

Paris, 22 March 2021

Press Release

EXPLORE REALIZES ITS 2ND BUILD-UP WITH THE ACQUISITION OF SOCIETEINFO

Explore, a leading player in the development of B2B business solutions, is pursuing its development strategy and announces that it has taken a minority stake in Sociétéinfo (SmartData) with the support of Activa Capital. This acquisition will enable Explore to deploy innovative solutions on the B2B data market and thus strengthen its position on its market in France.

Based in Neuilly-sur-Seine (Western Paris) and created in 2017 by Alexandre Conraud and Antoine Onnen, SmartData, through its brand Sociétéinfo, offers its clients B2B sales and marketing solutions. The result of open data and more than 3 years of R&D, Sociétéinfo offers a 360° vision of companies through its legal and financial data, descriptions of organisation's activities and personal contacts. Its algorithms trawl, aggregate and index millions of data items from legal databases and the web (sites, social networks) every day. The solution can be used to automatically identify key employees and managers of any company or to enrich databases with precision.

This new partnership between two B2B data expert companies creates technical as well as commercial synergies and will enable the two companies to collaborate on new innovative services. As a tangible sign of this partnership, Sociétéinfo's teams are moving to Explore's offices in the 15th district of Paris.

With this transaction, Explore has completed its second external growth operation. The transaction was financed by a line of financing set up at the closing of the January 2019 LBO by Activa Capital alongside Explore's management team.

This transaction demonstrates the ability of Activa Capital, Explore's majority shareholder, to support entrepreneurial managers in the transformation of growing SMEs and the structuring of external growth operations.

Laurent Nicouleau, Co-founder of Explore, declared: *"We were quickly won over by Sociétéinfo's approach, its capacity for innovation, the soundness of its technical approach and the originality of its economic and commercial model. The complementary nature of our offers quickly became apparent, enabling us to offer the best service to our clients. Sales and marketing organisations are always looking for more contextual information, but also hyper-targeted contact data to feed their daily operations. With Sociétéinfo we can offer a wide range of data enrichment scenarios, contextualised email generation and semantic targeting that are unrivalled on the market. This data can of course be integrated into our clients' information systems, including those deployed by Gestinnov, our subsidiary dedicated to CRM & ERP integration."*

Antoine Onnen, CTO and Founding Partner of Sociétéinfo, added: *"For Sociétéinfo, joining forces with Explore's teams is an opportunity to combine our technical know-how while retaining our DNA. We share the same vision of the market and we are delighted to be able to benefit from the long experience of Explore Group's management in this strong growth phase we are experiencing."*

Alexandre Masson and Christophe Parier, Managing Partners of Activa Capital, stated: *"This second build-up for Explore is in line with our desire to support ambitious founders to help them accelerate their development. The partnership of Explore and Sociétéinfo offers very promising growth prospects."*

Participants

Buyers

Explore: Laurent Nicouleau, Philippe Raison

Activa Capital: Alexandre Masson, Christophe Parier, David Quatrepoint, Elliot Thiéblin

Financial Due Diligence: D'Ornano (Raphaëlle D'Ornano, Nicolas Bayle, Thibaut Rince)

Tax, Legal and Social Due Diligence: D'Ornano (Raphaëlle D'Ornano, Yann Auregan, Lauriane Miel-Gautier)

Corporate Lawyers: Hogan Lovells (Stéphane Hutten, Florian Brechon, Franciane Rondet)

Financing Lawyers: Hogan Lovells (Alexander Premont, Luc Bontoux, Diane Ferriol)

Vendors

Sociétéinfo: Antoine Onnen, Alexandre Conraud

Corporate Lawyer: Christophe Blez

Senior Financing

LCL (Karine Ségur), CIC Ouest (Guillaume Colosiez), BNP Paribas (Jérôme Halbert), Société Générale (Hubert de Gérard)

Lawyers Banking: August Debouzy (Laure Bonin, Emmanuel Le Galloc'h)

About Explore

Explore is a leading player in the development of BtoB data intelligence solutions. The Group produces and uses descriptive and behavioural data on current events in companies and regions to fuel business development, market analysis and customer knowledge. Today, Explore has more than 1,400 clients and over 50,000 users in the real estate, construction and business services sectors.

www.explore.fr

About Sociétéinfo.com (SmartData)

Created in 2016 by Antoine Onnen and Alexandre Conraud, Sociétéinfo.com is a freemium service that collects and aggregates all legal, financial, web and social data of companies. The service offers all types of structures a data aggregator that integrates open data as a basis but also indexes company websites, LinkedIn profiles and numerous means of contact. This data is structured on pages accessible via a SaaS interface and/or an API. Users can access more than 10 million company, association or freelance records, and thus identify companies to prospect, retrieve the email address of key decision-makers and/or enrich

their data. Sociétéinfo.com has over 20,000 users on its application. The service is used by major references such as Alan, Payfit, Expensya, Swile, Payplug, Prestashop, Gedimat, etc.

www.societeinfo.com

About Activa Capital

Activa Capital is an independent private equity firm, owned by its partners, characterized by a proactive build-up strategy. It currently manages more than €300 million on behalf of institutional investors by investing in French SMEs and ETIs with high growth potential and an enterprise value of between €20 and €100 million. Activa Capital assists them to accelerate their development and international presence. To find out more about Activa Capital, visit www.activacapital.com

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