

Press release  
Zurich, 28 November 2024

# SMG moves into new office space at the bluefactory in Fribourg

**SMG Swiss Marketplace Group has moved into its new offices at the bluefactory site in Fribourg. The move from Flamatt to the cantonal capital will enable SMG to offer its employees a centrally located, modern working environment while also moving the company closer to the market in Western Switzerland.**

The SMG Swiss Marketplace Group has officially moved into its new office space at the bluefactory, located in the innovation district of the city of Fribourg. The move from Flamatt will provide the 150 employees with a modern, centrally located working environment that does justice to SMG's hybrid working model. The interior design follows a co-working approach with flex desks and meeting zones that can be used in a variety of ways. The offices in the bluefactory will serve as a lively meeting point for discussion and collaboration, while the remote working approach, where employees are free to choose where they work, will remain in place. Located in close proximity to Fribourg railway station, the new site at Passage du Cardinal 5 offers excellent transport links.

The relocation to Fribourg not only strengthens the company's position as the gateway to Western Switzerland – an important market for SMG – but also reflects its needs in terms of infrastructure and sustainability: "bluefactory offers an inspiring environment that fits perfectly with our working and corporate culture. As a Net Zero Carbon Innovation District, the site sets new standards with its innovative water management and energy efficiency. This forward-thinking approach ideally aligns with our sustainability strategy," explains Christoph Tonini, CEO of SMG.

## **The Fribourg Development Agency welcomes SMG's arrival**

The Development Agency for the Canton of Fribourg (FDA) is also pleased with the choice of location. Jerry Krattiger, Managing Director of the FDA, says: "We warmly welcome SMG to the bluefactory innovation district. This location offers excellent conditions for companies that want to be part of a dynamic, bilingual and sustainable community."

The move into the bluefactory underlines SMG's commitment to sustainable development. Further information about the company's sustainability strategy can be found in its recently published Sustainability Manifesto: [www.swissmarketplace.group/esg/manifesto](http://www.swissmarketplace.group/esg/manifesto)

Image 1: Exterior photo of bluefactory

Image 2: Opening ceremony of bluefactory – Members of the Executive Leadership Team (from left to right): Martin Waeber (Managing Director Real Estate), Christoph Tonini (Chief Executive Officer), Boris Gussen (Chief Financial Officer)

Images 3, 4, 5: Office spaces

## **Contact**

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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.