

## Mallcomm acquires MyTAG and rebrands as Kinexio

[Synova](#) portfolio company, [Mallcomm](#), a global enterprise software platform for commercial property management and insight, has acquired [MyTAG, a Mallcomm product](#), a leading provider of software solutions for enhanced property security and compliance.

The strategic acquisition marks a milestone in Mallcomm's growth strategy, further enhancing its capabilities and strengthening its position as the premier software solution for managing complex commercial and mixed-use locations globally.

The combined Group will be called Kinexio, to reflect Mallcomm's evolution from a leading retail communications tool, to a global enterprise software platform for commercial property management and insight.

Kinexio CEO, David Fuller-Watts commented:

*"We are thrilled to welcome MyTAG to the Mallcomm group and bring their product offerings to our evolving platform. As technology has become increasingly critical to property management, and asset performance, we're proud to be able to provide our customers with a unified platform connecting people, data and assets."*

Zachary Tsai, Partner at Synova, noted:

*"We're delighted to support Mallcomm with the acquisition of MyTAG and the rebrand to Kinexio to reflect the product innovation and future trajectory of the Business. This milestone marks a pivotal step in our ambitious growth plans, built upon supplementing strong organic growth with complementary strategic acquisitions, with Synova committed to helping Kinexio identify and make strategic acquisitions across Europe and North America."*

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