

Aliada.mx, the platform that is transforming the cleaning industry in Mexico, closed their second investment round.

- Aliada.mx is a technology platform that allows users to find cleaning service providers that adapt to their needs, and that gives the providers access to a better quality of life.
- The company completed their second investment round, led by Promotora Social Mexico, which also included contribution of initial investors.
- Thanks to this round, Aliada.mx will offer their financial inclusion platform to thousands of service professionals, and will launch an integral service for offices.

Mexico City, Mexico. – Aliada.mx is a technology platform that allows users to find the ideal domestic employee, while offering the employee access to a better quality of life.

The company completed their second investment round, led by Promotora Social Mexico (PSM), and including the following investors: VARIV Capital, Capital Invent, and Dila Capital. Genera Group became a new investor through Fiinlab, its area dedicated to innovation. Additionally, White & Case served as a strategic ally to give operational legal support.

This new investment round allowed Aliada.mx's continued exponential growth, offering services to more homes, and launching a new integral service for offices. Concurrently, thousands of service professionals will receive access to financial services for the first time, and the company will continue to offer them better working conditions.

"In the two and a half years of Aliada's operation, more than two thousand domestic professionals, men and women, have tripled their average income, and more than 25 thousand homes have found a trusted service," Rodolfo Corcuera commented, the General Director of Aliada.mx. *"Additionally, today we have already successfully proven we can provide integral services to offices, thanks to clients satisfied by our pilot tests, such as WeWork,"* added the co-founder.

Ana Orvañanos, Co-Founder and Director of Operations, commented that *"the 30% of Aliada.mx's users were already offices that hadn't found a solution to their problems through traditional cleaning services. Through this new service, we facilitate the office management with access to highly skilled personnel that receive wages and compensations above the law's required amount. Additionally, the platform offers the possibility to solicit and administrate services in a digital platform, in addition to receiving only one invoice for all of these services. Additionally, 5% of the profits are donated to a fund that finances the education of the cleaning professionals' children."*

Rodolfo Dieck, the Investment Director of PSM, described the Founders' vision, who look to change less-fortunate individual's lives through an innovative and profitable business model, with the principal reason to propel investment in our society: *"Aliada is empowering women and men from the base of the pyramid, and is a company with high potential for impact and growth."*

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