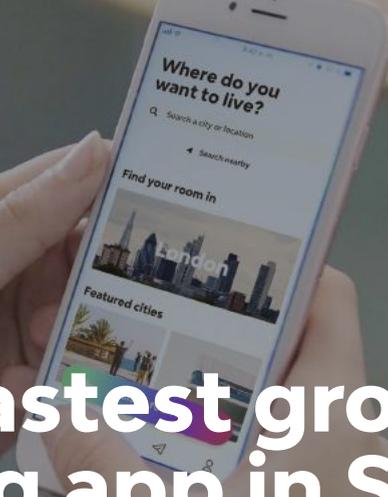


badi



Badi, the fastest growing flat-sharing app in Spain, is coming to London

- Over 40,000 Londoners already using badi to find their perfect flatmates
- Artificial Intelligence technology matches potential flatmates based on their personality, preferences and interests
- After two and a half years successfully matching flatmates across Spain, the start-up is embarking on its global expansion - starting with London and Paris

London, 17th May 2018 - Badi, one of the fastest growing apps for finding the perfect flatmate, is touching down in London as part of the company's continued international expansion.

The Spanish startup, founded in September 2015 in Barcelona, recently received their round of Series A funding of US \$10 million, led by the US-based venture capital, Spark Capital, to fuel its expansion across Europe, which will also include a Paris launch.



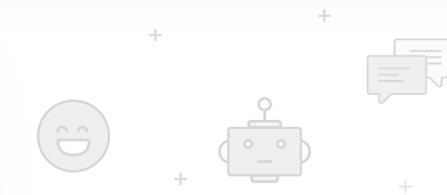
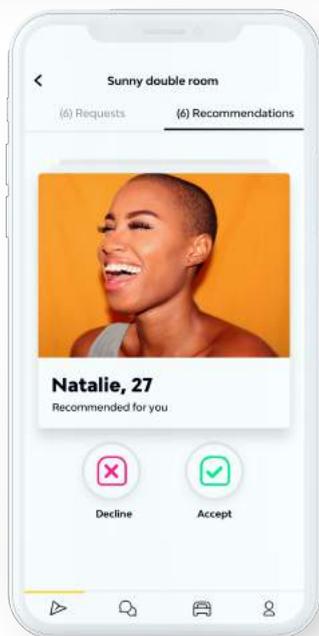
WHY LONDON ?

As badi has observed in many other cities around the world, London has experienced impressive growth, with over 40,000 Londoners signing-up since April 2018. In addition to this, London is important strategically and is considered as the gateway to other English speaking countries such as the United States.

Furthermore, rental prices in London are amongst the highest in the world, with the average bedroom in the city costing £718 - 12 per cent higher than in Paris and almost 40 per cent higher than in Barcelona. For these reasons, badi is the ideal app for London, helping making the city more accessible and enjoyable to live in.

Carlos Pierre, CEO of badi said:

“ Our arrival into London is the natural next step of our strategy, having observed a growing interest from users based in the city that have sent rental requests for rooms in Madrid and Barcelona. This has led to our desire to create an international social network to enable badi’s users to continue moving between major European cities. ”

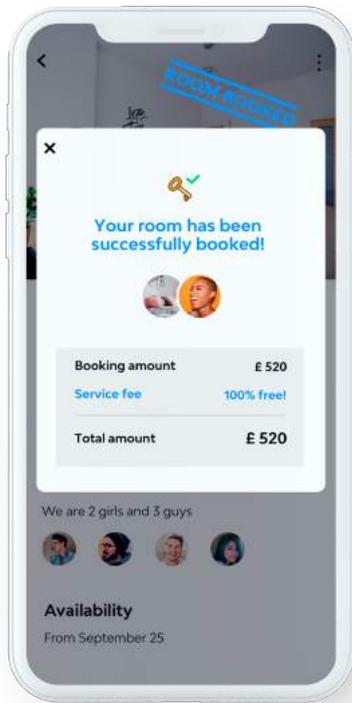


ARTIFICIALLY INTELLIGENT MATCHMAKING

Badi’s arrival in London goes hand in hand with the release of new features to deliver a smooth and exciting user experience.

Londoners will benefit from Badi’s “Smart Recommendations System”, which uses artificial intelligence to suggest potential flatmates. Badi analyses user interests, personality and search preferences, to unveil patterns in characteristics users seek when looking for a flatmate - helping them discover others that have similar tastes and interests, resulting in a perfect match that otherwise would have been missed.

The user can then decide to accept the recommendation and start chatting, or decline the match - making the process for finding the ideal flatmate quick and easy.



RESERVE YOUR ROOM FROM ANYWHERE

Badi now also offers users with the ability to securely book their room from anywhere in the world - making it ideal for expats coming to live and work in London.

To ensure security, all users wanting to use the Booking Request feature will have to verify their profile by confirming their email address, phone number and bank account. Partnering with online payments company, Stripe, Badi will securely hold a deposit from the new tenant, until 48 hours have passed after the Moving In Day, to guarantee the security of the transaction for both the new tenant and the lister. Providing there are no issues, the money is released to the lister - whether this is a tenant or landlord. Badi is a free service for both tenants and listers, and does not take any commission or fees.

As the booking, payment and fulfilment process is fully contained within the platform, it mitigates the risk of potentially fraudulent activity occurring outside the platform.

- ENDS -

About badi

Badi is the leading platform when it comes to finding the perfect flatmate through smart recommendations and social connections. The mobile app and website were created in 2015, and in just two years, the company has managed to transform the real estate sector in Spain thanks to the direct connections generated from user compatibility, eliminating the need for intermediaries.



Badi was born to provide a solution to the growing needs of the entire "millennial" generation, who have found themselves with no other option but to share a flat when living in big cities such as Barcelona, Madrid and Valencia as a direct result of ever-rising house prices.

In doing so, they are contributing to various new models of co-living that makes living in these key Spanish cities affordable. The most common age groups are broad and include young students (between 23 to 30 years old) and senior professionals (30 to 50 years old).

Focused on the technological revolution currently taking off in the rental market, badi has positioned itself as the first PropTech startup to implement artificial intelligence, and therefore accelerating its objective to continue transforming the Real Estate system - the selection algorithms and filtered potential flatmates guarantee a high level of matches, solving the dual goals of searching for a flatmate and a room.



About Carlos Pierre

Having completed his degree at Barcelona's IQS, Carlos Pierre worked for a period of time as an auditor for the prestigious PricewaterhouseCoopers. Then he decided to take matters into his own hands and follow the path of an entrepreneur.

At just 23 years old, he knew how to identify the current issues that mattered in both the urban and social economy, and decided to launch a platform that would connect room supply and demand directly, making it possible for people to find their perfect flatmate.

Press contact



Terrie Barron, Edelman PR for Badi
terrie.barron@edelman.com
+44(0)7800 857 363

Simon Chan, Edelman PR for Badi
simon.chan@edelman.com
+44(0)7875 198 091

For more information, visit
<http://www.badi.com/>

Download the app. Available on

