



Property Finder announces new C-suite appointments



Property Finder is pleased to announce a series of new senior appointments to its team. The company welcomes a new President, Chief HR Officer, Chief of Strategy & Transformation, Chief Commercial Officer, and Chief Financial Officer. A fresh new team of industry experts and professionals will drive the UAE-based start-up to new heights, positioning it as a lighthouse tech company that creates an impact and sets the tone for the entire tech ecosystem.

As the region's leading property portal, Property Finder is committed to bringing on board the best talent from across the globe to employ their expertise in adding to the group's success. With nearly 300 employees across its countries of operations, the company takes pride in bringing together top-tier talent from diverse cultural and professional backgrounds under one roof to create the company's nerve center.

"We are extremely pleased to welcome five new members to the Property Finder family. We've come a long way since the company's inception in 2007 and are excited to embark on a new journey with a fresh group of leaders from across all industries and departments that

bring with them a wealth of knowledge and expertise to Property Finder," says Michael Lahyani, CEO & Founder of Property Finder Group.

"In my opinion, the success of a start-up can be measured by the quality of talent it can bring on board, and this has always been on the top of my agenda for Property Finder. This year has seen five key executives' appointments, all of whom come from global organizations with strong leadership qualities up their sleeve. This has, of course, been a very proud achievement for us and is a huge testimony to the culture we have built. The latest additions to the team come from different sectors and industries, not necessarily tech, and this factor had a crucial role to play – we, as a company, are keen to learn from these leaders, given their diverse backgrounds and expertise across various fields."

Ari Kesisoglu joined the company in January 2020 as President, after serving two global technology leaders – Google for ten years, followed by Facebook for five. A vital member of the core leadership team across these companies, Ari was responsible for setting up their MENA offices and heading their operations, bringing these teams at par with their global counterparts.

He brings vast experience in managing business and leading technological innovation across the market. Ari joins with the aim to take Property Finder to the next level in its journey by driving and encouraging the team to adopt a fresh approach that will pave the way for the company to achieve its goal of becoming one of the region's lighthouse tech start-ups.

Ari comments, "It has been an exciting journey – my first ten months at Property Finder have proven to be incredibly educational and insightful. Having worked at Google and Facebook for over a decade of my life, I have always been used to very structured systems that follow a rule-book almost to define each individual's scope of work. It is completely the opposite here. The start-up mindset allows each person to think out of their box and reach new heights. Even for me, there's always a new project and a new goal, always something more to achieve, and never a dull moment, never a moment where I think I've hit a roadblock – the atmosphere, the people, all bubbling with new ideas for the company's growth. I am grateful to have learned all that I have at my previous roles and look forward to adapting these global operating systems and working with the incredibly talented team here at Property Finder to achieve our goals."

Chief Financial Officer Jakson Peters came on board in February 2020, with 20+ years of experience leading financial operations and business strategy across a myriad of digital organizations. Previously CFO of Catho in Brazil and Seek Asia, the leading jobs portal in Southeast Asia that operates in seven countries, both part of Seek Group. His prior experiences were with Daimler, Mondelez, and Positivo Tecnologia, a Brazilian computer hardware market leader. Jakson joins the team with a multifaceted vision across finance and planning to accelerate the business' growth to new heights and territories.

Jakson says, "it has been an incredible nine months journey so far, 2020 has been a year of big changes in the way any business operates, and Property Finder is no exception. I am learning a lot from the exciting real estate industry and about the region; eight years of experience in the classified industry is helping me in this process. On top of the big

opportunity considering our market position and our potential to grow, I am also very impressed with the quality of our people at Property Finder."

Ozan Sayar was appointed Chief Strategy and Transformation Officer in April 2020, after finishing his tenure at Facebook, where he led Facebook's most strategic initiatives for the Middle East, Africa, and Turkey region. Prior to that, he was a Senior Engagement Manager with McKinsey and Company in New York and Istanbul, advising Fortune 500 companies in their longer-term strategy and transformation journeys. With his wealth of management expertise, Ozan will now head the implementation of company initiatives and devise the strategic plan for Property Finder's next phase of growth and expansion.

Ozan says, "Property Finder is one of the few companies in the region that offer something unique: an amazing opportunity to make an impact on people's lives while serving as a lighthouse in the region as a key technology company that constantly innovates. This is exactly why I joined Property Finder, and I can say the last six months in the company have been nothing short of amazing! We at Property Finder are excited about the next phase of the journey where we transform it to an entirely new level."

