

## e4 announces international expansion to European markets

Technology company e4 has announced that it will expand into European markets after 21 years in the South African proptech industry. Having recently launched a new group in the UK, long-standing executive director from South Africa, Simon Slater, has relocated to the UK to head up the venture.



e4 executive director Simon Slater | image supplied

Slater's focus will be on building e4's relationship with various mortgage lenders, conveyancing firms and other partners in the UK. He will be supported by a global team of analysts, developers and staff to help build out the new group.

"Having worked on international opportunities remotely now for the past two years, we are at a stage where we need to rapidly set up a full client team on the ground in the UK and grow the international development teams in Mauritius to develop UK solutions. It is tremendously exciting to see the potential of the tech know-how and experience that we can bring to a new, advanced market."

"We are taking a strong combination of skillsets into a brand-new market, using our knowledge to build and create core localised proptech solutions. It is early days, but we have good momentum and great partners, with a fantastic roadmap ahead," says Slater.

What began as a startup in a fledgling tech space over 20 years ago, when technology was in its infancy, e4 has grown into one of South Africa's leading proptech platforms and solutions provider, with employees now working across the globe.

In conclusion, Slater commented, "We are setting our clients up for the future of mortgage processing and transaction management as the world's most valuable industry - real estate - undergoes a long-awaited digital transformation. With the backing of e4 in South Africa, we are ideally placed to make a real difference in the UK proptech market."

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