

Press release
Zurich, 27 May 2025

moneyland.ch appoints new General Manager

Change in leadership at moneyland.ch: Immo Hütte, previously Director of Marketing & Digital Intelligence in the Finance & Insurance business unit of the SMG Swiss Marketplace Group, will also take over the operational management of the independent comparison service as of 1 June 2025.

Immo Hütte succeeds founder Benjamin Manz, who has built up the company since 2013 and successfully established it as General Manager. Under his leadership, moneyland.ch has become one of the most important websites for independent comparisons of financial, insurance and telecoms products in Switzerland. Benjamin Manz will remain with the company – in future in his role as an expert.

Hütte has been with SMG for five years and has held a number of leadership roles in the development and marketing of digital financial products. Before joining SMG, he worked for companies such as Sunrise Communications and Tradedoubler. He brings more than 20 years of experience in digital marketing, eCommerce and comparison platforms. He will retain his current role as Director of Marketing & Digital Intelligence. 'With Immo Hütte, I am putting moneyland.ch in very competent and experienced hands. I firmly believe that he will continue to develop the platform with a great deal of expertise and fresh impetus. I look forward to focusing more on content and comparisons in my new role as an expert in the future,' says Benjamin Manz.

'I am delighted to be taking over responsibility for one of Switzerland's most renowned comparison platforms,' says Immo Hütte. 'Together with the existing team, we will further strengthen the independence and quality of moneyland.ch – while making even better use of the potential in the SMG ecosystem. My special thanks go to Benjamin for his pioneering work and the strong market position he has built up.'

Jochen Pernegger, Managing Director Finance & Insurance at SMG, sees the appointment as an ideal solution from within the company: Immo brings the necessary experience and strategic vision for the targeted development of moneyland.ch.

moneyland.ch has been part of the SMG Swiss Marketplace Group since 2024 and – together with FinanceScout24 – perfectly complements the Finance & Insurance business unit. The platform will remain an independent brand.

Photo: Immo Hütte, new General Manager of moneyland.ch

Contact

SMG Swiss Marketplace Group

Roswitha Brunner

Head of Corporate Communication & Public Affairs

media@swissmarketplace.group

+41 76 577 15 29

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.