Chief Human Resources Officer Anuradha Challu has more than a decade of experience in consulting, forming strong business partnerships, and strategic HR. Anuradha was brought on board in July 2019, prior to which she held the role of Vice President and CHRO at PepsiCo MENA. Anuradha has over two decades of experience leading the human resources function, which she spent devising and executing HR strategies to deliver business performance. She played a crucial role in setting up and stabilizing a new HR delivery model that impacted over 800 HR associates across 50 countries. She joins Property Finder to develop a new and improved vision and structure for the company, streamlining departments and tasks to ensure the epitome of efficiency and success.

Anu says, "In Property Finder, we have a great foundation of a visionary founder and CEO, talented leaders, and a certain picture of success. The next era of growth will require us to build on this strong foundation with a sharp focus on the future. In doing so, we aspire to be the talent magnet, a company that builds talent for the future, for itself, and the region. This is the legacy we want to create."

The latest addition to the team, Property Finder, welcomed Semih Decan as Chief Commercial Officer in August 2020. Semih began his professional career Key Account and Sales Manager at Procter & Gamble and held various posts at P&G Turkey, UK, and Switzerland. After P&G, Semih served as the co-leader of Turkey, Middle East, and Africa Consumer Goods, Retail, and Consumer Health Practices at McKinsey&Company as Associate Partner. Before Property Finder, Semih was the Chief Executive Officer at Eczacıbaşı Consumer Goods, a regional FMCG giant based in Turkey. Semih brings his knowledge and experience from having worked across a multitude of global companies to align its commercial strategies to support and accelerate its journey to become the region's leader in prop-tech.

Semih says, "In my short time at Property Finder, I've had the privilege of seeing, first-hand, the results of a highly talented and committed team who are focused on continually increasing the value we deliver to our customers."

Having launched in 2007, Property Finder has come a long way with its recent funding of \$120 million from US equity firm General Atlantic in 2018. Within just 13 years, Property Finder has grown to become the region's leading real estate portal with operations in six countries. With the new appointments to the C-suite, the company hopes to expand its market penetration across its existing countries of operations. The company currently stands as a leader in prop-tech. The new management team will aid its journey to becoming a lighthouse tech company that will have a lasting impact on the entire tech ecosystem in our geography.



Property Finder appoints new Chief Technology Officer



Property Finder is pleased to announce the appointment of a new Chief Technology Officer, Gauthier Andries, to its senior leadership team. Gauthier's vast experience in envisioning, developing, and delivering technological solutions combined with his passion for building innovative products will help drive the UAE-based company to new heights, ensuring tech growth across the board.

Gauthier Andries brings over twenty years of experience in technology leadership after having served as the group CTO at StepStone, which is headquartered in Germany and is one of the world's largest e-recruitment businesses. Having successfully built and led large teams across multiple business divisions, Gauthier joins the Property Finder team with a multi-faceted vision to help spearhead the tech strategy and reinvent himself in a completely new market. With his wealth of expertise, Gauthier will overlook the digital transformation at Property Finder. Before this, he was instrumental in managing 13 acquisitions across ten years, including some of the biggest companies such as Totaljobs Group, Saon Group, and many more. His most notable accomplishments include building several successful agile teams that help deliver some of the world's best software solutions and helping grow StepStone from a 50 people organization to a company that boasts over 800 employees.

Speaking of his appointment, Gauthiers said, "As a CTO, I think what matters the most is making sure that as a group, our product, the tech, and its sales are all aligned. The synergy helps us in delivering impactful solutions for our customers. Irrespective of the technology we use, whether it is the cloud, high-computing, mapping, voice recognition, or even big data, at the end of the day, what matters the most is ensuring that our innovations are helping people find the best apartments and homes; and creating the best user experience for them. I've only just arrived in Dubai and have already used the

Property Finder portal extensively and have some interesting insights and solutions on how we as an organization can help facilitate the search for the best home."

Speaking of Gauthier's appointment Ari Kesisoglu, President at Property Finder, said: "I'm delighted to have Gauthier join our leadership team at Property Finder. We are a technology company and having an experienced CTO like him will help us create innovative tech solutions for home seekers in the region as well as our customers. With his arrival, we will also be able to step-change our contribution to the technology ecosystem at large in our part of the world, by applying modern approaches to many technology practices. We couldn't be more excited to have him join us."

Having launched in 2007, Property Finder has come a long way; in merely 13 years, Property Finder has grown to be the region's leading real estate portal, with operations running across the globe in six countries. With a newly appointed CTO, the company hopes to further improve on existing technology and build on innovative new systems and solutions to pave the way for the company to achieve its goal of being the region's leading real-estate giant.