



The Tech Startup Day Plenary Session

September 19th 2013

Christophe Rousseaux, CEO

IMMOWEB.be

Agenda

Introduction

A bit of history

The foundations

The market

The group

Some recommendations to you

Conclusions

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Imagine a clock...

Each second, 24/7,
3 new visitors come to
IMMOWEB

Welcome to the 1st
Real Estate website in Belgium

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In 2012, Axel Springer Digital Classifieds took a majority stake in Immoweb.

This is the **accomplishment** of a team work of 16 years, and the **beginning** of a new adventure...



This story has begun **17 years ago**,
when Christian Rousseaux, my father,
decided to invest in a new concept...



It was not so easy
We've encountered doubts
We've won victories
But the battle is not over...



While only **3%** of the Belgians had Internet at home, my father decided to create

IMMOWEB

Same year :

Launch of Hotmail

Birth of Wi-Fi protocol (indeed, no Wi-Fi before ;-))





At that time he established the foundations of our future **mission and vision**:

- **Focus** on real estate classifieds
- **Online** only
- **Surfers** oriented
- Invest to become **the leader**



Launch of Google



Birth of the BlackBerry



7.5% of Belgian households access Internet at home

4.000 classifieds

6.000 pictures

1.000 daily visits



*“Internet bubble bursts”...
Immoweb is still losing money*

30% Internet connexion at home

15.000 classifieds

22.000 pictures

130 new properties each day

3.500 daily visits



40% Internet penetration

40.000 classifieds

200.000 pictures

30.000 daily visitors

IMMOWEB reaches his break-even point!

Ici les annonces de moins de 10 jours !

IMMOWEB.be 69862 annonces immobilières
325750 photos

Home page Acheter Louer Placer une annonce Mon Immoweb

NL EN

ACCES DIRECT
N° du bien :

SERVICES
[Emprunts](#)
[Coûts et frais](#)
[Aides financières](#)
[Taxes et fiscalité](#)
[Contrats-type](#)
[Assurances](#)
[Déménagement](#)
[Construction](#)
[Rénovation](#)
[Décoration](#)
[Partenaires](#)

CONSEILS
[Juridiques](#)
[Tuyaux](#)
[FAQ](#)
[Féd professionnelles](#)

TROUVER
[Agences](#)
[Notaires](#)
[Experts](#)
[Géomètres](#)
[Promoteurs](#)
[Entrepreneurs](#)

MON IMMOWEB
 E-mail ou
 code d'accès

 Mot de passe

A PROPOS

Accédez directement aux principaux services d'Immoweb

Je souhaite	Biens résidentiels	Autres biens
<input checked="" type="radio"/> Acheter un bien <input type="radio"/> Louer un bien <input type="radio"/> Placer une annonce	<input checked="" type="radio"/> Maisons <input type="radio"/> Appartements <input type="radio"/> Terrains à bâtir <input type="radio"/> Autres terrains <input type="radio"/> Lofts	<input type="radio"/> Commerces <input type="radio"/> Bureaux <input type="radio"/> Industries <input type="radio"/> Garages <input type="radio"/> Immeubles de rapport

Immoweb est membre du groupe Prodiexpress, éditeur actif depuis 1950:

[La Belgique Automobile](#)
[MAGAZINE](#)
[D.E.C.O](#)
[Tu dépenses tu rénoves](#)

Spécial côte belge !


 Une résidence secondaire ou un investissement à la Côte? Nous vous proposons **3000 appartements et maisons à vendre ou à louer.** Cliquez ici pour plus de renseignements.

Locations de vacances


 Retrouvez maintenant, grâce à notre partenaire Villapolis, plus de **6.000 locations de vacances** partout en Europe. Un chalet dans les Alpes, un appartement à la Côte belge, un mas en Provence.... Des tarifs à la semaine, au mois, ... Plus d'info, cliquez ici.

Immoweb premier portail immobilier belge

Accédez sur Immoweb rapidement à toutes les annonces immobilières de Belgique: Biens à vendre, consultez des milliers d'annonces de maison à vendre à Bruxelles.

Projets Immobiliers

Acheter du neuf ?

Revenez souvent !

600 nouveaux biens par jour !

