

PARIS

December 6, 2021



Ardian supports the growth of easiware via a €7m round of financing

Ardian, one of the world's leading private equity firms, today announces the acquisition of a stake in easiware, a French omnichannel saas customer relationship management software platform. Matthieu Bouteiller, Chairman, and Brendan Natral, CEO and co-founder, will be able to draw on Ardian Growth's expertise and networks to accelerate the development of the company's offering and drive its international expansion.

easiware has around 50 employees and supports over 500 brands (large accounts and multi sector SMEs) in the management, optimization and personalization of their customer relations, from pre to post-sales. Available in several languages, the easiware solution has already been deployed in more than 20 countries, mainly through its customers' foreign subsidiaries. The company has a unique 360° approach to customer relations, which differentiates it from its competitors. This enables easiware to process all incoming requests, regardless of the channel, through a single interface.

Self-funded until now, the company has experienced strong and regular growth since its inception, driven by several factors - the ease of adoption and reliability of its solutions, its technological yet human approach to customer relationship management, the emergence of new digital channels, and the growing need for omni channels that enable brands to strengthen their link with customers.

Ardian's investment marks an important step in easiware's development. The company intends to continue innovating, so it can optimize its solutions, develop new complementary customer relationship tools and bring even greater value to its customers. With the support of Ardian Growth, easiware will continue this expansion, particularly across Europe.

"We are delighted to welcome Ardian as an investor and new partner. This first round of financing is a strategic step for easiware and our customers who put their trust in us on a daily basis. In realizing our ambitions it was important that we chose to collaborate with an investor that shares our vision and values. With Ardian, a world-class investor, we are beginning a new phase of innovative yet sustainable growth, both in France and, very soon, in wider Europe.

● **MATTHIEU BOUTEILLER** ● CHAIRMAN OF EASIWARE

"We're excited to begin this partnership with Ardian. After thirteen years of self-financing, we are proud of what we have achieved so far, and are now entering a new chapter that will allow us to accelerate our development, better satisfy our customers and recruit the right talent to support this growth. With the backing



of Ardian, we now have the means to fully realize our ambitions, as their team shares our technological yet human approach to customer relationship.”

● **BRANDAN NATRAL** ● CEO OF EASIWARE

“Founders Matthieu and Brendan have demonstrated a strong ability to sustain such profitable growth. Their solution is fully integrated and robust, and increasingly popular in the market. This transaction is a perfect example of how we can support talented software entrepreneurs.

● **FLORIAN DUPONT** ● SENIOR INVESTMENT MANAGER AT ARDIAN GROWTH

PARTIES TO THE TRANSACTION

Ardian

Florian Dupont, Solene Hamouda
Financial advisors : Cairn Partners (Julien Sanier/ Hanna Goux-Pelletan)
Legal, social and tax advisors: Orsan (David Sebban/ Laure Le Gall)
Tax advisors : Mamou & Boccara (Laurent Mamou)
Technical Audit : Frederic Thomas (CTO as a service)

Easiware

Matthieu Bouteiller, Brendan Natral
Financial advisors: Acetis Finance (Matthieu Mora/ Olivia Harel)
Legal and tax advisors : Jones Day (Charles Gavoty/ Alexandre Wibaux)



ABOUT ARDIAN

Ardian is a world-leading private investment house with assets of US\$120bn managed or advised in Europe, the Americas and Asia. The company is majority-owned by its employees. It keeps entrepreneurship at its heart and focuses on delivering excellent investment performance to its global investor base.

Through its commitment to shared outcomes for all stakeholders, Ardian's activities fuel individual, corporate and economic growth around the world.

Holding close its core values of excellence, loyalty and entrepreneurship, Ardian maintains a truly global network, with more than 800 employees working from fifteen offices across Europe (Frankfurt, Jersey, London, Luxembourg, Madrid, Milan, Paris and Zurich), the Americas (New York, San Francisco and Santiago) and Asia (Beijing, Singapore, Tokyo and Seoul). It manages funds on behalf of more than 1,200 clients through five pillars of investment expertise: Fund of Funds, Direct Funds, Infrastructure, Real Estate and Private Debt.

www.ardian.com

ABOUT EASIWARE

easiware is a French SaaS editor that enables brands' customer service teams to communicate with their customers on a daily basis thanks to an "all-in-one" platform for managing and personalizing customer relations. The easiware platform allows them to centralize customer requests and data, regardless of the channel, in a single tool to provide customer knowledge that meets consumer requirements and allows customer service to respond quickly, efficiently and contextually. More than 500 love brands and public players (including Galeries Lafayette, Meetic and the Gendarmerie Nationale) in over 20 countries trust easiware.

easiware is a recognized leader in its ecosystem, thanks to its human and technological approach to customer relations.

www.easiware.com

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