

Press release
Zurich, 28 November 2023

SMG is moving to a new site in the heart of Fribourg

SMG Swiss Marketplace Group AG is delighted to announce that it is relocating from Flamatt to the city of Fribourg. It will move into modern, centrally located offices on the bluefactory site in autumn 2024.

SMG Swiss Marketplace Group has decided to move its site in the canton of Fribourg to the centre of the cantonal capital of the same name, leaving its former site in Flamatt. The relocation of its around 160 employees from Flamatt to the bluefactory site at Passage du Cardinal 5 in Fribourg is scheduled to take place at the end of Q3 2024.

The Swiss digital company is therefore embarking on a new chapter in its corporate history: the merger between Scout24 Schweiz and TX Markets to form SMG Swiss Marketplace Group in 2021 resulted in the company having offices in Flamatt, Zurich, Zug and Lausanne. Commenting on the relocation, Christoph Tonini, CEO and Delegate of the Administrative Board at SMG Swiss Marketplace Group, says: "Our new site has excellent transport links and we're primarily hoping that this location will be more accessible for all staff throughout Switzerland, especially in western Switzerland. Covid has fundamentally changed the needs and requirements for office infrastructure. We're responding to this trend with offices designed for hybrid working. This new, attractive location will encourage our employees to meet increasingly often, to network and to collaborate in an inspiring setting."

Fribourg State Councillor Olivier Curty is pleased that SMG Swiss Marketplace Group will continue to be based in the canton of Fribourg: "We have an excellent, long-standing partnership with SMG Swiss Marketplace Group. Following constructive discussions and a joint search for a location, SMG's choice of the canton of Fribourg is a clear nod to our economy. It's encouraging to see that a digital pioneer like SMG is enhancing our prospects and is committed to Fribourg's development as an economic powerhouse. Decisions like these strengthen our economy in keeping with our motto: 'Fribourg, the place to grow'."

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About SMG Swiss Marketplace Group AG

SMG Swiss Marketplace Group AG is a pioneering network of online marketplaces and an innovative European digital company that simplifies people's lives with groundbreaking products. SMG Swiss Marketplace Group AG provides its customers with the ideal tools for their life choices. Its portfolio includes real estate (ImmoScout24, Homegate, Immostreet.ch, home.ch, Publimmo, Acheter-Louer.ch, CASASOFT, IAZI), automotive (AutoScout24, MotoScout24, CAR FOR YOU), general marketplaces (anibis.ch, tutti.ch, Ricardo) and finance and insurance (FinanceScout24). The company was founded in November 2021 by TX Group AG, Ringier AG, Die Mobiliar and General Atlantic.