Voici le nombre de nouveaux biens que nous enregistrons en moyenne chaque jour.

www.immoweb.be

[Ajouter Immoweb à mes favoris](#)

Placez une annonce !

A VENDRE
Pour 6 semaines
29,75 €

Votre annonce illustrée de 8 photos couleurs sur Immoweb.be, le site visité plus de 70.000 fois par jour.



64% Internet penetration

82.000 classifieds in Belgium

47.000 classifieds abroad

950.000 pictures

90.000 daily visits

Immoweb launches the «V3»

The screenshot shows the IMMOWEB.be website with the following details:

- Header:** IMMOWEB.be logo, "De 1^{ste} vastgoedsite van België", and statistics: 152.396 panden in België, 94.808 panden in het buitenland, 2.157.995 foto's.
- Navigation:** FR | NL | EN, HOMEPAGE, TE KOOP, TE HUUR, VAKANTIE, INTERIEUR, (VER)BOUWEN, PLAATS EEN ZOEKERTJE, MIJN IMMOWEB.
- Search:** "Snel zoeken" with a search bar and "Nr. van het vastgoed".
- NEWBOUW:** "NIEUWBOUW" section with sub-categories: Huizen, Appartement, Gronden, Commercieel, Kantoor, Industriel, Garages, Opbrengst-eigendommen.
- Kopen:** "Kopen" section with sub-categories: Contracten, Financiering, Kosten, Premies.
- Huren:** "Huren" section with sub-categories: Huurovereenkomsten, Verhuizen, Verzekeringen.
- Bouwen & renoveren:** "Bouwen & renoveren" section with sub-categories: Bouwsystemen, Buitenschrijnwerk, Isolatie, Verwarming.
- Directe Links:** Gronden, Conceptwoningen, Appartementen te koop, Openbare verkopen.
- Property Listings:**
 - Te koop:** Huizen, Appartement, Commercieel, Kantoor, Industriel, Garages, Opbrengst-eigendommen.
 - Te huur:** Huizen, Appartement, Commercieel, Kantoor, Industriel, Garages, Medeverhuringen.
 - Vakantie:** Belgische kust, Ardennen, Strandvakantie, Wintersport, Platteland, Kopen in Frankrijk.
 - Plaats een zoekertje:** Te koop, Te huur, Vakantieverhuur.
- Featured Listings:**
 - La Ferme Blanche:** Nieuwbouw appartementen, 1420 - Eigenbrakel, In 5 standin villa's, appartementen et 2 tot 4 sipkms, van 97 tm 220m² + prachtige terrassen, **40% verkocht**.
 - Soignies:** 6 nieuwe villa's, 7060 - Soignies, **33% verkocht**.
 - Mellet:** Nieuwbouw huizen, 6211 - Mellet, op 5 min van autosnelwegen en winkels van Fleurus - Prachtig opportuniteit!, **60% verkocht**.
- Energy House:** "ENERGY HOUSE" section with the text "Onze praktische gids om uw energieverbruik te verminderen" and a link "LEES ONS ADVIES VAN KELDERTOT ZOLDER".
- Footer:** "Wat is er nieuw op Immoweb?", "Waar kunt u Immoweb vinden?", and social media icons.



Apple announces iPhone



Immoweb is partner with Google for the launch of Streetview in Belgium

>80% Internet in Belgium

120.000 properties (BE)

80.000 abroad

1.500.000 pictures

220.000 daily visits

Launch of Immoweb iPhone app'

The screenshot shows the Immoweb website interface. At the top, it displays '137.405 annonces en Belgique', '81.005 annonces à l'étranger', and '1.809.268 photos'. Below this is a navigation bar with categories like 'A VENDRE', 'A LOUER', 'VACANCES', etc. The main content area features a map of Belgium with numerous orange property markers. To the left of the map is a search filter panel with options for 'Type de bien' (Maisons), 'Critères géographiques' (Province/Arrondissement, Code postal), and 'Marge de prix' (300000 - 500000). A sidebar on the right offers search assistance. In the bottom right corner, an iPhone is shown displaying the Immoweb mobile app interface, which includes a search bar, navigation icons, and buttons for 'A vendre' and 'A louer'.



