

PRESS RELEASE

Global property data and technology business, PriceHubble, announces UK launch and flagship product

- Despite economic turmoil, PriceHubble commits to the UK as part of strategic growth plans
- Tony Prestedge, former deputy CEO of Santander and Nationwide, joins as adviser and investor
- Focussed on partnering with UK banks, wealth managers and IFAs, mortgage brokers, real estate agents and software platforms
- Created to transform customer engagement and business performance by delivering powerful property data and insights about the home and places people live
- Launching flagship product – Property Adviser – in October.

(London, 29 September 2022) Co-founded by serial entrepreneur and now Executive Chairman, Stefan Heitmann, PriceHubble is a global property data and technology business, which is launching in the UK as part of its international expansion strategy, following a period of strong growth.

The move comes at a time when the UK housing market, lending, borrowing, and interest rates are now firmly in the spotlight following measures announced in the Chancellor's Mini-Budget.

At only six years old and with more than 200 employees, PriceHubble already has an existing footprint in nine international markets - Switzerland, France, Germany, Austria, Japan, the Netherlands, Belgium, the Czech Republic and Slovakia. PriceHubble serves over 1,500 B2B customers, including well-known brands, such as Credit Suisse in Switzerland and BNP and Axa in France.

The UK launch represents the latest in a string of acquisition-led and green field market entries across Europe and Asia. With its extensive market experience, PriceHubble is now focused on partnering with UK banks, wealth managers, real estate agents, mortgage brokers, IFAs and fintechs, to deliver



powerful property insights that can be digitally embedded into their customer journey, transforming customer engagement, and overall business performance.

Stefan Heitmann, Co-founder and Executive Chairman, PriceHubble, said: “Following the success in European and Asian markets, we are thrilled to be launching the business in the UK – a clear milestone in our global expansion strategy. The UK is Europe’s most dynamic and very likely, most competitive real estate market, but UK customers and their financial services partners do not have access to the level of data and insights that PriceHubble currently delivers to its existing clients worldwide. We are entering the UK market with a laser like focus on partnering with new clients to deliver powerful property data and insights that transform their customer engagement and business performance.”

PriceHubble will be introducing in October the first one of its flagship products - Property Adviser - a visual dashboard which includes multiple data sets, including property valuation and local amenities, to help organisations better advise clients on their property wealth and for consumers to benefit from a new level of transparency about their homes.

Heitmann continued “What I find most exciting about PriceHubble is that our technology combines the emotional and financial value of real estate and translates this into something truly meaningful.”

Tony Prestedge, former deputy CEO of Santander and Nationwide, joins as adviser and investor

As part of its wider plans for the UK market, Tony Prestedge, former deputy CEO of Santander and Nationwide, and one of the UK’s leading retail bankers, has joined the business as an adviser and investor. Tony is supporting the firm’s UK expansion strategy and business development initiatives, along with Ian Walsh, UK country head.

Tony Prestedge said: “There is no doubt we are at an inflection point in the UK, because of an ageing demographic, changing housing market and growing economic challenges, including rising interest rates. The home itself is now becoming a financial asset, which changes throughout people’s lives. This means making the right decisions about property can not only change the outcomes of an individual’s life for one generation, but multiple generations.



“PriceHubble is at the heart of these market dynamics, which is why I strongly believe the business is the perfect fit for the UK, where people have a strong emotional bond, as well as an ever-increasing financial dependency on, the places they choose to live.

“PriceHubble is an exciting business with strong credentials and leadership, and I’m delighted to be supporting the talented team, committed to developing the most advanced and innovative digital solutions in the real estate and financial service industries.”

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About PriceHubble:

PriceHubble is a global property data and technology company that builds innovative digital solutions for the real estate industry based on property valuations and market insights. Leveraging big data, cutting-edge analytics and great visualisation, PriceHubble’s product suite brings a new level of transparency in the market, enabling their customers to make real estate and investment decisions based on the most accurate data-driven insights (such as valuations, market analyses, value forecasts or building simulations) and enhance the dialogue with end consumers. PriceHubble’s digital solutions are designed to help all players across the entire real estate value chain (banks, asset managers, developers, property managers and real estate agents). PriceHubble is already active in 10 countries (Switzerland, France, Germany, Austria, Japan, Netherlands, Belgium, Czech Republic, Slovakia and the UK and employs more than 200 people worldwide.