

SAVITT PARTNERS

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For Immediate Release

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The Influential Network, Truefacet, Kustomer and Junction37 Ink Office Leases at 530 Seventh Avenue

Tech Companies Continue Love Affair with Midtown Office Property

New York – March 21, 2018 – Demonstrating the continued allure of 530 Seventh Avenue to office and technology companies, Savitt Partners today announced four transactions at the 490,000 square-foot office property in Midtown Manhattan that is home to a diverse mix of tenants including office, creative media and fashion. The property offers the ideal combination of a superior location and first-rate package of amenities, including the unique opportunity to entertain at the Skylark Rooftop lounge and utilize the state-of-the-art conference rooms at Space 530. The Savitt Partners team of Brian Neugeboren, Nicole Goetz and Bob Savitt oversee leasing at the property and arranged the lease transactions.

The world's premier AI powered influencer marketplace, **Influential Network** has inked a 1,700-square-foot lease to house New York City operations. Influential is the only influencer platform matching brands with social media influencers on Facebook, Instagram, Twitter, Snapchat and YouTube based on deep data enriched by IBM Watson™. The tech company, with offices in Los Angeles and Las Vegas was represented by Matt Siegel and Eric Cagner of Newmark Knight Frank (NKF). The Savitt Partners team of Brian Neugeboren, Nicole Goetz and Bob Savitt negotiated the lease transaction on behalf of the ownership.

TrueFacet, the leading online destination to buy and sell pre-loved designer jewelry and watches, has extended its 6,600-square-foot office lease and committed to an additional 3,500 square feet on the 15th floor. Since its launch in 2014, TrueFacet has achieved sales growth of 120% quarter over quarter. The site currently lists over 70,000 jewelry and watch items from top brands including Tiffany & Co., Cartier, Rolex, Van Cleef and Arpels, Patek Philippe, and more. Last year, TrueFacet announced a \$6 million round of funding, led by Maveron LLC.



The Savitt Partners team of Nicole Goetz, Brian Neugeboren and Bob Savitt represented the building ownership in the lease negotiations. Alex Leopold and Eric Cagner of NGKF represented TrueFacet in the transaction.

Kustomer, a customer experience platform that integrates applications and data in new ways to help support teams quickly understand and respond to client needs, renewed its 5,150-square-foot headquarters lease. The company, which employs a timeline-based approach that treats customers like people instead of "tickets," will continue to occupy office space on the 20th floor of the boutique office property where it has expanded its brand identity. The Savitt Partners team of Brian Neugeboren, Nicole Goetz and Bob Savitt negotiated the lease transaction on behalf of the ownership. Conor Kenny of Cushman & Wakefield represented Kustomer.

Junction37, a new model media agency that helps its clients break the communication barriers to achieve truly creative ideas, leased 2,100 square feet of space for its New York City operations. The firm will relocate its operations from 22 West 23rd Street to the 7th floor of 530 Seventh Avenue. As part of the lease negotiations, the ownership will build the new office space with high-end installations that represent Junction37's branding.

Built in 1930, 530 Seventh Avenue has been updated with wood and concrete floors and soaring loft-like ceilings, featuring some of the most spectacular views of the city. The property is also home to The Skylark, a classically styled cocktail lounge for entertaining, and Space 530, the full service co-working environment for innovative brands and creative companies seeking unique office and showroom space, offering a range of flexible options - members enjoy a place to co-work, network and build their business. The building is Wired Certified Platinum. A Wired Certified building offers tenants choice of multiple high-speed broadband providers and features an innovative and cutting-edge telecommunications system.

About Savitt Partners

Savitt Partners is a full-service commercial real estate company headquartered in New York City. Founded by Bob Savitt, the firm owns and/or operates a portfolio totaling nearly three million square feet of office and showroom buildings in Manhattan, including 530 Seventh Avenue, 499 Seventh Avenue, 11 West 19th Street, 218 West 40th Street, 693 Fifth Avenue, 1385 Broadway, 142 West 36th Street, 234 West 39th Street, and 525 Seventh Avenue. In addition to overseeing the leasing and management of its own assets, the firm provides superior leasing, asset and property management and investment services to other quality owners and tenants.