

Press release
Zurich, 2 July 2024

SMG expands its portfolio through the acquisition of moneyland.ch

The online comparison service moneyland.ch AG is now part of SMG Swiss Marketplace Group AG. moneyland.ch will maintain its operations as an independent brand and continue providing greater transparency for consumers in Switzerland with its neutral financial comparisons, calculators and editorial content.

SMG Swiss Marketplace Group AG is acquiring 100% of moneyland.ch AG with immediate effect. moneyland.ch will become part of SMG's Finance & Insurance business unit alongside FinanceScout24. The moneyland.ch brand, platform and team will not change and will be fully integrated into SMG. Founder Benjamin Manz will also remain active as Managing Director.

Expertise and renowned comparisons

Since it was founded in 2013, moneyland.ch has made a name for itself with its neutral comparisons, calculators, studies and guides. Jochen Pernegger, Managing Director Finance & Insurance at SMG, says: «moneyland.ch has raised the bar in the industry both in the past and the present with its high-quality financial comparisons. We look forward to working together to drive forward the Finance & Insurance division – and to benefiting from the Moneyland team's product range, expertise and years of experience.»

moneyland.ch is the perfect addition

SMG's Finance & Insurance division has been represented by the FinanceScout24 brand on the market for almost five years. Now, the acquisition of moneyland.ch provides the perfect addition to this business unit and expands its portfolio. The aim is to help as many consumers in Switzerland as possible to find the right product for their financial and insurance needs, as quickly as they can, and to enable them to take out this product digitally.

With the acquisition of moneyland.ch, SMG now offers an important range of comparison services for consumers which the network previously lacked. «In addition, moneyland.ch can benefit from the digital expertise, network, reach and awareness associated with SMG's established platforms,» adds Benjamin Manz. By extension, this means that the comparison platform can be made accessible to as broad an audience as possible. «We are particularly looking forward to working with the FinanceScout24 team.»

Photo 1: Jochen Pernegger, Managing Director Finance & Insurance at SMG

Photo 2: Benjamin Manz, Managing Director of moneyland.ch

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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 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, Flatfox, Immostreet.ch, alle-immobilien.ch, home.ch, Publimmo, Acheter-Louer.ch, CASASOFT, IAZI), automotive (AutoScout24, MotoScout24), general marketplaces (anibis.ch, tutti.ch, Ricardo) and finance and insurance (FinanceScout24, moneyland.ch). The company was founded in November 2021 by TX Group AG, Ringier AG, Die Mobiliar and General Atlantic.

About moneyland.ch

moneyland.ch is Switzerland's neutral online financial comparison service. moneyland.ch provides comprehensive and accurate cost/benefit comparisons for bank accounts and cards, loans and mortgages, investments and pensions, insurance, and telecoms. In total, moneyland.ch offers more than 100 interactive comparisons and calculators.

About FinanceScout24

FinanceScout24 has established itself as one of the most popular comparison portals in the insurance and finance sector, thanks to its product range and professional, independent advice. Since the SMG Swiss Marketplace Group was founded in November 2021, FinanceScout24 has been undertaking pioneering work in conjunction with other Swiss online marketplaces. FinanceScout24 is part of SMG's Finance & Insurance business unit.