



## Visiativ starts exclusive negotiations with Spread, a developer of fully SaaS customer engagement software

Lyon, 29 May 2017 – 8.00 am. Visiativ Group is listed on Alternext Paris (ISIN code: FR0004029478 – ticker: ALVIV).

Visiativ, a software maker and Value Added Reseller of innovative platforms, has announced the start of exclusive negotiations with Rouen-based start-up Spread, which develops social customer relationship management (CRM) and marketing automation tools that simplify and optimize customer and prospect interactions using a multi-channel approach. The Group plans to acquire a majority interest alongside the current founding directors, who will continue to play a role in growing the business. After supporting Spread through its initial development stages, the company's original investors, notably Go Capital, and business angels are selling their stakes to enable this transaction.

Founded in 2011 and already boasting 25 employees and nearly 350 customers, Spread develops high-tech SaaS relationship marketing solutions, including a catalogue of marketing campaigns designed to boost website traffic, data collection and qualification for CRM databases, automated scenarios and multi-channel services for maintaining prospect databases. Spread achieved very strong growth of 81% in 2016, to reach €1.2 million in revenues, 92% of which recurring.

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Commenting on the announcement, **Virginie Ducreux and Olivier Martineau, founding directors of Spread**, said: *"Our merger into the Visiativ Group is the opportunity we have been looking for to step up Spread's development. This exciting new chapter we are beginning will enable us to expand our markets and strengthen our R&D and thereby continue to increase our customers' satisfaction. The Visiativ Group's human values are perfectly aligned with those promoted by Spread. This is a chance for our teams to take advantage of a new scope and new ambitions."*

**Bruno Guicheux, Investment Director, Go Capital**, said: *"As one of Spread's original investors, we are especially pleased with this offer of industrial-scale support from the Visiativ Group, which will allow Spread and its management to enter a new phase in their development, one that will in particular help create new jobs in the Rouen region. Our involvement in Spread from the very beginning has been a rewarding experience for us and one that will set the standard for the future of our first seed fund."*

**Laurent Fiard, Chief Executive Officer, Visiativ**, said: *"With the acquisition of Spread, which should be finalized in the coming weeks, we are adding a complementary component to our Moovapps platform as well as strengthening the Group's offering in the e-commerce/retail segment. Thanks to this transaction, we will be able to offer pragmatic digital marketing tools to customers implementing fast-track digital transformation programs, thereby helping them to increase customer engagement. In addition, Spread's solutions will enable us to accelerate the community marketing strategy that we began with the creation of myCAD and Entreprise DU FUTUR."*



**Next press release:** H1 2017 revenues: 26 July 2017, after close of trading

**Shareholders' Meeting:** 1 June 2017

#### **ABOUT SPREAD**

Spread, a developer of SaaS customer engagement software, aims to lighten the workload of marketing departments. Founded in 2011 by Olivier Martineau and Virginie Ducreux, Spread leverages a simple, intuitive tool based on customer knowledge. Spread offers to qualify the website traffic of brands and online retailers to convert visitors into customers through multi-channel marketing campaigns. Data collected during these interactions are pooled in a social CRM solution and used to maintain customer interest and build loyalty. Thanks to marketing automation scenarios, Spread can drive incremental increases in customer engagement, and even turn the most loyal customers into brand ambassadors.

Spread solutions currently form part of the digital strategy of more than 350 customers in France and the rest of Europe.

#### **ABOUT GO CAPITAL**

Go Capital is a private equity firm with nearly €150 million invested through French FPCI and FCPI investment funds. It targets companies with high growth potential in the fields of healthcare and medicine, technology (hardware and software), digital solutions and innovative services.

[www.gocapital.fr](http://www.gocapital.fr)

#### **ABOUT VISIATIV**

Integrator of innovative software solutions, Visiativ steps up the digital transformation of companies via its collaborative and social business platform. Working with mid-caps since its foundation in 1987, the Visiativ Group posted 2016 revenues of €106m and boasts a diverse portfolio of over 14,000 customers. Covering every economic sector in France and with operations in Switzerland and Morocco, Visiativ has over 600 employees. The Visiativ share (ISIN code FR0004029478, ALVIV) is listed on Alternext Paris. The share is eligible for the PEA and PEA-PME personal equity plans and FCPI/FIP investments funds, thanks to its status as an “innovative business” recognised by Bpifrance.

For further information, visit [www.visiativ.com](http://www.visiativ.com)

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