

# AXA

## PRESS RELEASE

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### **AXA Strategic Ventures invests in Easypropietaire, the first community one-stop shop dedicated to simplifying the purchase process of real estate property.**

- By investing in Easypropietaire, AXA Strategic Ventures makes its third investment since its launch in February 2015. The total amount invested is €600,000.
- Easypropietaire is a free and innovative community website and mobile site that allows prospective buyers to acquire property easily and enthusiastically!
- The service is available for all prospective homeowners, particularly first-time buyers seeking to buy their main home, which account for nearly 500,000 people each year in France.

Launched in February 2015, AXA Strategic Ventures is a €200M venture capital fund dedicated to emerging strategic innovations in insurance and financial services, and to provide customer-focused solutions. AXA Strategic Ventures invests in both startups via seed funding and in more established companies via venture capital. The Fund also operates as an incubator and an accelerator of ideas that co-invests with "business angels" or other venture capital funds. The Fund is therefore looking for disruptive ideas that could change market practices, particularly in the field of real estate. The investment in Easypropietaire announced today is part of this approach.

Since 60% of French people are discouraged by procedures and deadlines induced by a real estate project (Ipsos, September 2013), Easypropietaire undertakes to facilitate the steps to access property ownership and has designed its website & mobile app in this spirit: it represents a new generation of tools that support the future owner's access to available properties with confidence and serenity. What's the goal? To offer an A to Z service that simplifies the process of acquiring real estate, by reducing anxiety and fragmentation of the buyer's journey and offering services, advice and tools to carry out investment in the best possible way. It is therefore an innovative website and mobile app. with an easy to learn and user friendly interface that meets the needs for information, support and empowerment of new homebuyers.

*“We want future owners to be better informed and better advised. They must be able to make informed and appropriate decisions. Access to property should no longer be an obstacle course full of pitfalls and tedious steps but an exciting journey, that the buyer controls”*, explains **Loïc Galvier, CEO and founder of Digitalib**, the company which created the Easypropietaire website.

*“This is a topical subject that concerns many French people. I am pleased to associate myself with AXA Strategic Ventures to develop innovative services and launch by the end of the year an unprecedented offer with very high added value for users.”*

The service provides a comprehensive support structured around a broad schedule and offers informative simulators, practical articles and tips, practical lists developed to check procedures point by point, tricks to save time, money and serenity, a space to manage real estate advertisements and a digital safe to centralize its administrative documents. Easypropriétaire also has the ambition to create a community composed of both experts and future owners to obtain the right information at the right time. Finally, an "Inspiration" space, which will be regularly updated and enriched, will allow the visitors of the website to plan for their future housing, with interior design and decoration ideas.

*“Buying a property is a key moment in anyone’s life with many steps that must be anticipated. We are convinced that this project, that is to say a solution that promotes an objective and comprehensive approach of the real estate acquisition journey, with high added value services, will help restore purchasing power to French people. Easypropriétaire will offer various services and products in banking, insurance, assistance, troubleshooting, legal, property search, interior design, moving, decoration, work, etc. around the theme of the real estate purchase, with a smooth and unified experience. For us it is a new form of support service on the web”,* says **Minh Q. Tran, General Partner at AXA Strategic Ventures.**

#### **About AXA Strategic Ventures**

Launched in February 2015, AXA Strategic Ventures is a €200M venture capital fund dedicated to emerging strategic innovations in insurance and financial services, and to provide customer-focused solutions. AXA Strategic Ventures invests in startups via seed funding and also provides venture capital for more established companies. Active globally, the fund currently has 6 offices: San Francisco, New York, London, Paris, Zurich and Berlin, with a local presence in Asia coming in 2015.

For more information: <http://www.axastrategicventures.com>

#### **About SAS Digitalib**

DIGITALIB is a start-up based in Paris, specialized in new technologies and e-business. Digitalib strategically position itself on moments of life by making innovative, intuitive and efficient web and mobile platforms, in order to generate qualified leads. The company, established in January 2015, created [www.easypropietaire.com](http://www.easypropietaire.com), which is the first platform in a series of innovative projects around banking, insurance and real estate.

Visit [www.easypropietaire.com](http://www.easypropietaire.com)

**ABOUT THE AXA GROUP**

The AXA Group is a worldwide leader in insurance and asset management, with 161,000 employees serving 103 million clients in 59 countries. In 2014, IFRS revenues amounted to Euro 92.0 billion and IFRS underlying earnings to Euro 5.1 billion. AXA had Euro 1,277 billion in assets under management as of December 31, 2014.

The AXA ordinary share is listed on compartment A of Euronext Paris under the ticker symbol CS (ISN FR 0000120628 – Bloomberg: CS FP – Reuters: AXAF.PA). AXA's American Depository Share is also quoted on the OTC QX platform under the ticker symbol AXAHY.

The AXA Group is included in the main international SRI indexes, such as Dow Jones Sustainability Index (DJSI) and FTSE4GOOD.

It is a founding member of the UN Environment Programme's Finance Initiative (UNEP FI) Principles for Sustainable Insurance and a signatory of the UN Principles for Responsible Investment.

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