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Insight Partners has signed an agreement with IK Investment Partners, Five Arrows Principal Investments and Naxicap Partners to invest in iad

IK Investment Partners (“IK”), Five Arrows Principal Investments (“Five Arrows”) and Naxicap Partners are delighted to announce that they have signed an agreement for Insight Partners (“Insight”) to invest in iad International (“iad” or “The Company”).

iad is Europe’s leading digital real estate broker and is redefining the real estate market in Europe with a disruptive agent-enablement model. The iad network of over 14,000 independent real estate agents, across six countries, is underpinned by a proprietary end-to-end technology platform which serves the entire transaction lifecycle from sourcing of mandates through to execution, signing and closing. Founded in 2008 and headquartered in Lieusaint, France, iad employs over 300 people and generated more than €300 million of revenue in 2020.

Since IK, Five Arrows and Naxicap Partners’ investment in 2016, iad has grown significantly to become the leading real estate network in France, and has successfully expanded into Portugal, Italy, Spain and Germany. In 2020, iad entered the Mexican market via a strategic acquisition. Annual revenue has quadrupled in the past four years.

Clement Delpirou, CEO of the iad Group, commented: “We are hugely grateful for the support from IK, Five Arrows and Naxicap over the last four and a half years. During this time, we have consolidated our position in France and embarked on a successful journey of international expansion, while developing and optimising our operations and technology. Looking forward, we are excited to add Insight Partners as an investor in iad.”

Dan Soudry and Rémi Buttiaux, Managing Partners at IK, said: “iad is exactly the type of business we take pride in partnering with. From the outset, we identified its potential to become a market leader in France and the opportunity to expand into new territories. We continue to be impressed by the Company’s entrepreneurial spirit and are excited for its long-term prospects, together with the existing and new shareholders.”

Emmanuel Roth, Co-Managing Partner, and Nicolas Robin, Managing Director, at Five Arrows Principal Investments, added: “iad is a fantastic success story. It is disrupting the real estate sector and enabling thousands of entrepreneurial agents to launch their own businesses. We are grateful to Roland Tripard, Clement Delpirou and the rest of the impressive management team who have developed an effective and scalable technology platform. We believe the Company has a strong future and look forward to continuing our journey with them and the other shareholders.”

Laurent Sallé, Director at Naxicap Partners further remarked: “iad is a great example of the type of business we have the honour of partnering with. From 2012, we have watched the Company grow from strength to strength and are pleased to have played a role in its development. We are excited to remain as an investor and have no doubt that iad will remain a significant driver for change in the real estate industry.”

Deven Parekh, Managing Director at Insight Partners, said: “Insight has invested in new, disruptive businesses in the broader real estate ecosystem and we are excited to welcome iad to that group. This experience combined with our ScaleUp operational focus will help iad continue to grow and expand its footprint both within and outside France.”



Financial terms of the transaction are not disclosed and are subject to legal and regulatory approvals.

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About iad

Created in 2008, iad is a real estate network exclusively made up of independent commercial agents registered in the special register of commercial agents and whose activity is the marketing of real estate properties in a network. The DNA of iad is based on 3 pillars: real estate, the internet and network marketing. Based in Lieusaint in Seine et Marne, iad is today the leading French network of real estate agents in terms of number of advisers (Source: Meilleursreseaux.com).

For more information: www.iadfrance.fr

About IK Investment Partners

IK Investment Partners (“IK”) is a Pan-European private equity firm focused on investments in the Benelux, DACH, France, Nordics and the UK. Since 1989, IK has raised more than €14 billion of capital and invested in over 145 European companies. IK supports companies with strong underlying potential, partnering with management teams and investors to create robust, well-positioned businesses with excellent long-term prospects.

For more information, visit: www.ikinvest.com

About Five Arrows Principal Investments

Five Arrows Principal Investments (FAPI) is the European private equity arm of Rothschild & Co’s Merchant Banking business. Merchant Banking manages over €15.7bn globally which includes approximately €3.8 billion dedicated to corporate private equity, as well as a series of funds dedicated to senior and junior credits, primary and secondary fund investing and co-investments, with offices in Paris, London, New York, Los Angeles and Luxembourg.



FAPI is focused on investing in middle-market companies with highly defensible market positions; strong management teams; business models with high visibility of organic unit volume growth and strong free cash flow conversion; and multiple operational levers that can be used to unlock latent value. Sectors are limited to data and software, technology-enabled business services and healthcare.

For more information: www.rothschildandco.com/en/merchant-banking/corporate-private-equity

About Naxicap Partners

As one of the top private equity firms in France, Naxicap Partners – an affiliate of Natixis Investment Managers* – has €3.7 billion in assets under management. As a committed, responsible investor, Naxicap Partners builds solid, constructive partnerships with entrepreneurs so that their projects can succeed. The firm has 39 investment professionals spread across five offices in Paris, Lyon, Toulouse, Nantes and Frankfurt.

For more information: www.naxicap.fr/en

About Insight Partners

Insight Partners is a leading global venture capital and private equity firm investing in high-growth technology and software ScaleUp companies that are driving transformative change in their industries. Founded in 1995, Insight Partners has invested in more than 400 companies worldwide and has raised through a series of funds more than \$30 billion in capital commitments. Insight's mission is to find, fund, and work successfully with visionary executives, providing them with practical, hands-on software expertise to foster long-term success. Across its people and its portfolio, Insight encourages a culture around a belief that ScaleUp companies and growth create opportunity for all. For more information on Insight and all its investments, visit insightpartners.com or follow us on Twitter [@insightpartners](https://twitter.com/insightpartners).