S. co-living operator with approximately 4,000 units across seven cities.

## Europe

Major operators including Habyt and Cohabs are expanding beyond Paris and London into secondary cities such as Brussels, Leipzig, Luxembourg, and Marseille.

A structurally cross-border demand base of international students, expatriates, and young professionals continues to drive uptake, with co-living serving as a flexible housing solution for short- and medium-term relocation.

## Japan

In Japan, rising single-person households and a growing foreign resident base are driving demand for flexible housing that bypasses traditional leasing barriers such as guarantor requirements, fueling co-living market growth.

Homes Company entered Tokyo's Shinjuku in 2023, achieving an average occupancy of 96.9% on the back of long-stay foreign demand, and expanded to Shinagawa in June 2025.

## Australia

Australia's tight rental vacancy in major cities (1.1–1.8% in Sydney and 1.5–2.0% in Melbourne as of 2025) is driving expanding co-living investment and supply.

Weave Living entered Australia in August 2025 with the acquisition of a Sydney development site, with plans to launch a USD 300 million Australian housing investment vehicle. UKO, Australia's largest co-living operator, continues to scale its operations with additional Sydney assets.

# Global Co-Living Market Trends

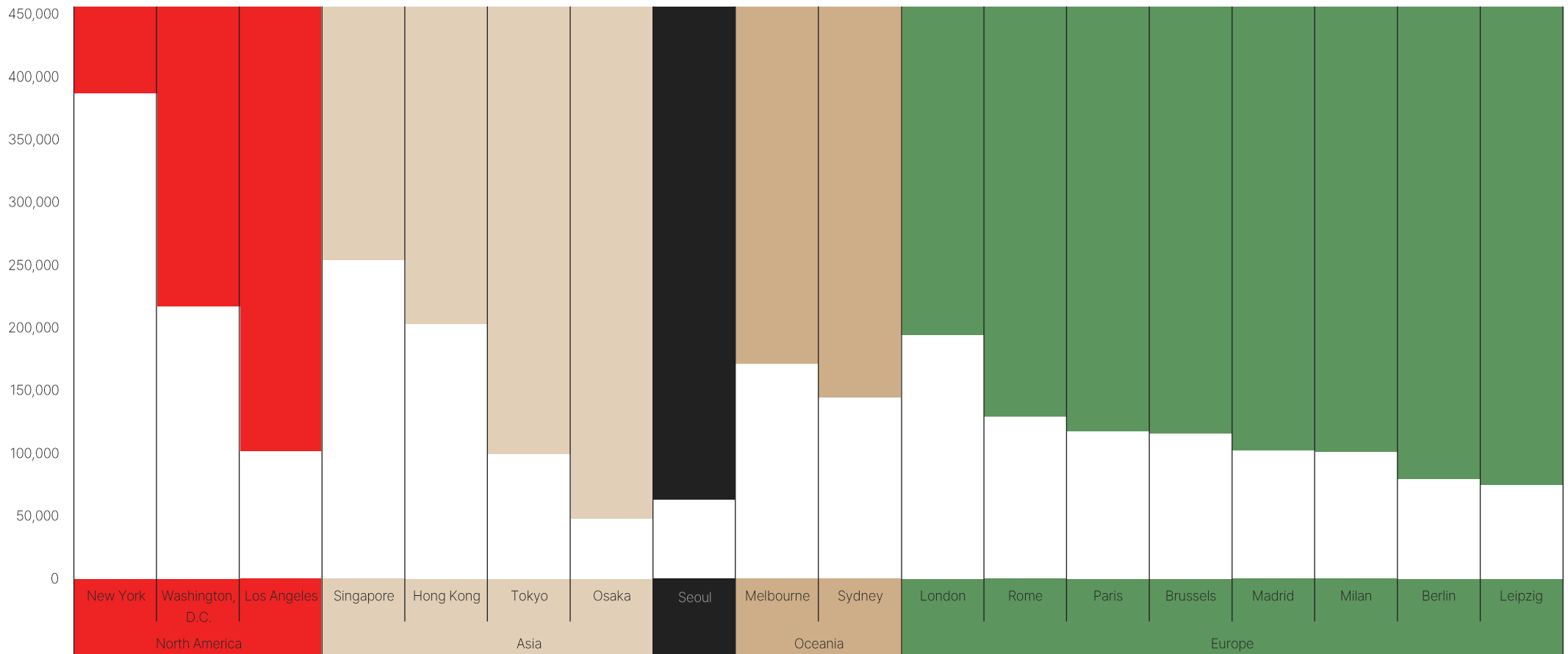
Per-sqm rents in co-living vary significantly across major global cities. In high-cost markets such as New York, London, and Singapore, co-living serves as a viable alternative that allows tenants to reduce housing costs while maintaining access to prime locations, with operators pursuing yield through space efficiency maximization.

In comparatively affordable markets such as Seoul and Osaka, the value proposition is anchored in a balance between price competitiveness, driven by rising single-person household demand, and community amenities, with lifestyle-based product differentiation emerging as the primary driver of demand creation.

Monthly Co-Living Rent per sqm: Global Comparison (March 2026)

Unit: KRW

\* Local currencies converted to KRW as of March 12, 2026.



Source: Cove, Habyt, Joivy, UKO, Weave Living, and 20 other operators

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# Seoul Supply Market (As of March 2026)

**Episode**  
**12**

1	Episode Suyu 838
2	Episode Convini Sindang
3	Episode Seongsu 121
4	Episode Seongsu 101
5	Episode Convini Seonjeongneung
6	Episode Gangnam 262 / Seocho 393
7	Episode Convini Gasan
8	Episode Sinchon Campus / Sinchon 369
9	Episode Convini Hongdae
10	Episode Yongsan 241

**Homes Company**  
**10**

1	Homes Studio Anam
2	Homes Studio Accomo Hoegi
3	Homes Stay Myeongdong / Red Myeongdong
4	Homes Studio Wonhyo-ro / Namyong
5	Homes Studio Seonjeongneung
6	Homes Studio Mangwon
7	Homes Stay G-Valley Gasan
8	Homes Studio Accomo Gasan

**Célib**  
**5**

1	Célib Eunpyeong
2	Célib Sulla
3	Célib Konkuk Univ.
4	Célib Yeoui
5	Célib Gasan Digital Complex

**Mangrove**  
**4**

1	Mangrove Sungin
2	Mangrove Sinseol
3	Mangrove Dongdaemun
4	Mangrove Sinchon

**Gwell Homes**  
**4**

1	Gwell Homes Sinseol-dong
2	Gwell Homes Wangsimni
3	Gwell Homes Life Gangdong
4	Gwell Homes Seocho

**Common town**  
**4**

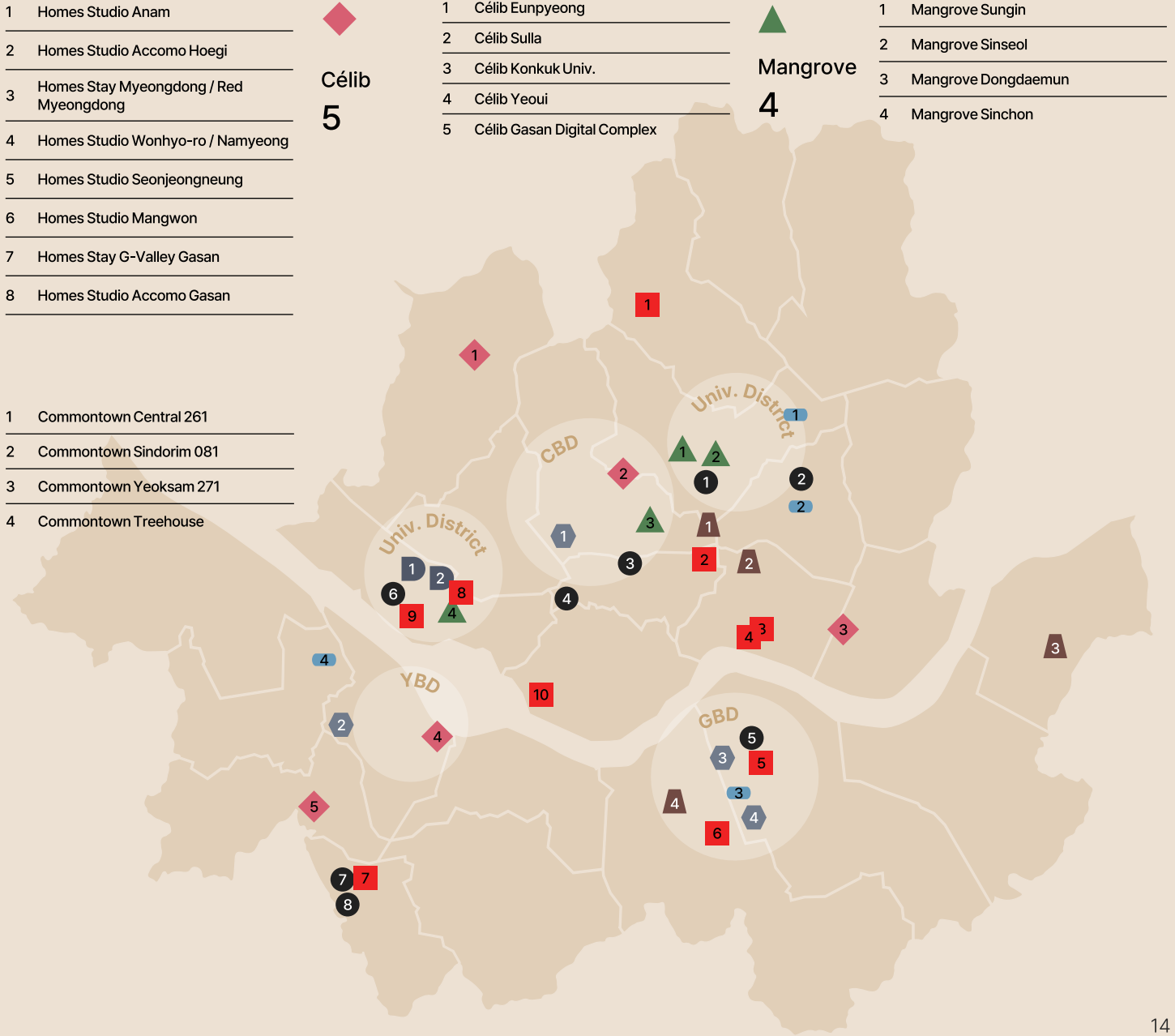
1	Commontown Central 261
2	Commontown Sindorim 081
3	Commontown Yeoksam 271
4	Commontown Treehouse

**Weave Living**  
**4**

1	Weave Place Hoegi
2	Weave Studio Dongdaemun East
3	Weave Place Gangnam Station
4	Weave Suite Sunyu Parkside

**Cove**  
**2**

1	Cove Seongsan
2	Cove Yeonnam



Source: RSQUARE

# Seoul Co-Living Supply

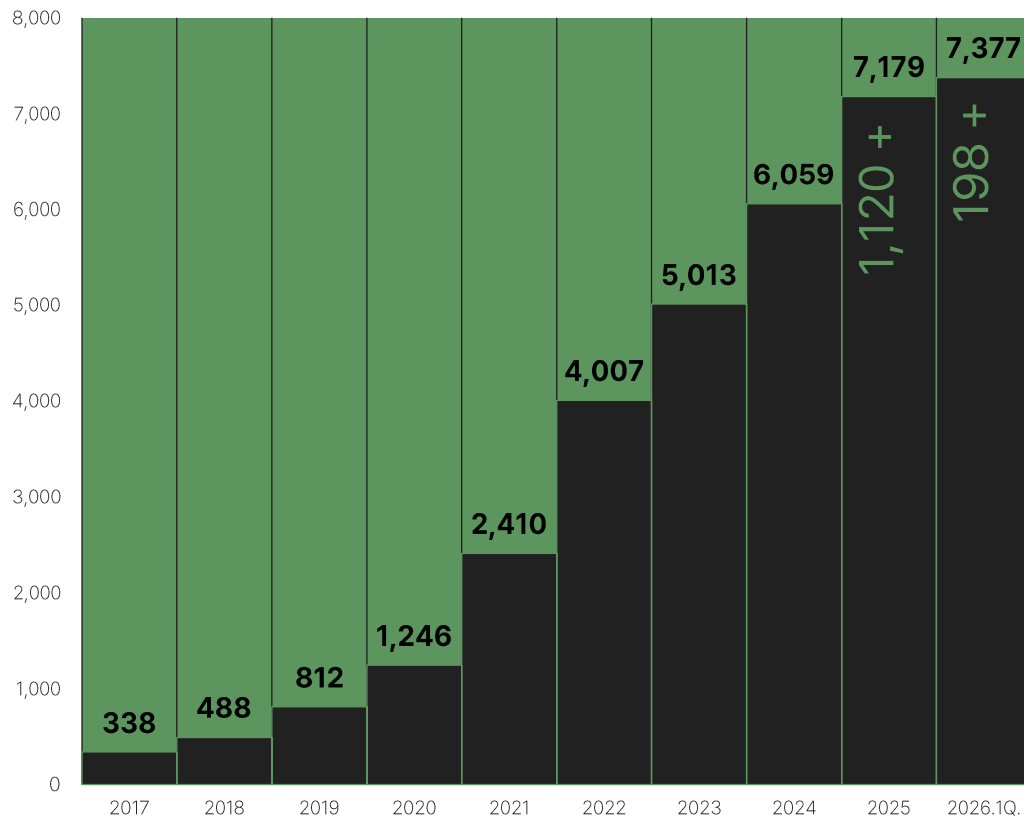
Seoul's co-living supply has expanded sharply since the pandemic, with 1,120 units added in 2025, representing a 7% increase over 2024 new supply.

