

LIFULL Connect acquires PROPERATI from OLX Group to become Latam's leading real estate portal

- LIFULL Connect announces acquisition of Properati from OLX Group.
- Properati's marketplace solutions will complement LIFULL Connect's existing platforms in Colombia, Perú, and Ecuador while adding Argentina and Uruguay to its network.
- The combination of both platforms creates the largest real estate audience in Latam.

Bogotá, Quito, Lima, Buenos Aires. January 5th, 2022: Leading global marketplace group LIFULL Connect has announced the strategic acquisition of OLX Group's real estate platform in Latin America, Properati, as the company continues its impressive growth on both the local and global levels. The move allows more real estate professionals and property seekers in the region to utilize LIFULL Connect's industry-leading innovations.

LIFULL Connect's existing platforms in Colombia, Perú, and Ecuador will integrate Properati's reach and services in these three countries as well as Argentina and Uruguay to create the largest real estate audience in Latam, with more than 30 million visits per month. The combined real estate portal provides real estate agents and developers with the ability to access market-leading visibility and achieve greater success through cutting-edge tools.

"The real estate industry in Latin America is at a crucial stage as a massive digital transformation is ongoing. We are connecting millions of people digitally every month and aim to serve thousands of real estate companies. The acquisition of Properati strengthens our portfolio of digital products and services, which are focused on helping people make decisions that positively change their lives," LIFULL Connect CEO Mauricio Silber commented.

Additionally, both companies share a similar vision based on genuine care and a commitment to success for those on all sides of the property industry. This approach is backed by powerful innovations which will help support the growing property markets in Ecuador, Perú, Colombia, Argentina, and Uruguay.

"As part of the LIFULL Connect family, we take a big step towards our mission of providing personalized service and a truly aggregate value for our users. How we do this will be empowered by the technology, innovations, and support LIFULL Connect has developed. This is guaranteed to help our property enterprises connect with significantly more customers each month," Andrés Vega, CEO of Properati, explained.

The Properati brand will continue to operate as normal as it transitions into the LIFULL Connect global network from OLX Group.

About LIFULL Connect

LIFULL Connect is the leading digital marketplaces group owned by LIFULL. It serves over 180 million users monthly, with more than 250 sites in 63 countries. LIFULL Connect seeks to connect people and help them make some of the biggest decisions in their life and its mission is to change people's lives, one search at a time. LIFULL CONNECT has offices in Europe, Southeast Asia, and Latin America, including Bogota, Lima, and Santiago de Chile. Trovit, Mitula, Nestoria, and Dot Property are some of the real estate-focused websites in its portfolio. For more information, visit <https://www.lifullconnect.com/about-us/>.

About OLX Group

OLX Group is among the world's fastest-growing marketplace networks, serving more than 300 million people every month. Building leading destinations for buying, selling, and exchanging products and services, it operates more than 20 consumer brands, including Avito, letgo, and OLX. OLX Group is the online classifieds business of Prosus, a global consumer internet group and one of the largest technology investors in the world.

About PROPERATI:

PROPERATI is the digital real estate platform expert in helping you find your new home. Those looking for a home or wanting to invest in properties will find in Properati 100% personalized free real estate advice, all the available market listings, and valuable information to make the best decisions. Our goal is to connect buyers and sellers to form a virtuous cycle of lead generation quickly and effectively. It was founded in 2012 in Argentina to change the way properties are sold and rented in Latin America. It is online in Colombia, Ecuador, Peru, and Argentina.

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