And now

- 150.000 classifieds in Belgium
- 95.000 classifieds abroad
- 2.100.000 pictures
- 293.000 daily visits
- 500.000 downloads of our mobile apps (iPhone, iPad, Android)
- 40.000 fans on Facebook

The screenshot shows the IMMOWEB.be website. At the top, it displays the number of listings: 152,396 in Belgium, 94,808 abroad, and 2,157,995 photos. The navigation bar includes language options (FR, NL, EN) and various property categories like 'TE KOOP', 'TE HUUR', 'VAKANTIE', etc. A search bar is visible on the left. The main content area features a 'NIEUWBOUW' (New Construction) section with a grid of property listings, including 'La Ferme Blanche' (40% sold), 'Soignies' (33% sold), and 'Mellet' (60% sold). A sidebar on the right offers 'Directe Links' and 'Wat is er nieuw op Immoweb?'. The footer includes social media icons and the text 'Waar kunt u Immoweb vinden?'.



Snel zoeken
Nr. van het vastgoed

NIUWBOUW

 > Huizen, appartementen, garages... Investeer in nieuwbouw!

- Kopen**
- > Contracten
 - > Financiering
 - > Kosten
 - > Premies
- [Meer >](#)

- Huren**
- > Huurovereenkomsten
 - > Verhuizen
 - > Verzekeringen
- [Meer >](#)

- Bouwen & renoveren**
- > Bouwsystemen
 - > Buitenschrijnwerk
 - > Isolatie
 - > Verwarming



- | | | | |
|--|--|--|--|
| <ul style="list-style-type: none"> > Huizen > Appartement > Gronden > Commercieel > Kantoor > Industrieel > Garages > Opbrengsteigendommen | <ul style="list-style-type: none"> > Huizen > Appartement > Commercieel > Kantoor > Industrieel > Garages > Medeverhuringen | <ul style="list-style-type: none"> > Belgische kust > Ardennen > Strandvakantie > Wintersport > Platteland > Kopen in Frankrijk | <ul style="list-style-type: none"> > Te koop > Te huur > Vakantieverhuur |
|--|--|--|--|

NIEUW > [Nieuwbouwappartementen](#) > [Nieuwbouwoningen & verkavelingen](#)

<p>La Ferme Blanche Nieuwbouw appartementen</p> <p>1420 - Eigenbrakel In 5 standin villa's, appartementen et 2 tot 4 slpkms, van 97 tem 220m² + prachtige terrassen 40% verkocht</p>	<p>Soignies 6 nieuwe villa's</p> <p>7060 - Soignies 33% verkocht</p>	<p>Mellet Nieuwbouw huizen</p> <p>6211 - Mellet op 5 min van autosnelwegen en winkels van Fleurus - Prachtig opportuniteit! 60% verkocht</p>
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- Directe Links**
- [Gronden](#)
 - [Conceptwoningen](#)
 - [Appartementen te koop](#)
 - [Openbare verkopen](#)

IMMOWEB.be
 Huizen, appartementen, garages...
 Investeer in nieuwbouw!

NIUWBOUW IN BELGIË

ENERGY HOUSE
 Onze praktische gids om uw energieverbruik te verminderen

> LEES ONS ADVIES VAN KELDER TOT ZOLDER

Wat is er nieuw op Immoweb?

Waar kunt u Immoweb vinden?

... more than **4.500.000** classifieds published up to now on Immoweb

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Our foundations

An **exceptional TEAM**

A **mission** and a **vision**

A long-term **strategy**

Our **house of orientation**

And a **little bit more** which makes the difference...

An «exceptional» team

53 people,
combining **passion**
and **expertise**

And over **10** open vacancies!

Christophe Rousseaux
CEO



Ingrid Willems
COO



Ann Krekels
CFO



Vincent Dumont
CMO



A clear Mission & Vision

Immoweb aims at remaining and growing as the **leading real estate online platform** in Belgium providing online real estate **classifieds** as well as a range of **real estate services**, such as tips and advice in decoration, renovation & construction in the most **profitable** way and by serving a **broad range of clients and consumers**

A long-term strategy

Immoweb strives to be
the reference regarding real estate and housing in Belgium
for readers / surfers, real estate advertisers and sector related advertisers...



