

Merodis advises Immovlan's shareholders – Rossel and Roularta - on the sale of a 30% minority stake to Belfius

June 5th, 2020, Brussels, Belgium. **Merodis** (www.merodis.com), an independent corporate finance advisory firm, is pleased to announce that it successfully assisted in the sale of a minority stake in **Immovlan** to the Belgian bank and insurance company **Belfius**.

Launched in 2007, Immovlan (www.immo.vlan.be) swiftly became a leading property online platform in Belgium with 4.5m visits per month, 300k contacts per month and a portfolio of 140k properties for sale or rent. The company, led by CEO Eric Spitzer, has been shaped by a strategic partnership between two leading players in Belgium's media sector: **Groupe Rossel** and **Roularta Media Group**. This transaction further strengthens Immovlan's capacity to become one of the main digital real estate platforms in Belgium.

For Belfius, this strategic partnership is a key step in its global "beyond banking" strategy aiming at offering its clients a transversal portfolio of services. For Rossel and Roularta, it allows to accelerate the innovative strategy "mobile first" and strengthen Immovlan's leadership.

For more information, please contact:

Patrick Michielsen, pmi@merodis.com +32 478 88 58 82
Alexandre Tutelaire, atu@merodis.com +32 472 25 85 34

About Merodis

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