

Batiweb Group

Surfing the wave of digital intermediation

Omnes' acquisition of a stake in Batiweb lends new impetus to the number-two player in digital relationship building between consumers and professionals in housing renovation. **On a fast-growing market in the throes of consolidation, the partnership looks set to be a productive one.**

N “Nicolas Ricart, CEO of Batiweb Group, and I were able to meet up ahead of the bidding process and we quickly understood that we share the same way of envisioning the future of his company,” says Frédéric Mimoun, Director at Omnes. From that point, things went very fast. The pre-emptive discussions became exclusive and Omnes brought preferred partners on board (SWEN Capital, Matmut Innovation and Golda Darty Partners), fostering business partnerships currently under implementation. At the same time, the acquisition of Habitat-Trade will strengthen Batiweb's territorial coverage and skills.

A committed build-up

Founded in 2005, Batiweb Group today is the number-two player in its market, with nearly €10 million in annual revenue and 94 employees. Digital intermediation is a thriving sector, with major penetration potential as just 13% of self-employed professionals use this channel. The Group's four-year objective is to increase its revenue by 2.5 and

quadruple its profitability. “In six months, we have shown our ability to step up the company's development,” says Frédéric Mimoun. As evidenced by the company obtaining an exclusivity on a strategic acquisition opportunity in an over-the-counter context, signed in July 2017. Seven other deals are under review and Omnes is helping to broaden the range of possibilities outside France, notably in Belgium, the Netherlands, the UK and Germany.

Strategic support

At the same time, Nicolas Ricart's team has been expanded. In September 2017, the former Marketing Director in France for Yahoo was hired as the Group's Marketing Director, and in late October the Group recruited a new CFO from Bpifrance. The human resources director will join the team between now and early 2018. After the implementation of an executive committee, Omnes also helped to strengthen Batiweb's strategic governance with the selection of two industrial experts for the Strategic Committee. “Our ambition is to strengthen the Group's position in its market and help it to become the Airbnb of self-employed professionals, with a complete set of services ranging from appointment making to transaction payments,” says Frédéric Mimoun. “Strategic and pragmatic support in which everyone expresses themselves openly. The key is to continuously call things into question, open doors and move forward.”

Timeline

- 2005:** Creation of Batiweb.
- 2013-2016:** Batiweb doubles its revenue and triples its profitability.
- 2017:** Omnes invests €4 million in Batiweb through a growth capital transaction. Batiweb acquires Habitat-Trade, the publisher of easy-devis.fr, and becomes Batiweb Group.



THREE QUESTIONS FOR...

NICOLAS RICART,

CEO
of Batiweb Group

“Trust and responsiveness are the keywords in our collaborative effort, both in human and operational terms, and this is exactly what we need at our stage of development.”

What made you choose Omnes?

I immediately felt on the same wavelength as Frédéric Mimoun. His strategic vision perfectly matched what I wanted to do. Batiweb's business model had arrived at a new stage of maturity, enabling us to shift up another gear. And Omnes was quick to confirm the points that were essential for me: a majority position and the possibility at all times to have the necessary cash for financing organic and external growth with no dilution.

How has the collaborative effort responded to your needs and expectations?

It's a very strong relationship. We have regular discussions on recruitment, strategic directions and growth prospects. After working together for just six months, we have already obtained a green light on a potential acquisition, which is exceptional. Omnes is very present in terms of support and advice. They are also able to show great flexibility in financing arrangements, proposing highly entrepreneurial solutions.

What are your next steps and outlook?

We have very strong ambitions for the next four or five years. With annual like-for-like growth of over 35%, we are already firmly on track! Omnes will help us to expand in Europe, where our model in terms of business offering and process is highly attractive. The experts and entrepreneurs that the Omnes team puts us in touch with will also play an invaluable role in honing the development of services with our clients.