Despite headwinds to new supply stemming from recent policy developments, an additional 198 units came online in Q1 2026 with the opening of Episode Convinì Hongdae and Weave Studio Dongdaemun East.

Given investments and development projects committed prior to the policy changes announced last year, near-term co-living supply additions are expected to continue.

## Seoul Co-Living Rooms Supply Trends

Unit: Rooms



Source: RSQUARE

## Co-Living Operators and Brands

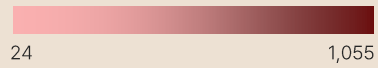
Operator	Brand	Properties	Total Rooms
<b>MGRV</b>	Mangrove	4	676
<b>DDPS</b>	Episode, Episode Convinì, Local Stitch	15	2,992
<b>Homes Company</b>	Homes Studio, Homes Stay, Homes Red	10	1,017
<b>SL Platform (SLP)</b>	Gwell Homes	4	880
<b>Cove</b>	Cove	2	53
<b>Woozoo Property Management</b>	Célib	5	872
<b>Weave Living</b>	Weave Place, Weave Suite	4	519
<b>KOLON House Vision</b>	Common Town	4	208
<b>Ayla Anywhere</b>	Ayla	2	160

Source: RSQUARE \* As of March 2026

# Seoul Co-Living Supply by Districts

Seoul Co-Living Room Supply by District (As of March 2026)

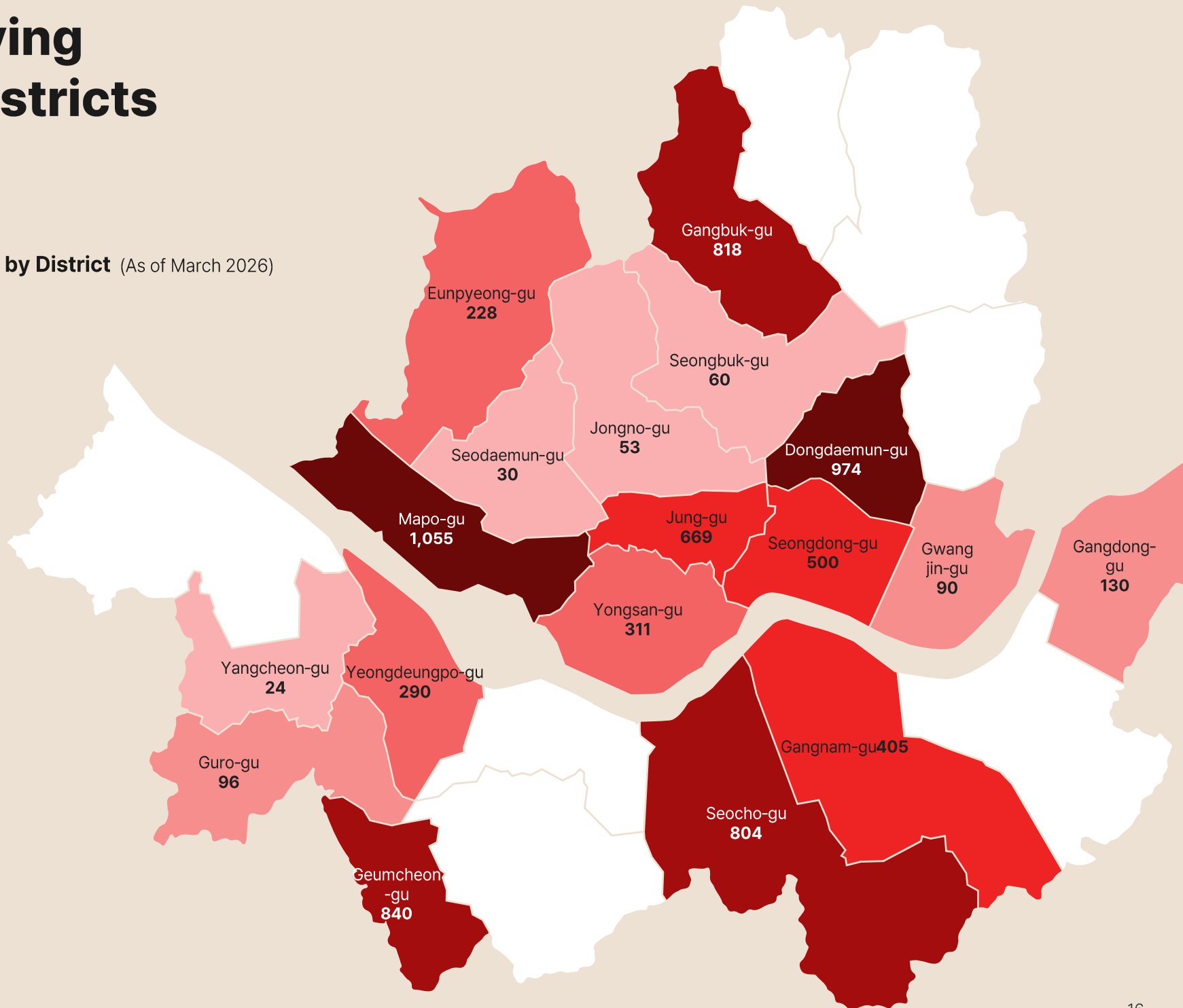
Unit: Rooms



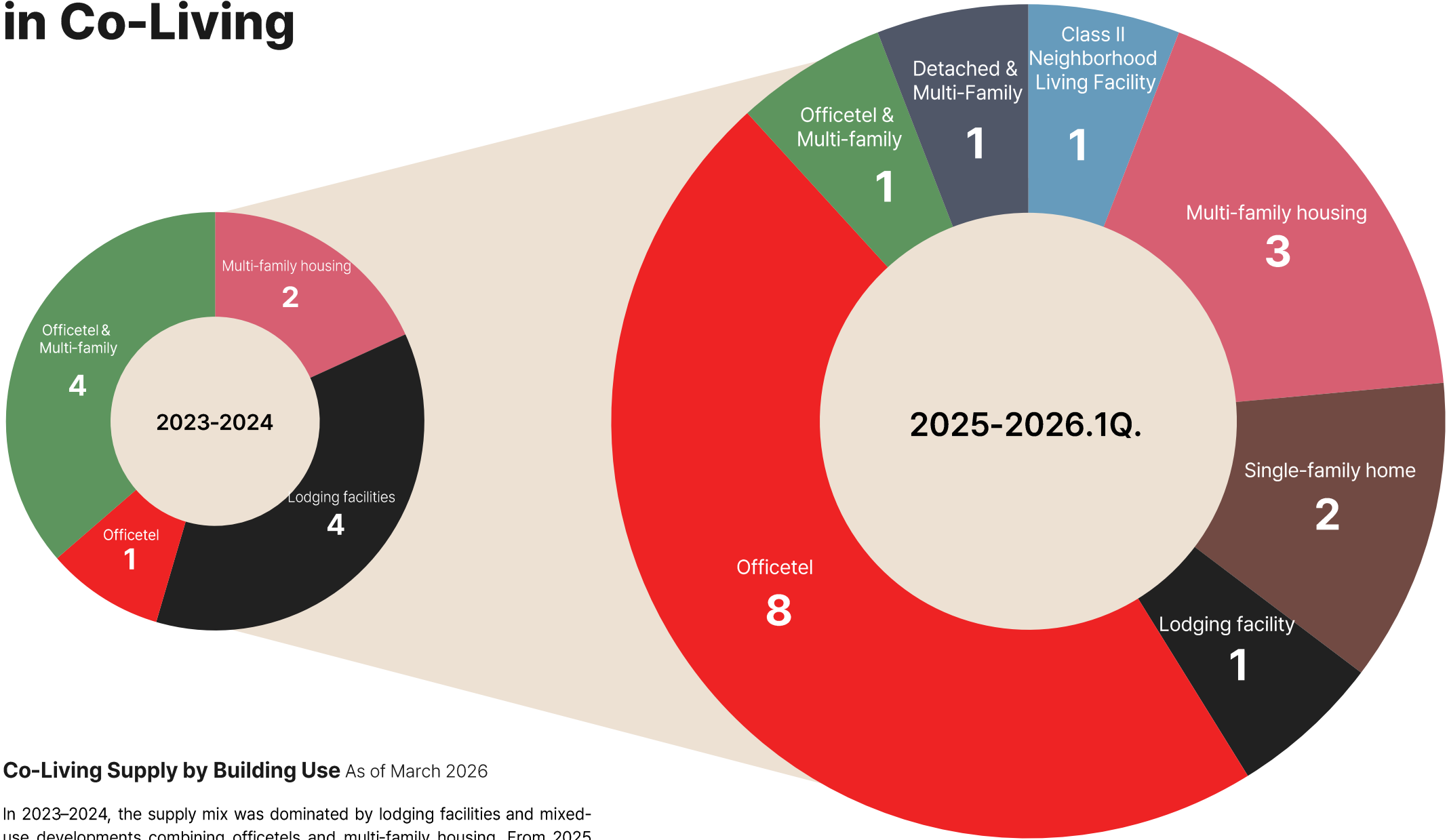
Mapo-gu and Dongdaemun-gu, anchored by major universities (Hongik, Sogang, Yonsei in Mapo; Kyung Hee, Hufs, Korea University in Dongdaemun), have emerged as Seoul's largest co-living submarkets on the back of student demand. Geumcheon-gu, Seocho-gu, and Jung-gu have also seen supply growth, driven by proximity to major business districts.

Gangbuk-gu's unit count reflects the impact of a single large-scale asset, Episode Suyu 838, while Jongno-gu, Seodaemun-gu, and Yangcheon-gu show limited supply, with demand absorbed by existing stock in adjacent submarkets.

Source: RSQUARE



# Shifting Building Use Composition in Co-Living










**Co-Living Supply by Building Use** As of March 2026

In 2023–2024, the supply mix was dominated by lodging facilities and mixed-use developments combining officetels and multi-family housing. From 2025 through Q1 2026, however, officetels surged to account for roughly half of total supply, shifting the asset type composition toward officetel-centric supply.

Source: RSQUARE

# Major Co-Living Supply: 2025–Q1.2026

	Célib Konkuk Univ.	Episode Convini Sindang	Episode Convini Hongdae	Accomo Gasan by Homes	Weave Place Gangnam Stn.	Weave Studio Dongdaemun East	Cove Seongsan
Facade							
Opened	Jun 2025	Apr 2025	Feb 2026	Aug 2025	Oct 2025	Jan 2026	Mar 2025
Address	111-37 Hwayang-dong, Gwangjin-gu	1694 Hwanghak-dong, Jung-gu	2 Sangsu-dong, Mapo-gu	1000-12 Doksan-dong, Geumcheon-gu	837-31 Yeoksam-dong, Gangnam-gu	295-7 Jeonnong-dong, Dongdaemun-gu	608-11 Seongsan-dong, Mapo-gu
GFA (sqm)	2,958	4,120	1,255	3,574	3,992	7,620	565
Use	Officetel	Officetel	Officetel	Officetel	Officetel	Officetel	Dosaeng
Floors	B2–8F	B2–14F	1–6F	B1–10F	B1–13F	B2–17F	1–5F
Rooms	90	95	55	76	121	143	20
Parking	47	48	12	44	80	83	7
Owner	Gravity AM	CAPSTONE AM	Gravity AM	HAIM	KREATE AM	LB AM	Aleph Connected
Min. Lease	3 months	1 months	3 months	1 months	7 days	3 months	8 days
Unit Size (sqm)	15	18.05	14.7	50.7 (incl. loft)	14.57	26	12.2
Monthly Rent	KRW 1.35M	KRW 1.59M	KRW 1.55M	KRW 1.40M	KRW 2.30M	KRW 2.50M	KRW 1.20M
Amenities	Lounge, gym, laundry, rooftop	Lounge, gym, meeting room, kitchen, laundry, rooftop	Rooftop, cube room	Lounge, gym, multi-room, laundry, study	Rooftop	Lounge, workspace, gym, rooftop	Kitchen, laundry

Source: RSQUARE \* Monthly Rent: For Typical Unit Size (As of April 2026)

# Operator Brand Segmentation

Co-living operators are increasingly segmenting their portfolios into multiple brands, differentiated by lease structure, price point, and target demographic.

Weave Living operates three distinct brands spanning serviced living, fully-furnished living, and co-living. Homes Company segments its portfolio between studio-format and stay-format brands, while DDPS differentiates Episode as a lifestyle-oriented offering from Episode Convini, which targets the practical, value-driven segment. Each operator's brand architecture reflects a strategy to capture diverse demand pools across the spectrum.

