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Press release international online real estate

Thanks to its new partnership with the Chinese leader SouFun, EdenHome makes the international real estate market accessible to 100 million users

The Chinese real estate portal SouFun has chosen EdenHome to make it easier for its users to invest in properties abroad. The Swiss start-up EdenHome, which specializes in the international distribution of properties, signed an agreement on the 7th November 2013 with SouFun in order to publish the listings of 42 partnering portals from across the world on the biggest Chinese site. By 2015, 114 billion dollars are expected to be invested in properties overseas by the Chinese.

The Swiss company EdenHome SA, which is owned by the founder of the real estate portal ImmoStreet.ch, Gérard Paratte, has just welcomed in its network the leading Chinese portal SouFun.

With its 3 million unique visitors every day and its 8,000 employees, SouFun brings a new dimension to international online property transactions. For the first time ever, in just a few clicks on Soufun.com, Chinese internet users will access the listings of international partnering portals of the EdenHome.com website such as seloger.fr in France or rightmove.co.uk, the leading portal in the UK.

Thanks to EdenHome's platform and its unique automatic translation tool, listings are immediately available in Mandarin on the SouFun website. In collaboration with French universities, EdenHome has developed a translation tool specifically designed to accurately rewrite the terms and concepts of adverts that are relevant for the property description.

The excellent momentum of the Chinese economy has encouraged capital owners to find new investments. Since the Chinese government has rolled out policies to restrict the number of homes that a family can purchase, investors look for attractive and stable places overseas which offer a good return on investment. In the past Chinese investments were concentrated in touristic towns and capital cities in the West such as London, Berlin or Paris, whereas good investment opportunities are now being secured on a global level.

This phenomenon will accelerate as Chinese investments in international real estate have increased from 28 to 50 billion dollars between 2011 and 2012 and are estimated at 114 billion dollars by the year 2015ⁱ. For example, the Chinese invested more than 20% of the 19.7 billion dollars spent on residential Australian property in 2012, just behind North Americans and the British.ⁱⁱ

This growth in international demand from the Chinese is part of a global trend. Today, 3.2% of the world's population are international migrants. This figure is continuously growing and the number of expatriates increased from 175 million in 2000 up to 232 million in 2013ⁱⁱⁱ.

Gérard Paratte, Founder of EdenHome: "Instead of just targeting luxury real estate, EdenHome makes it possible for internet users to easily access a wide range of international properties. Even small properties have a high return on investment in touristic areas. Real estate investors such as expatriates can choose their property in a more calm and easy way in the global village".

EdenHome strengthens its ambition in this rapidly expanding market. In just one click, EdenHome extends the publication of real estate listings over the world across 42 major national portals that receive more than 100 million unique visitors.

About EdenHome

EdenHome is one of the companies which belong to the real estate expert Gérard Paratte, founder and major shareholder of the Swiss portal ImmoStreet.ch. EdenHome offers access to a network of 42 partnering real estate portals in 31 countries with more than 3 million properties available.

A real pioneer in the distribution of property on an international scale, EdenHome has developed an exclusive tool which is able to analyze a listing, to extract its description and to rewrite it in 10 languages in real time. The listings are automatically translated in all the languages of EdenHome's network of portals.

EdenHome also provides a white label interface which enables each portal to integrate international listings within its site whilst keeping its own visual identity and graphics.

A pioneer in its market, the specialist in the multi distribution of real estate properties internationally aims to bring together more than 100 international portals in the next 16 months.

www.edenhome.com

About SouFun

SouFun is the No.1 Real Estate and Home Furnishing Network Platform in China with 15 years online promotion experience. The SouFun network covers 336 cities and has 100 branch offices. It has unparalleled influence with more than 3 million unique visitors on a daily basis. In September 2010, SouFun successfully went public on the New York Stock Exchange (stock code: SFUN).

SouFun has 12 million valid SouFun card members. A quarter of them have plans to invest in overseas properties within the next three years for various reasons, including emigration and children's education.

SouFun International is dedicated to building a professional one-step overseas home buying platform for Chinese buyers and real estate investors. The business covers 15 countries and serves over 200 developers and real estate companies.

www.soufun.com/

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ⁱ <http://www.propertyobserver.com.au/china-watch/chinese-real-estate-listings-portal-juwaicom-expands-european-property-coverage>

ⁱⁱ <http://www.news.com.au/realestate/buying/chinese-investors-buy-up-sydney-homes/story-fndban6l-1226599607346>

ⁱⁱⁱ http://www.un.org/apps/news/story.asp/html/story.asp?NewsID=45819&Cr=migrants&Cr1=#.Unkbf_IdCSo