

安居客完成 5000 万美金融资 百度战略入股

3月7日上午消息，网上房产信息服务提供商安居客集团完成了新一轮融资，以战略投资者百度为首的投资人合计投入 5000 万美元，据悉该笔资金已一次性到位。

安居客集团创建于 2007 年，旗下共有三家网站：专注于二手房的安居客，专注于新房的爱房网和专注于租房的好租。此前安居客已获得经纬创投总计 2200 万美金的投资。

本次 5000 万美元融资由百度牵头，百度发展部总经理汤和松表示，百度战略投资安居客，是看好该垂直领域信息服务业的潜力。

据悉，安居客对于新一轮资金投入的计划，将扩展安居客二手房服务从目前的 20 个城市到 50 个，大力投资高速发展中的爱房网新房和好租网租房业务，扩大其在细分市场的竞争优势。

安居客 CEO 梁伟平表示：新获得的资金将用于更多优秀人才的吸纳，新产品的研发，以及更大规模的市场推广中。

Leading Chinese Online Secondhand Real Estate Marketplace Closes Series C Round

SHANGHAI and BEIJING, March 8, 2011 /PRNewswire-Asia/ -- Anjuke, China's leading real estate marketplace, today announced that it has completed a new round of financing of US\$50 million led by Baidu, Inc. ("Baidu") (Nasdaq: [BIDU](#)), the leading Chinese language Internet search provider.

Anjuke was founded in Shanghai in 2007 to provide a more efficient and user-friendly experience for buyers, homeowners, and real estate agents to buy and sell secondhand properties online. Today, Anjuke has 10 million unique visitors per month and via www.anjuke.com is China's most popular online marketplace for secondhand residential properties. In 2010, Anjuke also launched www.haozu.com and www.aifang.com to focus on property rental and new property sales, respectively.

Mike Liang, founder, CEO and Chairman of Anjuke, said, "This financing bolsters Anjuke's position as the leading platform for property transactions in China and deepens our relationship with Baidu. We will continue to focus on providing the best user experience for buying, selling, and renting properties online." "Anjuke has been an important partner of Baidu and we have a lot of respect for what Mike Liang and his team have accomplished in three short years," said Hesong Tang, General Manager of Corporate Development at Baidu. "We are pleased to invest in Anjuke and deepen our involvement in the real estate vertical."

Bo Y. Shao, co-founder of Matrix China and vice chairman of Anjuke, said, "We are honored to have been an early supporter of Anjuke and Mike. This new investment will enable Anjuke to increase its lead and continue its profitable growth."

Anjuke plans to use the proceeds to invest in geographic expansion and in research and development. China Renaissance acted as exclusive financial advisor to Anjuke in the transaction.

About Anjuke

Anjuke is a leading online platform in China for buying, selling, and renting properties. Anjuke was founded by Mike Liang and Evans Jia in 2007, and operates www.anjuke.com, www.haozu.com, and www.aifang.com for second property sales, rental, and new property sales, respectively. Currently, it has 813 employees in 20 offices, and offers its service in 20 cities.

About Baidu

Baidu, Inc. is the leading Chinese language Internet search provider. As a technology-based media company, Baidu aims to provide the best way for people to find what they're looking for online. In addition to serving Internet search users, Baidu provides an effective platform for businesses to reach potential customers. Baidu's ADSs, each of which represents one Class A ordinary share, currently trade on the NASDAQ Global Select Market under the symbol "BIDU".

About Matrix Partners China

Affiliated with Matrix Partners, a premier U.S. venture capital firm, Matrix Partners China was founded by David Zhang and Bo Y. Shao in 2008 to focus exclusively on investments in China. The fund invests in TMT and consumer services sectors, and its investments range from US\$1 million to US\$25 million.