Weave Living			
	Weave Suites	Weave Place	Weave Studios
<b>Housing Type</b>	Serviced living	Fully-furnished living	Co-living
<b>All-Inclusive Rate (incl. appliances and furniture)</b>	✓	✓	✓
<b>Lease Term</b>	1-18 months	1-18 months	1-18 months
<b>Short Stay (from 3 nights)</b>	✓	✗	✓
<b>Children Allowed</b>	✓	✓	✗
<b>Pets Allowed</b>	✗	✓	✓

Homes Company		
	Homes Studio	Homes Stay
<b>Concept</b>	Co-living for single-person households	Hotel and co-living hybrid lifestyle residence
<b>Length of Stay</b>	Long-term focused (6 months to 1 year)	Short- to long-term
<b>Target Customer</b>	Seoul-based single-person households and working professionals	Long-term business travelers, tourists, digital nomads, workation users
<b>Lease Structure</b>	Standard lease	Standard lease and OTA platforms (Yanolja, Yeogi Eottae, etc.)
<b>Operating Services</b>	Community programs, lifestyle service partnerships	Room cleaning, front desk, breakfast service
<b>Locations</b>	Seonjeongneung, Mangwon, Namyeong, Wonhyo, Anam, Accomo Gasan, Accomo Hoegi	Myeongdong, G-Valley Gasan, Red Myeongdong, Suwon

DDPS		
	Episode	Episode Convini
<b>Concept</b>	Lifestyle, community, and experience-driven co-living	Practical and efficiency-focused value co-living
<b>Brand Positioning</b>	Flagship brand reflecting local character and individuality	Episode's secondary brand focused on practicality, efficiency, and convenience
<b>Room Types</b>	Diverse room types and unit configurations	Standardized layout
<b>Shared Amenities</b>	Themed lounges, meditation rooms, LP rooms, shared kitchens, floor-specific themed spaces	Town Convini lounges, communal living rooms, playgrounds, and other lifestyle-oriented spaces
<b>Differentiators</b>	Location-specific concepts, community programs, IT solutions	All-inclusive pricing, card payment for rent
<b>Locations</b>	Seongsu (2), Gangnam, Seocho, Suyu, Sinchon, Sinchon Campus, Yongsan	Gasan, Sindang, Seonjeongneung, Hongdae

Source: Company websites

# Classification by Lease Term

## Co-Living Classification by Lease Term

<p><b>Lease Term</b> Short-term lease (1 week to 3 months)</p> <p><b>Rent Level</b> High</p> <p><b>Building Use</b> Lodging facilities</p> <p>Short-Term</p>	<p><b>Lease Term</b> Mid-term lease (3–12 months)</p> <p><b>Rent Level</b> Moderate</p> <p><b>Building Use</b> Officetels, urban-living housing, serviced residences, others</p> <p>Mid-Term</p>	<p><b>Lease Term</b> Long-term lease (1 year or longer)</p> <p><b>Rent Level</b> Lowest, typically with 1–2 months rent-free</p> <p>Long-Term</p>
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Co-Living with Daily Lease Options			
	Count	Locations	Price Differential (Daily vs. Monthly)
<b>Mangrove</b>	2	Mangrove Dongdaemun, Mangrove Sinseol	○
<b>Weave Living</b>	2	Weave Suite Sunyu Parkside, Weave Place Gangnam Station	○
<b>Homes Company</b>	3	Homes Stay G-Valley Gasan, Homes Stay Myeongdong, Homes Stay Red Myeongdong	X

Source: Company websites

Select co-living brands, including Mangrove and Weave Living, offer daily lease options.

However, when converted to a 30-day equivalent, daily rates carry a premium of approximately KRW 1.45–3.66 million over comparable one-month contracts.

The availability of daily leases reflects both a response to short-stay demand and a pricing strategy designed to incentivize longer-term commitments.

Daily vs. Monthly Lease Pricing Comparison			
	Daily Lease (KRW)	Monthly Lease (KRW)	Price Differential (KRW)
<b>Case 1</b>	1 day: 96,900 30 days: 2,907,000	1,458,000	+ 1,449,000
<b>Case 2</b>	1 day: 139,000 30 days: 4,170,000	2,090,000	+ 2,080,000
<b>Case 3</b>	1 day: 177,300 30 days: 5,319,000	1,653,000	+ 3,666,000

\* 30-day lease = Average Daily Rate (ADR) × 30.

# Lease Term Differences by Building Use

One-night leases are permitted only in lodging facilities eligible for lodging business registration under the Building Act. Officetels and urban-living housing, due to building-use mismatch, are categorically prohibited from lodging registration and cannot operate on a nightly basis.

Short-stay leases are governed by Article 11 (Temporary-Use Lease) of the Housing Lease Protection Act, under which protections such as opposing power and priority claim do not apply, leaving tenants with limited legal safeguards. This regulatory risk has elevated co-living facilities operated by reputable corporate entities as a stable alternative for short-term occupancy.

	Building Use	One-Night Lease	Lodging Business Registration	Relevant Statutes Prohibiting Lodging Use	Penalties for Lodging Use
<b>Officetel</b>	Business facility	X	<b>Not permitted</b> (classified as business facility, ineligible for lodging registration)	(1) Public Health Control Act, Article 3(1): Operators must register lodging business with the mayor, county head, or district head.  (2) Enforcement Decree of the Building Act, Annex 1, Items 14 and 2: Officetels (business facilities) and urban-living housing (multi-family housing) are not lodging facilities; registration applications denied.  *Exception: Foreigner-only urban <i>minbak</i> operations permitted under Tourism Promotion Act Article 3(1)(3), subject to separate requirements.	Public Health Control Act, Article 20(1): Up to 2 years' imprisonment or fine of up to KRW 20 million
<b>Urban-Living Housing</b>	Multi-family housing	X	<b>Not permitted</b> (classified as business facility, ineligible for lodging registration) *Exception: Foreigner-only urban <i>minbak</i> permitted upon meeting separate requirements.		Public Health Control Act, Article 20(1): Up to 2 years' imprisonment or fine of up to KRW 20 million
<b>General Lodging Facilities</b> (motels, hotels, etc.)	Lodging facility	✓	<b>Permitted</b> (lodging business registration required under Public Health Control Act)		Lawful operation (subject to sanitation standards upon registration)
<b>Serviced Residences</b> (residences, etc.)	Lodging facility	✓	<b>Permitted</b> (residential lodging registration required) *Requires 30 or more rooms or standalone building.	-	Lawful operation (subject to sanitation standards upon registration)  *Enforcement fines applicable if used for residential purposes.
<b>Tourist Accommodation Facilities</b> (tourist hotels, condominiums, etc.)	Lodging facility	✓	<b>Permitted</b> (registered under Tourism Promotion Act)		Lawful operation (subject to Tourism Promotion Act standards upon registration)

Source: Korea Ministry of Government Legislation (MOLEG), RSQUARE

**1 Macro Environment** Demographics, Policy Changes, Global Trends

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**2 Supply Market** Supply Volume, Brands, Building Use

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**3 Leasing Market** Lease Transactions · Rent Trends · Rent Comparison

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**4 Investment Market** Transaction Volume, Deal Cases, Asset Conversion

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**5 Operator Landscape** Key Operators, Revenue Scale, Services

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**6 Emergence of Competitors** Short-Term Rentals, Platforms, Growth

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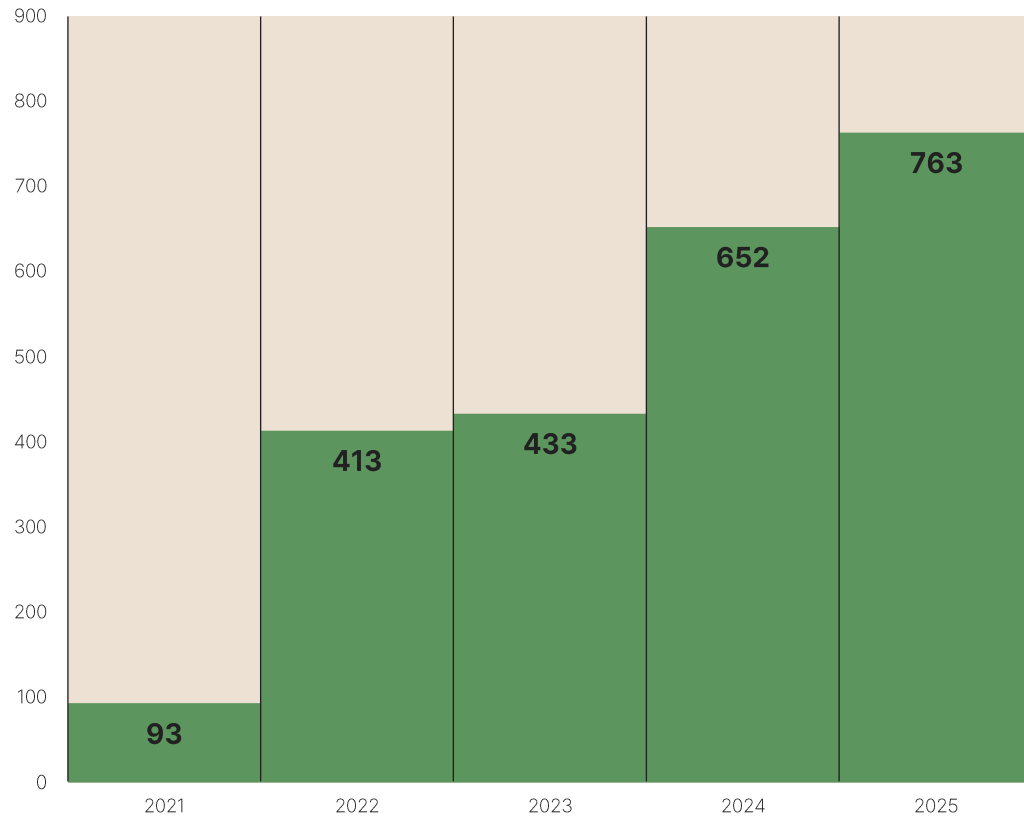
# Leases Analysis

Co-living lease transaction volumes in Seoul have continued to rise alongside expanding supply. Identifiable new co-living leases totaled 763 in 2025, with the actual figure likely exceeding 1,000 when accounting for lodging facilities and assets outside the dataset.

Unlike the pattern observed in 2023–2024, when lease activity concentrated in the first quarter, 2025 saw transactions distributed evenly across all four quarters alongside overall volume growth. This shift suggests that demand for co-living represents structural growth rather than a transient trend.

## Annual Cumulative New Leases: Seoul Co-Living

Unit: Leases

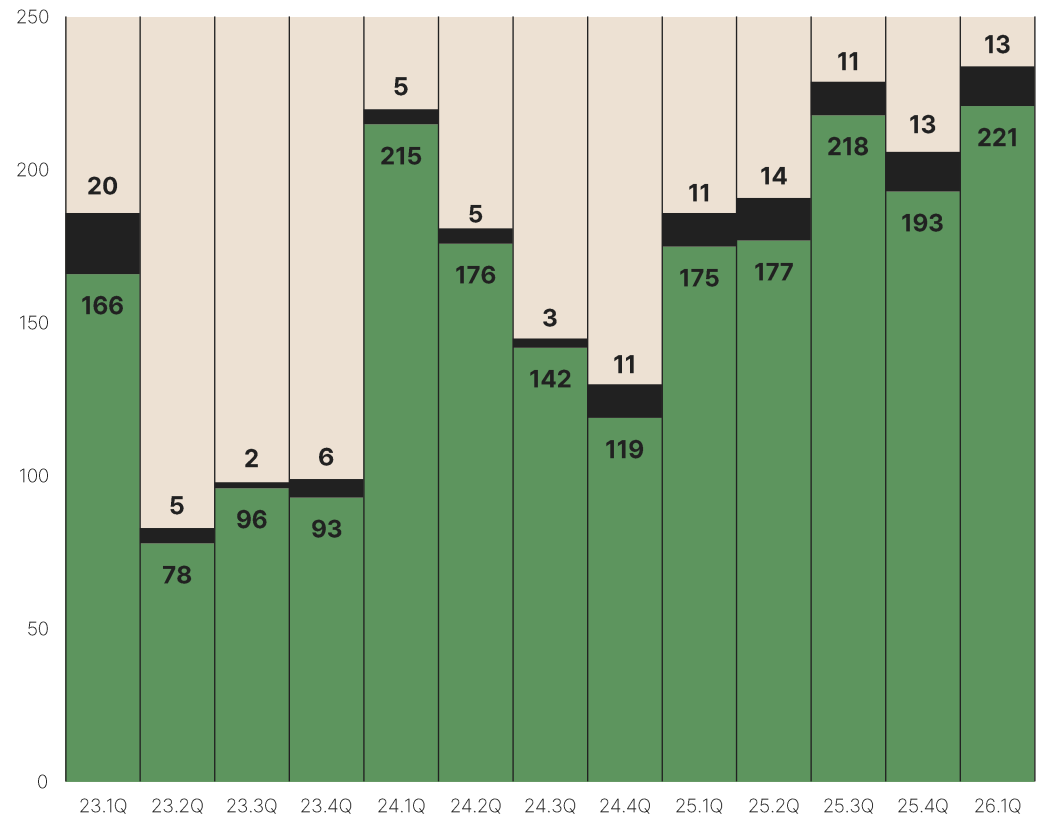


Source: RSQUARE, MOLIT

## Seoul Co-Living Lease Activity by Quarter: New and Renewal

Unit: Leases

■ New ■ Renewal



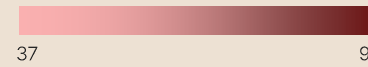
# Rent Analysis

Co-living rents in Seoul are highest in Geumcheon-gu, driven by Episode Convini Gasan's pricing strategy of setting elevated headline rents while actively offering rent-free incentives. Episode brand properties also lead rent levels in Yongsan-gu and Jung-gu, suggesting a consistent pricing strategy across the brand: high nominal rents adjusted to effective levels through incentives such as rent-free periods.

