

PRESS RELEASE

Alphaprop Celebrates 5-Year Anniversary and Expands Real Estate Offering

Novalytica Consolidates All Real Estate Expertise Under the Alphaprop Brand

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On the occasion of Alphaprop's fifth anniversary, parent company and data analytics specialist Novalytica is consolidating its entire real estate expertise under the well-established Alphaprop brand. The aim is to focus even more closely on the needs of the real estate sector. The milestone will be celebrated with an exclusive client and partner event at the FIFA Museum in Zurich.

Over the past five years, Alphaprop has established itself as a leading provider of data for indirect real estate investments in Switzerland and serves as the data partner of the Real Estate Investment Data Association (REIDA) in the area of financial data pooling. The offering is now being expanded: from now on, Novalytica AG will bring together all services and products for the real estate industry under the Alphaprop brand.

This step creates a clear and focused point of contact for property owners, asset managers, pension funds, public institutions, and other real estate stakeholders. While Alphaprop will now focus exclusively on data-driven solutions for the real estate sector, Novalytica will remain active as a Data & AI partner in other industries.

Consolidated Expertise for Data-Driven Decisions

The new structure allows for better synergy utilization and strengthens the company's position in the real estate sector. In addition to the well-known data portal for indirect real estate investments, Alphaprop now also offers a comprehensive portfolio of services including energy data collection & ESG reporting, portfolio reporting, tailored analyses, data tools, and AI-driven solutions – all from a single source.

"Over the past five years, Alphaprop has grown into a strong and trusted brand in the Swiss real estate market," says Thomas Spycher, co-founder and partner of Novalytica

& Alphaprop. *"Consolidating all our real estate expertise under this roof is the logical next step. This allows us to offer our clients an even more comprehensive and integrated service portfolio."*

Continuity in Leadership and Service

Existing clients will continue to receive the same reliable service. All points of contact remain unchanged, as they were already part of a dedicated real estate team. Alphaprop AG, a wholly owned subsidiary of the owner-managed Novalytica AG, will continue to be led by Novalytica founders and main shareholders Massimo Mannino and Thomas Spycher.

"Our clients benefit from the combined expertise of our team, which blends deep industry knowledge with Novalytica's technological innovation in Data & AI," adds Massimo Mannino. "This creates the foundation for even more informed, data-driven decisions in the real estate sector."

The new website can be accessed at www.alphaprop.ch.

About Alphaprop

Founded in 2020 as a joint venture, Alphaprop is Switzerland's leading provider of data and analytics for indirect real estate investments. Since 2022, Alphaprop has been a wholly owned subsidiary of data analytics specialist Novalytica, consolidating the group's entire real estate expertise. Its offerings are aimed at property owners, asset managers, pension funds, public institutions, and other real estate stakeholders.

About Novalytica

Since 2019, Novalytica has supported organizations as a Data & AI partner on the path to data- and AI-driven decision-making. The interdisciplinary team combines expertise in computer science, data science, and economics. Novalytica is an official Microsoft Data & AI Solutions Partner.

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