1. by protecting its core business &
2. by extending into new & adjacent business opportunities.

To achieve this, we will focus on

3. Delivering good service (internal focus)
4. Bringing high quality products and stable platform - efficient & easy usage at any time & place adapted to end user needs
5. Answering the needs/expectations of our (target) audience via multiple channels & personalized communication

Our House of Orientation



Some ingredients of our success:

Little things make the difference...

Team

Passion

Surfers oriented

Strategic partnerships

Largest customer database

Efficient and easy to use platform

100% Automation of a maximum of tasks



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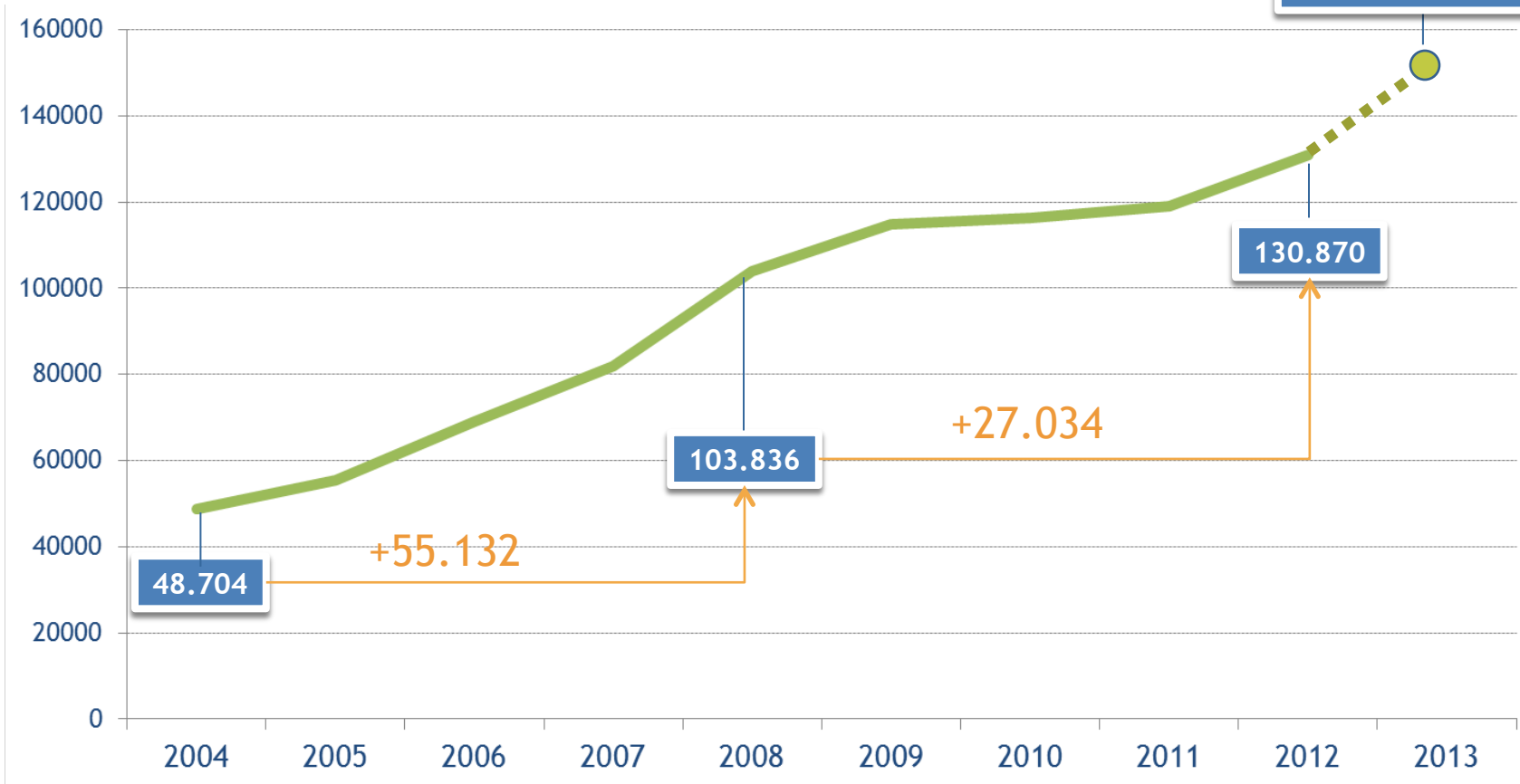
Conclusions

