

Press release  
Zurich, 6 December 2023

## Flatfox to become part of SMG Swiss Marketplace Group

**SMG Swiss Marketplace Group AG is acquiring the majority interest in Flatfox from la Mobilière. This step aims to support the further digitalisation of the Swiss real estate sector. The rental process will in future accordingly be even simpler and more efficient for users of ImmoScout24 and Homegate.**

SMG Swiss Marketplace Group AG (SMG) is acquiring the majority interest in Flatfox AG. Flatfox will accordingly become part of the SMG real estate ecosystem and SMG will assume exclusive control of Flatfox.

### **Driving innovations forward on the Swiss real estate market**

Flatfox, which has around 40 staff based in Zurich, Berne and Fribourg, has been committed to digitalising the rental process for over ten years. Flatfox comprises both a digital platform for corporate customers that aims to make the rental process more convenient and efficient for all parties involved – tenants and property managers alike – and a real estate marketplace. Flatfox has to date already attracted more than 600 corporate customers from all of Switzerland's language regions. Flatfox was acquired in April 2021 by la Mobilière, which successfully supported the company in its further development. The sale of the majority interest in Flatfox to SMG will now provide a further innovative boost to the latter's real estate marketplaces. These will benefit from Flatfox's expertise and proven innovation capacity, particularly with regard to the end-to-end digitalisation of the rental process.

### **Renting and letting property to become even easier**

With its two well-known online marketplaces ImmoScout24 and Homegate that are more than 20 years old, SMG Real Estate stands for customised solutions from Switzerland for Switzerland. Martin Waeber, Real Estate Managing Director at SMG, can see the immediate day-to-day benefits of the integration of Flatfox into SMG: "It will be even easier for tenants in future to find a new home – digitally and in the most direct way." For, as Waeber continues, the integration of Flatfox's digital solutions throughout the rental process on the real estate marketplaces of SMG will in future enable all users to benefit from the greatest possible efficiency and innovative products in the market for rental accommodation. Waeber also expects attractive benefits for property managers as corporate customers of Flatfox to result from the incorporation of Flatfox into SMG: "The merging of the services of Flatfox and SMG Real Estate will enable them in future to shape their business even more efficiently, visibly and therefore successfully."

The acquisition of the majority interest and exclusive control by SMG will serve to integrate Flatfox into SMG Real Estate, thereby enabling it to develop further in an attractive environment. La Mobilière will continue to hold a participating interest in Flatfox and will be able to attract additional customers for its business with insurance and pensions.

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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.

**About la Mobilière**

Every third household and every third company in Switzerland is insured with la Mobilière. Active in all lines of insurance, la Mobilière had an annual premium volume of around CHF 4.540 billion as at 31 December 2022. Eighty entrepreneurially run general agencies with their own claims service at around 160 locations guarantee proximity to around 2.2 million customers. La Mobilière has some 6,200 employees in its home markets of Switzerland and the Principality of Liechtenstein as well as 319 trainees. Founded as a cooperative in 1826, la Mobilière is Switzerland's oldest private insurance company. The Board of Directors of la Mobilière Cooperative ensures that the cooperative principles of the Group are upheld to this day.