In Gangnam-gu and Seocho-gu, despite location premiums, average monthly rents per sqm do not rank among the highest in the city. This appears to reflect the impact of existing supply, including Gwell Homes Seocho and Homes Studio Seonjeongneung, which are priced at relatively moderate levels and dampen the district averages.

## Seoul Co-Living Average Monthly Rent per sqm by District 2025

KRW 1,000 / sqm



Highest Rents

**95.6**

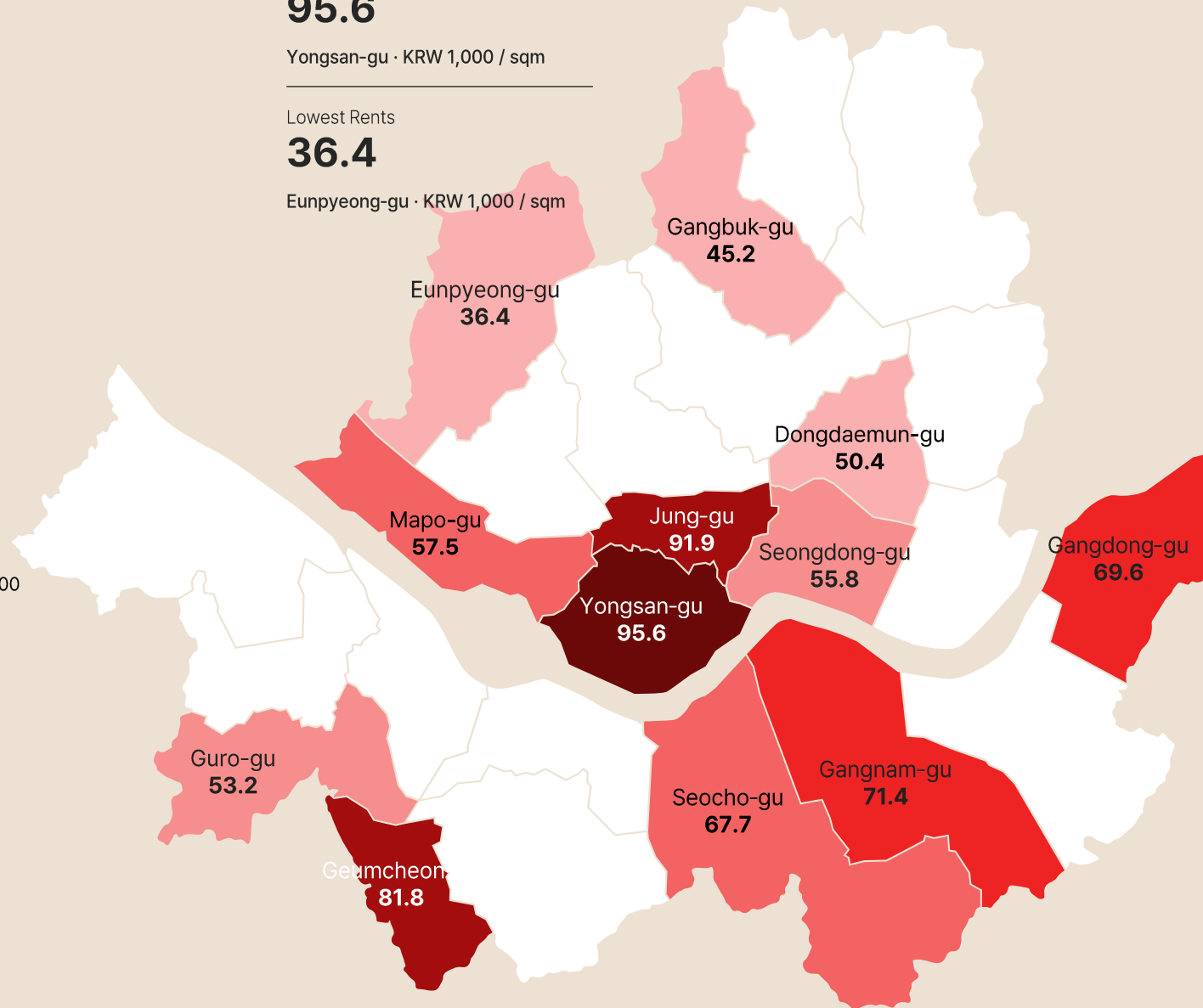
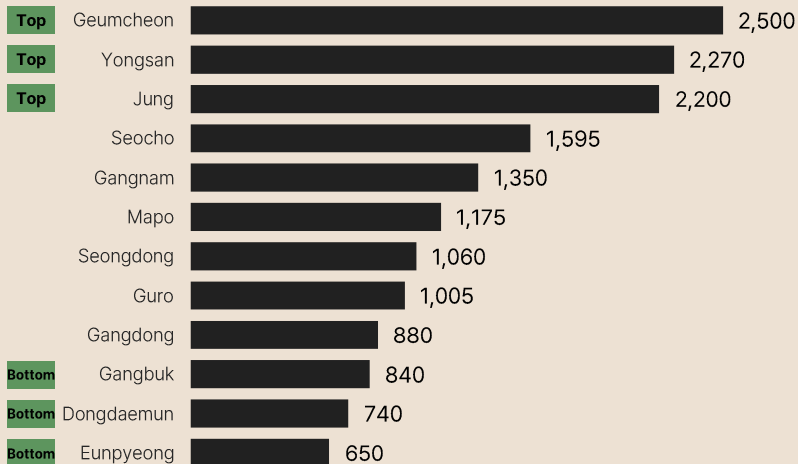
Yongsan-gu · KRW 1,000 / sqm

Lowest Rents

**36.4**

Eunpyeong-gu · KRW 1,000 / sqm

## Seoul Co-Living Median Monthly Rent by District 2025



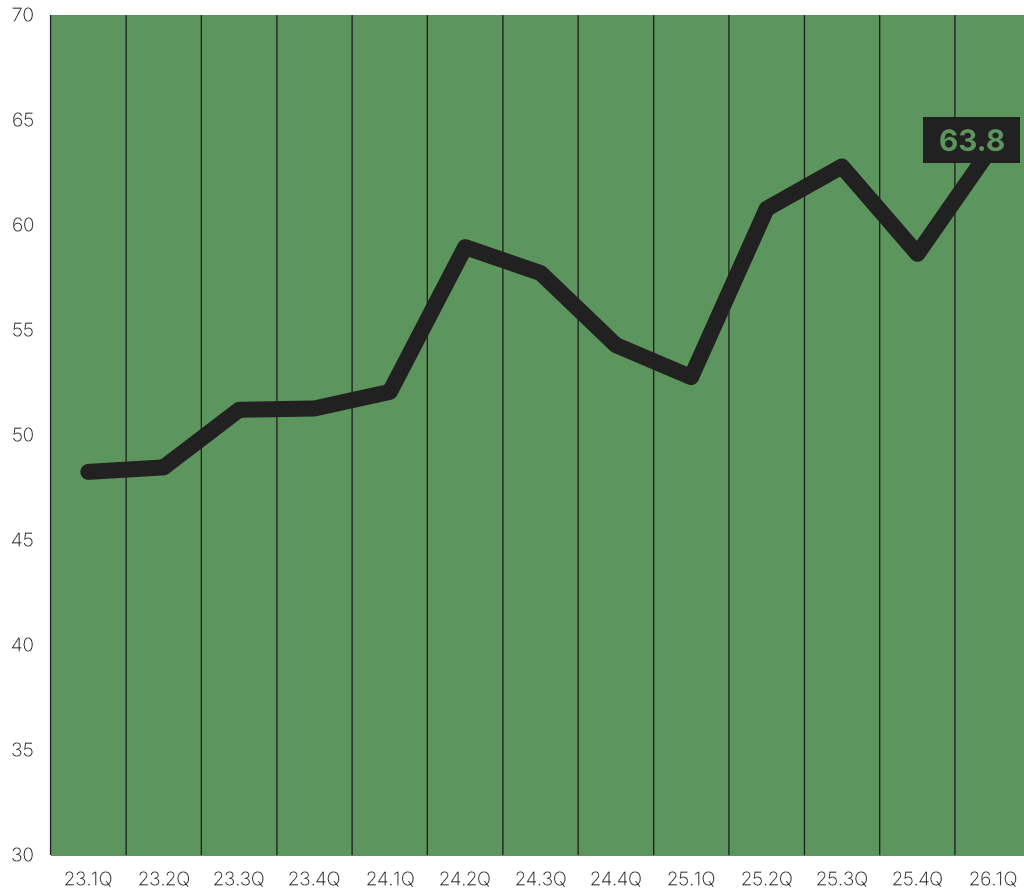
# Rent Analysis

Seoul co-living monthly rent per sqm rose from KRW 48,000 in Q1 2023 to KRW 64,000 in Q1 2026, marking a 33% increase over three years, with the upward trend holding firm despite quarterly fluctuations.

New lease rents grew 30% over the period, outpacing the 27% gain on renewals, with the spread between the two widening from KRW 4,000–5,000 to around KRW 7,000. This signals sustained upward pressure on rent levels.

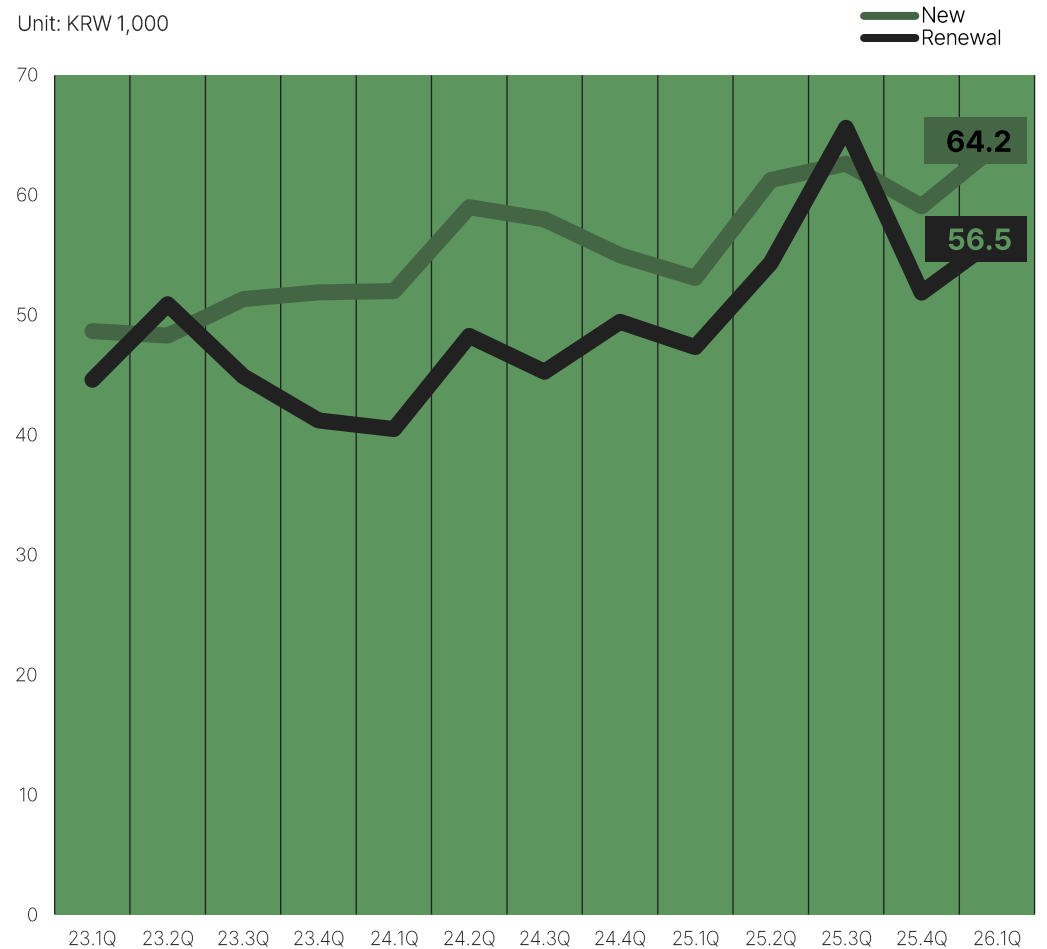
## Seoul Co-Living Quarterly Average Monthly Rent per sqm Trend

