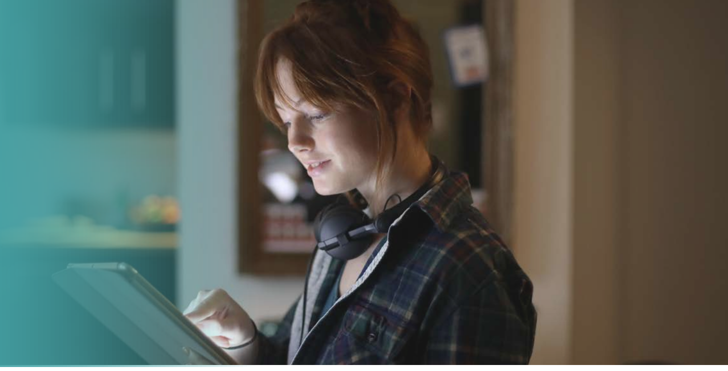
smg swiss marketplace group

Our purpose

We simplify lives by connecting and empowering millions of people to make efficient and informed decisions. We aim to be the international reference for digital marketplaces and an exciting place to work, always seeking excellence while driving sustainable choices.



Key facts

SMG is at the heart of Switzerland's digital ecosystem.

Founded in **November 2021**

Revenue **CHF 332 million**

Adjusted EBITDA margin **54.3%**

FTEs **859**

Locations **7**

Monthly average visits across portfolio **83 million**

We operate the go-to Swiss marketplaces...

SMG operates well-known brands under three primary business segments: real estate, automotive, and general marketplaces, complemented by additional price comparison offerings in finance and insurance.

Real Estate
The smartest real estate marketplaces in Switzerland.
homegate.ch · ImmoScout24 · IAZI CIFI · CASASOFT · Flatfox

Automotive
Digital automotive platforms in Switzerland with the best selection.
AutoScout24 · MotoScout24

General Marketplaces
The most trusted and convenient Swiss horizontal marketplaces for sustainable consumption.
Ricardo · tutti.ch · anibis.ch

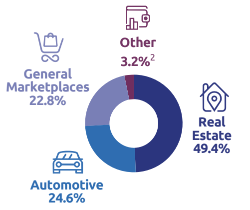
Finance & Insurance
Finance and Insurance made easy.
FinanceScout24 · moneyland.ch

... and have a strong track record of attractive revenue growth and increasing profitability

SMG has a strong financial profile, characterised by resilient revenue growth, significant profitability expansion opportunities, and robust cash conversion.

Revenue 2025	Adj. EBITDA[1] 2025	Adj. EBITDA margin 2025
CHF 332.0m **+14.1% YoY**	**CHF 180.2m** **+29.4% YoY**	**54.3%** **+6.4p.p. YoY**
Revenue 2024	**Adj. EBITDA[1] 2024**	**Adj. EBITDA margin 2024**
CHF 290.9m **+11.8% YoY**	**CHF 139.2m** **+26.5% YoY**	**47.9%** **+5.6 p.p. YoY**

Revenue Distribution by Business Units 2025
in % of Group Revenue



Sustainability

We are driving positive impact by advancing our environmental commitments, empowering people and communities, and building trust through strong governance.

Environmental
We are committed to minimising our environmental footprint. In 2025, we reduced our GHG emissions by 1% year-on-year, bringing them down to 3,601 tCO_2e. At the same time, our GM platforms enabled customers to avoid more than 70,000 tCO_2e through circular consumption. By choosing secondhand, our users extend the lifespan of products and actively contribute to a more sustainable economy.

Social
We are fostering a culture of trust, inclusion, and growth. Flexible work, fair rewards, and continuous learning empower our employees to thrive. Beyond our teams, SMG's platforms play a vital societal role by making markets more accessible and empowering consumers across diverse financial backgrounds. Cybersecurity and data protection are central to our business, ensuring customers enjoy a secure and trustworthy digital experience.

Governance
We lead with integrity through a strengthened governance and compliance framework, supported by clear oversight from the Board of Directors and the Risk & Audit Committee. Our approach focuses on ethical business conduct, fair competition, and risk management across our operations and value chain.

Leadership team

SMG is led by an experienced management team with a clear strategy and strong execution track record.

Christoph Tonini
Chief Executive Officer

Boris Gussen
Chief Financial Officer

Jessica List
Chief Corporate Officer

Martin Waeber
Managing Director Real Estate

Alberto Sanz de Lama
Managing Director Automotive

Francesco Vass
Managing Director General Marketplaces

Contact information

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1) For the definition of Adjusted EBITDA, please refer to the Alternative Performance Measures section in the 2025 Annual Report.

2) Includes eliminations