Classifieds volume evolution

Yearly average active classifieds on Immoweb (Belgium)



10/09/2013:
151.290



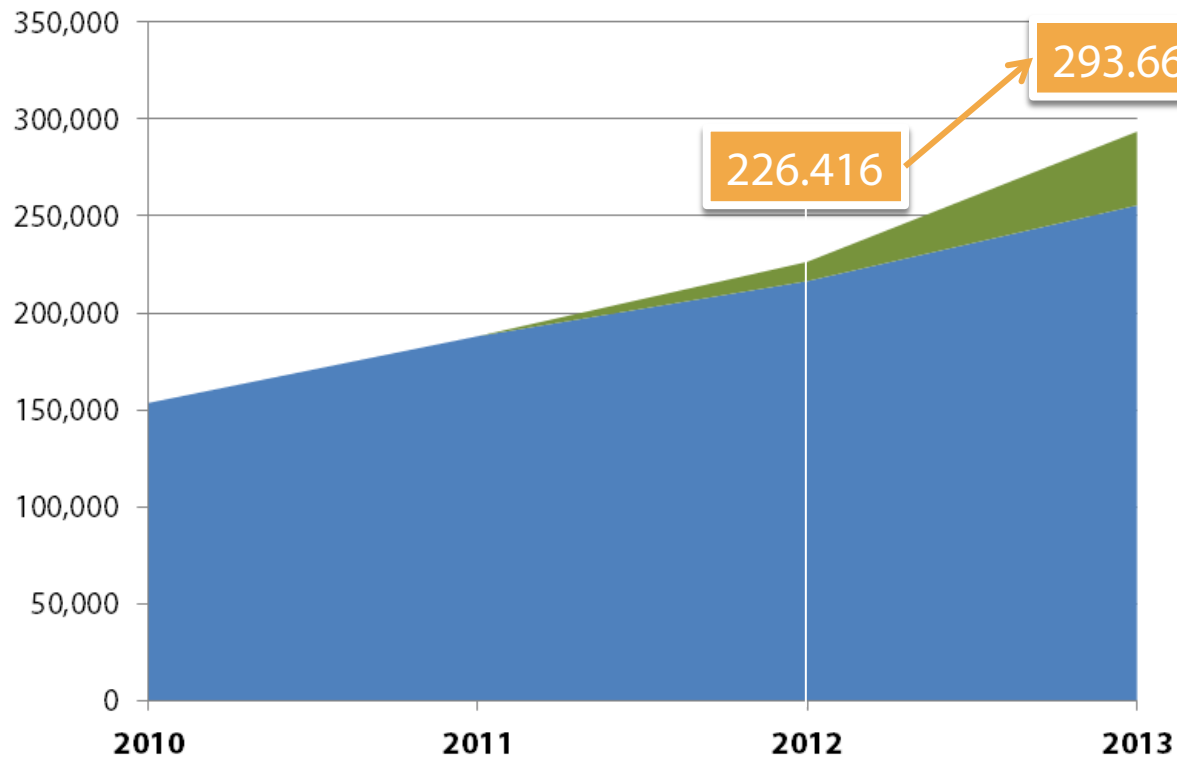
Audience evolution

+ impact of mobile traffic via apps

Average Daily visits

	2010	2011	2012	2013
Website	153.447	187.956	216.416	255.548
Mobile app's			10.000	38.113
Total	153.447	187.956	226.416	293.661

+22,4% → +20,4% → +29,7%



■ Mobile apps
■ Website



Competition

We are not alone! Competition is large and moving...