Unit: KRW 1,000



## Seoul Co-Living Quarterly Average Monthly Rent per sqm Trend: New vs. Renewal

Unit: KRW 1,000



Source: RSQUARE, MOLIT

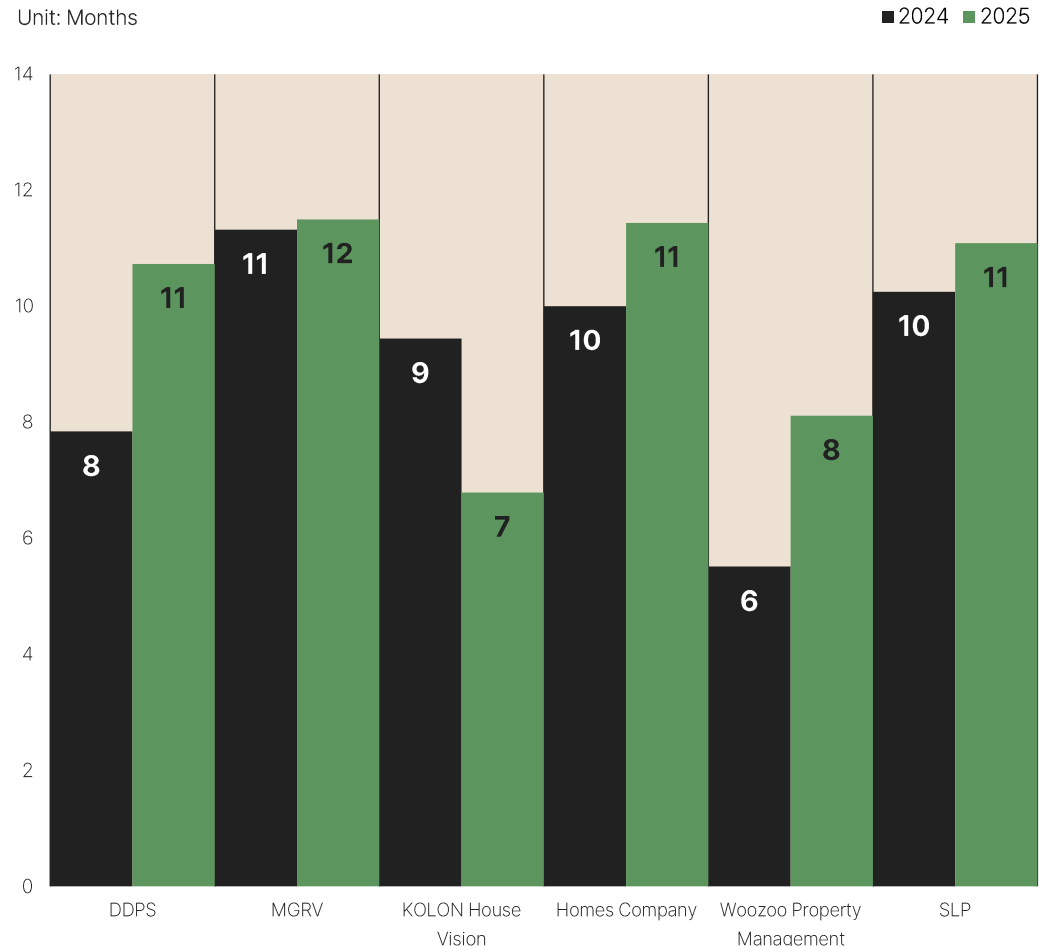
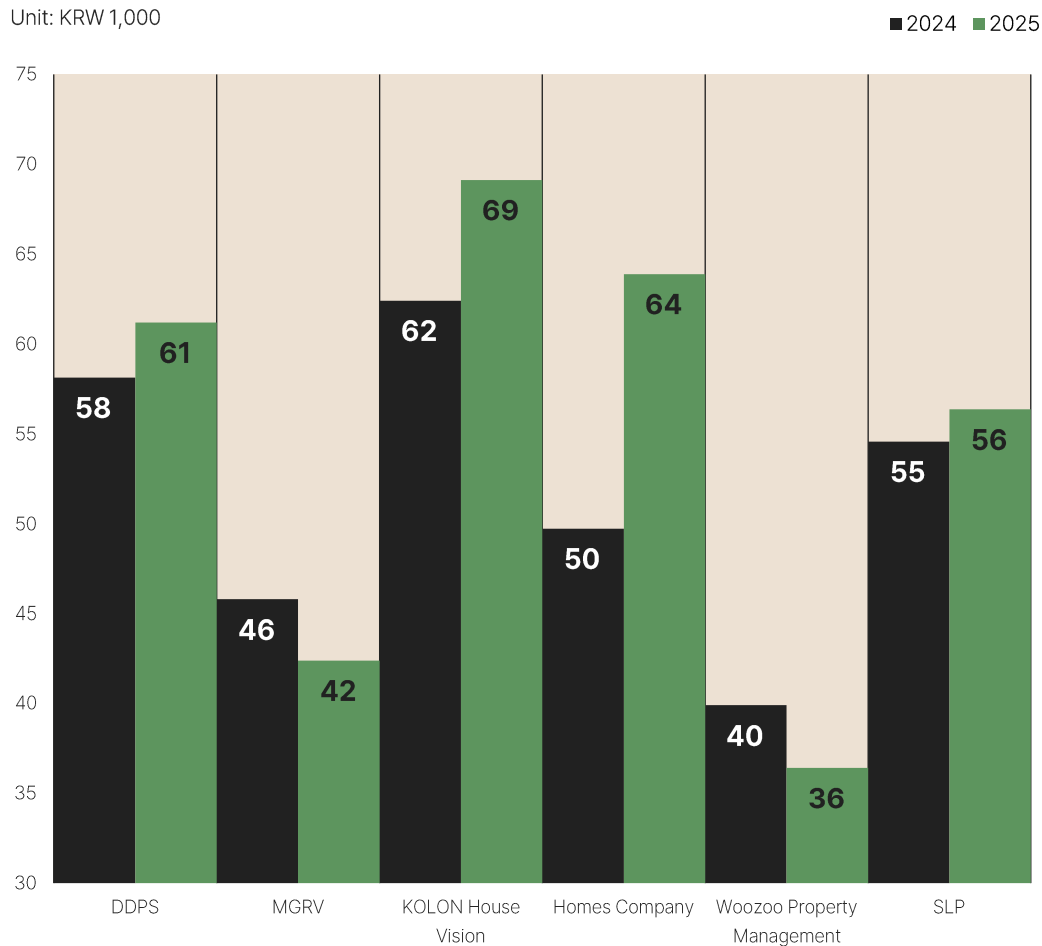
# Co-Living Lease Trends by Operator

Monthly rent per sqm rose 3% to 28% across most operators in 2025 compared to 2024, while MGRV and Woozoo Property Management posted slight declines, highlighting a clear divergence in pricing strategies across operators.

Average lease terms among Seoul co-living operators trended upward across the board in 2025. DDPS and Woozoo Property Management saw substantial extensions, while MGRV, Homes Company, and SLP maintained terms in the 11-to-12-month range, reinforcing co-living's position as a viable mid-to-long-term housing option. KOLON House Vision was the lone outlier, with average lease terms shortening from 9 to 7 months, underscoring the divergence in product strategy across operators.

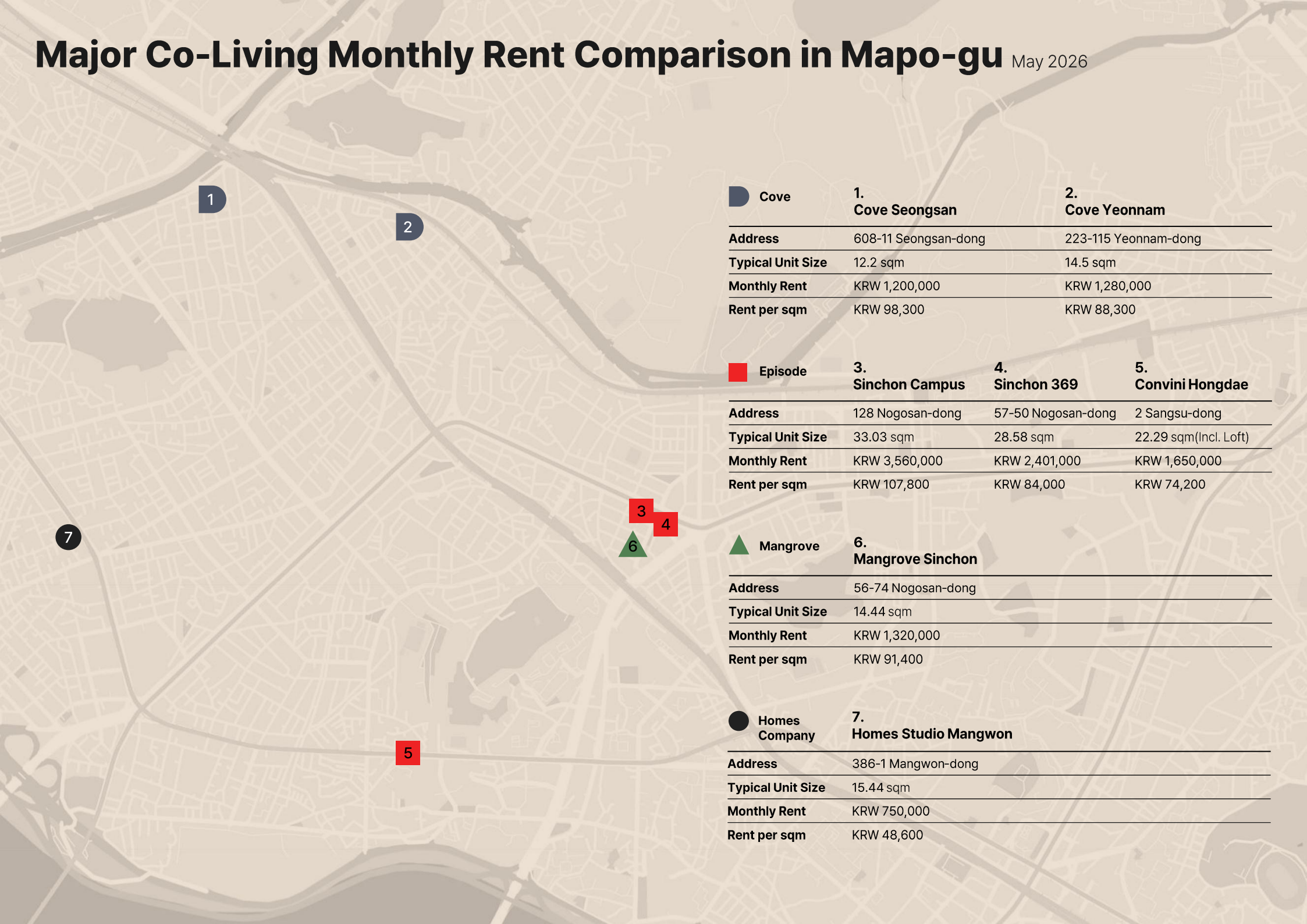
## Seoul Co-Living Average Monthly Rent per sqm by Operator 2024 vs 2025

## Seoul Co-Living Average Lease Term by Operator 2024 vs 2025



Source: RSQUARE, MOLIT

# Major Co-Living Monthly Rent Comparison in Mapo-gu May 2026



Cove	1. Cove Seongsan	2. Cove Yeonnam
<b>Address</b>	608-11 Seongsan-dong	223-115 Yeonnam-dong
<b>Typical Unit Size</b>	12.2 sqm	14.5 sqm
<b>Monthly Rent</b>	KRW 1,200,000	KRW 1,280,000
<b>Rent per sqm</b>	KRW 98,300	KRW 88,300

Episode	3. Sinchon Campus	4. Sinchon 369	5. Convini Hongdae
<b>Address</b>	128 Nogosan-dong	57-50 Nogosan-dong	2 Sangsu-dong
<b>Typical Unit Size</b>	33.03 sqm	28.58 sqm	22.29 sqm(Incl. Loft)
<b>Monthly Rent</b>	KRW 3,560,000	KRW 2,401,000	KRW 1,650,000
<b>Rent per sqm</b>	KRW 107,800	KRW 84,000	KRW 74,200

Mangrove	6. Mangrove Sinchon
<b>Address</b>	56-74 Nogosan-dong
<b>Typical Unit Size</b>	14.44 sqm
<b>Monthly Rent</b>	KRW 1,320,000
<b>Rent per sqm</b>	KRW 91,400

Homes Company	7. Homes Studio Mangwon
<b>Address</b>	386-1 Mangwon-dong
<b>Typical Unit Size</b>	15.44 sqm
<b>Monthly Rent</b>	KRW 750,000
<b>Rent per sqm</b>	KRW 48,600

**1 Macro Environment** Demographics, Policy Changes, Global Trends

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**6 Emergence of Competitors** Short-Term Rentals, Platforms, Growth

