

DRAFT FOR CLIENT REVIEW

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REED MIDEM AND METAPROP NYC TO HOST MIPIM PROPTech NYC: AN INTERNATIONAL CONFERENCE FEATURING THE INTERSECTION OF REAL ESTATE AND TECHNOLOGY

NEW YORK – November 1st, 2018 – Reed MIDEM, organizer of global real estate conferences, networking and business events, together with **MetaProp NYC**, the premier real estate technology nexus and early stage PropTech accelerator is pleased to host **MIPIM PropTech NYC**. The conference, which is the flagship event of NYC Real Estate Tech Week, will take place on **Tuesday, November 6, 2018**, at **The Metropolitan Pavilion** at **125 West 18th Street**. The overarching theme of the conference is “Beyond Value.”

Understanding PropTech’s Impact on the Real Estate Industry

The goal of the groundbreaking conference is to explore the different ways in which technology is rapidly transforming the real estate industry. The adoption of these new technologies is critical to stay competitive in the digital era and PropTech is important to any real estate firm’s long-term business strategy and vision for companies. MIPIM PropTech NYC will explore an array of themes including artificial intelligence, big data, the future of cities and modern investing. Discussions throughout the day will aim to answer universal questions pertaining to this technological shift including:

- How is PropTech changing the decision-making process and making it faster?
- How can PropTech help bridge the gap between different players in real estate?
- How can we better anticipate future needs and tenants’ expectations?
- Is the implementation of technology enough to drive change?
- How can PropTech change investment strategy?
- What is the return on investment for the real estate tech sector?

Leaders in Real Estate and Technology Convene

The event will commence with an invitation-only CEO breakfast on the topic of “PropTech and Design: The Future of Modular Construction” led by **Jonathan Goldberg**, COO of **Knotel**. The first panel of the day will be “Industry CEOs: Empowering Business Through Collaboration” and will feature **Ric Clark**, Senior Managing Partner and Chairman of **Brookfield Property Group** and **Scott Rechler**, Chairman and CEO of **RXR**. The second panel is titled “Corporate Development:

Driving Innovation Through Partnerships” and will feature panelists from Newmark Knight Frank, AvalonBay Communities, Cushman and Wakefield and Swire Properties Limited.

Julie Samuels, Executive Director of **Tech:NYC**, will then give her keynote speech “Propelling Tech for Sustainable Cities” which will be moderated by **Peter Grant** from the **Wall Street Journal**. **Michael Phillips**, President of **Jamestown, L.P.**, will also deliver a keynote speech.

Following these keynotes there will be a conference titled “PropTech Founders: Raising and Scaling” which will be moderated by **Nick Romito**, CEO and Co-Founder of **VTS**, and feature panelists **Jessica Black**, Co-Founder and COO of **Hello Alfred**, **Matt Ellis**, CEO and Founder of **Measurabl**, **Amol Sarva**, Co-Founder and CEO of **Knotel** and **Guy Zipori**, CEO and Co-Founder of **Skyline AI**. The final conference, “Venture Capital and Corporate Venture: Exploring Alternative Investing Opportunities” will feature panelists from prestigious market leaders such as **Blackstone**, **JLL Spark Global Venture Fund** and others. Click [here](#) to view the detailed conference program.

In addition to the scheduled conference program, MIPIM PropTech NYC will also feature an exhibition hall to host dozens of innovative companies in the PropTech sector. These companies will be showcasing their use of cutting-edge technology such as blockchain, big data and artificial intelligence within the real estate industry.

Innovative Start-Ups Compete to Advance to Finals in Cannes

Panels will be followed by a start-up competition led by **Aaron Block**, Co-Founder and MD of **MetaProp NYC** and judged by professionals from **Cannan Partners**, **Fifth Wall**, **Estdil Secured**, **Zillow Group**, **Moderne Ventures**, **Investment Real Estate GmbH**, **Ivanhoé Cambridge** and **Rethinking.RE**. The goal of the start-up competition is to identify the most innovative companies that address modern challenges to the real estate industry. The two selected finalists will then advance to the final round of the competition at MIPIM 2019 in Cannes, France. Click [here](#) for details on the companies selected to participate.

About Reed MIDEM

Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the television and digital content industries; MIDEM in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business; MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong and MIPIM PropTech Summit in New York and in Paris for the real estate industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy and MAPIC Food & Beverage in Milan, MAPIC China Summit in Shanghai and MAPIC India in Mumbai for the retail real estate sector.

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 500 events in 30 countries. In 2017 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries. www.reedexpo.com

About MetaProp NYC

MetaProp is the world's premier real estate technology nexus. Based in the heart of Manhattan's Silicon Alley, the 22-week MetaProp Accelerator @ Columbia University, the 20-week international MetaProp Bridge @ Columbia University and 8-week MetaProp Pre-Accelerator at Columbia University are the leading programs for high growth PropTech startups. Each year, up to 25 of the best technology driven real estate industry ideas are selected to participate in intensive education, mentorship and growth hacking programs, culminating in exclusive Graduation Defense panels and Road Show Demo Days for partners, investors, VCs and media. Founded in 2015, the accelerator boasts 100+ mentors, 10 renowned corporate partners and widespread media coverage from the *Wall Street Journal*, *The New York Times*, *Forbes*, *TechCrunch*, *Inman*, *EG*, *Nikkei*, and more. MetaProp's team and strategic seed stage funds have invested in 80+ technology companies across the real estate value chain. The companies have raised more than \$2 billion and employ 1,500+ people globally. MetaProp Advisors provides strategic advisory services, corporate development support, communications, event management and market research for real estate companies that are serious about innovation. In addition, MetaProp Advisors produces New York City Real Estate Tech Week and the MIPIM PropTech New York Summit; *The MetaPropCast* podcasts, and also publishes the *Global PropTech Confidence Index*.

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