

PRESS RELEASE - Thursday 20<sup>th</sup> January 2022

## Les Agences de Papa unveil their strategy for 2022

### Scaling up the model

### Accelerating business transformation

### Deployment of new growth drivers

Les Agences de Papa, a company listed on Euronext Access+ (MLPAP), presents to its shareholders with a progress report and its strategy for 2022. After a year 2021 that enabled the Company to establish a solid foundation for the deployment of its brand and model through an organisation designed for future growth, the Company is now ready to take full advantage of the opportunities in its markets and accelerate its commercial transformation.

#### 2021, a decisive year: deployment of the brand, validation of the model and success of the listing

2021 was a decisive year for the Company, which is fully committed to deploying its breakthrough model in the property transaction sector. This mobilisation has made it possible to establish a strong brand at national level through an forward-looking communication strategy, notably through advertising investments on the largest French television channels and high media visibility with more than 300 articles in the local and national media.

A few figures illustrate the high level of awareness acquired in just a few months:

- **A brand awareness rate<sup>1</sup> of nearly 20%** for Les Agences de Papa among the French public (i.e. 1 in 5 French people)
- **More than 30,000 subscribers** on social networks with **more than 8 million views**
- **More than 3 million visitors** on the website [www.lesagencesdepapa.fr](http://www.lesagencesdepapa.fr)

This construction of the brand was accompanied by the deployment of the innovative real estate transaction model of the Company, with the aim of offering to people a way that simplifies access to property through a personalised and digitalized process, associated with fixed agency fees of €2,000, regardless of the price of the transaction. This offer, which was initially focused on property transactions, was expanded in the second half of the year with the launch of a property rental offer that perfectly supplement the core business. This model is now in place, allowing us to anticipate a strong acceleration in growth for the first half of 2022.

The implementation of an organisation designed to support this dynamic was also one of the year's priorities, with a fully mobilised team of employees.

Finally, on the financial front, 2021 will have been marked by the successful listing of Les Agences de Papa on the Euronext Access+ stock exchange. This success was characterised by the arrival of more than 400 new shareholders and a sixfold increase in the share price, a remarkable performance on the Paris market. This listing was followed by the adoption of the status of "Entreprise à Mission", a French equivalent to Benefit corporation in the US. Les Agences de Papa thus became the first real estate agency "with a mission", henceforth integrating into its articles of association its social and societal commitments.

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<sup>1</sup> Awareness study carried out by Kantar on behalf of Les Agences de Papa in 2021.



## LES AGENCES DE PAPA RÉVOLUTIONNENT L'IMMOBILIER

### An ambitious roadmap for 2022 driven by the expected acceleration of growth

After these breakthroughs, Les Agences de Papa is poised to accelerate.

**In terms of organic growth**, the year will be firmly focused on enhancing our commercial offers through a full range of additional services, generating additional revenue and making it possible to fully leverage the customer base: financing, insurance, changes and management of household contracts (energy, telecommunications, moving, property diagnosis, rental management, etc.). In terms of financing offers for its customers, advanced discussions are already underway with a major French bank.

In the coming months, operational priorities will also be focused on the development of innovative solutions for real estate professionals.

Outside the French market, partnerships are taking shape abroad which, if implemented, would significantly expand the Company's market potential without significant investment.

**In terms of external growth**, the search for acquisition opportunities in related activities has been initiated, the completion of which would accelerate the change in dimension.

After a year of significant investments in 2021, necessary for the deployment of the model, the implementation of this operational roadmap will be carried out with a controlled expense structure.

Finally, on the financial front, the coming months should see the arrival of new French and international investors. Les Agences de Papa also reaffirms its objective of a future transfer to the Euronext Growth Paris stock market.

### An active approach to shareholders

All shareholders will be involved in the Company's strategic and financial progress through regular and active communication. This voluntary approach will be illustrated in particular by the organisation of videoconferences as from the publication of the first quarter 2022 activity.

#### Frédéric Ibanez & Nicolas Fratini - Founders of Les Agences de Papa:

*"The year 2021 has firmly established Les Agences de Papa in the real estate ecosystem, a crucial first step for us. It was a real challenge to establish a brand with the general public in just a few months, and it has been a success. We have built a solid shareholder base and our listing on Euronext Access+, a first in our sector, has been a real success, as evidenced by the strong growth of our share price and the expansion of our shareholder base. These foundations allow us to launch the next stage of our development with, in particular, the enrichment of our service offers, a source of significant additional revenue. The strengthening of our shareholder base will support the acceleration of our growth and allow us to seize acquisition opportunities that will further strengthen our model. On the strength of renewed confidence and enthusiasm, we wish all our shareholders, employees, followers and partners a wonderful year 2022."*

#### About Les Agences de Papa:

Les Agences de Papa is an independent digital real estate network, created in October 2019 by 2 dad entrepreneurs from Nice (France), Nicolas Fratini and Frédéric Ibanez. The company proposes a unique and differentiating offer, based on the concept of a 100% digital real estate agency with fixed commission. [www.lesagencesdepapa.fr](http://www.lesagencesdepapa.fr)

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