

PRESS RELEASE

PriceHubble and TECMA Solutions launching a new international partnership

(Zurich, 06 December 2022) TECMA Solutions S.p.A., a technology company specialised in the digital transformation of the real estate and listed on Euronext Growth Milan, and PriceHubble, the leading European specialist in data-driven solutions for the real estate and financial markets, are launching a long-term partnership across multiple countries. The aim is to leverage synergies of the joint customer segments to expand the range of digital solutions along the residential real estate value chain for customers. The cooperation covers several European countries, in particular Switzerland, Italy, Germany, France, Belgium, Austria and the UK.

«Internationalisation and consolidation of our global expansion is a key pillar of our growth strategy. On the one hand, this partnership with PriceHubble will enable our clients to integrate in our platforms, digital real estate valuation and analysis at the highest technological standard » explains Pietro Adduci CEO of TECMA. «On the other hand, PriceHubble's customers (including developers, asset managers as well as brokers) will benefit from our technologies (hardware & software) and digital contents exclusively designed to enhance the go-to-market phase of the real estate projects ».

TECMA is a technology company focused on the digital transformation of the real estate industry, offering tech solutions able to speed-up and simplify the sales as well as rental management processes. Integrated cloud-software solutions stand at the heart of TECMA's technology offering, providing full control over the commercial / go-to-market phase in the real estate sector across both the residential and commercial segments.

Stefan Heitmann, Founder and Executive Chairman of PriceHubble AG: «TECMA's ability to combine and digitise multiple sciences and artistic disciplines for the real estate market, combined with our strength in data science and digital solution development, makes for a very compelling proposition for our respective client groups. It also supports PriceHubble's vision to take the customer experience in real estate and finance to the next level.»

Furthermore Julien Schillewaert, CEO of PriceHubble, comments: «TECMA's strong international focus fits very well with our international leadership aspiration and continuous expansion strategy; we will be able to work together across multiple countries in order to jointly provide local and international real estate companies with a comprehensive and complementary range of digital solutions. This offers

multinational companies the opportunity to build their own digital ecosystem for their business. Moreover, TECMA's leadership in Italy allows us to take an important first step in the Italian market.»

PriceHubble is working to radically improve the customer experience across the real estate and mortgage value chain by developing data-led and machine learning-based real estate products with a focus on valuations, predictive analytics and actionable insights, all embedded in a state-of-the-art visualisation. PriceHubble's products and tools provide a new level of market transparency and enable PriceHubble's B2B customer base to leverage the power of big data analytics for them and their end customers, ultimately achieving a higher level of transparency and smarter real estate decisions.

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TECMA Solutions

TECMA Solutions [EGM: TCM], listed on the Euronext Growth Milan since 9 November 2020, is a Tech Company specialized in the Digital Transformation for the Global Real Estate Industry. Through an innovative, fully digitalized technological platform, the Company offers tech solutions to enhance the value of the real estate projects, speeding up and simplifying sales transactions as well as rental management. Having processed transactions worth in excess of EUR 9 billion, TECMA has a team of over 200 professionals and about 400 active projects, both in Italy and abroad. Thanks to the first-mover advantage and specific know-how acquired over the years, the Company enjoys the ability to stay ahead of market trends, benefiting from the best understanding of the needs of both real estate investors as well as individual consumers and leveraging on a mix of art, neuromarketing and proprietary technologies to develop and create new products aimed at a successful of property investment.

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About PriceHubble

PriceHubble is a Swiss B2B proptech 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 products suite brings a new level of transparency in the market, enabling their customers to make real estate and investment



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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 United Kingdom) and employs more than 200 people worldwide.