

PRESS RELEASE  
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# Belfius, Rossel and Roularta join forces to make Immovlan the benchmark digital real estate platform on the Belgian market

## Belfius takes a 30% stake in Immovlan

With a 30% stake, Belfius becomes a major shareholder of Immovlan, alongside the Rossel Group (35%) and Roularta Media Group (35%). This participation falls within the framework of a strategic collaboration agreement between Belfius and Immovlan aimed at combining their digital expertise and continuing to diversify their range of services related to residential real estate. Together, the three Belgian shareholders are joining forces to make Immovlan the benchmark digital real estate platform on the Belgian market and to support clients in a unique and integrated manner at every stage of their real estate projects.

There is no doubt that the residential real estate market is the largest business ecosystem in Belgium. It represents 75 billion euros of expenditure on an annual basis and real estate is the most important form of savings and investment for private individuals. Loans, insurance, energy and other costs related to real estate represent on average some 30% of the expenditure of most Belgians.



With an average of more than 4.5 million visits and 300,000 contacts per month for 140,000 properties put up for sale or rent by, among others, 3,000 estate agents, ImmoVlan is the second largest player on the Belgian market. By virtue of its widely recognised knowledge and experience, its solid commercial dynamics and its culture of close collaboration with estate agents, ImmoVlan is the fastest growing real estate platform in Belgium.

With the support of its shareholders, ImmoVlan intends further to accelerate that growth, in terms of the number of advertisements, visits and transactions, based on a 'mobile first' strategy with a strong focus on innovation.

As a leading credit institution, insurer, investment specialist and pioneer in the digital world, Belfius also aims to strengthen its position on this market. Belfius wants to extend the relationship of trust it has with its customers in relation to their movable capital assets to their real estate assets, while becoming a true partner for the realisation of their housing-related projects. And that is whether this involves buying their first or second home, carrying out conversion and renovation work, selling or renting out their house or apartment, or deciding to diversify their assets by investing, for example, in one of the real estate projects of its subsidiary, Belfius Immo.

For many people, searching for a property to buy or placing one on sale is already done digitally, and Belfius will therefore integrate the ImmoVlan platform into the Belfius app in the coming months. Belfius intends to offer the best user experience to its clients and to make their lives even easier by giving them simple and instant access to a wide range of practical and useful non-financial services. In addition to the many possibilities which the Belfius app already offers, the more than 1,460 million active users will be able, in a single integrated digital environment, to consult the listings of properties for sale or rent offered by ImmoVlan, to take out loans or insurance policies, or to use the Jaimy platform for their conversion or renovation work, particularly in the field of energy.



**Marc Raisière**  
CEO of Belfius

*"Three robust Belgian partners came together around the idea of building the benchmark digital real estate platform on the Belgian market. Given the strong dynamics of our partners and ImmoVlan, I am convinced that this collaboration will be a success, both in the short and the long term. Our stake in ImmoVlan is perfectly in line with our ambition, as a digital pioneer, to continue to innovate with the Belfius app, in order to be a true partner for our clients in the realisation of their housing projects, and to continue to deploy our strategy in the real estate field. This unique partnership is an important step in the realisation of our mission to be 'Meaningful and Inspiring for the Belgian Society. Together.'"*



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**Eric Spitzer,**  
CEO Immovlan

*“The entry of Belfius in the capital of Immovlan will enable us to accelerate our development, increase our traffic, expand our range of goods, deploy new services for our users and customers and strengthen relations with estate agents. More than ever before, our shareholders’ ambition is ultimately to aim for leadership in the sector, in terms both of traffic and of innovation.”*



© Roularta



**Xavier Bouckaert,**  
CEO RMG

*“Combining the strengths of Belfius Bank & Insurance on the one hand and the media companies Roularta and Rossel on the other is unique and unprecedented. It enables Immovlan to realise its innovative ‘mobile first’ strategy more quickly and to become the leader in terms of the number of advertisements, visits and transactions. Together with its two partners, Roularta has the ambition to make Immovlan the benchmark digital real estate platform on the Belgian market. Classified advertisement sites such as Immovlan, Gocar (cars) and Regiotalent (jobs) are an essential pillar of Roularta’s digital strategy.”*



© Rossel



**Bernard Marchant**  
CEO Groupe Rossel

*“We are particularly pleased to have a partner of the quality of Belfius join us. It is an important recognition for the work carried out by the Immovlan teams in recent years. This association is an opportunity for our business and personal customers, who will be able to benefit from the enhancement of our offering. The combination of our own expertise in the field of digital communication with the range of products and services that Belfius has to offer in property and real estate is unique in the marketplace. It is the richness and sheer performance of our respective digital platforms that enables this pooling of resources to succeed. Another of our shared characteristics is our proximity to our customers and our decentralised coverage of the Belgian market.”*

## About Belfius Bank & Insurance

Belfius Bank & Insurance is a bankinsurer with a sound local footing. It is active in Belgium in three main areas: retail and commercial banking, the provision of financial services to the public sector and companies, and insurance. Belfius Bank & Insurance has 150 years' experience in the public sector and 50 years' experience in the private customer segment. The company is wholly owned by the Belgian State, via the Federal Participation and Investment Company (SFPI).

*More information is available at [www.belfius.be](http://www.belfius.be)*

## About the Rossel Group

"Groupe Rossel" is a private, family-owned, French-speaking Belgian media group with more than 130 years of history. Since the early 2000s, by capitalising on powerful press titles, it has managed to forge an enviable place in the digital world. Its digital transformation started very early, more than twenty years ago, enabling it to reap the first fruit today. Its parent company is the limited company under Belgian law "Rossel & Cie", owned by the three branches of the Hurbain family, its fifth generation after Emile Rossel, its founder. The head office of the Groupe Rossel is located at 100 Rue Royale, Brussels, a stone's throw from the European quarter. It is present in French-speaking Belgium and France through its direct subsidiaries. As a specialist in proximity, it is present with its regional titles in the everyday life of the populations of Wallonia and Walloon Brabant as well as the Hauts de France and Champagne-Ardenne regions. The Group has achieved annual consolidated turnover of nearly half a billion euros. It employs more than 3,000 people.

*More information is available at [www.rossel.be](http://www.rossel.be).*

## About the Roularta Media Group

RMG is a listed Belgian multimedia group and market leader in magazines (general, business and sports magazines, women's magazines, lifestyle and professional magazines, in French and Dutch), local media in Flanders (all boxes, Sunday newspapers, lifestyle, online classified and digital marketing solutions), provincial newspapers (Krant van West-Vlaanderen) and financial newspapers (De Tijd, L'Echo). In Belgium, the Netherlands and Germany, RMG is also the market leader on the media market for the over-50s. With Roularta Printing Services, RMG has the largest offset printing works in Belgium, producing high-quality newspapers, magazines and catalogues for Belgium and abroad.

*More information is available at [www.roularta.be](http://www.roularta.be)*

## About Immovlan

Created in 2006 from a joint venture between Rossel and Roularta, Immovlan attracts more than 150,000 visitors every day looking for property, making it one of the leading operators on the Belgian market. The "classified advertisements" section includes details of 140,000 properties published by estate agents, private individuals and notaries. In addition, Immovlan also hosts a series of articles on the topic of real estate: decoration advice, architecture, energy, legal provisions, and so on.

*More information is available at [www.immovlan.be](http://www.immovlan.be)*

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