



Press Release

Paris, May 15th, 2023

HELLO SYNDIC ACQUIRES FACILICITI AND AIMS TO BECOME THE FRENCH LEADING REAL ESTATE SERVICES PROVIDER

THE NEW GROUP RAISES €21M FROM NAXICAP PARTNERS TO STRUCTURE ITS GROWTH

Hello Syndic acquires Faciliciti, creating a leading "neo-syndic". The new player is aiming for double-digit growth with a target of 300,000 lots serving 1 million inhabitants in France within 5 years. To support this development and structure its growth, the Group is raising €21 million from Naxicap Partners, which is taking a majority stake alongside the management team and the historical shareholders of Faciliciti. Hello Syndic offers an alternative to traditional players in the sector such as Foncia, Citya and Nexity.

Backed by Naxicap Partners, Hello Syndic has the financial resources and skills to accelerate its development, both organically and through acquisitions.

Hello Syndic's strategy is based on four key pillars:

- Organic and external growth;
- Continued digitalization of the syndic operational model;
- Energy renovation of buildings;
- Roll out of mobile concierge services.

A landmark acquisition that accelerates Hello Syndic's development

Since their foundation in 2018 and 2019 respectively, Hello Syndic and Faciliciti have developed into different segments of the syndic business. Hello Syndic has developed a particularly effective commercial process in the BtoC segment (existing buildings). Faciliciti has relied more on a partnership approach with numerous developers throughout France, who entrust their new housing programs to Faciliciti as they are delivered (BtoB segment), with a high retention rate.



Hello Syndic is recognized for its innovative hybrid model, in which technology speeds up time-consuming operations and enhances customer experience. Hello Syndic systems give property co-owners total transparency over actions taken within the building and provide them with tools to monitor them independently.

A forerunner among neo-syndics, Hello Syndic has taken up the challenge of optimizing operations with its business application focused on efficiency (HelloApp). Hello Syndic has established itself through organic growth with a partially digitized operating model, allowing to reduce the time spent by property managers on time-consuming tasks by 50%.

Hello Syndic is also active in the energy renovation and provides property co-owners with the relevant tools they need to achieve energy efficiency. Hello Syndic organizes and coordinates building refurbishments and external insulation works, enabling property co-owners to reduce their energy consumption by 20 to 30%.

With this round of financing, Hello Syndic now has the resources it needs to expand nationwide. Its service offering provides property co-owners and residents with comprehensive management and concierge services, based on both digital tools and teams of mobile concierges ("facilitators").

Around **Eytan Koren**, co-founder (Growth Strategy & Tech), **Mikael Asseraf**, co-founder (Finance & Corporate), **François Régnard** (Revenues & Marketing) and **Fabiola Barreira** (BtoB developers, partnerships and corporate communications), the management team is completed by **Ilan Aziza**, Director of Operations, **Jean-Etienne Griesbeck**, Director of Personalized Services, **Jérémy Derblum**, Director of Accounting Operations, and by **Laure Lahmi**, Director of Human Resources.

Facilitati's longstanding partners, **Franck Dondainas** and **Cyprien Burtin**, will continue to contribute their expertise in the real estate sector to the development of the project, notably through their positions on the Supervisory Board of Hello Syndic, alongside Naxicap Partners. Franck Dondainas has also been appointed Chairman of the Supervisory Board.

Eytan Koren, co-founder and Chairman of Hello Syndic, comments: *"For the past 5 years, we've been working to develop an operational and technological model that will improve the customer experience and service for property co-owners. We can now roll out our model throughout France and complement it with mobile concierge services to change the daily lives of millions of French people."*

Mikael Asseraf, co-founder and CEO of Hello Syndic, comments: *"We are convinced of the strength of our operating and technological model, which enables us to achieve synergies where traditional syndics face an economic bottleneck."*

Eytan Koren and Mikael Asseraf, co-founders of Hello Syndic, also comment on the investment of Naxicap Partners in Hello Syndic: *"In order to accelerate the large scale transformation of our co-owners' day-to-day lives, we have joined forces with Naxicap Partners who become our new reference investor and support us in our expansion strategy. We would also like to express our warmest thanks to YDI and TomCat Invest, who have supported us up to now. "*



Franck Dondainas, Faciliciti's long-standing partner and Chairman of the Supervisory Board, comments: *"Faciliciti has developed a specific expertise in newly-built properties, supporting developers and co-owners before and after the delivery of buildings. Along with Cyprien Burtin and the whole Faciliciti team, we're very proud to be joining the Hello Syndic adventure, and to be able to make our own contribution. Our meeting with Eytan, Mikael and the whole Hello Syndic team has reinforced our ambition to help the syndic profession evolve, with a new customer experience based on real estate expertise geared towards practices and the proven operational efficiency of Hello Syndic."*

Eric Aveillan and Hubert Quach, respectively Chairman of the Management Board and Investment Manager at Naxicap Partners, add: *"After our investment in Oralie (sold in 2014 to Nexity), Hello Syndic is Naxicap's second investment in the property management (syndic) sector, which we had neglected due to a lack of innovation and organic growth. The experience proposed by Hello Syndic, thanks to its relevant use of digital, is renewing the customer experience in this traditional sector. We were impressed by the quality of the operations carried out by the teams, the company's track record of organic growth, and the expertise and maturity of the management team."*

About Hello Syndic

Launched in 2018, Hello Syndic is a neo-syndic with a 3.0 model. Co-owners retain the advantages of a local syndic (dedicated contact, visits, physical presence at AGM, ...) boosted by technology. With its Hello App digital platform, its SMS platform and its artificial intelligence module, Hello Syndic reinvents the syndic business: teams are relieved of time-consuming tasks thanks to the internal organization and Hello App technological platform and save 50% time on their daily tasks. The syndic becomes more efficient and more human! A pioneer in PropTech, developed in a culture of efficiency, discretion and benevolence, the company is based in Paris with a team of 90 people. The company's activities, mainly focused on the Île-de-France region, have gradually expanded to Lyon, Toulouse, Marseille and Corsica.

About Faciliciti

As well as managing the building and maintaining the shared areas, Faciliciti promotes the art of living together by putting people at the heart of its priorities. The building is seen as a place to live, where residents benefit from unique, tailored services, as well as a range of smart and innovative services to make their daily lives easier (home services, workshops, group events to encourage social interaction, etc.). A dedicated application also enables residents to communicate with the team and the neighbors, to take advantage of the services and to be informed of what's happening in the neighborhood. At the same time, Faciliciti supports real estate players (promoters, developers and local authorities) in the development of new neighborhoods. Innovative, helpful and a real bond-builder, Faciliciti is the digital and human property manager that makes life easier.



About Naxicap Partners

A leading private equity player in France, Naxicap Partners - an affiliate of Natixis Investment Managers - has 6.7 billion euros under management. As a committed and responsible investor, Naxicap Partners works alongside the entrepreneurs with whom it partners to build a solid and constructive partnership for the success of their projects. The company has 103 investment professionals in 5 offices (Paris, Lyon, Toulouse, Nantes and Frankfurt).

More information: www.naxicap.com