



Press release – February 2023

HARLAY AVOCATS ACTS AS COUNSEL TO SEZAME IN A €1 MILLION PRE-SEED FUNDRAISING

Founded in 2022, Sezame, whose objective is to make ownership more accessible, has raised €1 million in order to keep improving its property leasing solution.

Founded in July 2022 by Charles Ruelle, Benjamin Hubert and Clara Tairraz, Sezame aims to facilitate access to home ownership by deploying a rent-to-own solution and personalized financial coaching. Its solution is based on several steps: the definition of an acquisition budget, support in the selection of a property, the acquisition of the property on behalf of the client and financial coaching in the context of the obtention of a loan. Finally, client can buy the property back at a pre-determined price.

Sezame has adopted a social mission (pursuant to the “Loi Pacte”), which consists in “*facilitating the access to property through its tailor-made solutions and support, in an alignment of interests with its clients*”.

This €1 million fundraising, in which Altur Investissement and about fifteen business angels participated, will allow Sezame to expand its technological and commercial development, to structure the legal framework of home rental in private residential real estate and to recruit new talents.

Thibault Chareton (partner) and **Charlotte Striffler** (associate) advised Sezame in this fundraising.

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ABOUT HARLAY AVOCATS: Based in Paris, Harlay Avocats is an independent business law firm with an international reach. Founded in 1988, Harlay Avocats is a leading business law firm in France. With its multidisciplinary professional team, Harlay Avocats assists its clients in France and internationally with their business law needs (routine and exceptional operations). The Corporate Department of Harlay Avocats, headed jointly by Marie-Laure de Cordovez, Thibault Chareton and Olivier Cognard, specializes particularly in private equity, stock market law and M&A operations.