

**DATE**

April 29, 2021

**SECTORS**

Technology & Software

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



**François Prioux**  
Managing Director



**Nicolas Cofflard**  
Managing Director

# DC Advisory advised Insight Partners on its investment in IAD



**Background**

- IAD is a fast-growing and leading European online real estate broker, founded in 2008
- Through its digital platform and tech-enabled back-office services, IAD offers a wide range of digital tools and services to its agents, including sourcing / advertising capabilities, CRM, estimation tool and automated invoicing
- Since its inception, and under the leadership of the management team and ownership of current shareholders (Naxicap Partners, since 2012; IK Investment Partners and Five Arrows Principal Investment, since 2015), IAD has demonstrated a track record of stellar organic growth, developed a solid network of 14,000 agents, and established itself as a leader in France
- IAD has expanded internationally, launching its platform in Portugal (2015), Italy and Spain (2018). In 2020, IAD acquired Neximo, a Mexican digital real estate agency
- For fiscal year ending June 2020, IAD generated c.€280 million of revenue

#### **Process**

- DC Advisory (DC) was mandated by Insight Partners to provide M&A and financing advice for its investment in IAD
- In April 2021, Insight Partners completed the transaction and became a significant shareholder of IAD, along with the founders (Malik Benrejdal, Jade Benrejdal and Jérôme Chabin), the management team, and current owners (Naxicap Partners, IK Investment Partners and Five Arrows Principal Investment)

#### **Outcome**

- Insight Partners intends to support IAD and its management team in its ambitious development plan, notably by accelerating its international expansion both organically and through acquisitions
- This transaction illustrates DC's expertise in the Technology & Software space and highlights its ability to offer advice in highly competitive and accelerated M&A processes