Past (and aborted)



Current



Unknown



Comparison of audience evolution

Web audience only

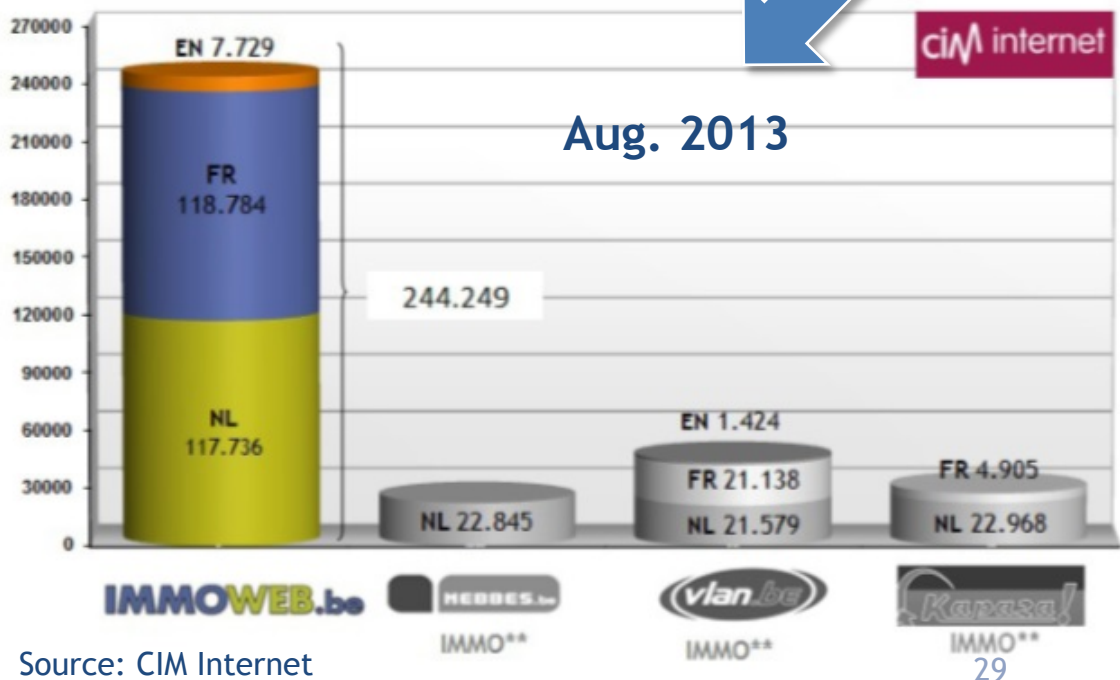
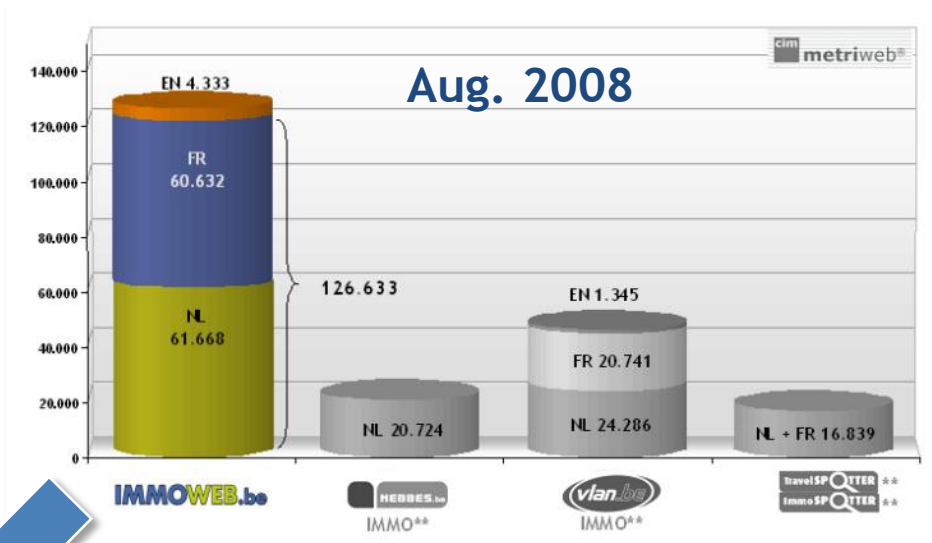
Growth