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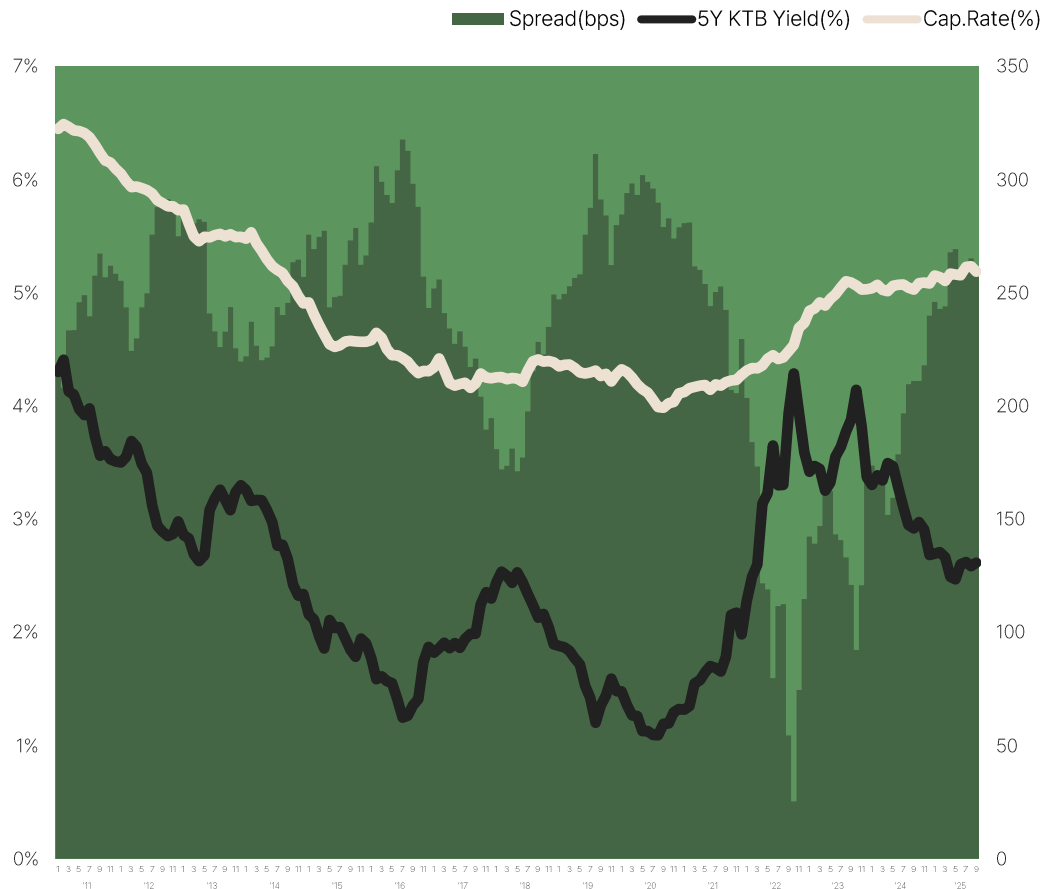
# Seoul Officetel Cap.Rate

Seoul officetel cap.rates have declined from 6.5% in 2011 to approximately 5% as of Q3 2025, remaining roughly 100 bps above Seoul office cap.rates.

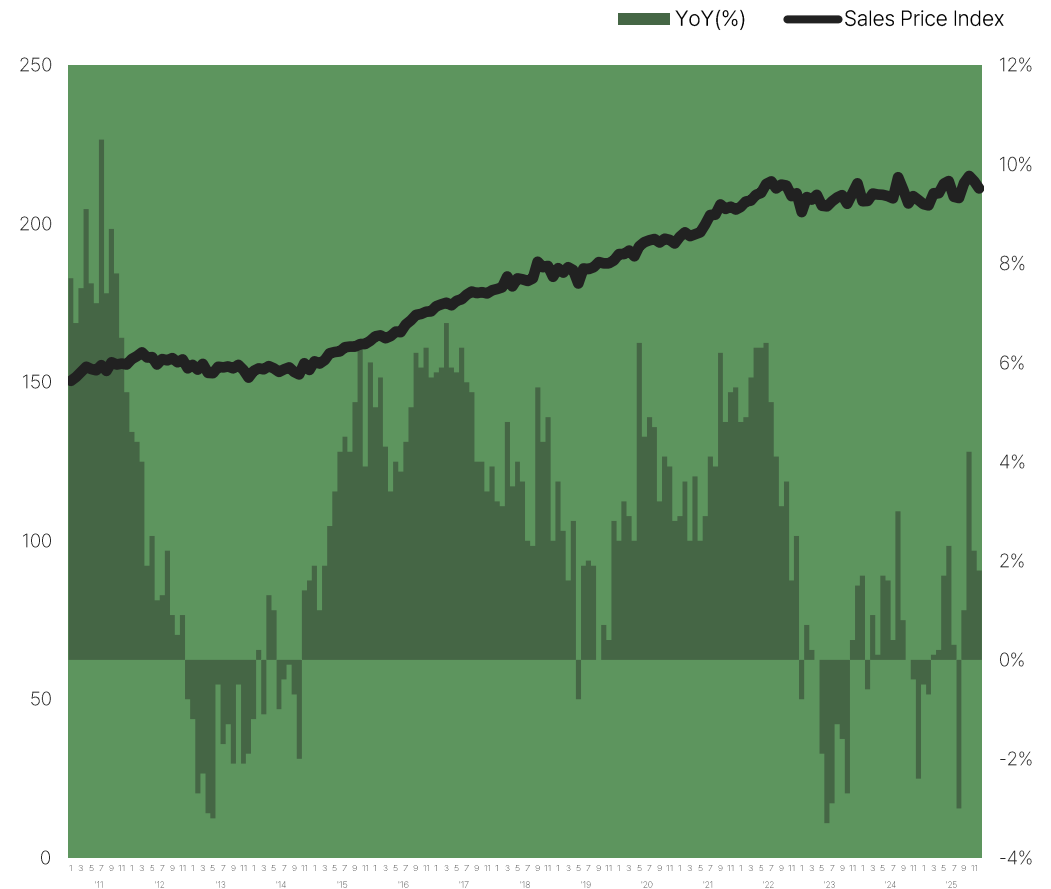
Following the pandemic, the residential leasing market shifted from jeonse to monthly rent, driving gradual rent appreciation that improved income visibility for officetel assets and provided stable support for cap.rates. The spread over Korean Treasury Bonds, which compressed briefly during the 2022 rate hike cycle, has since widened to around 200 bps from 2024 onward, restoring officetels' yield premium over risk-free assets.

Against this backdrop, co-living has emerged as a viable strategy for cap.rate enhancement, leveraging operational value-add to position assets as operator-driven product.

## Seoul Officetel Cap.Rate Trend (2011–2025)



## Seoul Officetel Sales Price Index Trend (2011–2025)



Source: RSQUARE

# Investment Volume and Market Trends

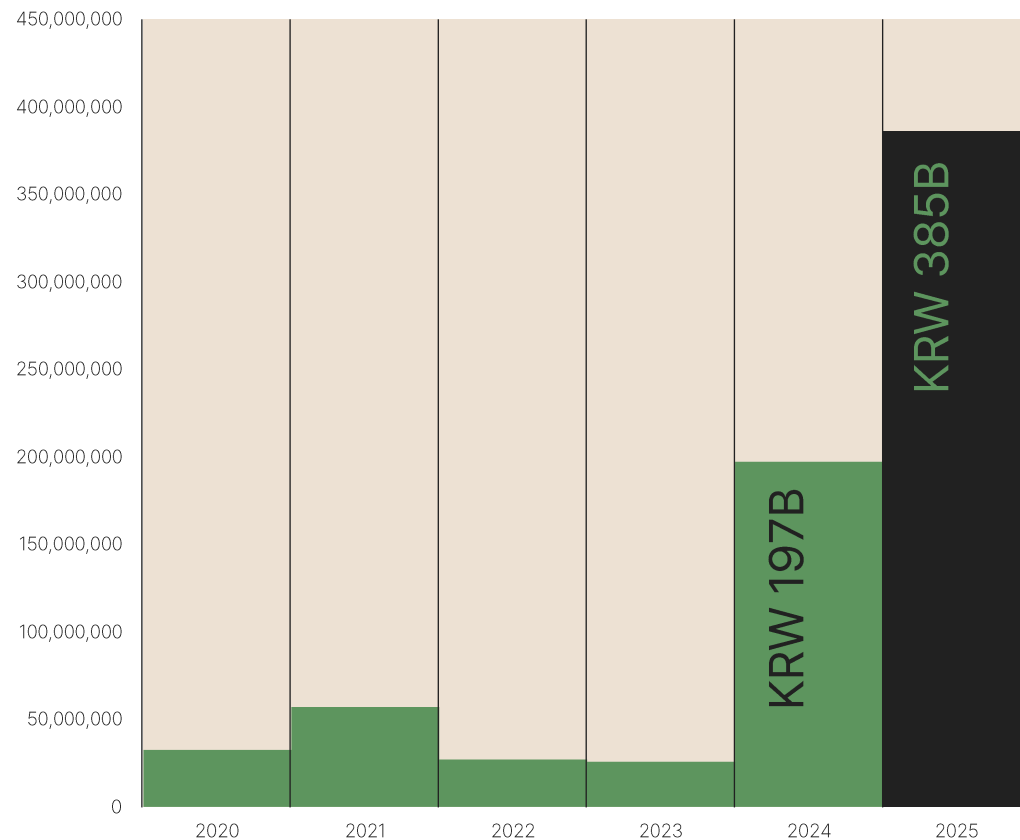
Seoul co-living investment volume remained between KRW 20 billion and 50 billion annually from 2020 to 2023, before surging to approximately KRW 197 billion in 2024 and KRW 385 billion in 2025, marking a sharp acceleration in recent years.

By manager-level investment activity from 2020 to 2025, Gravity Asset Management, backed by Morgan Stanley, was the most active investor, followed by IGIS Asset Management and LB Asset Management.

On April 15, 2026, HAIM acquired two Mangrove assets from IGIS Asset Management, continuing the firm's steady track record buildout in co-living since 2025.

## Seoul Co-Living Investment and Transaction Volume (2020–2025)

Unit: KRW 1,000



Source: RSQUARE

\* Acquisitions for co-living conversion and co-living transactions; excludes development and redevelopment

## Seoul Co-Living: Deals Track Record by AMC (2020–Apr 2026)

	AMC	Deals		
<b>2020</b>	IGIS Asset Management	1		
	<b>2021</b>	IGIS Asset Management	1	
		<b>2022</b>	IGIS Asset Management	1
			<b>2023</b>	CAPSTONE Asset Management
<b>2024</b>	LB Asset Management	2		
	Gravity Asset Management	2		
	Mastern Investment Management	1		
	IGIS X Asset Management	1		
	IGIS Asset Management	1		
<b>2025</b>	Gravity Asset Management	3		
	HAIM (Hyundai Alternative Investment Management)	2		
	LB자산운용	1		
	Honors Asset Management	1		
	CAPSTONE Asset Management	1		
	KREATE Asset Management	1		
	D&D Investment	1		
	<b>Jan–Apr 2026</b>	HAIM (Hyundai Alternative Investment Management)	2	

Source: RSQUARE \* Excludes development and redevelopment

# Inbound Investment Activity

In recent years, global institutional investors including GIC, KKR, Morgan Stanley, Hines, ICG, M&G, Invesco, and TPG have entered the Seoul co-living market in earnest, with inbound investment activity accelerating through domestic asset managers and operators.

Driven by the continued rise in single-person households and the ongoing shift toward monthly rent, foreign capital inflows are expected to persist, further enhancing the value of operators with proven operating capabilities.

## Inbound Investment in Seoul Co-Living

Investor	Asset Management Company	Assets	Total Assets	Operator
GIC	D&D Investment	Episode Suyu 838, Episode Sinchon 369, Episode Seocho 393, Episode Gangnam 262	4	DDPS
	LB Asset Management	Weave Studio Dongdaemun East	1	Weave Living
KKR	LB Asset Management	Weave Place Hoegi, Weave Suite Sunyu Parkside	2	Weave Living
	KREATE Asset Management	Weave Place Gangnam Station	1	Weave Living
ICG	CAPSTONE Asset Management	Homes Stay G-Valley Gasan	1	Homes Company
	IGIS Asset Management, IGIS X Asset Management	Homes Studio Seonjeongneung, Homes Red Myeongdong	2	Homes Company
Morgan Stanley	Gravity Asset Management	Gwell Homes Life Gangdong, Célib Konkuk Univ., Episode Convini Gasan, Episode Convini Hongdae, Homes Studio Anam	5	SLP, Célib, DDPS, Homes Company
Hines	HAIM	Accomo Gasan by Homes, Accomo Hoegi by Homes	2	Homes Company
	Mastern Investment Management	Ayla Sinchon	1	Ayla
M&G Real Estate	CAPSTONE Asset Management	Episode Convini Sindang	1	DDPS
Invesco	D&D Investment	Local Stitch Seogyo	1	Local Stitch
CPPIB	Pacific Asset Management	-	-	
TPG Angelo Gordon	HAIM	Mangrove Sinseol, Mangrove Dongdaemun	2	Mangrove

Source: RSQUARE \* As of April 2026. Excludes development and redevelopment.

# Co-Living Conversion Trends

Following the October 15, 2025 real estate policy package, the substantial expansion of regulated zones has effectively eliminated the comprehensive real estate tax aggregate exemption for rental housing operators, materially increasing holding tax burdens.

In place of urban-living housing and officetels subject to the comprehensive real estate tax, hotels and serviced residences, which carry no comprehensive real estate tax exposure, are emerging as preferred asset types for co-living. Lodging facilities are not counted toward home ownership, eliminating exposure to comprehensive real estate tax and acquisition tax surcharges, and benefit from property taxation on a general building basis.

Repurposing lodging facilities for co-living, however, is not without risk. A 10% VAT applies to lodging revenue, creating an additional tax burden relative to residential rental operations, and tenants are unable to register their resident address at lodging facilities, limiting their ability to establish residency and secure opposing power under the Housing Lease Protection Act.

