

Press release

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**Groupe Vertical and Visiativ invest to co-build
an omni-channel digital offer intended for industrial SMEs**

**Joint acquisition of the 3C-EVOLUTION agency (Grenoble, France)
and its NEXTPAGE[®] Product Information Management solution**

Groupe Vertical is a national player on France's communication market. Visiativ, with a track record spanning more than 35 years, is a major player in the transformation of businesses throughout France and in 13 other countries. The two companies have decided to join forces, on a 50/50 basis, to acquire the 3C-EVOLUTION agency and its NEXTPAGE[®] PIM solution to create an omni-channel digital offer intended for industrial SMEs.

Industrial manufacturers now market their products via multiple channels (paper catalogues, e-catalogues, e-commerce sites, marketplaces, physical outlets, intermediary distributors, partner platforms, and so on). In response to this strategic need, Groupe Vertical and Visiativ are pooling their expertise with the joint acquisition of the 3C-EVOLUTION agency and its NEXTPAGE[®] PIM / DAM¹ solution. NEXTPAGE[®] is a Product Information Management (PIM) and Digital Asset Management (DAM) solution used to centralise all product data in a single repository, in connection with the market's main Content Management Systems and Frameworks to easily feed websites.

This alliance will serve to support the leaders of industrial SMEs in their web and e-Commerce strategies, from the company's institutional website to its product catalogue. Lots of common customers use the complementarity of the NEXTPAGE[®] solution with Visiativ's digital transformation offer (including Fermob, Aldes and Maped).

¹ PIM/DAM solution: a PIM (Product Information Management) solution is used to manage product data. A DAM (Digital Asset Management) solution is used for advanced media management (visuals, data sheets, safety sheets, certificates, videos, 3D objects, etc.).

"This 50/50 acquisition is the upshot of a shared belief in the need to realistically address the needs of industrial SMEs in terms of e-commerce websites and product catalogues", explains **Laurent Fiard, Chief Executive Officer of Visiativ.**

"The PIM solution developed by 3C-EVOLUTION completes the catalogues with proposals ideally suited to the communication universe, including repository management, printing, digital campaigns and automated catalogue generation. Beyond industry, the solution also addresses markets in which the Group has considerable expertise: tourism, transport, retail and especially franchises and networks" adds **Yann Rambaud, Chairman and Founder of Groupe Vertical.**

This 50/50 acquisition by Groupe Vertical and Visiativ ensures a long-term commitment to the joint industrial project that consists in developing a global digital e-commerce offering for industrial SMEs in France and Europe.

About 3C-EVOLUTION and the NEXTPAGE[®] solution

With its expertise in PIM, the 3C agency is the publisher and integrator of the NEXTPAGE[®] solution, and offers Web connectors to directly integrate product data in websites.

About Groupe Vertical

Drawing on its specific and singular expertise for optimising websites via a powerful proprietary business algorithm, Groupe Vertical has gradually deployed its skills in all fields of global communication. Thanks to its organic growth and the targeted acquisition of multiple communication agencies in large French cities (the Group now owns 12), it is now positioned on a national scale.

About Visiativ

Visiativ's mission is to make digital transformation a performance lever for companies. We do this by co-building alongside our customers, over the long term. We call this our promise: "Sharing, is growing".

We support our customers by providing solutions and services to plan, implement, manage and monitor transformations with a unique and innovative approach through three pillars: Consult (consulting & support), Engage (solutions & deployment) and Connect (communities for exchange and sharing). With over 35 years of proven experience working with more than 21,000 Small & Mid-Market customers, Visiativ has achieved revenues of €214 million in 2021. Visiativ is present in 11 countries (Belgium, Brazil, Canada, France, Germany, Ireland, Luxembourg, Morocco, the Netherlands, the United Kingdom, UAE, USA and Switzerland) and has more than 1,100 employees.

Visiativ (ISIN code FR0004029478, ALVIV) is listed on Euronext Growth in Paris. The share is eligible for PEA and PEA-PME.

For further information visit www.visiativ.com

GROUPE VERTICAL CONTACT

Nathalie PRADINES

Tel.: +33(0)6 09 42 15 18

npradines@groupe-vertical.com

VISIATIV CONTACT

Lydia JOUVAL

Tel: +33 (0)4 78 87 29 29

lydia.jouval@visiativ.com