Aug. 2008 - Aug. 2013

Immoweb + 94%

Hebbes + 10%

Immovlan - 5%



Aug. 2013

Immoweb vs Hebbes: x 10,7

Immoweb vs Immovlan: x 5,5

Immoweb vs Kapaza (immo): x 8,8

Aug. 2008

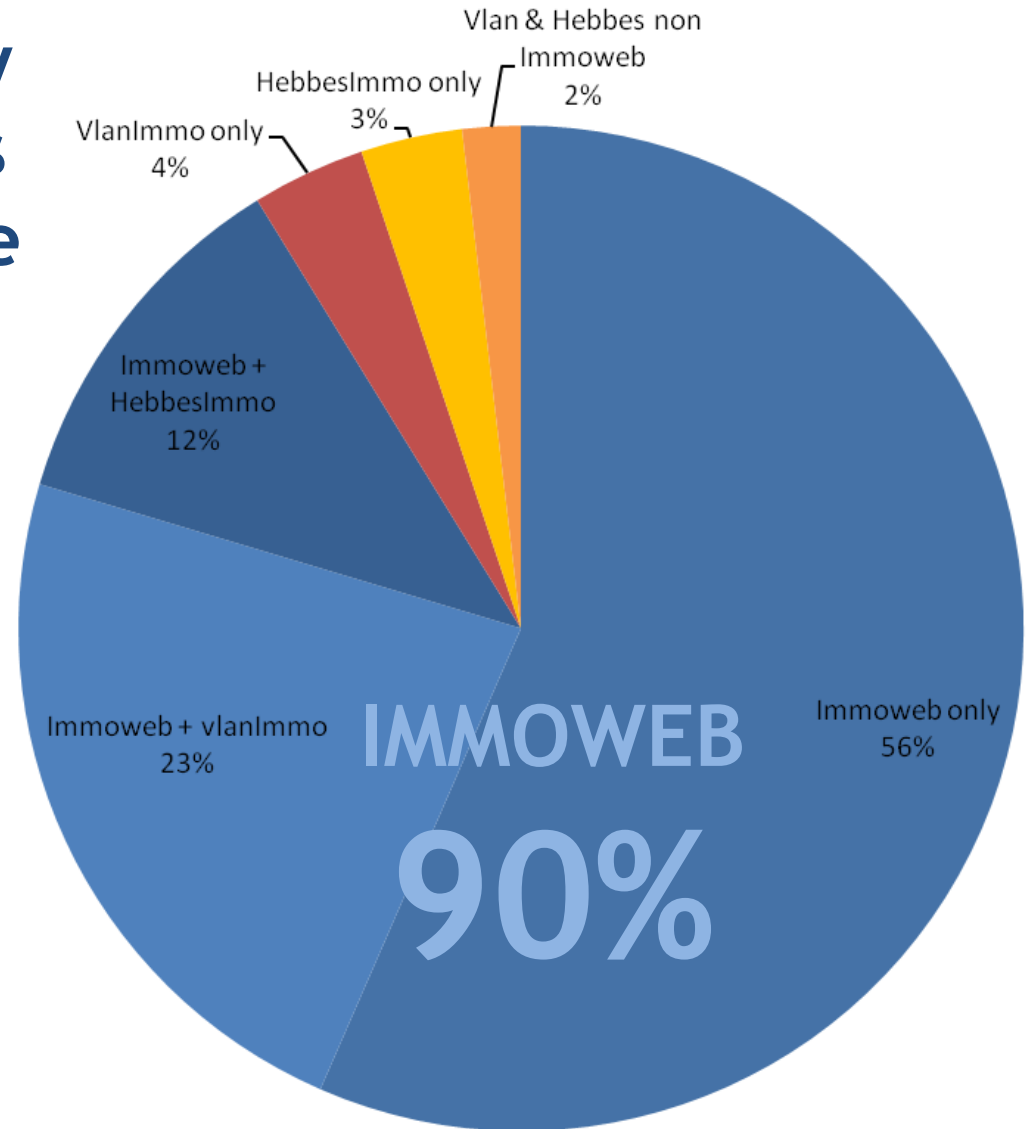
Immoweb vs Hebbes: x 6,1

Immoweb vs Immovlan: x 2,7

Immoweb vs Spotter: x 7,5

Market share

Publishing a property on Immoweb reaches more than 90% of the real estate Internet audience