	Tourist Hotel → Co-Living	Serviced Residence → Co-Living
Advantages	<ul style="list-style-type: none"> <li>• Guest room sizes of 15–25 sqm align closely with single-occupant co-living units, enabling conversion without structural modifications</li> <li>• Lobby and fitness areas are immediately repurposable as community spaces</li> <li>• Existing infrastructure including elevators and fire protection systems is fully reusable</li> </ul>	<ul style="list-style-type: none"> <li>• Pre-installed kitchen facilities (cooking, laundry, refrigeration) minimize additional renovation</li> <li>• Unit sizes of 20–40 sqm are well-suited for one- and two-person households</li> </ul>
Target Assets	<ul style="list-style-type: none"> <li>• Mid- and small-sized business hotels with occupancy yet to recover post-pandemic</li> <li>• Two- and three-star tourist hotels and small-scale hotels near subway stations</li> </ul>	<ul style="list-style-type: none"> <li>• Properties available at attractive pricing due to abundant individual-owner inventory</li> <li>• Station-adjacent serviced residences with declining mid-to-long-term demand</li> </ul>
Conversion Considerations	<ul style="list-style-type: none"> <li>• Absence of in-unit cooking facilities requires installation of shared kitchens</li> <li>• Pricing model shifts from daily rate (ADR) to monthly rent</li> <li>• Diversification of customer mix can improve yield</li> </ul>	<ul style="list-style-type: none"> <li>• Lower floors and underutilized spaces can be retrofitted as co-working, lounges, and community amenities</li> <li>• Lease structure shifts from short-term stay basis to monthly contracts</li> </ul>

# Tax Treatment by Co-Living Building Type

Tax Treatment by Co-Living Building Type			
	Residential Officetel	Lodging Facility (Hotel)	Serviced Residence
Acquisition Tax	<ul style="list-style-type: none"> <li>• 4.6% on general building basis</li> <li>• No multi-home surcharge on the officetel itself (residential use adds to home count)</li> <li>• Reduction available for registered rental operators</li> </ul>	<ul style="list-style-type: none"> <li>• 4.6% on general building basis</li> <li>• No multi-home surcharge</li> <li>• Surcharge applies to corporate acquisitions in the Seoul Overconcentration Control Zone</li> </ul>	<ul style="list-style-type: none"> <li>• 4.6% on general building basis</li> <li>• No multi-home surcharge</li> <li>• Surcharge applies to corporate acquisitions in the Seoul Overconcentration Control Zone (Local Tax Act §13)</li> </ul>
Property Tax	<ul style="list-style-type: none"> <li>• Residential property tax applied when used for housing</li> <li>• Single-home: ratio 43–45%, rate 0.1–0.4%</li> <li>• Multi-home / corporation: ratio 60%, rate 0.1–0.4%</li> </ul>	<ul style="list-style-type: none"> <li>• Fair market value ratio: 70%</li> <li>• Building: 0.25%</li> <li>• Land: separate aggregate tax 0.2–0.4%</li> </ul>	<ul style="list-style-type: none"> <li>• Fair market value ratio: 70%</li> <li>• Building: 0.25%</li> <li>• Land: separate aggregate tax 0.2–0.4%</li> </ul>
Comprehensive Real Estate Tax	<ul style="list-style-type: none"> <li>• Included in home count when used residentially</li> <li>• Rental operators eligible for aggregate exemption, excluding newly acquired properties in regulated zones (all of Seoul under October 15 Measures)</li> <li>• Exemption retained in non-regulated zones</li> </ul>	<ul style="list-style-type: none"> <li>• Building: not subject</li> <li>• Land: separate aggregate tax applies when assessed value exceeds KRW 8 billion (0.5–0.7%)</li> </ul>	<ul style="list-style-type: none"> <li>• Building: not subject</li> <li>• Land: separate aggregate tax applies when assessed value exceeds KRW 8 billion (0.5–0.7%)</li> </ul>
Capital Gains Tax	<ul style="list-style-type: none"> <li>• Treated as housing if used residentially</li> <li>• Single-household one-home exemption available (2+ years of ownership and residency)</li> <li>• Multi-home surcharge applicable</li> </ul>	<ul style="list-style-type: none"> <li>• General rate: 6–45% (2+ year holdings)</li> <li>• Single-home exemption not applicable</li> <li>• Long-term holding deduction available (up to 30%)</li> </ul>	<ul style="list-style-type: none"> <li>• General rate: 6–45% (2+ year holdings)</li> <li>• Single-home exemption not applicable</li> <li>• Long-term holding deduction available (up to 30%)</li> </ul>
Income Tax / Corporate Tax	<ul style="list-style-type: none"> <li>• Rental housing business</li> <li>• ≤KRW 20M rental income: separate taxation (14%) or comprehensive election</li> <li>• &gt;KRW 20M: comprehensive aggregate taxation</li> </ul>	<ul style="list-style-type: none"> <li>• Lodging business (business income under comprehensive income tax or corporate tax)</li> </ul>	<ul style="list-style-type: none"> <li>• Lodging business (business income under comprehensive income tax or corporate tax)</li> </ul>
VAT	<ul style="list-style-type: none"> <li>• Rental housing business is VAT-exempt</li> <li>• If VAT was refunded on initial sale, recapture possible upon conversion to residential use</li> </ul>	<ul style="list-style-type: none"> <li>• VAT refund on building portion at acquisition; VAT payable on disposal</li> <li>• 10% VAT on lodging revenue</li> <li>• Refund available for foreign tourist accommodation (Restriction of Special Taxation Act §107-2; up to 30 nights)</li> </ul>	<ul style="list-style-type: none"> <li>• VAT refund on building portion at acquisition; VAT payable on disposal</li> <li>• 10% VAT on lodging revenue</li> </ul>

Source: MOLEG, MOLIT

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# Key Operators

## DDPS

**Episode and Episode Convini**  
Seoul Portfolio:  
12 properties | 2,654 rooms

DDPS (D&D Property Solution) is the integrated real estate operations subsidiary of SK D&D, managing co-living brand Episode, the officetel-conversion-based Episode Convini, and conventional private rental housing, with a portfolio of approximately 4,014 units under management as of December 2025.

In March 2025, SK D&D absorbed Local Stitch, Korea's largest co-living operator, accelerating its push for market dominance. Leveraging operational synergies with the Episode brand, the company targets 50,000 rental units and 300,000 membership customers by 2029.

Backed by capital from global institutional investors including Morgan Stanley and M&G Real Estate, DDPS has continued to grow revenues year over year. Combining development and remodeling, DDPS is currently the most aggressively expanding operator in Korea's co-living market.

### DDPS Overview

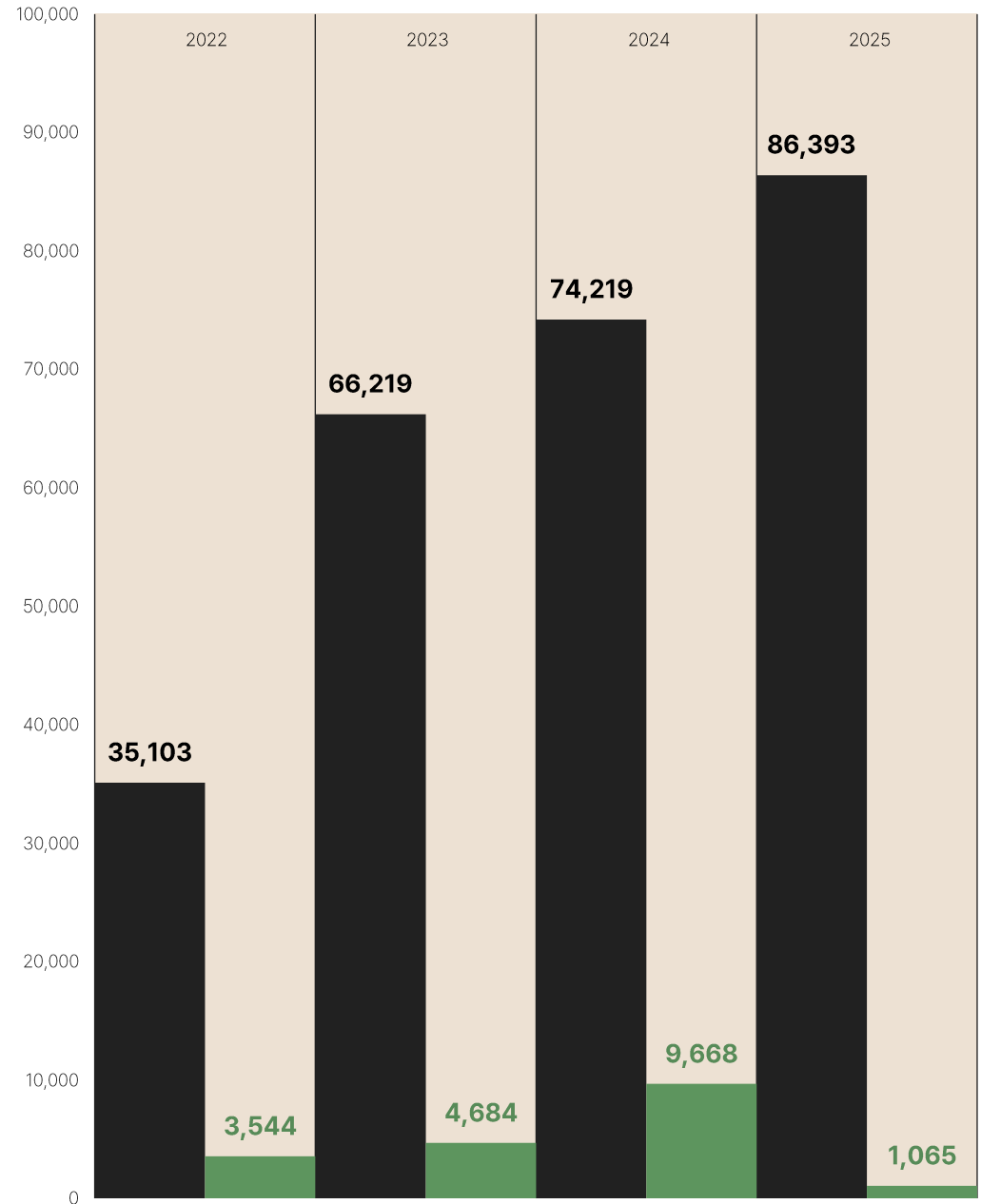
Source: DDPS

<b>Corporate Profile</b>	Subsidiary of SK D&D Rental housing operations specialist	Real estate operations and management Furniture business and interior design
<b>Brand Operations</b>	Episode: development-driven Episode Convini: acquisition and remodeling-driven	Brand-segmented operating structure
<b>Portfolio Expansion (2025)</b>	Acquired Local Stitch → Co-living and co-working portfolio expansion	Full integration of Local Stitch's existing locations

## DDPS Financial Performance Trend

Unit: KRW million

■ Revenue ■ Operating Income



Source: DART

# Key Operators

## MGRV

**Mangrove**  
Seoul Portfolio:  
4 properties | 676 rooms

MGRV operates across three pillars, Live, Stay, and Work & Stay, with four co-living properties in Seoul and workation centers in Goseong and Jeju.

In 2025, the company executed a KRW 500 billion joint venture agreement with the Canada Pension Plan Investment Board (CPPIB) for build-to-rent housing development (CPPIB 95% / MGRV 5%), securing at least five development projects in Seoul including Mangrove Dangsang, which broke ground in October 2025.


As of December 2025, MGRV has 11 new projects in the pipeline and plans to expand beyond co-living into the senior housing market.

The Mangrove Social Club (MSC), a networking program covering a wide range of themes, is consistently programmed and operated for residents, supporting strong tenant satisfaction.

