



November 6, 2018, Metropolitan Pavilion, New York

Press release

REED MIDEM AND METAPROP NYC ANNOUNCE SECOND EDITION OF MIPIM PROPTech NYC AT METROPOLITAN PAVILION

Paris, April 26, 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, today announce that the second annual MIPIM PropTech NYC – the flagship event of NYC Real Estate Tech Week – will take place November 6, 2018, at The Metropolitan Pavilion at 125 W 18th Street.

The MIPIM PropTech NYC has become a magnet for C-level real estate leaders and technologists from around the world who are interested in sharing the latest trends and how they will impact the future of their business. Last year, the summit hosted over 800 attendees from more than 500 real estate, tech and investment firms representing 30 countries, to discuss the current state and potential of the real estate technology industry.

“Last year, the consensus was that user experience and data analytics were driving the industry,” said Filippo Rean, Head of Real Estate Markets, Reed MIDEM. “We received overwhelmingly positive feedback, and many commended the wide range of real estate tech covered as well as the combination of real estate industry delegates, the tech community, and public officials. The turn out and success led us to expand this year’s event with a cutting-edge content and a growing exhibition zone. For example, this year’s program will also address topics such as cybersecurity, sustainability and work environment”

Responsibly Embracing Technology

The conversation surrounding data analytics largely focused on the need for increased transparency, converting raw data into insight and delivering it in a palatable way that allows for actionable report creation, trained algorithms that glean better insights and enriched generic data sets. Silverstein Properties CEO Marty Burger, who delivered the real estate keynote during last year’s summit, noted that people are at the center of every tech-related decision the prolific developers make. “Today, real estate is not about buildings. It’s about people and how they live their lives,” he said. “The industry is starting to look at real estate as a service, both on a commercial and a residential front, and those who embrace tech responsibly and strategically will succeed. If we ignore tech, we jeopardize our position.”

Doug Chambers, Vice President at WeWork, echoed the sentiments expressed by Burger, commenting, "It's all about the end-user experience. When you walk into a WeWork space, you experience a buzz – that buzz is collaboration happening." James Patchett, President and CEO of the New York City Economic Development Corp. was one of the prominent public officials that spoke at the event, which also saw all-star panels that boasted a dynamic mix including representatives from Blackstone Group, AECOM Ventures, Brookfield Asset Management and Thornton Tomasetti to name a few.

"We had a diverse group of attendees last year. From startups to billion-dollar businesses, from PropTech experts, to people who were learning about PropTech for the first time," commented Aaron Block, Co-Founder & Managing Director, MetaProp NYC. "Last year, 25 percent of the attendees and exhibitors came from Europe. Bringing these diverse people together is crucial to continued industry growth. The MIPIM PropTech NYC has the power to unite the industry on a global scale, and the best is yet to come."

More information on www.mipim-proptech.com

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, MIPIM PropTech NYC in New York and MIPIM PropTech Europe in Paris for the real estate industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC Food & Beverage in Milan, MAPIC China Summit in Shanghai and MAPIC India in Mumbai for the retail real estate sector. www.reedmidem.com

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 NYC is the world's premier real estate technology nexus. Based in the heart of Manhattan's Silicon Alley, the MetaProp NYC 22-week Accelerator and 8-week Pre-Accelerator at Columbia University are the leading programs for high growth PropTech startups. Each year, up to 20 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 bi-coastal 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, Forbes, New York Post,

TechCrunch, Inman, Bisnow, Real Estate Weekly, and more. MetaProp NYC's team and strategic seed stage funds have invested in 60+ 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, growth consulting, communications, event management and market research for real estate companies that are serious about innovation.

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