



## **Industrious has acquired Breather - the on-demand workspace, conferencing and meetings platform**

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New York, NY Industrious, one of the highest-rated workplace providers in the industry, acquired the key assets of Breather, the on-demand workspace, conferencing and meetings platform. Industrious will leverage assets including technology and brand to enhance its digital capabilities, accelerate the expansion of its products and services, and ultimately grow its global workplace network to meet the evolving needs of the modern workforce.

This announcement follows a year of growth for Industrious, having most recently received a \$200 million investment from CBRE and officially expanded its presence internationally upon merging Hana into Industrious' portfolio. Industrious added one million s/f of space to its portfolio in 2020, and has continued to expand its footprint in 2021 through both organic growth and competitor takeovers.

“Industrious’ commitment to providing the highest-level of customer service in the industry has always involved predicting what the future of work will demand, and ensuring we have the proper tools and resources in place to deliver on it,” said Jamie Hodari, co-founder and CEO of Industrious. “We’ve long admired Breather and how the brand is synonymous with the idea of on-demand, tech-enabled work and meeting space that allows individuals to embrace work-from-anywhere. Having their capabilities and brand awareness at the ready will be a significant advantage for Industrious, and we look forward to introducing new products and ways of working as a result.”

With remote and hybrid work continuing, there is increasing demand for a global network of workplaces that offers on-demand flexibility for distributed workforces. In time, Industrious intends to make a selection of its workplaces, meetings and conferencing space available to book on-demand, leveraging Breather’s technology and strong brand recognition to meet this need. This will enable Industrious to open its network to a significantly larger audience, while also expanding Industrious’ presence and offering more workplace options for its member community.

Acquiring Breather’s technology also allows Industrious to enhance its core product experiences and introduce new services at a faster rate. Industrious will use Breather’s technology to power its booking capabilities for locations where it manages building-wide tenant experience, as well as in locations where all tenants have access to Industrious’ meeting, conferencing and amenity spaces.

Industrious provides productive and engaging workplaces for companies of all sizes and stages around the country. Past and present members include: Cisco, Lyft, Spotify, Heineken, Chipotle, Pinterest, Twitter and Salesforce.

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