### Mangrove Social Club (in-house community program)

Source: MGRV

**mangrove**




5월 13일

**죽홍채소클럽: 오색찬란 토마토와 마늘 벗벌**

벨강, 초록, 노랑 다양한 품종의 토마토와 마늘 요리를 먹어요. 이 옷과 가장 맛있는 조합의 건강한 한 끼를 찾아 보세요.  
[Daybreak 5:13 수 19:30-21:00] 멥그로브 송인 B1F 라운지

**mangrove**



5월 15일

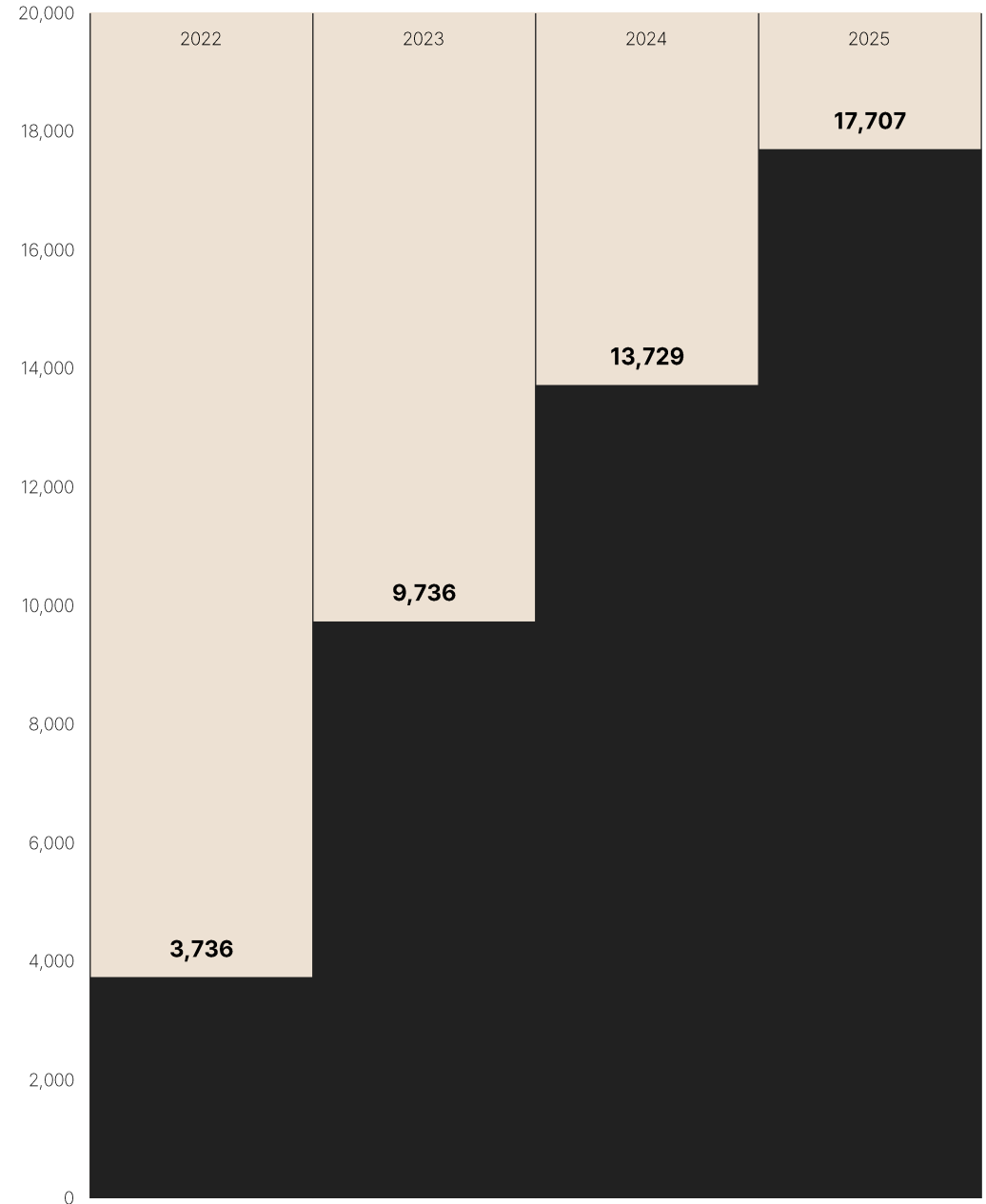
**THE질은 테이블: 나를 위한 미식 취향 클래스**

도드람 THE질은 & 이연주 셰프

흑백요리사 출연 이연주 셰프님과 THE질은의 깊은 흥미를 맛봐요. 이국적 메뉴와 다양한 가니쉬로 나의 플레이트를 만들어요.  
[Daybreak 5:15 금 19:30-21:00] 멥그로브 신촌 15F 워크라운지

## MGRV Annual Operating Revenue Trend

Unit: KRW million



Source: DART

# Key Operators

## Homes Company

**Homes Studio / Stay, and Others** Founded in 2015 as Korea's first co-living brand operator, Homes Seoul Portfolio: 10 properties | 1,017 rooms

Company is evolving into an integrated proptech-driven real estate platform.

The company established a KRW 300 billion co-living real estate fund with ICG, a UK-based global asset manager, and was selected by Morgan Stanley to operate Homes Studio Anam.

Overseas Expansion: In 2023, Homes Company opened the first Korean co-living property in Shinjuku, Tokyo. In 2025, the company opened second through fourth properties in Tokyo and Osaka. Over the medium term, the company is evaluating expansion into major Asian cities including Vietnam, Thailand, and Indonesia.

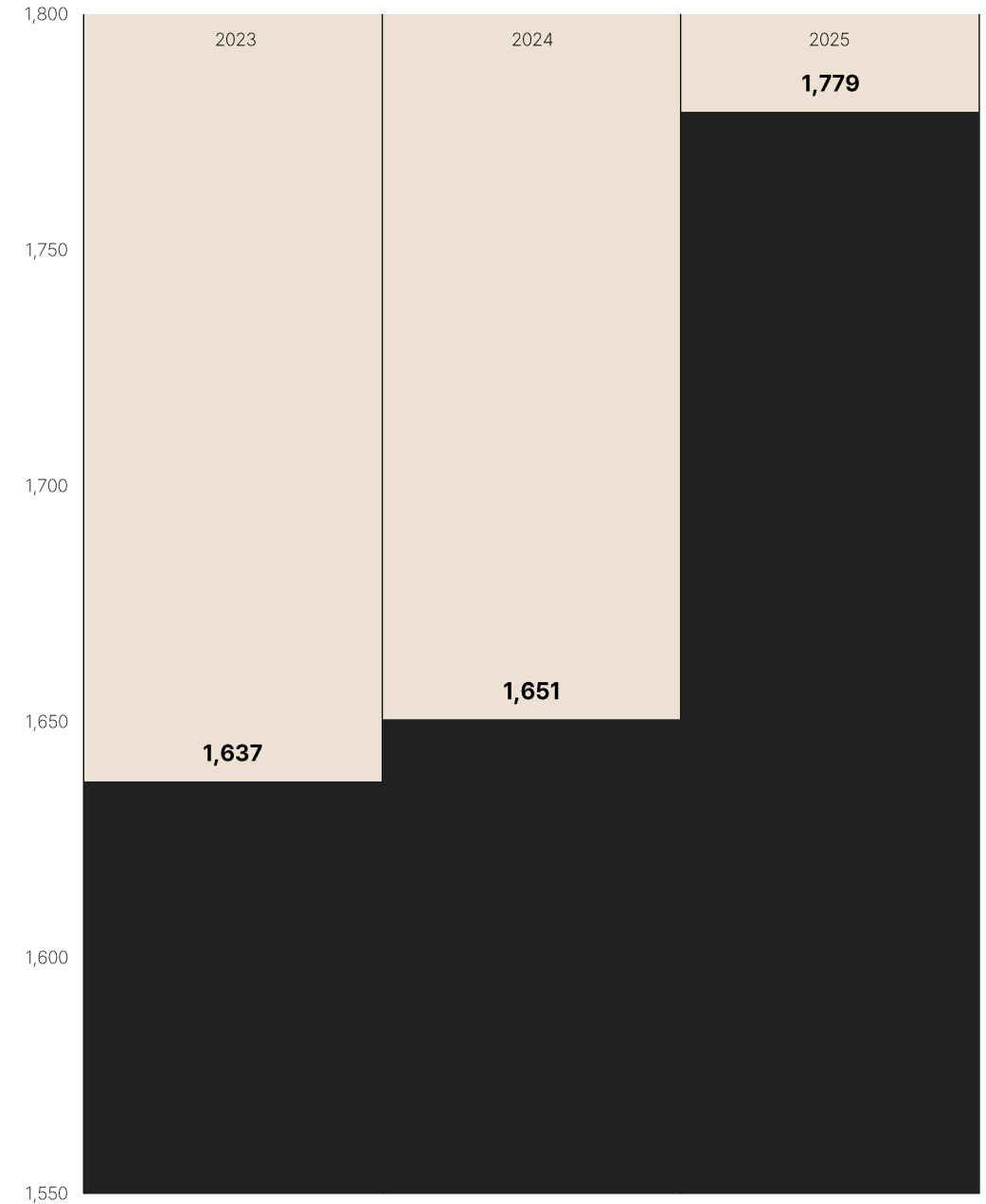
### Homes Company Brands

Source: Homes Company

<b>Homes Studio</b>	Flagship co-living brand specialized for single-person households, with properties strategically located in Seoul's core business districts including Seonjeongneung, Yeouido, and Myeongdong.
<b>Homes Stay</b>	Hybrid model combining short-term lodging and long-term co-living, generating a revenue structure that balances yield and stability.
<b>Homes Red</b>	New K-culture-focused brand launched in Myeongdong in December 2024. Integrates living, performance, and community functions around themes of K-pop, K-beauty, and K-food, with differentiated positioning targeting global fans, creators, and trainees.
<b>Mr. Homes</b>	Corporate real estate brokerage network with branches across Korea.
<b>Co-Village</b>	Regional smart town development centered in Goseong, Gangwon-do. A new business initiative simultaneously promoting urban resident relocation and regional revitalization through remote-work infrastructure and shared facilities.

## Homes Company Annual Rental Revenue Trend

Unit: KRW million



Source: DART

**1 Macro Environment** Demographics, Policy Changes, Global Trends

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**2 Supply Market** Supply Volume, Brands, Building Use

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**3 Leasing Market** Lease Transactions · Rent Trends · Rent Comparison

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**4 Investment Market** Transaction Volume, Deal Cases, Asset Conversion

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**5 Operator Landscape** Key Operators, Revenue Scale, Services

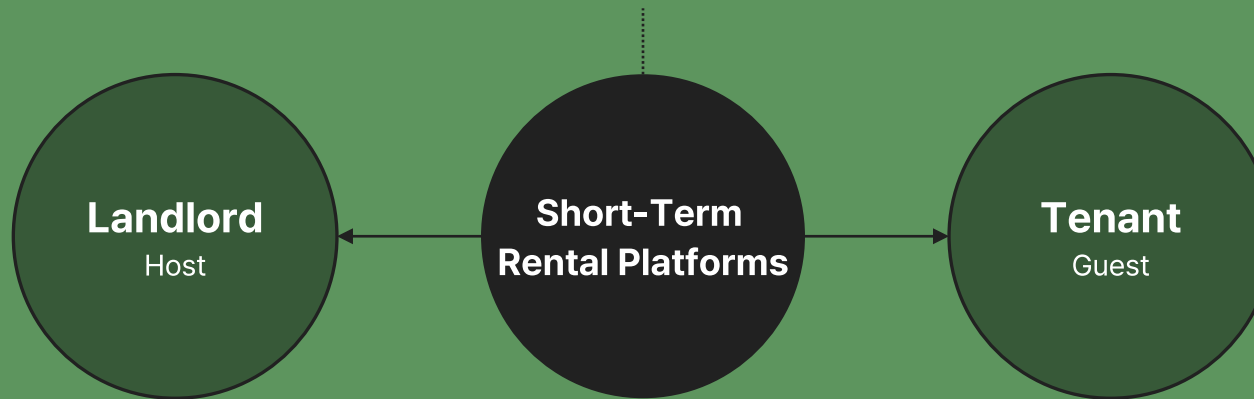
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**6 Emergence of Competitors** Short-Term Rentals, Platforms, Growth

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# The Rise of Short-Term Rental Platforms

An online intermediary service connecting landlords (hosts) with short-stay inventory and tenants (guests).



Short-term rental platforms are converting long-vacant studios, officetels, and apartments into short-term inventory. For landlords, the model reduces vacancy losses and enhances income; for tenants, it offers flexible housing with low entry barriers, including modest security deposits and contactless contracting. The result is simultaneous expansion of both supply and demand in the short-term rental segment.

*Note: Home-sharing services such as Airbnb<sup>1</sup> are legally available only to foreign visitors in Korea.*

*Under the domestic-resident special exemption, operations are limited to 180 days per year and subject to additional restrictions, including residential-use designation and neighbor consent.*

*<sup>1</sup> A lodging format in which residents of urban areas provide accommodation and meals to tourists using underutilized space in their own homes.*

*Eligible buildings are limited to single-family homes, multi-family homes, apartments, row houses, and multi-household housing under 230 sqm of gross floor area.*

## Leading Short-Term Rental Platforms

### 33m2

- Brand name derived from 33 sqm, the preferred unit size in the short-term rental market.
- Contactless platform with weekly leases, targeting 4–8 week stays.
- 2.7 million cumulative app installs and 255,000 total transactions as of December 2025.

### Live Anywhere

- Platform offering month-long stays in Korea and abroad, with minimum lease terms starting at one week.
- Targeting foreign inbound demand, with overseas card payments enabled to reduce payment friction.

### Wehome

- Designated as a regulatory sandbox enterprise, the only platform legally offering one-night stays to Korean residents (Seoul and Busan only).
- Daily lodging stays now permitted near major Seoul subway stations, expanding individual landlord supply.

# Co-Living's Competitors: Short-Term Rental Platforms

## Competitive Drivers of Short-Term Rental Platforms

<b>Absorbing Flexible Housing Demand</b>	Low entry barriers, including weekly leases, low security deposits, and contactless contracting, are expanding the user base, centered on Millennials and Gen Z and single-person households.
<b>Growing Short-Term Rental Inventory</b>	Landlords are increasingly converting vacant units to short-term rentals to capture individual rental income, expanding alternative supply.
<b>Overlapping Target Demographics</b>	Single-person households, Gen MZ, and short-stay urban demand, the core customer base for co-living, are also the primary users of short-term rental platforms.
<b>Asset-Light Scalability</b>	Platforms scale supply substantially faster than co-living's asset-heavy model.
<b>Capturing Foreign Demand</b>	<p>Live Anywhere reported a more than threefold increase in transactions by foreign users following the rollout of multilingual support and overseas card payments (inflows from over 30 countries; 80–90% of transactions settled via overseas cards).</p> <p>Platforms are increasingly absorbing foreign student and K-culture inbound demand, segments historically dominated by co-living.</p>

## 33m2 Transaction Volume Growth

Source: SpaceV



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