



Press release

Paris, 11 April 2019

Naxicap Partners supports MYRE's business acceleration in a €2 million round of fund raising

Naxicap Partners has acquired a stake in MYRE, a SaaS platform created in 2016 and dedicated to real estate asset managers in the tertiary real estate sector.

This new €2 million round of fund raising was conducted with some of the company's historical investors, Keys Asset Management, Naxicap Partners, and business angels. Employees were also involved in this new fundraising campaign to strengthen the cohesion and commitment of the entire team to the company's project.

This financing will accelerate the development of the platform, which has been evolving constantly since its launch in March 2018: agile mode development allows the company to intervene with great flexibility, taking into account the needs of customers and users. New features are integrated every month.

The company's growth will require new functionalities but also the development of contiguous markets. MYRE's goal is to become the go-to proptech player in the real estate asset management business, a sector that is currently undergoing a major digital transformation.

MYRE was created out of the desire to decompartmentalise the world of professional real estate. Deborah Fritz and her partners (Ariel Boukobza, Isabelle Teboul Cohen, and Arnaud Fritz), observing a fundamental lack of efficiency and reliability of financial and legal data, came up with an innovative tool that integrates and standardises on a single application data that is currently scattered and modelled using tools that are archaic and do not communicate.

The www.getmyre.com application enables players involved in the financial, operational and legal management of assets to work together at all stages of the life cycle. Transparency of information and its availability are also crucial issues. Reliable and consolidated data makes it possible to optimise management, increase asset performance and accelerate transactions. There are many benefits for customers, with an average 30% time saving on administrative tasks and better communication between teams and businesses.

To date, more than one million sq. m have been modelled in MYRE, a fourfold increase compared to when it was first marketed a year ago.

Participants:

- Naxicap Partners: Eric Aveillan, Nicolas Sebille
 - Corporate business lawyers and legal due diligence: Edge Avocats (Claire Baufine Ducrocq)
 - Financial due diligence: Exelmans (Emmanuel Riou, Jérôme Duflos)
- MYRE: Deborah Fritz, Isabelle Teboul Cohen, Ariel Boukobza, Arnaud Fritz
 - Corporate business lawyers: Karine Lenczner
 - Chartered accountant: Fiduciaire de la Seine Saint-Denis, Samuel Hollander
- Keys Asset Management: Pierre Matteï, Steve Lepine



About Naxicap Partners

As one of the top private equity firms in France, **Naxicap Partners** – an affiliate of Natixis Investment Managers* – has €3.1 billion in assets under management. As a committed, responsible investor, Naxicap Partners builds solid, constructive partnerships with entrepreneurs so that their projects can succeed. The firm has 39 investment professionals spread across five offices in Paris, Lyon, Toulouse, Nantes, and Frankfurt.

For more information, visit www.naxicap.fr/en

About Natixis Investment Managers*

Natixis Investment Managers serves financial professionals with more insightful ways to construct portfolios. Powered by the expertise of more than 20 specialized investment managers globally, we apply Active ThinkingSM to deliver proactive solutions that help clients pursue better outcomes in all markets. Natixis ranks among the world's largest asset management firms* with €808bn** Headquartered in Paris and Boston, Natixis Investment Managers is a subsidiary of Natixis. Listed on the Paris Stock Exchange, Natixis is a subsidiary of BPCE, the second-largest banking group in France. For additional information, please visit the company's website at im.natixis.com | [LinkedIn: linkedin.com/company/natixis-investment-managers](https://www.linkedin.com/company/natixis-investment-managers). Natixis Investment Managers includes all of the investment management and distribution entities affiliated with Natixis Distribution, L.P. and Natixis Investment Managers S.A. Natixis Distribution, L.P. is a limited purpose broker-dealer and the distributor of various registered investment companies for which advisory services are provided by affiliates of Natixis Investment Managers. Provided by Natixis Investment Managers International – a portfolio management company authorized by the Autorité des Marchés Financiers (French Financial Markets Authority - AMF) under No. GP 90-009, and a public limited company (*société anonyme*) registered in the Paris Trade and Companies Register under No. 329 450 738. Registered office: 43 avenue Pierre Mendès France, 75013 Paris.

* Cerulli Quantitative Update: Global Markets 2018 ranked Natixis Investment Managers (formerly Natixis Global Asset Management) as the 16th largest asset manager in the world based on assets under management as of December 31 2017

**Net asset value as at December 31st 2018, Assets under management ("AUM"), as reported, may include notional assets, assets serviced, gross assets and other types of non-regulatory AUM.

About MYRE

MYRE was founded on the observation that the real estate sector did not have the modern tools needed to meet the financial and risk management challenges. For many years, our team has been working in a sector that is not very digitalized and often resistant to change. Be this in financial, legal or operational management, we found that tertiary real estate has been using archaic or complicated tools that do not communicate with each other. Asset managers therefore have data that is not up to date and comes from a wide variety of tools. It was thus necessary to invent a tool that would create a new way of working, decompartmentalize business lines and allow work to be done using standardised, reliable and instantaneous data. We have been working on this since 2016 by offering a platform that meets the needs of the asset manager and other players in its ecosystem as close as possible. MYRE's goal is first and foremost to change the way professional real estate players work together, in a far-reaching, sustainable and structuring manner. For us, technology's rightful role is to best respond to business challenges and be an instrument at the service of a greater ambition: improve communication, risk management and data transparency in order to boost efficiency and build the real estate management tool of tomorrow.

www.getmyre.com



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