



Flat.mx reinforces its Big Data capabilities with the acquisition of Intelimétrica.

- *Intelimétrica is a leading company in data analytics for the real estate sector and has more than 10 years of experience in the market*
- *The Mexican proptech company's purchase is part of its growth plan and will be integrated into its current solutions offering.*

MEXICO CITY. February 16, 2023.- In order to strengthen and expand the capabilities of its digital real estate marketing services, as well as its technology services offering, Flat.mx has completed the purchase of Intelimétrica, a company whose Data Analytics platform provides a key contribution to the firm's value proposition.

The acquisition of Intelimétrica gives the company the opportunity to strengthen its ability to provide an agile service based on reliable data, managed in an automated way and using state-of-the-art technology.

Since its founding, Flat.mx has used Intelimétrica's services as an advanced analytics provider. After almost 4 years working together, the Mexican PropTech has decided to take the relationship a step further by acquiring Intelimétrica's services and team to enhance the company's ability to perform property valuations in minutes based on reliable and up-to-date real-time information on prices, zones, perimeter appreciation and other factors.

This acquisition will enable the company to drive its decision making with advanced data analytics, turning all information into more value for operations and certainly for the platform's customers as well as its products, using machine learning and artificial intelligence in its business processes.

"The acquisition of Intelimétrica means the opportunity to provide both the industry and our clients with access to more real estate data that is real, transparent and accessible. This transaction is a very important step in our growth plans and lays out the roadmap towards creating an all-in-one solution that will truly revolutionize the way real estate is marketed today. The expansion of our capabilities with the acquisition of Intelimétrica is an important step forward in our goal to create a service that changes the lives of Mexicans," says **Bernardo Cordero, Co-Founder of Flat.mx.**

Although Intelimétrica is acquired by Flat.mx, it will not lose its brand identity and will continue to manage its own projects and clients independently, while retaining autonomy in its operations.



*"Flat.mx has demonstrated in its 4 years of existence that they are a company with a very clear vision, a leadership team led by its founders and above all very committed to finding solutions to solve the problems of Mexicans around real estate. For Intelimétrica there is no better partner to continue driving the growth and evolution of the Real Estate sector in Mexico," says **José Carlos González, CEO of Intelimétrica.***

With this acquisition, Flat.mx remains in a solid position to strengthen three fundamental pillars: product, technology and expansion. It is also a step on the road to solving the problems faced by the Mexican market in terms of accessing data that provides greater transaction speed, process reliability and agility.

*"We know that buying, selling or exchanging a home is an extremely important process for people in the country. That's why making this process more reliable with the use of valuable and impactful data, while making the process simpler and more intuitive, is a fundamental formula," concludes **Bernado Cordero.***

About Flat.mx

Flat.mx is the leading Mexican proptech with a multi-product approach that is transforming the real estate sector and the way people sell, buy and exchange properties. Since its founding in 2019, it has established itself as an all-in-one solution that solves users' real estate needs and has revolutionized the way real estate is marketed, using technology and innovation based on Data Analytics. Flat.mx operates in Mexico City, State of Mexico, Guadalajara, and Monterrey. Additionally, it is starting to have a presence in Querétaro and Puebla. Flat.mx is backed by international investors such as ALLVP, Anthemis and 500 Startups.

About Intelimétrica:

Intelimétrica is a Mexican technology company, leader in the development of solutions based on artificial intelligence for the real estate sector. For ten years it has been providing solutions for more than 85% of the institutions related to the sector. Among the solutions are: automated real estate valuation services, risk models, data lakes, business intelligence systems and turnkey projects priced according to performance.

To learn more about Flat.mx, visit www.flat.mx or follow their social networks:

<https://www.linkedin.com/company/flat-mx/>

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