

Real estate / Fake news / Financial data / Blockchain / Certification / Corporate communications

Wiztrust expands its foothold in real estate as Icade comes onboard

Paris (France), October 30, 2024 –

Wiztrust, a pioneer in [information certification](#) using blockchain, today announces that Icade, a key real estate player in France, has decided to implement its solution. This strategic collaboration strengthens Wiztrust's position as a trusted partner of major French property companies. By enabling the users of their financial information to check its authenticity, it reduces the risk of fake news, protects the interests of the companies' shareholders and preserves the reputation of their top executives.

Blockchain protects a sensitive sector

As the real estate sector is particularly exposed to issues of reputation and trust, it has found that blockchain certification meets its security needs. With Icade as a new client, Wiztrust has consolidated its expertise in this strategic area and now works with eight major companies in the French real estate market, namely Altarea, Bouygues Immobilier, Gecina, Groupama Immobilier, Icade, Kaufman & Broad, Klépierre and Nexity.

"We are delighted to welcome Icade to the long list of companies investing to make financial information more reliable for market participants (asset managers and shareholders) and to combat fake news. We would like to thank Icade for their confidence in our technology by choosing Wiztrust Protect."

Raphael Labbé, Co-founder of Wiztrust

"For Icade, a listed company whose leading shareholder is Caisse des Dépôts, equipping ourselves with a solution for certifying our information is key and in line with best industry practices. With Wiztrust Protect, we can now certify all our financial and operational communications and guarantee their authenticity. We are excited about this new collaboration."

Véronique Mercier, Head of Communications and Institutional Relations at Icade

A major impact on market capitalisation

Wiztrust currently protects over €1 trillion in market capitalisation, a significant proportion of which in the real estate sector. The continued confidence of leading real estate companies reflects how relevant and effective the Wiztrust solution is in meeting the need for transparency and combating misinformation in this sector.



About Wiztrust

Wiztrust is the editor of the first multi-channel content certification platform for managing corporate communications.

Through Wiztrust Protect, its [information certification](#) solution, Wiztrust enables companies to secure their communications, protect their shareholders from misinformation and reduce their legal risks from fake news. Companies can use Wiztrust Protect to certify their information on the blockchain before distributing it (press releases, annual reports, graphics, videos). Investors and the media can then verify its authenticity on wiztrust.com.

With Wiztrust PR, its [PR Management](#) suite, Wiztrust makes it possible for companies to optimise the management of their communications (newsrooms and SEO; [CRM and media databases](#); distribution including emailing and wires; media monitoring and press reviews).

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ABOUT ICADE

Icade is a full-service real estate company with expertise in both property investment (portfolio worth €6.6bn as of 06/30/2024 – 100% + Group share of joint ventures) and property development (2023 economic revenue of €1.3bn) that operates throughout France. Icade has forged long-term partnerships to respond to emerging trends in the industry. It has made climate issues and the preservation of biodiversity central to its business model to reinvent real estate and contribute to more sustainable cities. It is listed as an "SIIC" on Euronext Paris and its leading shareholder is the Caisse des Dépôts Group.

The text of this press release is available on the Icade website: www.icafe.fr/en

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