



## **Ysance enters into exclusive negotiations to acquire Mazeberry.**

**Ysance announces that exclusive negotiations are underway to acquire Mazeberry, provider of SaaS attribution and merchandising solutions for retailers. This merger will give birth to a major player in SaaS and Big Data for retail marketing of € 16 millions in consolidated sales (2018).**

**Paris, September 17, 2018** - Ysance, publisher of a marketing platform dedicated to retailers, the Retail Marketing Platform, and services company specializing in data platforms, announces that exclusive negotiations are underway to acquire Mazeberry, publisher of *Mazeberry Attribution* and *Mazeberry Merchandising* solutions.

### **Beneficial and unique complementarity for retailers.**

In addition to the obvious business synergies, the great complementarity of offers is a strategic asset. With the merger of these two publishers, retail stores reduce their dependence on GAFA and remain the exclusive owners of their data: receipts and web behavioural data. The stated ambition is clear: to offer retail companies a complete global omni-channel marketing measurement, decision and activation solution and enable them to revolutionize the customer experience through data mining.

### **A "timely and necessary" merger welcomed by customers.**

The merger of the two companies is already welcomed by customers. For instance, Benoît Hyronde, Chief Digital Officer at Cultura, says: *« Cultura has been working with Ysance and Mazeberry for several years. These two key partners in our digital transformation are committed alongside us with professionalism, expertise and conviction. It is with joy and expectation that we learn their rapprochement to consider the subject of omnicanality with regard to issues of AI, attribution and animation of our customers in a Data-Driven Marketing approach. We welcome this timely and necessary rapprochement. »*

### **A European ambition in Omnichannel Marketing for Retail.**

*«We are thus becoming a European leader in marketing platforms for retail, »* says Ysance CEO Laurent Letourmy. *"We have the talent, the customers, the technology, our stack of Artificial Intelligence assets, the financing and the support of very large brands with whom we work closely on their priorities. Mazeberry's contribution is crucial to our development, as the team is talented and appreciated by the market. The solutions have proven themselves to customers who now have only one idea in mind: measuring to decide. »*

According to Thibaut Lemay, CEO of Mazeberry, *«Ysance has always benefited from a head start in its market thanks to its close proximity to retailers with physical outlets. Ysance is undoubtedly the best on the subject of omnicanality and the rapprochement between Mazeberry and Ysance appeared to me as obvious. I am truly seduced by my new mission and the emulation generated by the merger of our teams of enthusiasts and experts. Our common DNA allows us today to push the limits of our offers and to bring to the retail leaders a significant improvement of the customer experience, simply, serenely. »*

And Laurent Letourmy continued: « *After five years of developing our platform, we did not want to stop there. European companies are calling for a trusted player to power their customer data. In the coming years, we will complete our software and service offerings, with our teams and partners, to offer the best omnichannel offer that can be.* »

### **The 3 co-founders of Mazeberry strengthen Ysance management.**

Thibaut Lemay takes over the Ysance and Mazeberry SaaS activities. Romain Baert is appointed director of pre-sales. The technical and product teams of Mazeberry, led by Julien Decroix, integrate Ysance's product and engineering teams, managed respectively by Marc Vallée and Cédric Desprès.

### **Two French Tech companies coming closer.**

Founded in 2011, Mazeberry has quickly established itself as the French leader in attribution solutions and has undergone constant growth as attested by major references (Camaïeu, Cultura, Cyrillus, Fnac, Jennyfer, La Poste, Nature & Découvertes ...) In 2017, with the acquisition of Merchandising.IO, Mazeberry became a unique and essential player by allowing retail and e-commerce companies to measure their marketing investments, while optimizing their product merchandising. Today the startup has 150 clients and its solutions are deployed in 20 countries. As part of its development, Mazeberry conducted two fundraising campaigns with Network Finance, Btwinz Ventures and Generis Capital Partners.

Created in 2005, Ysance has been developing since its beginnings with prestigious clients (SoLocal, Oui.snfc, Fnac-Darty, Vente-privee.com, Decathlon ...) while constantly innovating. In-memory analytics, Cloud Computing and Big Data are the core competencies of the team. In 2015, Ysance enriches its offering with the first marketing platform dedicated to omni-channel retail: the Retail Marketing Platform is quickly recognized by the analyst firms Gartner and Forrester. Ysance offers a unique mix of a SaaS platform and expertise in Big Data solutions. Today, the platform is deployed in 40 countries, the company has 130 employees, and has been funded since 2015 by Creadev, the Mulliez family investment firm.

The new group is made up of 160 employees (including 110 engineers), 2 offices and 250 customers operating worldwide. The recruitment of 50 new employees dedicated to retail, marketing and Artificial Intelligence expertise will soon expand the team to excel in Paris, Lille and abroad.

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#### **About Ysance**

With its two businesses, Ysance has a twofold objective: to reveal the value of customer data and put it into action. The *Data Services* entity supports companies in their data-driven transformation, covering the entire data value chain: Big Data, Data Integration, Data Architecture, Data Science and Dataviz / Analytics. The *Retail Marketing Platform* provides brands with agile omnichannel marketing that increases profitability and strengthens relationships with their customers. [www.ysance.com](http://www.ysance.com)

#### **About Mazeberry**

Mazeberry helps retail and e-commerce companies make business decisions with their data. Mazeberry solutions leverage data to make them workable for marketing acquisition, merchandising and management teams. Since 2011, Mazeberry has contributed to the success of its customers by providing clarity and serenity in all the decisions they have to make. Among its customers, Mazeberry counts AccorHotels, Sephora, BforBank or Renault Retail Group. In 7 years of existence and very strong growth, Mazeberry has already retained more than 300 brands across 20 countries. [www.mazeberry.com](http://www.mazeberry.com)

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#### **Press contact**

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