All figures are authenticated by CIM

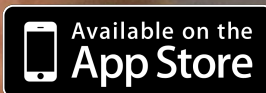
Assumption for Vln & Hebbes 'non Immoweb' based on common audience Vln and Hebbes (IMMO-section) which is 36.5%

Focus on MOBILE

30% visits on IMMOWEB
via **mobile devices** in Aug. 2013
(of which 18% via Immoweb app's)



500.000 downloads
Available on iPhone, iPad and Android
Radar feature
Real-time warnings



IMMOWEB.be

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Axel Springer Digital Classifieds



30%

70%

Axel Springer Digital Classifieds GmbH



88.7%

99.2%

100%

100%

80%

Rousseaux Family

11.3%

immonet.de
Wir sind Immobilien

SeLoger
-COM

StepStone

allesklar.com AG
meinstadt.de

IMMOWEB.be
Belgium's leading property website

20%

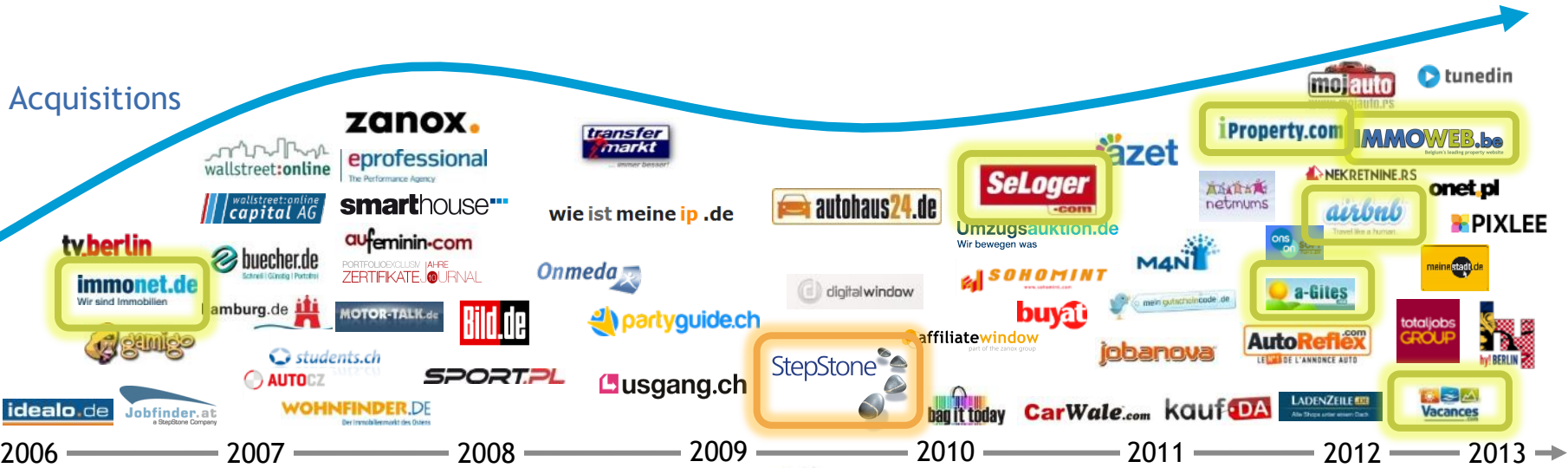
17.4%

iProperty.com

totaljobs
GROUP

Synergies within the group

Acquisitions



Organic Development



- Real-Estate sector opportunities
- Structural opportunities

Investments opportunities

Our clear investment criteria:

Strategic fit: where we can provide leverage

Proven and scalable business models

Clear path to profitability / profitable businesses

Experienced management / commitment

Reasonable valuation



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My recommendations to you:

3F'S

FAITH

Be «realistic» dreamers

FOCUS

Enter your niche and transform it into
stronghold before extending your business

FUN

IDEAS

Open your mind to your *business* creativity.

If you want to dance faster than the tempo, write your own music!

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Conclusions

You don't need to go to the Silicon Valley
to develop a profitable business on
Internet...

It happens **also** in Belgium

So, now, it's **UP TO YOU !**

Thank you

