



TX Group AG
Unternehmenskommunikation

Ad hoc announcement pursuant to Art. 53 LR

Zurich, 11 September 2025

SMG Swiss Marketplace Group starts book-building for planned IPO

TX Group founded the SMG Swiss Marketplace Group in 2021 together with Mobiliar, Ringier, and General Atlantic, incorporating Homegate, Ricardo, Tutti, and car4you. TX Group holds a 30.7% stake in the SMG.

As part of the planned IPO, SMG Swiss Marketplace Group has today begun the bookbuilding process and published an expected price range for the offered shares between CHF 43.00 and CHF 46.00 per share, as well as an estimated market capitalisation between CHF 4.2 billion and CHF 4.5 billion. The IPO is expected to take place on or around 19 September 2025. TX Group will not sell any shares as part of the planned IPO.

Further information is available on the [SMG website](#).

Contact

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About TX Group

The TX Group forms a network of platforms and participations that offers users information, orientation, entertainment and assistance for everyday life on a daily basis. Its roots lie in journalism with the diverse newspapers of Tamedia and the free media of 20 Minuten. The portfolio is complemented by the advertising marketer Goldbach. The TX Group is an anchor shareholder of the SMG Swiss Marketplace Group and JobCloud, holds majority stakes in Doodle and Zattoo and is an investor in the fintech sector through TX Ventures. Founded in 1893, TX Group has been listed on the Swiss stock exchange since 2000.

www.tx.group